



Kerrin: Hello, and welcome to the Untapped Philanthropy podcast. **I'm your host and Fluxx co-founder, Kerrin Mitchell.** I've spent my career exploring technology's role and amplifying impact within our social sector, and more specifically, helping funders to learn to leverage technology and data to connect and better serve our collective causes, constituents, and communities.

In this podcast series, my team and I will profile social sector leaders, public figures, philanthropists, and industry futurists to explore this fascinating intersection of funding, technology, and policy. We're here to analyze the most critical and formative topics and trends that shape philanthropy both today and tomorrow. We hope this series leaves you inspired to think and act through a more collective and visionary lens.

This week, I'm thrilled to welcome the **Director of Strategic Partnerships at Neon One, Tim, Sarrantonio**, Tim, go ahead and introduce yourself in your own words.

Tim: Thank you, Karrin, for having me. I always love having a chat with you. And that's because my role over here is focusing on the different ways that channels and partnerships and alliances work in the social goods sector, specifically around our technology and services ecosystem.

So, Neon One focuses on fundraising technology, but more on the individual fundraiser side, maybe a little bit touching on corporate gifts and grants and things of that nature. So, where I do is kind of help smooth out the technology and process edges that typically come when people are developing what I like to call a generosity ecosystem. So that's a little bit about me, of course, you know, we can learn more about me as we progress. But that's my job at the very least.

Kerrin: You and I met you know, two years ago or three years ago. Yeah, three years ago. And I do feel like we've been friends for decades. So, for whatever it's worth, I knew I liked you, during our first encounter in DC where we were kind of in the land of dare, I say boring conferences. You are sporting a full bow tie and vest of the solar system. So, the 10-year-old me that went to space camp was overjoyed, I knew we were already friends. So, we're that was really our starting point, we obviously as we got to know each other, we learned that we were really quite aligned on our take in the industry, where it needed to evolve how we needed to meet the challenges of today's collective.

So, a lot of what I want to talk about today is kind of in line with that. But taking it a step further and seeing where some of the opportunities and challenges that we think will get us there are everything from data to mindsets to whatnot. So, this could go in any



number of directions. So, everyone really understands a quick overview of your work now at Neon. I know, we just talked about it briefly. But can you give us a quick overview of your work? And perhaps What's your favorite part of that role?

Tim: So, the technology that we have, we have a core constituent relationship management system, we do peer-to-peer fundraising, we do giving days, which is something that I'm going to get into in terms of really interesting possibilities of growth in our sector. We do client case management on the program side. And so, there's a lot of stuff happening there. And so, my job is to help make that story very easy for an organization to navigate. And that organization could be a foundation. That organization could be an individual nonprofit that's just getting started. Like, everybody has a different path, like, what was your path into the sector? Personally, I know technically, you're supposed to be asking me questions, but I'm gonna ask you one.

Kerrin: Yeah, I mean, I feel like my path started actually at Cisco Systems, where I was in finance. And on the side, I started doing work for their Bay Area impact fund, as sort of just a reviewer of potential as a K through five Education Fund. And I got kind of slurped into it in a way that I thought was just so much more fascinating than my actual job. So, when I went and left and went to the next chapter, after seven great years there, I really did want to say if I was going to work as hard as I was working, how do I do it for something I care about? So, we started Fluxx kind of shortly thereafter, and it's been obviously an immersive next chapter for me. So, I've really only had two chapters of my career Cisco, and Fluxx.

Tim: And that's interesting in terms of the ways that it brings a diversity of thought, diversity of experience to the sector. But then there's also a lot of one balkanization in terms of how people implement things and standardize reporting on impact, for instance. And then the other issue is that, because there is no set path, then it's very difficult for people to feel that they can be part of a larger thing other than "I help people," right? So, I think that leads to a little bit of tribalism, where people then say, Okay, I need to go to this Facebook group. And I'm only going to talk to these, like 1000 people that are small nonprofits that share the same point of view, generally, right? And we're all having similar experiences. But we all get there in different ways.

So, it's hard for all to even use the same language in many, many ways. I was on Twitter. And that can go either way when it comes to the power that platform has or does fundraising Twitter. I don't know how but I got attributed to founding the hashtag fundraising Twitter. And I didn't realize that somebody just said, congrats, you know, some guy in Ireland Simon scribe was like and fundraising Twitter was born because



of, you know, Tim, Sarrantonio, and T Clay Buck, and I'm like, Wow, I didn't know that. Okay, cool.

But every subculture has that right, you know, there's beer, Twitter, and left-wing Twitter and all that. And so what was interesting, though, is I was talking about just general impact, and I think I was talking about Giving Tuesday, impact in the different ways that people do things, and, and somebody randomly found me and, and said, you know, we should be giving money directly to people.

Kerrin: Right. And that's one of the things that we're looking at, and that idea of like, at the very top of our mind should always be that social that that grantee that end result. I think that's the thing that we have to recalibrate around for sure.

Tim: And we've talked about this extensively, but not in a public podcast way. But just, I am finding more and more interest in just the idea of supply chain elements of our sector, I do not think, and I certainly did not think about this when I got started as a grant writer, for an organization that its entire budget was \$84,000 for everything. And, and I didn't think about Supply Chain Management from we are trying to manage resources and money, and certain assets to achieve a goal of addressing discrimination in the day labor workforce in Southside Chicago, right. Like, that's what our focus was.

But I wasn't connecting the dots to "I need to hustle and get this grant." And then this is what we're going to do with it. Like I, I talked about that in a way, but I never thought of it as an end-to-end process that then needs to re-refresh itself and resupply itself. And I think that we can learn a lot about what is happening. And we're starting to see this more in terms of even the term supply chain coming up more in our space, at least at the high level, let's be honest, right?

Kerrin: Our industry is bizarre, and that the people that are the beneficiaries are not the ones that are actually you know, doing the work making the change, etc. So, we've got this discrepancy that makes the supply chain, a hierarchy at a level that isn't handing things off seamlessly, it becomes a challenge.

And I think this is the first time in the last couple honestly, the last couple months I'll say that I've seen this idea of a collective group of vendors, partners, funders, nonprofits converge together to sort of build awareness alignment and propel the common good. And that acknowledgment alone is lightyears ahead of where we used to be and taking that critical step of how to fund and partner and process and support these nonprofits is a big deal. And it's questioning the absolute framework of what exists today. So, I think that the interesting part that you and I both have always understood is that technology at its core is meant to solve human problems. So how do we look at this and apply this



to plans up, build the ecosystem, build the technology to support again, groups like yours in Chicago that we're really trying to activate, you know, a certain cause?

And I think that's the thing that's been so interesting, this supply chain is like the acknowledgment of the fact that, that the inequities are there and that the collective public, private and social come together in a new way. And how do you set that up?

Tim: Well, let's break down some data that I have just kind of off the top of my head for individual giving, right? So anecdotally, tying it back to my job, and then bringing it into 2020 and 2021. When I evolved, in Chicago, I eventually got a job at a Catholic school. And it was a very well-established school, it had completed a \$10 million capital campaign. You know, it serves 700 children in the Rogers Park neighborhood of Chicago, and I was the database administrator, I somehow bs my way into that job having never really worked with a database before I ended up in one of the interviews, I remember saying, well, technology is simply the digital representation of relationships.

And I actually believe that. And what was fascinating in terms of inequity is my first week there, I'm told the process of check, the check is \$10,000. It's my first week there, it is 1/9 of the entire organizational budget of my first job that I only had like two and a half years before that, Neon One helped facilitate \$2.9 billion last year. And what ended up happening when we got into the details of the data, the CRM, itself, and Kerrin, you'll appreciate this, I did my 2020 year in review webinar, to kick things off a few months ago. I had a slide that said I'm not going to tell you how much money we facilitated through our platform in this webinar. Because you don't care.

My CEO likes that. Our investors like that number, it looks good on a press release, if you are actually caring about it, it will be in the blog that I wrote that you can read later on, legible actionable thing for anyone on that call who's you know, trying to basically, you know, learn what they need to from your discussion. But here's the big board number that actually matters when it comes to that, when we dug into that \$2.9 billion, almost \$2 billion of that was attributed to offline giving. That could be foundations, that could be corporations. But the vast majority of these are still individual gifts.

And we're not including the service fee side of things, which then mucks up the entire discussion, right, and nobody likes to talk about, nobody likes to talk about service fees, at least in the individual giving side, you talk to a credit card vendor who talks about live stream fundraising, they don't want to talk about offline giving, they don't want to talk about service fees, it, it messes with the narrative. But if you're still looking at things, people are still giving enormous amounts of money via check, via cash, out of that 88% of the near \$2 billion of individual gifts that we can attribute 88% of them were \$1,000 or



more. Right? So, for all the discussions about online fundraising, and the power of digital, when yada yada, the numbers still haven't moved significantly, when it comes to who is actually driving the growth of the organization. And a lot of it still comes from people with a lot of money at the time.

Kerrin: Right? I mean, I think that's something we're very cognizant of that Fluxx as we, you know, we, you know, have 300 clients, which doesn't sound like a whole lot when you're like us. But you know, the truth is, is it does. The amount of money that goes through the platform is over 12 billion. And that is crazy that 300 folks can do that.

It's something that's powerful and interesting, but it does show you that kind of gap between how do we actually mobilize it? And then the truth is, is those grants are actually hard to get from the top, say, 300, or whatever it be. As a grantee, they are much more geared around the donations of those \$1000 or \$5200 donations. So it's really interesting, I think, you're getting those big grants was really important, but then how do you bring everyone to the same table so that they're not lording that over? And I think that's the question of, you know, is there a role for us in technology or data to serve as a hand in that reaching out to connect people, the community, etc. So how do you sort of see all of that come together? How do you see where that leveling of the playing field occurs?

Working together, whether that be through funders, circles, resources, open standards. Tell me a little bit about where you see that coming together.

Tim: I think a lot of it is, in order to talk about a problem and work on a problem, you have to name the problem first. And I think that we are starting to and movements like Black Lives Matter, in particular, have helped put a spotlight on socio-economic inequality in all areas of our society, but there is a particular focus in the social good sector.

And actually, I would say that a lot of your clients are doing fantastic work, recognizing that, so that helps. But there are also parallel conversations about community-centered fundraising that folks are charging forward with. And it's fascinating to see this debate. This is where fundraising Twitter gets kind of goofy – the debate between donor-centered fundraising and community-centered fundraising. Like that's the thing and there's like thought pieces about this and all of this stuff, and everybody, and on all these people are writing stuff. And I'm like, there is no debate, these things can exist at the same time, it is okay to acknowledge inequality, we're also talking about the fact that thanking somebody for their donation is a nice thing to do.



Kerrin: I think isn't so funny in our world these days, I feel like we're all like in the as a unit one or the other. And it's such a, it's such an interesting dynamic that, that shows up in all aspects of life. Whether it be I don't know, it's just a very strange mindset.

Tim And this goes back to the original item that I mentioned. Because we all come in so many different ways. And even if you look at the history of philanthropy, I'm actually reading Paul Valley's book, Philanthropy, from Aristotle to Zuckerberg right now. And I'm examining all the ways that people have thought about giving, and a lot of it was status. Right? Like, I get a ship named after me, or they're gonna do a play about me. I don't personally believe in pure altruism. I just don't, I think that that, even if somebody gives, there's something in our brains that fires off and gives us a sense of dopamine, that rewards us for giving. And that is a selfish act in a way because we want the pleasure from that.

But at the same time, it doesn't mean that we are selfish people, people are also and work better in collectives, people work better when they are working toward a common good, a common goal, there is a reason that we form societies because we're going to perform better because we are together.

Kerrin: To be honest, I get into your point. Pure altruism may not exist, but the interest in doing so amongst your peers, communities, whether that be local or cause-based, these are places where if you play bigger you are helping the collective and moving it forward. So we are called into our best selves in this space. I always get back to this idea of a collaborative economic theory that everyone gets better together. And that's a very rare thing in the markets out there. Philanthropy is unique in that way. So anyway...

Tim: And this leads into the primary question that you have, which is around the role of technology on these types of things. And I think that technology can be a great equalizer if we do it correctly. So first, we have to name the thing. And then we have to identify the problems that come from naming the big problem and then you can change your outcomes from that you can change your behavior. Open data collaboratives for instance. I had a staff member asking me where the depository is for like program data other than government data? Like how can I know how effective health and human resource organizations are not run by a government agency?

Kerrin: They're like, can we find the holy grail? And I'm like, do you know where the holy grail is?

Tim: I'm like, good luck. Good luck, like I like the best that I can tell you is that there's a bunch of governments that track this, maybe efficiently. But even something like let's



think about a concept that nobody likes to talk about, which is the demise of an organization. I asked one of the smartest people that I know, Professor Elizabeth Searing, because somebody asked me, hey, did the pandemic close a bunch of nonprofits? And I'm like, anecdotally, I could probably say yes, but right, maybe. And I asked Elizabeth Searing from the University of Texas at Dallas, who helped us do a research project on recurring giving recently. And she works in 990 data extensively. And I'm like, how do we know? And she says, you don't. She sent me an academic paper called the zombie nonprofit. And it's like closing an organization. There's a difference between an organization closing, or not operating, and continuing to file to stay alive in terms of its status, but they're not actually doing anything. It's not like a business going bankrupt if you know, you can keep a nonprofit, quote-unquote, alive. And it's like sitting there and it's not doing anything. And then people are running reports on this saying, well, there's all these health and human service organizations, and there are all these international aid organizations. It's like, there's not a bunch of weird family foundations that are tax shelters, there's a bunch of...

Kerrin: You know what is it? 10% of the 1.5 billion have budgets over \$500k. So to your point, like when they go in this idled role, you know, what are we really looking at, they're around staff, and rent and travel and servers, and all the things that we're asking people to say we invest in these things, it's really only temporary.

Tim: I can go and I can find accurate market data around the wine industry. Right? I have a whole book that shows me detailed graphs on the rise of mobile video games. But if I wanted to accurately say what an individual's dollar is going to be returned into the philanthropic world, I have zero way that I can actually showcase that at a macro level. And that is one of the biggest issues that we have. It was a marketing firm Edelman. I think that that showcased that nonprofits have a trust factor lower than the federal government.

Kerrin: I have not heard that one. That is very jarring.

Tim: It is very jarring. I had to double-check. It's the Edelman trust barometer 2021. And so let's drop a little bit of the high-level stuff, which is that trust in NGOs has gone down in the last year, businesses are trusted more than NGOs, trust in NGOs went down among both Biden and Trump voters. Okay, so the government I think is doing worse, but businesses are doing better, which is not necessarily a good thing, in my opinion.

Kerrin: How do you see technology stepping in there? I mean, when you look at that and say, how do we bring trust back?



Tim: the way that we do this is that we smooth out an organization's ability to understand the work that they're doing, to then report back to their stakeholders. And the way that this happens is through existing initiatives that just need better focus. People need to learn about them, they need to prioritize them, they need to think about them. So, to that they are top of mind. One is the work that is happening around Microsoft's technology ecosystem for the Common Data Model. I think that that's absolutely vital in terms of being able to have the same language.

So Fluxx I know is working with Microsoft as part of that. And then the other one is, is on the individual fundraising side, the work that Giving Tuesday and the Fundraising Effectiveness Project is doing. And that is basically analyzing individual donor retention and acquisition and if somebody's going to give and how much are they going to give and this is a \$250 donor versus \$1,000 donor. And this is beyond our data set. Several suppliers have agreed to share this. This is important. And it has over 200 million transactions from 20,000 organizations and \$80 billion in donations since 2005. Right like this is a lot of data to unpack.

So, Giving Tuesday is helping because you can literally go to a dashboard that they have, and it'll show the most recent data. So that's what we need to do is to not have the data. We all know data is easy to come by, we have more data at our fingertips than in human history. But how do you tell a story about that, and it comes down to technology companies, in partnership with the government, with foundations with individual nonprofits,

Kerrin: You know, donors make impacts at all levels. What is the simple story that we're trying to tell? That's the thing that's been really missing, and there are a lot of places where we're seeing the evolution of that merging. So, you know, I'm in grants management, your nonprofit management, there's impact trackers, there are a million things out there that are all now coming together, and trying to piece it into an integrated, seamless, strategy. a million things whether they're their partnerships, or whether they are product integrations, or whether it's even layering in data structures and AI, I mean, what are some of the cool areas are seeing people try to make traction around these incredible possibilities of the collective and of the community building...

Tim: the best one that shows the intersections from my point of view is a giving platform, a Giving Day platform when you get down to it. And so, you and I've talked about this a lot, but for people who don't know, a Giving Day, is hosted by typically a foundation, some sort of host that can manage pretty much large dispersals of money to multiple points of contact, which a lot of times, that's a foundation, right?



Like that's kind of their job is we're going to give out money to a bunch of different organizations. So, there's a, there's a supply chain issue that's been solved there. But the way that they're doing it is instead of creating an endowment, that might utilize some of the money to pay out a grant or other types of fundraising initiatives, they go to the community, and they say to the nonprofits – come to this one technology platform on board with us. And what we'll do is tell and use our collective power in the community to tell all the donors you have to come here, and donate to the causes that you care about, don't go to the individual website and figure out. Am I donating on PayPal? Or did I go to something that says pay by cheque or go to, you know, when use a really cool looking form, but then the receipt breaks, you go to one place, and you can give to multiple organizations, and you could do it by your donor-advised fund, you can transfer, your IRA, you can do a credit card, you can do e-cards, you know, maybe you want to do an RMD or a QCD, something like that.

Cool, well we will help you because we have the payments facility to do this. But what we're also seeing is corporations are getting in on this because they love the employee giving, they love the promotion around that. And you get the foundation involved in a way that they might be not doing it through grants. And so, the technology there is getting better. They're adding in things that are inspired by the individual fundraising space, like live streaming, texting, peer to peer fundraising. We saw 120% increase in peer-to-peer revenue on our giving days. Last year, right, like big, big numbers. And these are not little things. We're talking North Texas Giving Day did \$58 million in a 24-hour period in September.

Kerrin: Incredible. These Giving Days are calling people into causes that are local, that are specific, that are cells that are impacting the self, that they exist in the communities they exist. And I think you have to call it that to your point, that giving circle that Giving Day kind of aspect has got to resonate with them and give them an easy way to come forward and draw those funds into a place where they start to see that community build,

Tim: One of the simple things that I asked for that a guy on my team put together was, I said, community giving days are so locally driven, because you might feature a weatherman, and people are just jazzed that the weatherman is involved. Right? Like it's that type of stuff, that type of local connection that gets people excited. And so, I said, can you give me a tool that shows us all the CRM clients, all the individual nonprofits, and just let me type in a city, a state, or a zip code and give me some outputs on what's happening in that community. Right and he built it in a day.



You know, smart data people smarter people than me, this stuff is like, easy to build, right? And so but it's so impactful because I can go to a community and say, Look, my thesis is that if more organizations join your day, we're going to see a lift, because in general, there's a higher lift, if somebody joins in the community moment, then if they don't. And so, let me show you how your community struggles, if you aren't involving these people, and consistently, we're hearing foundations, they get really fascinated by understanding these parts of their community, because they don't think about them a lot, right? A lot of times they're worried about the application, or they're worried about the reports that need to come in to justify the investment that they've made. And, and there's something a little bit like the mail merge that they'd put together and get all the documents together.

Kerrin: It's losing focus to your point. Exactly.

Tim: And this is what I love about what Fluxx does, in fact, Kerrin I might be reaching out because we're being asked to put together a kind of evergreen curriculum. And the approach that I'm trying to take is, let's get subject matter experts in each area to talk about, if you are trying to find grants, this is the best way that you can think about doing this efficiently? Why don't we hear from the best people in the industry who helped manage this stuff, right? And then an organization is going to get a new perspective. And it's facilitated by that larger ecosystem working together, right, for that type of thing.

Kerrin: Okay, so let's, let's play up the devil's advocate side, too. I think there are technologies, obviously, like Neon that are recognizing this collective are trying to build from the funder perspective, building collaborative ways to have people come together, to solve human problems that face philanthropic technology. Some of these technologies that are out there are free, some are not, but there are lines of open data and open community and ways to open-source ideas.

But then there are places where things are proprietary. And there are also, you know, players in the space, who shall not be named, that are claiming to be helping where they're probably not, I mean, let's talk about that for a bit. Because I'm really curious to get your take on where you draw that line of technology helping versus technology hurting in the sector.

Tim: I feel that there, there's been a great disservice that has occurred because of technology vendors specifically. And it's a little bit of a controversial statement. But I think that we've kind of screwed nonprofits in a lot of different ways because we set up fundraising management systems that are very closed, that are very high in the hurdle that you have to take in order to actually understand them. I don't mind living in a world



where people can utilize the best parts of our ecosystem. And as long as it works in concert with the rest of their tech like if somebody wants to use Salesforce and us for peer-to-peer fundraising, I am thrilled by that. That is why I'm talking to Microsoft, I don't care about my CRM in that case, if people are happy with it, and it's working for them, why build walls with that. So many vendors want to get access to our client base because they see that we serve 35,000 organizations, they're like, give me a piece of that. And so I have a lot of people that come to me and they say, you know, well, of course, you should work with us. We have somebody who said that they want to use you. And I'm like great, what are you going to do for us? And what are you going to do for the client? And they can't actually tell me an answer to both of those questions.

And many times, they're only actually answering it from their point of view, what's going to benefit them. And there are too many technology companies that they're only in it for their own selfish views because they actually don't understand nonprofits. They actually don't understand the philanthropy piece here.

Kerrin: And I think that's one of the things that in many of the initiatives that I've looked at that are cross-vendor, cross-partner, cross-industry, is that you have to acknowledge the different motivations of everyone. And also, the things that make people unique, because there is also an open market.

There is also an open market that we need to uniquely differentiate on and so it's such a strange push and pull. I think some people just put their head down and they say, I'm going to manage the operational technology side, I'll make sure that mail merge is just perfect and maybe that's something we all need to do. But the truth is, going forward there is this idea of how we innovate across technologies to show up in that collective manner, because it will require us all to work together. But the motivations themselves are different. And this is obviously not something I'm trying to resolve on this call so much as just stating...

Tim: Well, let's think about this. They say that the military is always 10 years ahead of the private sector. So, who knows what the Army's doing. But then the nonprofit technology sector is behind the for-profit sector, let's just view it from the lens of this viewpoint. The only technology that I can make an argument about right now that is uniquely ahead, in terms of the benefit of adoption, on the technology space for nonprofits would be Bitcoin donations. Because the only reason that somebody is going to do a Bitcoin donation versus cash it out is that the federal government is just going to outright tax the living daylight out of Bitcoin right now, but they won't tax the charity side. And so, there's more of a reason that these tech geeks doing blockchain want to actually donate Bitcoin versus actually cash it out through the financial system that is



piped into so that's one of the only times I can think of that we're like, ahead of the game. Otherwise, like, try to go ahead and streamline your donor-advised fund donation process, like go ahead and write some other stuff.

Kerrin: I mean, it's almost laughable because a lot of the large-scale data management companies are still working with, like, 99% paper checks.

Tim: And so where it's frustrating is that I think that there's a distinct lack of innovation, and pride in accepting that we can be better. And we can also take inspiration from other parts of the industry. And there are some very cool things happening. I'm seeing a company called Overflow, they're digitizing stock donations, there's obviously Bitcoin with the giving block, there's the work that you're doing and other companies that are thinking about it in terms of grant dispersals – the payment facilitation piece is key here.

But it's broader than that because you can make somebody get money, you know, quickly. And that helps. And that is definitely true that the quicker an organization gets money, the quicker they're able to deliver on their impact. But McKinsey did a recent study on ecosystems, just general ecosystem business, not just the nonprofit sector by any means. And they found that a proper ecosystem where you are providing services internally and externally, that had been smoothed for your clients to actually have a pleasant experience end to end, there's only 10% of companies that they can attribute 5% of their revenue toward an ecosystem optimized approach, in general. And I'm proud to say that at least Neon One is already in that five that 10% in terms of what we can attribute to our revenue from an ecosystem. But everybody should be like that. Right? So, we're passionate.

Kerrin: So much ahead of us. I'm very hopeful. And I think I think there is an aspect of a tectonic shift afoot where we're starting to see people think differently, act differently. And I'm excited to see where people come forward. I think it's up to people like you and me to also keep talking about this to make it real so that people don't focus on, you know, the mail merge or the competitive nature. It's keeping eyes up, keeping ideas open, keeping data open technologies integrated. So, I'm really hoping that this year we're going to see a groundswell of movement in that direction.

I think it has to come from all levels, especially on the funder side. And I can tell you that the clients that we have in Fluxx that are some of the big kinds of heavy hitters are absolutely having that discussion. It's the first time I've seen it happen. I am ecstatic. Because I think once you see a success story, even a small microcosm of one, you know, one or two organizations that start to work differently, act differently, and that that holy grail comes into focus around impacted and you see it happen once and the great



news is this is an industry again, that will just take the lead of that. So, I'm really looking forward to the next couple months. So, we'll have to chat again, Tim, and see...

Tim: If the long-awaited paradigm shift that you and I have been ready for years is here? Are we finally there yet? And I think you are right, that at least the seeds have been planted. And I think they're going to start to sprout this year, in some ways, growth in the rain.

Kerrin: Well, let's end the podcast on a rapid-fire note, I want to run you through a series of short, quick questions. And I encourage you to respond with the first thing that comes to mind. And we can just take it from there. You ready? If you could snap your fingers and change one thing about the grantee experience, what would it be?

Tim: Higher character limits.

Kerrin: I haven't heard that. Where do you hope to see philanthropy evolve in the next five years?

Tim: You know, the short answer is I want to be on. I want our industry to be on the cutting edge of technology innovation, I want for-profit companies trailing us in trying to catch up. Yeah, I mean, there's that possibility. We can leapfrog it all we're coming from behind. So let's see what we can do.

Kerrin: Alright, choose one person who served or funded the social sector, even, you know, throughout history with whom you would want to have dinner.

Tim: Benjamin Franklin.

Kerrin: That's a great one.

Tim: Want to know why.

Kerrin: Sure.

Tim: He founded the concept of the match grant. I'm reading the Walter Isaacson biography on Franklin and to fund the Philadelphia hospital, he recruited a bunch of people and said, okay, like, let's go to the public because we have you on board. In a little bit of self-serving Neon One world, we were releasing a new feature that allows donors to go to a page and say, I'm going to fund a match pledge. During this time period on a peer-to-peer fundraisers page, it would be like, if you're running a 5k, I



can go to your page and be like, the next \$5,000 that comes in, it's going to double because of me. And so, I was looking up matching through history. And I was like, oh, it goes back to the 1900s with Pearson Ward, and their YMCA campaigns. Nope. 1776 basic.

Kerrin: Hey, do you know that I'm gonna follow this up? And normally, I wouldn't answer this question because no one's asked me. But my answer. I don't know if you know this, but the nerd in you is going to love this. So, my answer is Alexander Hamilton, for obvious reasons. He, you know, was a very early player in charity. But did you know that he is my great, great, great, great, great, great, great, great, great grandfather. I'm a direct descendant.

Tim: I love it. And we can and we can all have a Jeffersonian dinner together. Here we go. We can just invite Ben and Alex, they can all have dinner together.

Kerrin: Speaking of can we talk about for a brief moment, Amanda Gorman's allusion to the Hamilton stuff in her beautiful poem yesterday? Oh, my gosh, that was, that was the most beautiful, incredible. I was transfixed as Anderson Cooper said.

Tim: It was. I mean, it was a pretty powerful day in many, many different ways. But, but just as kind of see the representation in many different ways. And and I've got to say, a hell of a firework show with Katy Perry, too. But yes, the poem was very powerful, of course.

Kerrin: Final question in a post vaccine world, what's the first thing you want to do or experience?

Tim: Feel comfortable going on a plane again. Hugging someone other than my family, which I love. But I have, you know, I have three young children and being able to get on a plane and fly away. Because I miss going to DC. We did DC before and conferences and stuff like that. So yeah, we'll get there. We'll get there. We have our generosity exchange virtually this year. So, I can't wait to actually have an in-person user conference.

Kerrin: Absolutely. Well, thank you so much, Tim, for joining the podcast today and sharing about yourself and your work. I am obviously so happy that we've stayed close as our paths and companies have evolved, and I cannot wait for another event in DC or elsewhere. When we get to hang out soon and you get to wear that awesome vest again.



Kerrin: Alright, our listeners learn more about Neon One at neonone.com

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