

PurpoSync .

MATCHING PURPOSE, IGNITING CHANGE

Developed by

ORGANIZATIONS.AI

**\$223
Billions**

Official Development Assistance reached in 2023
(OECD, 2023)

**\$190
Billions**

Global Giving by UHNW individuals in 2022, up 25% since 2018 (Altrata, 2024)

**\$166
Billions**

Private Philanthropic Funds on Development in 2023 (The Business Research, 2024)

We empower nonprofits & UN agencies to sync with high-impact givers.

The Struggle is Real. Navigating a Complex Funding Landscape.

Missed Funding Opportunities

Limited Understanding of Synergic Conditions

Inefficient Fundraising Strategies

Lack of Data-Driven Tactics & Insights

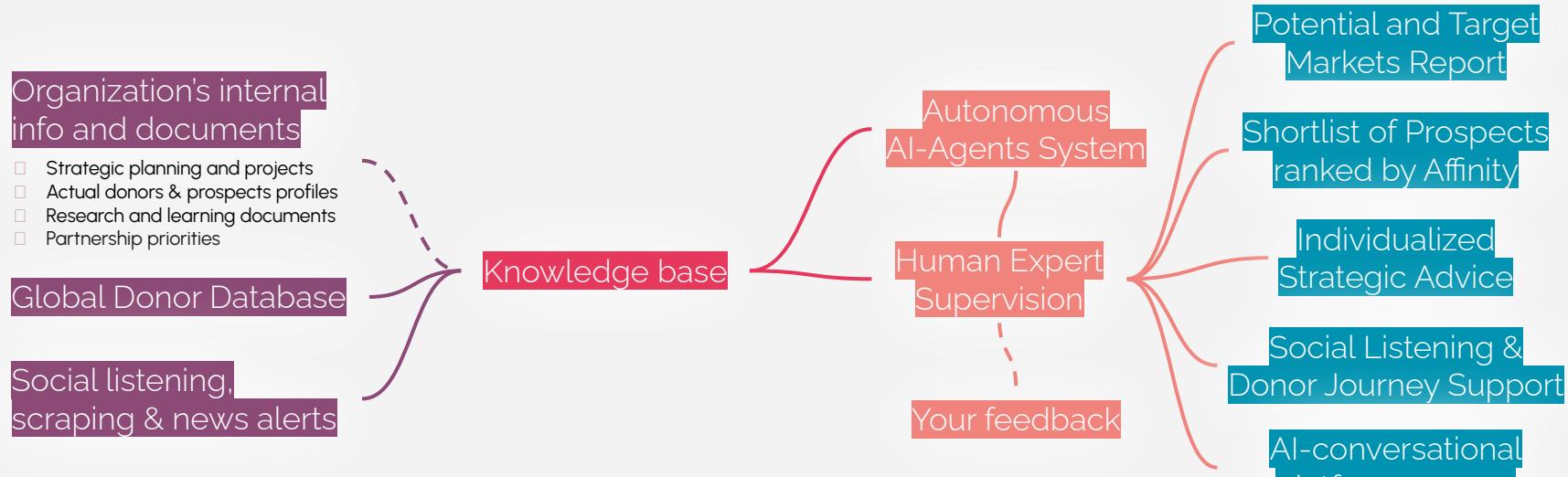
Donor Discovery & Research Overload



**PurpoSync is an AI-powered solution
that unlocks purpose-driven
relationships, using data to connect
donors with the most compatible
changemakers for lasting, high-impact
partnerships.**

AI-POWERED MATCHMAKING SYSTEM

UNDERSTANDING YOUR NEEDS, IGNITING CHANGE.



DATA COLLECTION

CENTRALIZATION

AI-DRIVEN ANALYSIS

DELIVERING VALUE

Discover Potential & Target Markets

Funding history with thematic focus and geographic priorities

Data visualization

The tablet screen shows a presentation slide. On the left is a sidebar with a navigation menu:

- Outline
- ESTUDIO DEL MERCADO DE DO...
- RESUMEN EJECUTIVO
- CONTEXTOS
- CONTEXTOS ORGANIZACIONAL
- CONTEXTOS DE PAÍS
- EL CONTEXTO RESUMIDO
- CONSIDERACIONES METODOLÓGICAS
- MERCADO DE FUNDRAISING EN...
- MERCADO POTENCIAL DE DONACI...
- PRINCIPALES DONANTES PÚBLICOS
- DONACIONES A TRAVÉS DEL GÉNERO
- DONANTES PRIVADOS
- PRINCIPALES TÓPICOS DEL MERCADO
- DONACIONES POR OBJETIVO
- MERCADO OBJETIVO DE DONACIÓN
- MERCADO POTENCIAL DE DONACIÓN
- CONCLUSIONES
- CONTEXTOS DEL MERCADO
- DONANTES INSTITUCIONALES
- DONANTES INSTITUCIONALES
- DONANTES INDIVIDUALES
- RECOMENDACIONES
- STRÁTÉGIQUES
- TÁCTICAS
- RECURSOS ADICIONALES
- BASES DE DATOS DE SUBVENCIONES
- CONFIGURACIÓN DE ALERTAS
- SERVICIOS PROFESIONALES
- REFERENCIAS

The main content area contains two tables and a chart.

Table 1: Donaciones por Objetivo de Género (USD Millions)

Tópicos	2017	2018	2019	2020	2021	Total
Educación	22 M	20 M	21 M	5 M	12 M	80 M
Otros	19 M	15 M	13 M	15 M	8 M	70 M
DDHH y Protección	4 M	4 M	4 M	21 M	13 M	46 M
Salud	9 M	11 M	10 M	4 M	3 M	37 M
Medio Ambiente	7 M	6 M	4 M	7 M	3 M	27 M
Género	644 k	1 M	787 k	532 k	2 M	5 M
Desarrollo Económico	2 M		306 k	611 k	532 k	3 M
RMNCH	167 k	179 k	147 k	186 k		699 k
WASH				216 k	303 k	519 k
Suma total	63 M	67 M	63 M	55 M	42 M	269 M

Table 2: Donaciones por Objetivo de Género (USD Millions)

Año	Sin definir	Sin objetivos de género	Objetivos Significantes	Objetivos Principal
2017	14 M	9 M	36 M	4 M
2018	12 M	12 M	27 M	9 M
2019	15 M	7 M	26 M	5 M
2020	10 M	5 M	31 M	3 M
2021	3 M	7 M	29 M	4 M

Text: Las Instituciones Europeas se encuentran financiando casi exclusivamente proyectos de Educación y Derechos Humanos correspondiendo. Entre los proyectos de contra la violencia por motivo de Género se destaca España como el principal donante seguido por las Instituciones Europeas. Los proyectos que se enfocan en los temas de salud reproductiva, son financiados principalmente por los fondos Suecia (USD 512k) y UNFPA (USD 187k) en los 5 años analizados.

Section-Header: DONACIONES POR OBJETIVOS DE GÉNERO Y RMNCH

Sin embargo, la temática de género parece ser un tema todavía de importancia al momento de definir los objetivos de un proyecto en Paraguay ya que más del 50% del total de los fondos recibidos tienen objetivos principales (2) o significativos (1)¹⁰ que promueven la igualdad de género y los derechos de la mujer, reducción de la discriminación y la desigualdad entre hombres y mujeres, niños y niñas. Es posible decir que 7 de cada 10 dólares, tiene por lo menos un objetivo con perspectiva de género "significante" para el proyecto.

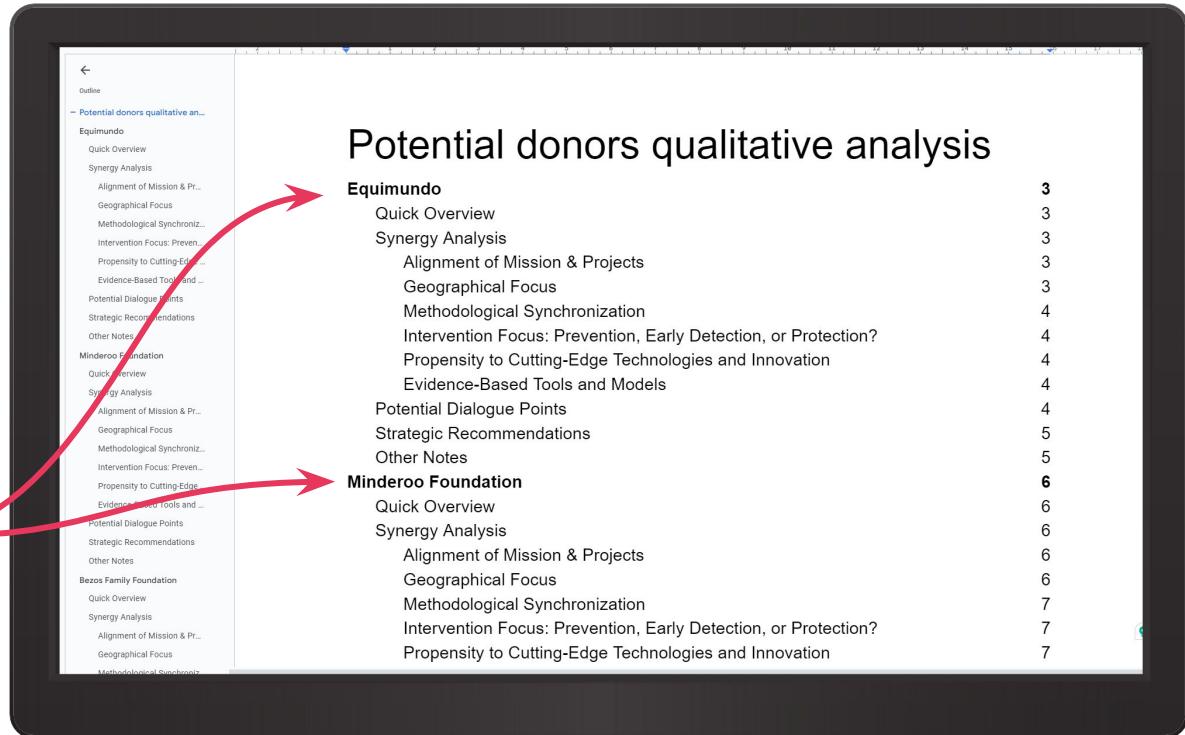
Section-Header: DONACIONES POR OBJETIVO DE GÉNERO

Fuente: CRS. Según objetivos de género. En USD (Precio constante 2021). Años 2017 - 2021

Legend:
Yellow: Sin definir
Pink: Sin objetivos de género
Blue: Objetivos Significantes
Dark Blue: Objetivos Principal

Donor Shortlist with Affinity Assessment One-to-One

Sorted by impact
and probability



Potential donors qualitative analysis

Equimundo	3
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Alignment of Mission & Pr...	3
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Methodological Synchroniz...	4
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Propensity to Cutting-Edge...	4
Evidence-Based Tools and M...	4
Potential Dialogue Points	4
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Other Notes	5
Minderoo Foundation	6
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Intervention Focus: Prevention, Early Detection, or Protection?	7
Propensity to Cutting-Edge Technologies and Innovation	7

Alignment & Synergy Analysis

with a summary
and the
donor-organization
synergy analysis...

Outline

- Potential donors qualitative analysis
- Equimundo
 - Quick Overview
 - Synergy Analysis
 - Alignment of Mission & Projects
 - Geographical Focus
 - Methodological Synchronization
 - Intervention Focus: Prevention
 - Propensity to Cutting-Edge Tools
 - Evidence-Based Tools and Methods
 - Potential Dialogue Points
 - Strategic Recommendations
 - Other Notes
- Minderoo Foundation
 - Quick Overview
 - Synergy Analysis
 - Alignment of Mission & Projects
 - Geographical Focus
 - Methodological Synchronization
 - Intervention Focus: Prevention
 - Propensity to Cutting-Edge Tools
 - Evidence-Based Tools and Methods
 - Potential Dialogue Points
 - Strategic Recommendations
 - Other Notes
- Bezos Family Foundation
 - Quick Overview
 - Synergy Analysis
 - Alignment of Mission & Projects
 - Geographical Focus
 - Methodological Synchronization

Quick Overview

Equimundo is a foundation that strives for gender equality and social justice by altering intergenerational patterns of harm and fostering patterns of care, empathy, and accountability, particularly among boys and men. Their work is divided into four main areas: Equity of Care, Gender Socialization, Prevention of Violence, and Thought Lab. They collaborate with various institutions like governments, corporate brands, schools, health systems, media, and individuals to promote gender equality and prevent violence carried out by men and boys. Their approach encompasses Research, Programs, and Advocacy to fulfill their mission. Equimundo has been active since 2011, working with civil society, donors, UN agencies, and governments across numerous countries to provide technical guidance in advancing gender equality¹.

- Mission: To drive social change in Latin America by investing in powerful, community-based solutions and connecting them with the resources they need to scale.
- Violence Prevention: A focus area, working with local partners to end violence against children.
- Intergenerational Parenting Program: Aiming to strengthen family bonds through intergenerational programs.

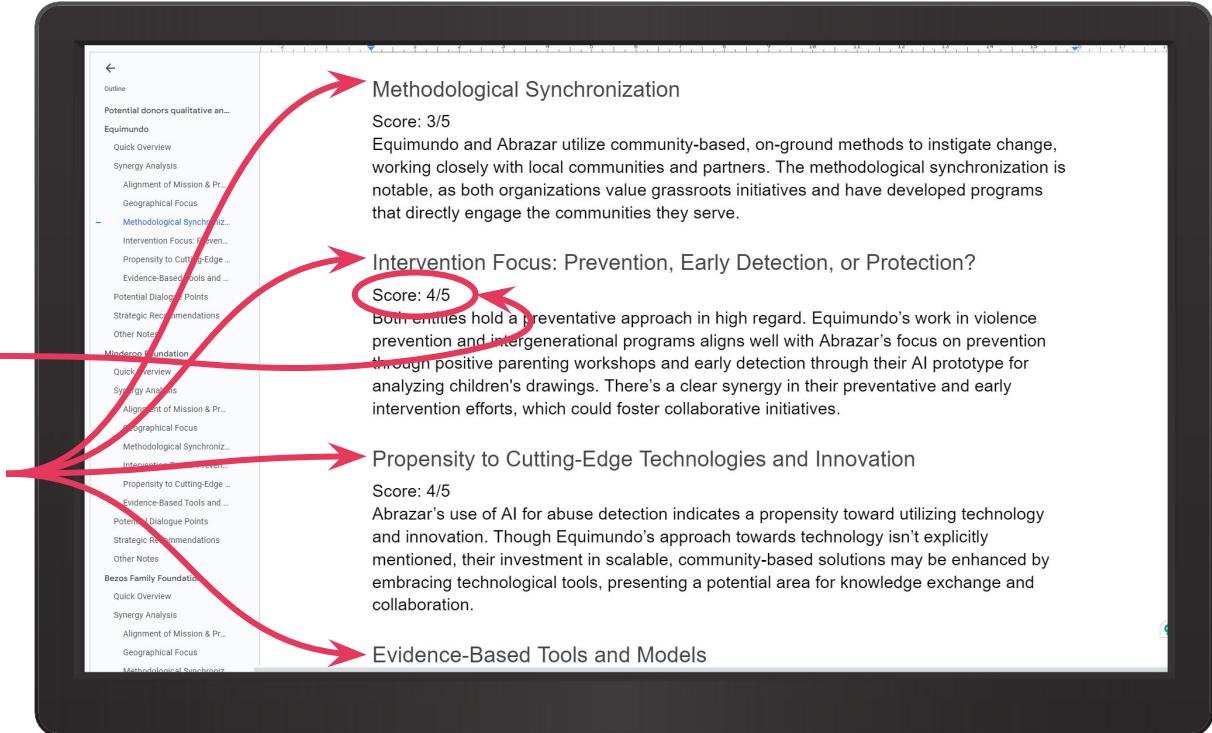
Synergy Analysis

Alignment of Mission & Projects

Score: 4/5

Custom Synergy Dimensions

including an affinity score
made according to customized dimensions



The tactics: How to connect

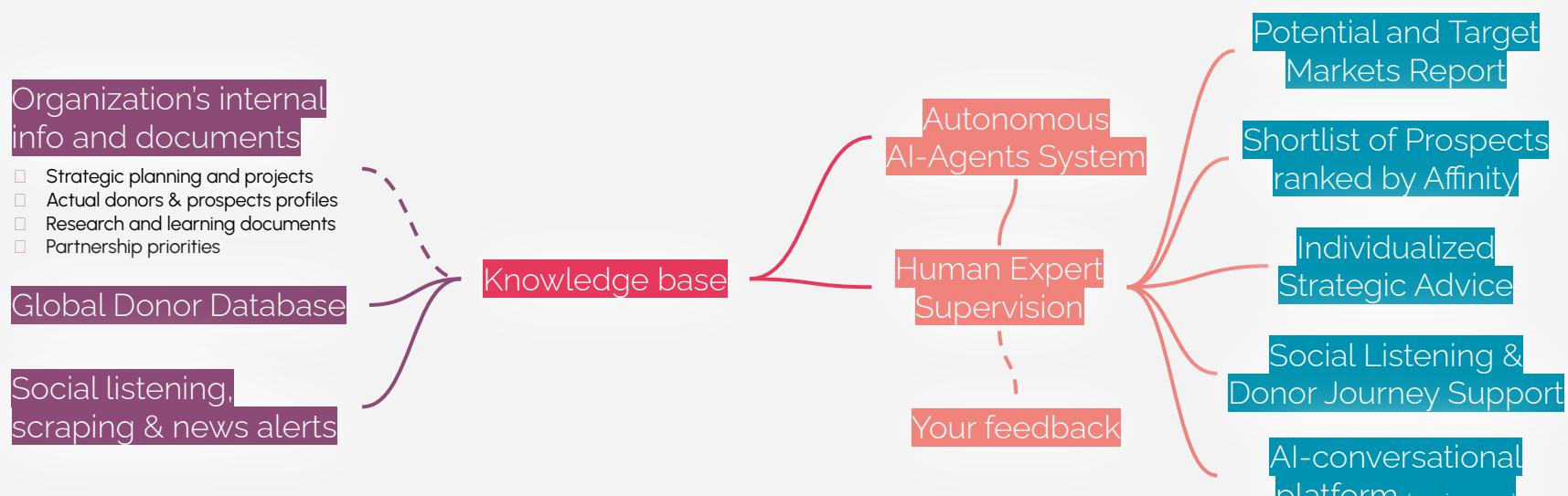
and dialogue points, strategic recommendations, and additional notes.

The tablet screen shows a document with two main sections:

- Potential Dialogue Points**:
 - **Shared Mission and Values**: Begin by highlighting the shared mission and values, emphasizing common goals in preventing violence against children and fostering healthy childhoods.
 - **Collaboration on Programs**: Discuss possible collaborations on programs, especially those related to violence prevention and positive parenting, leveraging each other's expertise and reach.
 - **Technology Utilization**: Explore how Abrazar's experience with employing AI in abuse detection could be utilized or integrated into Equimundo's programs, offering a value-add through technological innovation.
 - **Scalable Solutions**: Engage in dialogue on how both entities can work together to scale community-based solutions, leveraging Equimundo's resources and Abrazar's on-ground capabilities.
- Strategic Recommendations**:
 - **Formalize Partnerships**: Consider establishing a formal partnership in which both organizations can co-implement programs, share knowledge, and leverage each other's networks and expertise.
 - **Joint Fundraising**: Explore opportunities for joint fundraising or grant applications, presenting a united front that enhances programs' potential impact and scalability.
 - **Knowledge and Resource Sharing**: Establish mechanisms for knowledge and resource sharing, enhancing the capabilities of both organizations.
 - **Technology Collaboration**: Engage in collaborative projects that leverage Abrazar's technological expertise, potentially enhancing Equimundo's program implementation and monitoring.

AI-POWERED MATCHMAKING SYSTEM

UNDERSTANDING YOUR NEEDS, IGNITING CHANGE.



DATA COLLECTION

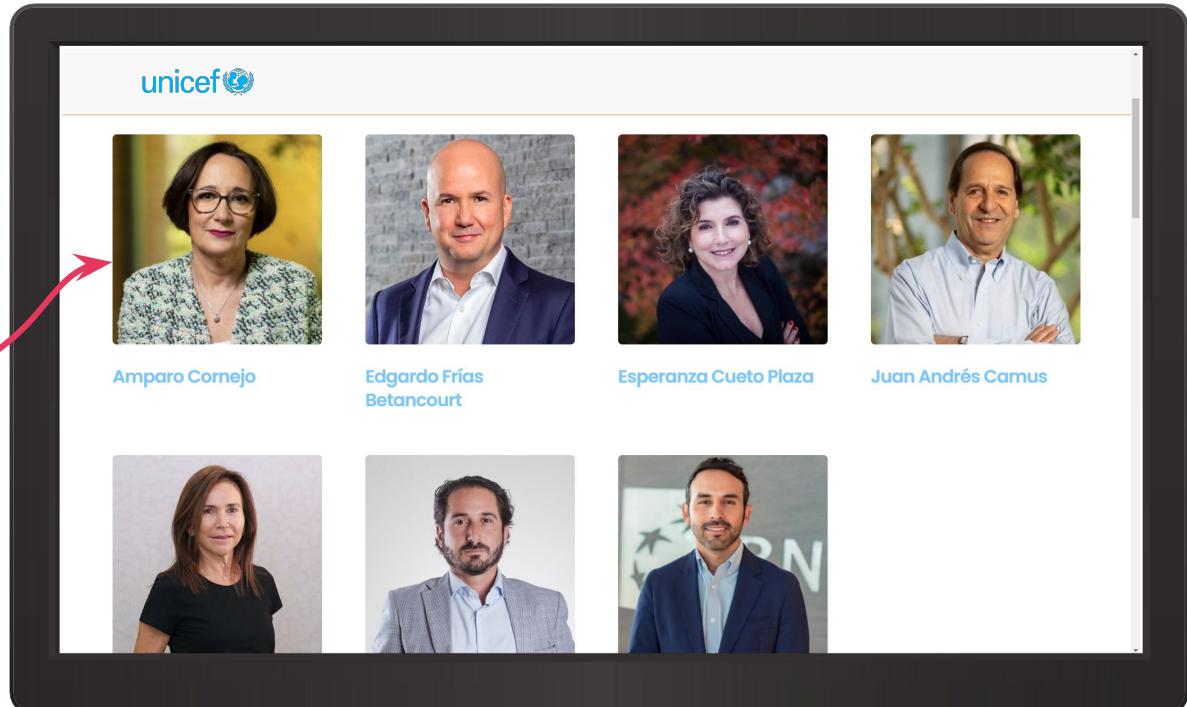
CENTRALIZATION

AI-DRIVEN ANALYSIS

DELIVERING VALUE

Keep your donor profiles close

UHNWI profiles



Know them more and better

Each HNWI
profile have live
data layers like
summary,
opportunities,
social listening...

The tablet screen shows a profile summary for Amparo Cornejo, Vicepresidenta Sudamérica Minera Teck. The profile includes a photo of her, her name, title, and current company. To the left of the profile, there is a sidebar with several data layers: Resumen, Oportunidades, Social Listening, Redes, Perfil Completo, and Análisis. A red curved arrow points from the text "Each HNWI profile have live data layers like summary, opportunities, social listening..." towards the tablet screen.

Resumen de Perfil

Resumen

Oportunidades

Social Listening

Redes

Perfil Completo

Análisis

Amparo Cornejo
Vicepresidenta
Sudamérica Minera Teck

Resumen de Perfil

Es periodista de la Pontificia Universidad Católica de Chile, se unió a Teck Chile en el 2014 como directora de Responsabilidad Social y Asuntos Corporativos. Forma parte del Comité de Liderazgo Ejecutivo del Consejo Minero y es miembro de la Junta.

Teck informó que Amparo fue nombrada vicepresidenta Sudamérica de la minera canadiense en noviembre 2022. Como vicepresidenta de Sudamérica será responsable directa de la oficina de Santiago y liderará la representación externa de Teck en Chile, además de apoyar los asuntos externos en Perú. También es responsable de la dirección estratégica de relaciones con las comunidades y el gobierno, asuntos corporativos y comunicaciones internas y externas en todas las operaciones en Chile, así como también de los sistemas de Salud, Seguridad, Medio Ambiente y Comunidad y de las actividades de permisos ambientales relacionados con los proyectos de desarrollo en Chile.

Cuenta una reconocida trayectoria en cargos de alta dirección en Comunicación Estratégica Corporativa, Relaciones Públicas y Gubernamentales, Comunicaciones Internas y Responsabilidad Social Empresarial y se ha desempeñado en diferentes compañías internacionales como Methanex, Canal 13 y BellSouth, entre otras.

Entre sus reconocimientos en la industria minera se encuentran el otorgado por la Embajada de Canadá en Chile por su contribución al desarrollo de pueblos indígenas; elegida como Ejecutiva del Año por la organización Women in Mining Chile; y nombrada entre las 100 Mujeres Inspiradoras Mundiales en la Minería por Women in Mining UK.

Connect with and through their networks

Network analysis
including
personal and
institutional
connections.

Redes y Conexiones

Amparo Cornejo

Perfil Completo

Datos Personales:

Fecha de nacimiento: 1960/1961
Edad: 62/63 años

Datos Profesionales:

Estudios: Periodista, Pontificia Universidad Católica de Chile (1979-

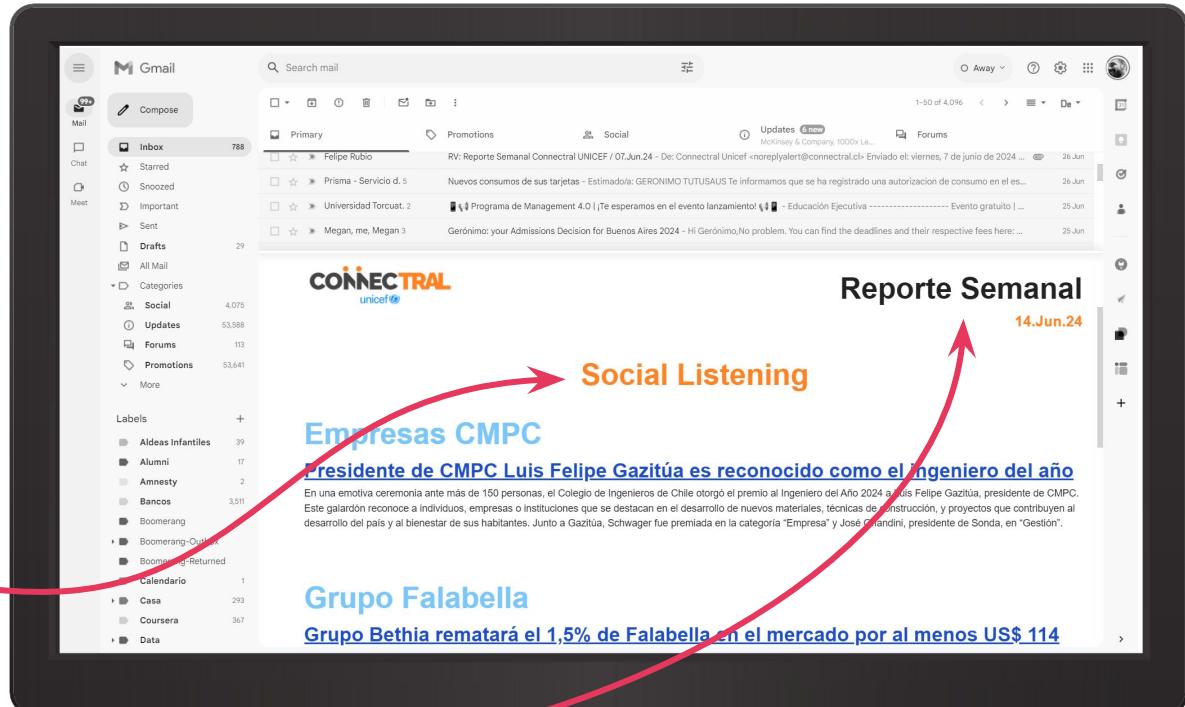
Familia / Relaciones:

Hermanos: Padres:

Listen what is being said about them and take action

Human-curated email alerts with step-action proposals.

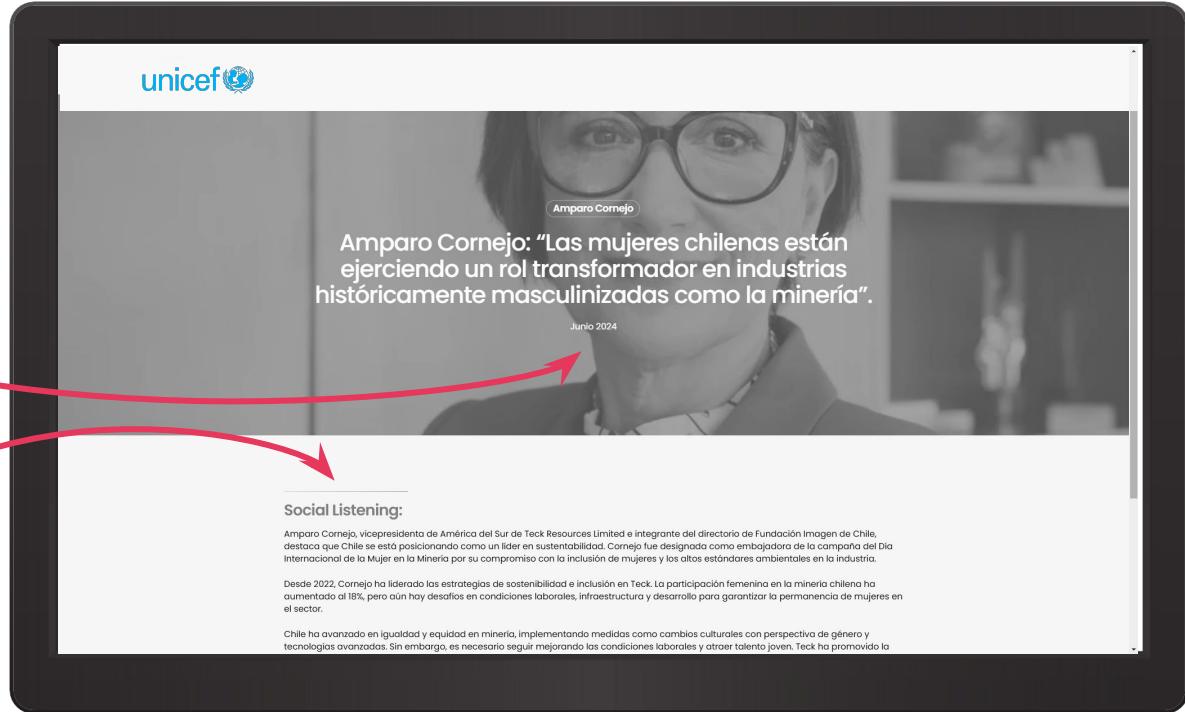
Weekly reports.



Leverage the opportunities

Social listening & news clipping.

Proposed actions in relevant news.



GLOBAL DATABASE

TO TARGET THE RIGHT DONORS



THE CHRONICLE
OF PHILANTHROPY



OECD



OCHA



Disability &
Philanthropy
Forum



fundsforNGOs
Grants and Resources for Sustainability
PREMIUM



Council on
Foundations



Candid.

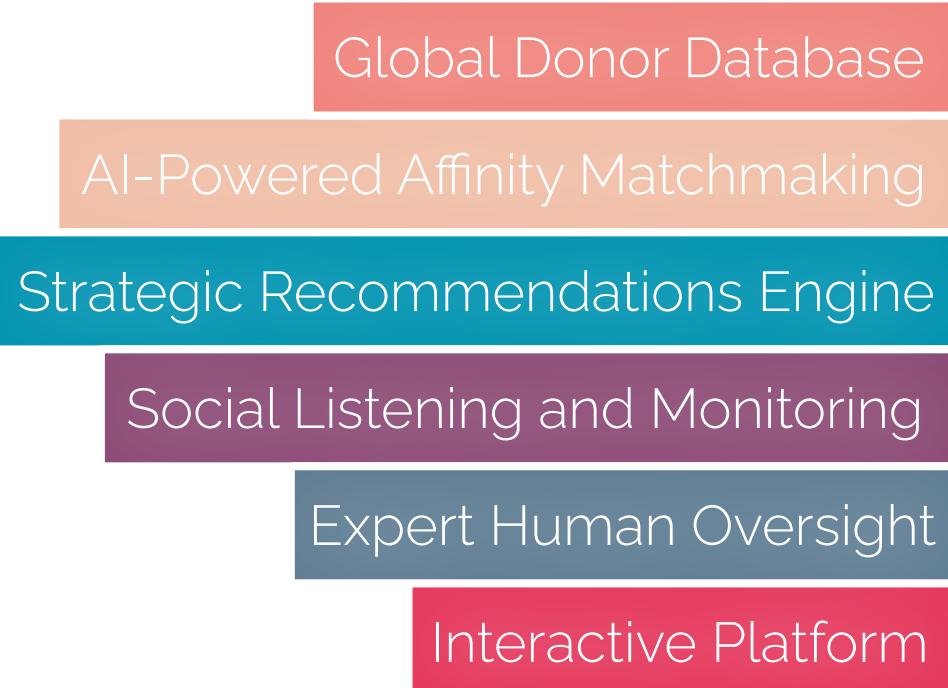


ALTRATA



Forbes





**Find,
Match,
Attract,
& Cultivate
High-Impact
Relationships.**

Global Donor Database to Target the Right Donors

AI-Powered Affinity Matchmaking to Maximize Compatibility

Strategic Recommendations Engine to Optimize Your Strategy

Social Listening and Monitoring to Stay Ahead of the Curve

Expert Human Oversight for Confidence and Support

Interactive Platform to Streamline Your Workflow

FUELING A NEW ERA OF HIGH-IMPACT PARTNERSHIPS



DATA-DRIVEN
STRATEGIC
GUIDANCE



INCREASE FUNDING
SUCCESS BY 15-20%
estimate



REDUCE RESEARCH
TIME BY UP TO 75%
estimate



REALTIME DONOR
AND PROSPECT
MONITOR



AI-CONVERSATION
PLATFORM
coming soon

SENIOR TEAM

We're a team of passionate experts with diverse expertise in fundraising, data science, and social research, united by the goal to Sync Purpose.



GERÓNIMO TUTUSAUS

Co-Founder, Fundraising
Strategist & AI Specialist



FELIPE RUBIO

High-Value Donor Strategist



JULIÁN TUTUSAUS

Social Research and
Data Analysis



SEBASTIÁN VARELA

Data Science Expertise
for Intelligent Matching

TEAM TRUSTED BY LEADING ORGANIZATIONS WORLDWIDE



PurpoSync .

SYNC PURPOSES TO ACHIEVE YOUR MISSIONS.

Developed by

ORGANIZATIONS.AI