



**Kristy:** Hi everybody, we have a very special season finale episode of Untapped Philanthropy for you this week, I'm **Kristy Gannon CEO of Fluxx**. And today I'm joining Untapped Philanthropy as a guest host so I can interview someone you've all become very familiar with. You know and love her, Fluxx co-founder and your fearless podcast host, Kerrin Mitchell. In honor of concluding the first season of our podcast, Kerrin and I thought it'd be fun to flip the script if you will, and I'm going to put her in the hot seat. Also, as a bonus, we have a special announcement to share with you at the end of the episode. So, we're going to dive right on in. So, Kerrin, what was your favorite episode of Untapped Philanthropy?

**Kerrin:** Um, it's interesting. Looking back at our last 11 episodes there were amazing components of all of it. But it was interesting to actually look back at the very first episode with Dan Lamont who was so energetic, uncommonly kind, and eloquent really with an interesting perspective.

I felt when he sat down with us, he thought through not just the work that he had done over the social sector across multiple years, but the balance of where we need to be thinking about bringing that grantee experience forward a lot about the role of storytelling, and the ability for us to look at innovation in a different way. I thought that was just such an interesting concept to sort of launch what I think is typically a very grantmaker-centric realm. So, I really appreciated that I thought, also he was fun. We've been friends forever. That was just a fun episode and so much anticipation for the big launch of the podcast. What a great way to start it off.

**Kristy:** No, I agree. I love that episode. Dan just brings such a good energy. An awesome perspective to the space. So, I love that episode, too. I'm glad you called that one out. The next question I had was what surprised you the most about this project?

**Kerrin:** You know, it's so interesting. I was thinking about what surprised me. And I think when I first started the podcasts with my friend Casey and the Fluxx team, we thought, will anyone listen to this? Maybe it will be a fun experiment, I can call up friends of mine from the industry and make it happen. And I think at the end of the day I was very aware that the world does not need another podcast, but it was something I felt passionate about something I thought would be interesting. And I think one of the things that's most fascinating about our group is the conversations that need to be happening.

And it's not just around the grantmakers or just within the grantseekers. But it's actually across the various different verticals of what people do and the role they play. So, what was most surprising about the project was that we started off talking to the people that we normally would about their roles within a foundation strengthen in leadership or culture DEI. But what came of it was a lot of outreach from people that started to be interested to learn and bring their perspective to the conversation. Folks like Lynette or Teddy and others that came to the table and offered up perspectives from journalism, or how things are covered in the media, I thought that was fascinating.

We've had more opportunities and opened the conversation to a larger group, and the number of incoming requests that continue to come in for potential guests is incredible, I couldn't be happier with the traction that we're having. And I'm really excited about the future. Because I think that there's just more and more conversations that we want to have. So, I thought that was so cool. So, the outreach absolutely was fascinating.



**Kristy:** I felt the same way. I mean, if I'm gonna add my answer to this I was at one of the TAG events, and someone came over and was talking about one of your podcast episodes. It was amazing. And it sparked so many other internal conversations at this person's organization. And I thought that was really fascinating.

**Kerrin:** Yeah, it's funny, I was playing Cards Against Humanity the other day with my family and one of the cards was like "your friend's crappy podcast", and I said, "oh, no, that's totally me."

I'm so thrilled to see the outreach and the perspectives that people want to share. It's powerful. And I think that's the part of the collaboration that we're seeing foundations and nonprofits and grantmakers and the public sector start to roll together into one amassed, you know, collaborative effort. I think that's so powerful. So, if this is able to help anyone, that's really the goal.

**Kristy:** Yep. I love that. So on to the next question: what was the most surprising thing that you learned from a guest?

**Kerrin:** So, I actually will jump back to journalism and the outreach from Teddy Schleifer who I think is a really important voice in the sector. I hadn't even thought of the role of journalism in philanthropy, which is so myopic of me. But we were able to examine the role that journalists can play in media and messaging and give a broader voice to a lot of the changemakers, both large and small. This work can elevate places and people and I think it's just a big point of reference of what is real.

I think it's just such a compelling topic. And I think understanding where we need to see philanthropy change, not only in terms of how it's operationalized and strategized but also communicated, is a really interesting topic. So, Teddy was one of my favorites as well, in terms of just the true level of insight that he brought in that episode.

**Kristy:** So, with all these exciting episodes that we've gotten to experience already, will there be a second season of Untapped? And if yes, what are some of the areas that you're excited to dive into?

**Kerrin:** I mean, heck, yeah, this is fun. If Casey is up for it I'm in. No, I think it's been so much fun to get into it. We're going to have a New Year rollout with some big, exciting guests. I think I could mention it. Satonya Fair is going to join us in January, she's just a powerhouse of a woman. We will examine DEI as we roll into the new year, and we will also examine organizational structures for organizations – she's going to have a lot of insight in that. And she's just like, funny and fantastic. So, I look forward to that one.

And there are some other ones too, that are going to dive into places that I think people will really enjoy. We will examine Blockchain and AI and the role that it should and could play around data ownership and our industry. And I think it's a powerful thing as we start to look at decentralization efforts and a global presence for data, technology, and nonprofits.

So, we're going to talk about topics that might be a little bit different from the typical, strategy and operations stories, and dive into places of innovation and more.

All right, Kristy, I'm flipping the tables back to you. It's my turn to ask questions. Because well it's the final podcast. And I've been talking all year long so I'm not stopping now. So, a big reason



why we're excited for the next season of Untapped Philanthropy is that we can sort of extend into these areas of growth and innovation, like a chapter two if you will.

And speaking of chapter two, Fluxx is on to its next big adventure into collaborative philanthropy and making some big investments to obviously bring that into a reality for the whole sector. Kristy, can you tell us more about this news that's afoot and how it will continue to support our grantmakers, their communities, and the evolving social sector?

**Kristy:** I'd love to Kerrin, thanks for asking. Fluxx is pleased to announce, and we've publicly shared this a couple of weeks back, but we've been acquired by Metamorph Partners. And really, it's such an awesome opportunity for us and Fluxx and as you said, it's chapter two.

This gives us this time to double down on this incredible community of grantmakers and changemakers. And I think that's important to all of us at Fluxx. And how we do that is by putting our efforts behind a couple of different areas.

First, we want to continue to grow the Fluxx community and our team so that our incredible community of customers has access to new resources and new capabilities as we take this step forward.

Second, we want to use this to invest in customer service and improve our platform and modernize our platform so that we can address the changing needs of grantmakers. I mean, what we were doing 10 years ago was different and the expectations are different now. And we need to be able to move quickly and make this change.

And then lastly, we want to offer new and innovative capabilities. There are awesome things around data, reporting, and analytics. We're spending a lot of time on the grantee experience and thinking about how not just on the foundation side, which is obviously important, but also thinking of the person who's applying for the grant and really focusing on that person's experience and making sure that it's accessible, easy to use, and intuitive.

And third, we want to continue to offer new and cool capabilities for our community. So, we want to bring some new products and features like reporting and analytics, there's such incredible information that our community is looking at and trying to use to learn and evolve and get better. This is a launch point for us to really think about collaboration and collective philanthropy and what we want to do is accelerate that collective and collaborative work.

**Kerrin:** What do you think all that means for philanthropy? And where is it going? Tell me a little bit about that big dream we all started off with?

**Kristy:** There's a lot that you've covered on the Untapped Philanthropy podcasts that is similar to what we've been exploring in regard to what philanthropy should look like as we move forward. It's about making it easier for nonprofits to work with other nonprofits, for funders to work with other funders, and most importantly, mixing those two and making that work between the two of them. And I'm speaking probably from a primary technology perspective, but you know, that work is happening, but it takes time and a lot of effort. Co-funding different initiatives made up of many different contributors should be easier, it can be easier, and it needs to be easier. So that's how we hope to put the pieces in place to make collective philanthropy a reality. I mean, I'd love to hear what you know, what you think?



**Kerrin:** When we started Fluxx, like 11 years ago, the vision was always the same. We wanted to bring together all the grantmakers and grantseekers and create a mechanism to have collaboration and scale impact.

In the early days, Fluxx may have seen this as something that we needed to create. But I think recognizing how we are a part of that larger ecosystem and working together is just as important. Multi-party engagement goes way beyond the grantmakers and grantseekers. And I think that's something that affects the social sector, public sector, and the private sector.

I'm really excited about that. And I'm really excited to dive into multi-party engagement. It's about vendors coming together. It's about technologists and the impact of the social sector. Even having Teddy Schleifer come on and discuss journalism's role in this work... it's just such an interesting myriad of folks that all contribute to this story, so I'm really excited about what that means. It's a symphony of a lot of people coming together and bringing their perspectives. And I'm so excited about where that's going and I'm excited to see what 2022 brings us.

**Kristy:** I love your Symphony reference. It's such a great way to put it. You can do a good job playing solo, but it's so much easier when you're all together. And I do agree, I think we see a lot, a lot more of those conversations happening.

**Kerrin:** Well, I mean, cheers to the future. I think we would all be in a great spot if we can continue this movement and this momentum that we're seeing. So, thank you all – to the contributors to that vision, the listeners, those who have read the blogs, and of course, the amazing guests that have always joined us to explore this funding, technology, and policy trifecta of grantmaking and philanthropy. So, I've been so honored to have this role to be able to bring these voices forward. Cheers to season two, right?

**Kristy:** No, it was fantastic. And I just want to second your thank you to everyone who listened, our guests, and everybody who is contributing to making this incredible work on the ground happen. So, thanks for letting me turn the tables.

**Kerrin:** Thank you for interviewing me it was a total joy. It was fun to be on the other side, I can see where the nerves can kick in on some of these things, too. One final thank you to Casey, our producer, you're the best. Thanks for all your help on this. couldn't do without you.

**Kristy:** And, you know, as we wrap up, I want to say that you can listen and download our episodes on Apple Podcasts, Stitcher, Spotify, and of course directly from our website at [fluxx.io](https://fluxx.io).

And if you like what you heard, give us a review and make it easier for the community to connect and discover more about the future of philanthropy, and to learn more from experts when season two kicks off this coming January. Thanks so much, everybody.