



# Revenue Streams for Funding

Ascend Consulting



# Meeting Agenda

(RED)

**01**

**Executive  
Summary**

**03**

**Foundation  
Personas**

**02**

**HNWI  
Personas**

**04**

**Appendices**

# Developing Personas to Support (RED)'s Revenue Goals



To *broaden their revenue streams*, (RED) intends to *develop partnerships* with high net-worth individuals (HNWIs) and *foundations*. To help (RED) identify potential donors, personas were created from both these segments by considering donors who *align with (RED)'s mission* and are willing to help (RED) *raise 5 or 6-figure donations* to meet its *revenue goal of \$150M in 3 years*.

## Persona Development Factors:

Donor Characteristics	Donor Goals	Objections & Mitigations	Pitch and Proposal Plan
<p>Is there a <b>net worth range</b> these individuals/foundations are in?</p> <p><b>Where</b> are the <b>operations</b> of these individuals/foundations <b>located</b>? What <b>locations</b> are they primarily <b>donating to</b>?</p> <p><b>How do individuals/foundations usually “donate”?</b></p>	<p>What are some of the <b>challenges</b> or <b>goals</b> of donors in this persona?</p> <p>How can (RED) help them <b>resolve this challenge</b>, particularly in a way that <b>pertains to women</b>, the <b>LGBTQ+</b> community, or the <b>Black</b> community?</p> <p><b>Benefits of (RED) Partnership</b></p> <p><b>Why</b> give to <b>(RED)</b> instead of <b>other</b> philanthropic endeavors?</p>	<p>What are some <b>reasons</b> <b>why</b> this person or foundation would <b>reject</b> a <b>partnership</b> with (RED)? How should (RED) <b>address</b> these reasons?</p> <p>What are some <b>areas</b> (RED) could <b>check</b> to see if a individual/foundation would be a <b>poor fit</b> to <b>partner</b> with?</p>	<p>How would (RED) <b>tailor its value proposition</b> to these firms?</p> <p>What would a <b>plan</b> for a <b>partnership</b> between (RED) and this individual/foundation look like?</p> <p><b>How much</b> would (RED) <b>expect to make</b> from this partnership?</p>

# Persona Overview

(RED)

## HNWI Personas



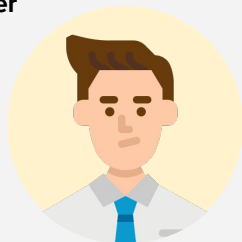
**Gabe**

Famous  
Gamer/Streamer



**Helen**

Female Leader in  
Healthcare



**Michael**

Philanthropist owning  
Foundation

## Foundation Personas



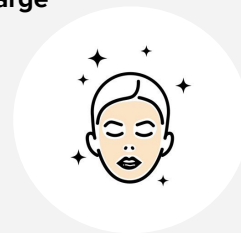
**Rachel Foundation**

Non-Profit Foundation  
Established by Large  
Corporation



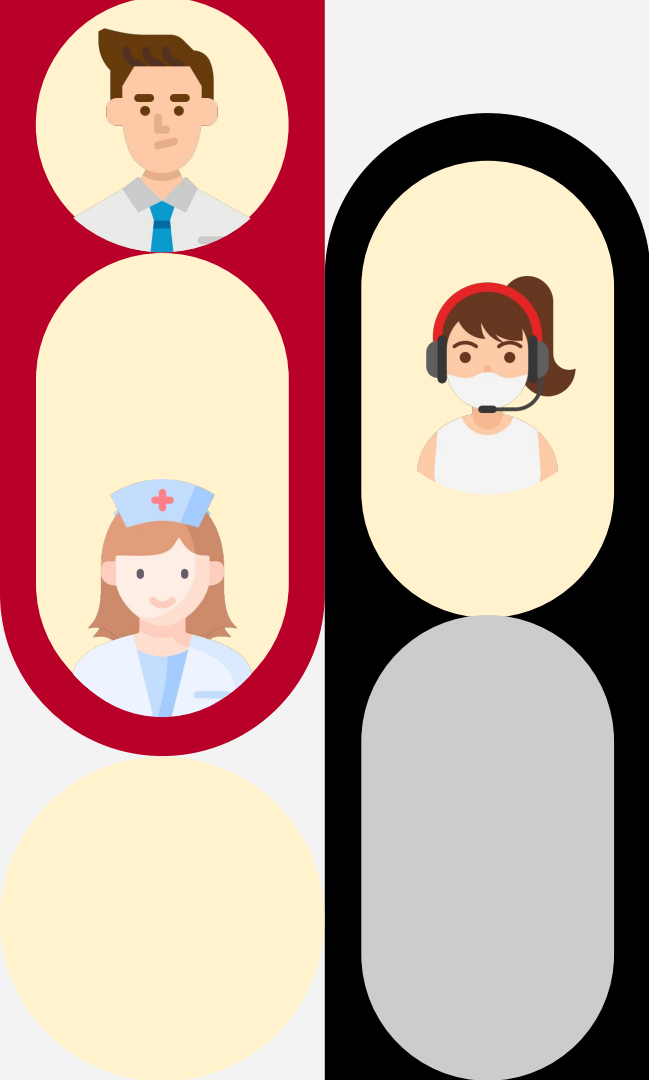
**Pratt Foundation**

Private Foundation



**Skinful Co.**

Public Cosmetics Brand



01

# HNWI Personas

# Gabe – Reaching the Gen Z gaming community

(RED)



“Want to both gain subscribers via charity stream trends and contribute to world causes”

## Main Target

Gen Z viewers

Streamer community

## Bio

Gabe is a member of the video gaming and online **streaming** industry, with a network of **\$20-40 million**. They are primarily located on streaming platforms like **Twitch and YouTube** and aged **25-34**, which is the upper range of Gen Z that has more experience and time to accumulate a large following.

## Characteristics

Philanthropic

Reserved

Support HIV/AIDS

Less inclined

Racial equity

Lack of DEI

## Pitch to Gabe

“By partnering with (RED), the Gamer persona will be able to **increase subscriptions via philanthropy** for a unique nonprofit model and **support HIV/AIDs relief**”

## Challenges

## Mitigations

Confusing raffle logistics



Pre-test before approaching any gamers

Gamer already has own fundraiser



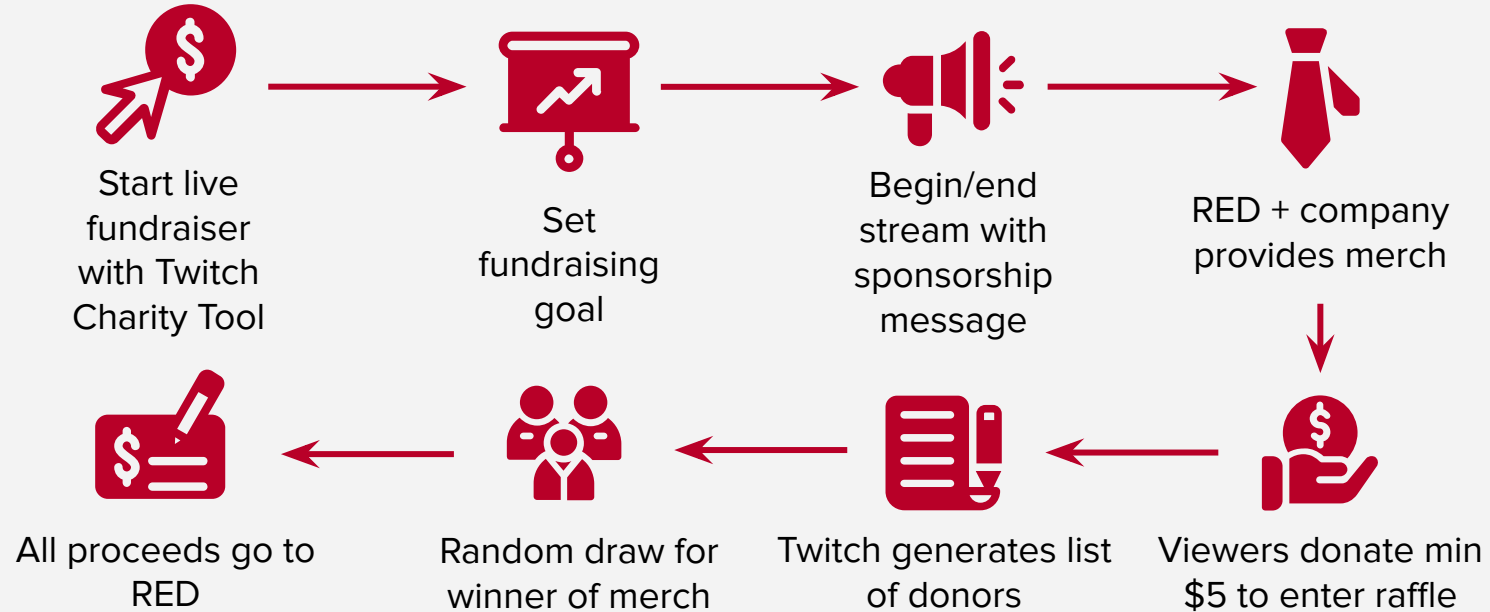
Unique business model, sweepstake opportunities

Gamer thinks they are unqualified



Emphasize being a powerful ally

# Proposal Plan



**Gamers typically set fundraiser goals of five-digits to over \$100K**

# Helen – Female Leaders that Already Had Exposure (RED)

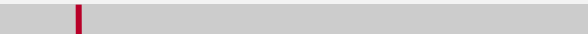


## Bio

Helen is a female leader/director in the **healthcare** industry. She's **35+** years old, has a salary above **130k**, and has a **college-level** education. Moreover, she would contribute more if she lives in the **Northeast/Pacific** region, is **divorced** or separated, **inherited wealth** from parents, or is **African American**.

## Characteristics

Philanthropic Reserved



Support HIV/AIDS Less inclined



Racial equity Lack of DEI



"Wants to both gain reputation and experience through RED and contribute to world causes"

## Main Goals

Altruism

Resume Building

## Pitch to Helen

"By partnering with (RED), the **healthcare persona** is making an effective contribution to the most **influential fund in HIV/AIDS**. They can also help the people themselves and gain experience outside of healthcare industry."

### Risks

### Mitigations

Already Donating to Funds

→ (RED)'s Unique Partnerships

Lack Differentiation

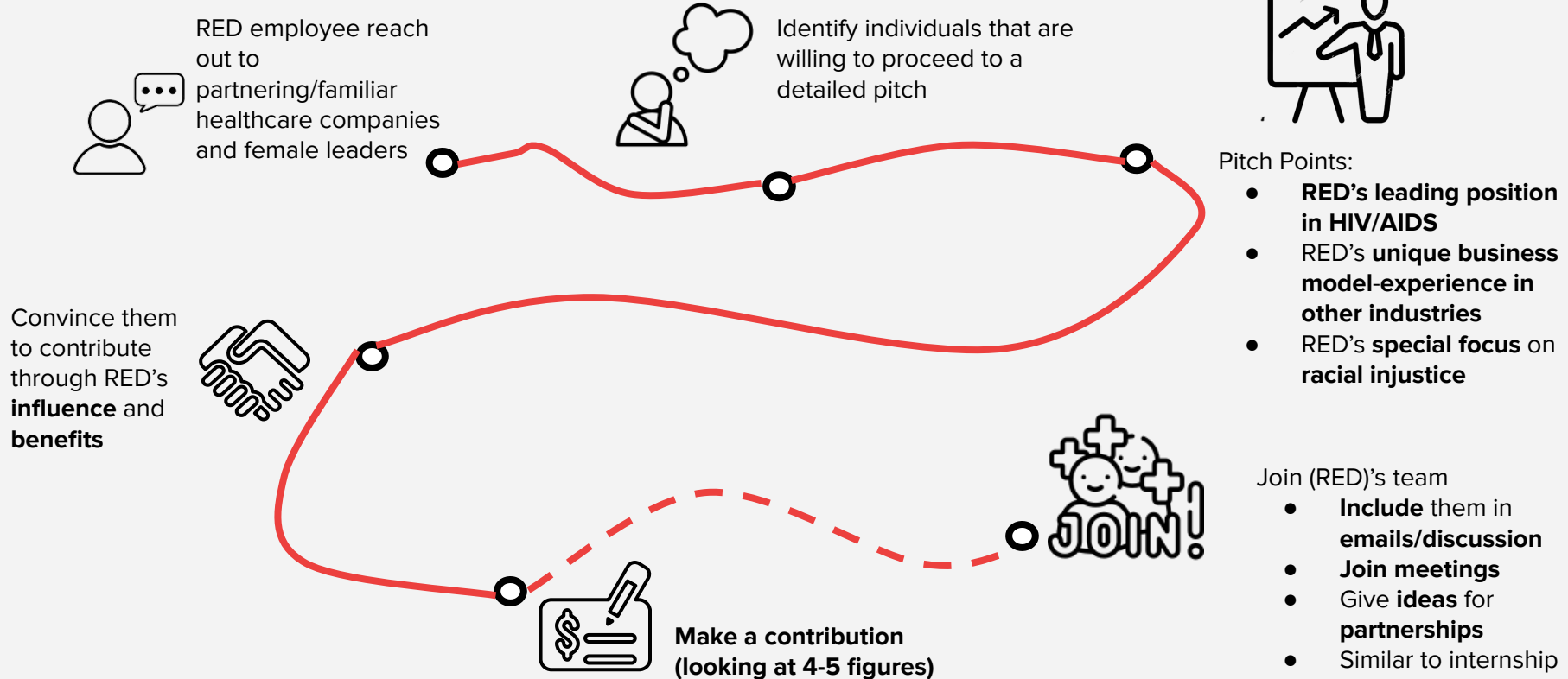
→ Leading Position in HIV/AIDS

Few Large Figure Donations

→ Target People with Inherited Wealth



# Partnership Storyline



# Michael – A Philanthropist who Started a Foundation

(RED)



## Expected Donation Amount

500k-1M+

## Greatest Incentive For Donations

Political campaigns and gaining popularity

## Bio

Michael is a **politician** in New York who cares a lot about public health and wants to promote himself as an activist in that area. To do this, he **started HealthForAll foundation** aimed to provide funding for **disease research and promote better healthcare** for citizens of the United States.

## Characteristics

Philanthropic Reserved

Support HIV/AIDS Less inclined

Racial equity Lack of DEI

## Pitch

By partnering with (RED), Michael's **individual image can be better** through doing philanthropy work and helping others. By contributing to the cause of AIDS/HIV, Michael is contributing to one of the most serious conditions of the world. **As a politician, doing so makes the crowds aware of his good intentions.** Through this, Michael is likely to gain more political supporters.

## Ways To Reach Him

Political Campaigns



Philanthropy Events He Attends

HealthForAll Foundation



# Michael – A Philanthropist who Started a Foundation

(RED)



## Risks

1.

Too many organizations are asking Michael for donations

2.

Already donating to too many healthcare nonprofits

## Mitigations

Promise to list Michael as one of the supporters of (RED) so people know of his good deeds

Offer tax deduction incentives



Obtain Information about politicians/celebrities who show interest in Philanthropy, especially those who need to improve their image



Provide tax deduction benefits, featuring benefits, and other details on good reasons to donate to (RED)



Donation complete



Communicate with potential donor about the benefits of working with (RED) and how (RED)'s mission aligns with their social responsibility



The donor initiates donations to (RED)

02

# Foundation Personas





“Passionate about helping those who do not have the resources and access to health, wellness, and education”

## Areas of Focus

Black Communities

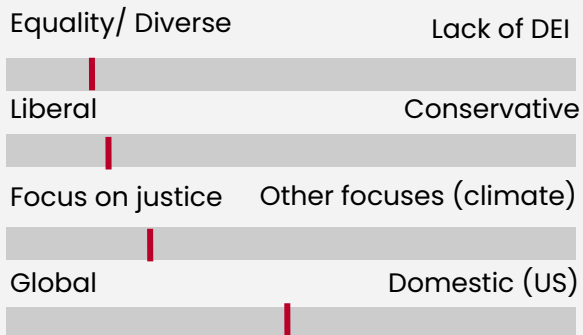
LGBTQ+

Youth

## Bio

Rachel represents a **non-profit foundation** established by a **large corporation** with the goal of carrying out **philanthropic initiatives**, particularly those in **racial equity**. Rachel serves those in the **U.S.** and on a **global scale**, and she is capable of **grant / donation amounts of 6-, 7-figures**

## Characteristics



## Pitch to Rachel

“(RED) offers a **unique marketing strategy** to its partners to help further awareness and initiatives about **HIV/AIDs and racial injustice** in the **mainstream media and public**. Though partnering with (RED), the foundation will be able to make a positive impact towards **global underprivileged, Black communities**, as well as to **benefit their parent corporation** from a business perspective.”

## Foundations Like Rachel Foundation



**Marvin Carr & Monique Carswell**,  
Directors for Center for Racial Equity



**Saadia Madsbjerg**  
VP of Global Community Affairs



**Kerry Sullivan**  
Former President & ESG Executive



**Bryan Stevenson**  
Executive Director, Equal Justice Initiative



## Challenges

HIV/AIDS is **not a direct focus or priority** of the foundation

Already **support another** HIV/AIDS organization

**Don't need/want** marketing

## Mitigations

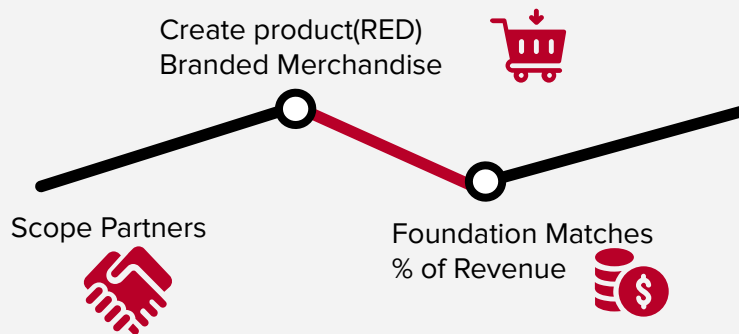
Issue is connected to and **interwoven** with the Black and LGBTQ+ community

(RED) offers a **unique** partnerships and **marketing**

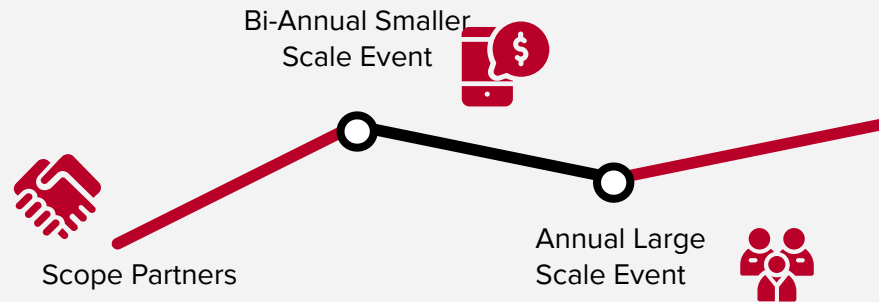
**Exposure** to new consumer segment

### Partnership Roadmap

#### Retail/Product Corporations



#### Service-Based Corporations



# Pratt Foundation – background of Pratt Foundation and (RED)'s way to pitch to them



“We are looking for ways to market and bring awareness to the issues we care about.”

## Areas of Funding

Social Equity

Economic Equity

Reproductive Health Justice

## Bio

Pratt Foundation is a **private foundation** with the mission of fighting inequality, including **reproductive health justice**, and providing equal access to resources . Pratt mainly serves the U.S.

## Characteristics

Equity/ Diverse

Lack of DEI

Liberal

Conservative

Focus on justice

Other focuses (climate)

## Financial Capability

Grant amounts range from

**\$45K to \$20M**

## Foundations like Pratt Foundation



## Pitch

“With this partnership with (RED), Pratt Foundation will be one step closer to creating a socially just world where women reproductive rights are protected. **(RED)'s media presence and unique approach to generating funds** through partnerships with the most popular brands, such as Apple, **will bring awareness to the issue Pratt Foundation cares about** most, which is injustice. Therefore, we are asking you to **join alongside us, to fight this battle against global injustice** of HIV and AIDs resources with a donation of \$N. Together, we fight for an equal world.”

# Pratt Foundation – ways to mitigate risks & general grant process timeline

(RED)



## Risks

- 1 Grant themes not aligning with (RED)'s mission
- 2 Unsolicited grants having low chances of acceptance

## Mitigations

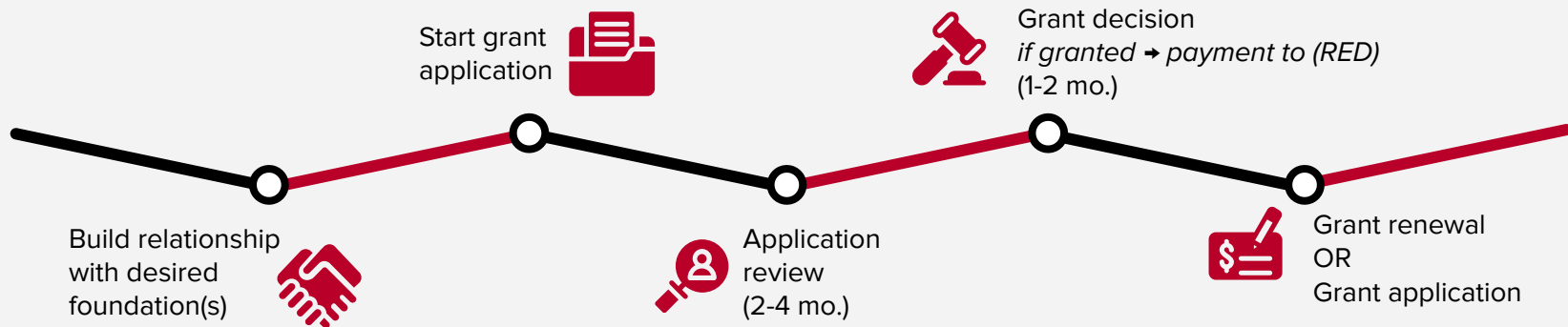
Grant requests on website

Build relationship with foundation

- Attend foundation events
- Email key leaders

Discuss alternative grant options

## General Timeline





# Skinful Co: Targeting Health and Women Commercially

(RED)



"We are looking for more foundations that align with our mission who can also effectively market our brand."

## Areas of Funding

### Health Impact

(Breast Cancer, HIV/AIDS, Sanitation)

### Racial Equality

(supporting BLM, NAACP)

### Social Justice

(3rd world countries, Women)

## Who?

Skinful represents **public American cosmetics brands within multi-business beauty corporations**, with a mission of bettering the lives of local communities by **targeting philanthropic endeavors** on the needs and concerns of the people to empower diverse communities.

## How?

Skinful is capable of donating money to foundations like (RED) by **establishing its own charitable campaigns or partnering with the corresponding foundations**, as well as **matching employee gifts**.

## Foundations Represented by Skinful

MAC

(under Estee Lauder) → MAC AIDS Fund Campaign

Dove

(under Unilever) → Self-Esteem Women's Project

Aveeno

(under J&J) → partnership with The Skin Cancer Foundation's "Road to Healthy Skin Tour; mostly targeting BIPOC representation

L'ORÉAL

(under L'Oreal) → donations to Feeding America through donations + employee match campaign

## Financial Capability:

Amounts ranging from **\$1 mil to \$30 mil** in the span of a year

## Characteristics:

### Focus on Empowering Minorities

(Gender, Race, 3rd World Countries)



### Advertisement Uniqueness



### Popularity among Demographics



## (RED) Pitch to Skinful

“With a partnership with (RED), Skinful will be one step closer to **reaching their mission of empowering the minority genders, races, and backgrounds**. RED ‘s substantial impact on battling HIV and AIDS **will help Skinful fulfill its corporate responsibility of supporting social justice and racial equality, as HIV and AIDS primarily affects women and people of color**. Alongside societal impact, RED is also known for its **unique marketing approaches** throughout their partnerships with major brands like Apple, in which RED can **credibly showcase Skinful’s dedication of creating positive change to the world**. Therefore, we are asking you to join alongside us, to **fight against racial injustice and improve world health research through donating \$X to the cause of HIV and AIDS affecting MILLIONS of lives even at this very second**. Together, we can create a bigger difference and fight for equality and justice.”

(RED) 's Possible Challenges working with Skinful Approach

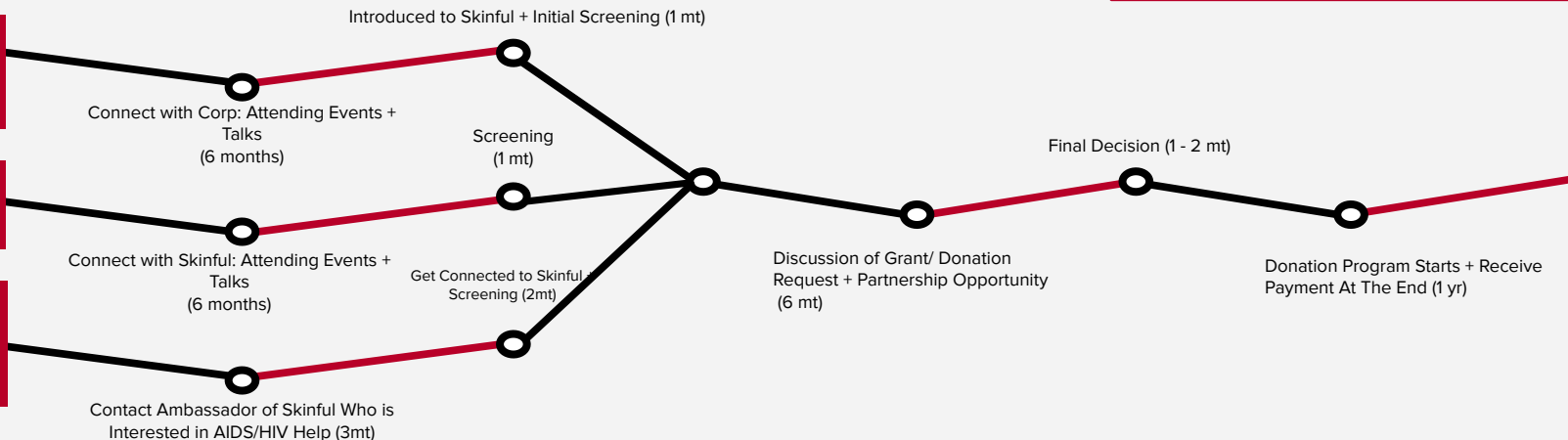
- Method of donation is not ideal
- Amount of donation is not ideal
- Unsure why to choose (RED) over all other causes

- give more specific grant requests prior + ask for possible match grant
- connect with a *diverse* pool of leader roles
- build relations + attend their events
- emphasize (RED)‘s marketing capability vs any other foundation

Contact the Corp Skinful is Under

Contact Skinful Directly

Contact an Ambassador of Skinful (Celeb)





# Thank you!

*Any Questions?*

# Appendix: Sources

(RED)

1. <https://www.slice.ca/the-richest-online-gamers-based-on-net-worth/>
2. <https://blog.tiltify.com/tiltitys-top-fundraisers-of-2022-78be7ae4dde1>
3. <https://www.forbes.com/sites/cathyolson/2022/12/12/what-happened-to-charity-livestreams-this-year/?sh=60b225bf1bab>
4. <https://www.theverge.com/21309833/twitch-charity-stream-guide-donations-thermometer-guests>
5. <https://docs.google.com/document/d/1ih9CiRYUmU8ALHiJ8wKNp-wCbnb-5BUt6q1HuBcawnA/edit?usp=sharing>
6. <https://www.theglobalfund.org/en/private-ngo-partners/resource-mobilization/>
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8. <https://blackaids.org/funders/>
9. <https://www.iasociety.org/conferences/ias2023/about/our-supporters>
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16. <https://www.cosmetics-technology.com/features/top-ten-cosmetics-companies-in-the-world/>
17. <https://www.crueltyfreekitty.com/news/who-owns-what/>

# Appendix: Richest Gamers and Highest Grossing Fundraisers 2022

## Richest online gamers in 2022

PewDiePie: \$40m

Ninja: \$40m

DanTDM: \$35m

Markiplier: \$40m

Jacksepticeye: \$16m

KSI: \$25m

VanossGaming: \$25m

Preston Arsement: \$20m

Shroud: \$20m

TimTheTatman: \$12m

Conclusion: net worth should be \$20m or higher (typically \$20-40 million range)

## Top Gaming Fundraisers 2022

Jacksepticeye: raised more than \$9m in Thankmas 2022 for World Central Kitchen (with Coca Cola)

Hank and John Green: Project for Awesome, Foundation to Decrease World Suck

DrLupo: supports St Jude and directs the charity GCX

Lilsimsie: donates to AbleGamers, Comic Relief US (funding programs for impoverished kids)

Hermitcraft: fundraiser for Gamer's Outreach (helping hospitalized children out of isolation)

WARNING: some HNWI already have annual targeted events that will make them less inclined to invest in donating to yet another random charity

# Appendix: Characteristics of Target Philanthropists Who Represent Themselves

**1**

## **100M+ Total Assets**

From past data, we can see donors of (RED) are usually within this range

**2**

## **Industry Not Limited to Healthcare**

Past donors of (RED) can be in any industry from foods to electronics

**3**

## **Represents Companies/Families**

Many of past donors donate to promote familial image

**4**

## **Strong needs for a Good Image**

Donating to a good cause and doing philanthropy work promotes individual image

# Appendix: Pratt Foundation

<https://docs.google.com/document/d/lih9CiRYUmU8ALHiJ8wKNp-wCbnb-5BUt6q1HuBcawnA/edit?usp=sharing>

## Past Grantees

- ACLU: Reproductive Freedom Project  
\$75,000, 2 years
- California Latinas for Reproductive Justice  
\$50,000, 2 years
- Funders for Reproductive Equity \$4,000, 1 year
- National Black Women's Reproductive Justice Agenda \$40,000, 2 years
- National Latina Institute for Reproductive Justice \$55,000, 2 years
- National Women's Health Network \$30,000, 1 year
- New Voices for Reproductive Justice  
\$60,000, 2 years
- Botswana Harvard AIDS Institute Partnership,  
\$3.5 million

## Additional Foundations Like Pratt Foundation:

- Collaborative Gender+ Reproductive Equity
- Society of Family Planning
- Ms. Foundation for Women
- Hewlett Foundation
- Arnold Ventures

\* Most on this list require networking/ relationship building with the foundation itself as some don't provide grant requests, but do welcome emails\*

## Additional Pitch Detail:

(RED) supports one of the largest organization, Global Fund, supporting a variety of programs to combat HIV/AIDS, tuberculosis and malaria

- Donation to (RED) → supports (RED)'s operations → (RED)'s operation is crucial for the Global Funds, and thus, the movement of fighting against injustice

