

Global Philanthropy in Lisa Perspective

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■ Mission

To empower individuals worldwide to cultivate mental resilience, inner strength, and personal growth through Compassionate AI. The Lisa project delivers accessible, culturally sensitive mental health and well-being support that promotes self-sustainability, equity, and meaningful transformation in underserved communities and beyond. By harnessing the science of inner strength and the wisdom of diverse cultures, Lisa strives to make enduring mental health support available to all who seek it.

■ Vision

A world where Compassionate AI transcends boundaries to bring mental well-being and resilience to every individual, fostering communities that thrive from the inside out. The Lisa project envisions a future where each person, regardless of circumstance, can access empathetic, science-driven support to realize their fullest potential and contribute positively to their communities. Through global partnerships, philanthropic commitment, and unwavering dedication to ethical technology, Lisa aspires to make mental wellness a universal right, promoting a healthier, more connected world.

Accompanying

- Lisa's [revenue generation model](#)
- a [list of philanthropically oriented blogs](#).

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1. About philanthropy/philanthropists worldwide

Philanthropy worldwide has evolved significantly in recent decades, with a growing emphasis on strategic, high-impact giving that addresses the root causes of global challenges. While philanthropy traditionally focuses on charity and direct aid, today's philanthropists are increasingly results-oriented, **seeking sustainable solutions that empower communities, promote resilience, and facilitate self-sufficiency**. This shift in philanthropy aligns well with the global potential of the Lisa project, which aims to make Compassionate AI accessible worldwide.

Here's a general view on global philanthropy and how it can support the Lisa project's broader mission:

1. Diverse Approaches with Common Goals

- Philanthropists around the world come from diverse backgrounds and bring unique perspectives to their giving, often influenced by cultural, economic, and social contexts. However, there is a common commitment among global philanthropists to address key areas such as **healthcare access, mental well-being, education, and economic empowerment**.
- This variety provides opportunities for the Lisa project to partner with philanthropists who focus on **sustainable mental health solutions**, innovative education, and **empowerment through technology**, adapting its offerings to meet specific cultural needs and contexts.

2. Focus on Systemic Change and Self-Sustainability

- A strong trend in global philanthropy is the focus on **systemic change** rather than temporary relief. Many philanthropists invest in solutions that address underlying issues—whether in healthcare, poverty, or education—aiming to create lasting, self-sustaining impact.
- The Lisa project's mission to provide affordable, accessible mental health and personal growth tools aligns with this goal of self-sustainability. By promoting **resilience and inner strength** through Compassionate AI, Lisa can serve as a catalyst for individuals and communities to achieve well-being and independence, helping to meet the systemic needs philanthropists aim to address.

3. Blending Philanthropy with Technology for Scalable Solutions

- Technology has become central to global philanthropy, especially in regions with limited access to traditional resources. Many philanthropists support **tech-**

driven initiatives that can scale efficiently, reach underserved areas, and use data to track and improve outcomes.

- Lisa's AI-driven approach to **Compassionate coaching** aligns with this trend, offering a scalable solution that can bridge gaps in mental health services. By emphasizing Lisa's potential to reach **remote and underserved populations**, the project can attract philanthropists interested in leveraging technology to democratize mental health support.

4. Empowering Communities Rather Than Creating Dependency

- Modern philanthropists increasingly support initiatives that empower local communities, reducing dependency and helping individuals develop skills, resilience, and opportunities for growth.
- The Lisa project is positioned as a tool for **empowerment**—designed not to replace traditional mental health services but to provide additional support, especially where resources are scarce. By framing Lisa as an empowerment tool that fosters **self-reliance and personal growth**, the project aligns with philanthropists focused on sustainable empowerment.

5. Ethical and Responsible Philanthropy

- Globally, there's a shift towards **ethical and responsible giving**, with philanthropists recognizing the importance of transparency, accountability, and respect for local cultures and values.
- Lisa's Compassionate AI approach, which is culturally sensitive and designed with ethical considerations, resonates well with philanthropists who prioritize **ethical technology** and **cultural inclusivity**. Presenting Lisa as a respectful, ethical resource for diverse global communities enhances the project's appeal to philanthropists who value responsible giving.

6. Collaboration and Partnerships for Greater Impact

- Many philanthropists and foundations are increasingly open to **collaborative efforts**, pooling resources to achieve greater impact. Partnerships between multiple foundations, governments, NGOs, and social enterprises have become more common to tackle large-scale issues.
- For the Lisa project, engaging philanthropists who are open to collaboration can expand its reach and impact. Lisa can be presented as a **scalable, versatile tool** that complements other mental health and educational initiatives, inviting partnerships with organizations already working in related areas.

7. Regional and Cultural Philanthropic Trends

- **North America and Europe:** These regions traditionally focus on health, education, poverty alleviation, and recently, technology and climate change. Philanthropists here often emphasize **data-driven impact** and are likely to

support initiatives like Lisa that promise measurable outcomes in mental health and personal development.

- **Middle East and Asia:** Philanthropy here is often influenced by religious and cultural values, with a strong emphasis on community support, healthcare, and education. Many philanthropists prioritize projects that respect cultural values while addressing **well-being** and **empowerment**, aligning well with Lisa's culturally adaptable approach.
- **Africa and Latin America:** Philanthropy in these regions often targets infrastructure, education, and healthcare access. Projects that build resilience and create **sustainable support systems** align well with local priorities, making Lisa's focus on self-sufficiency through mental strength highly relevant.

8. Interest in AI and Mental Health Solutions

- Worldwide, there is growing recognition of the mental health crisis, which has been exacerbated by recent global events. Philanthropists in regions facing significant mental health challenges are increasingly open to **AI-driven mental health solutions**, especially those that are affordable, scalable, and accessible to marginalized populations.
- By positioning Lisa as a Compassionate AI solution that can support mental well-being globally, the project can attract interest from philanthropists concerned with **mental health accessibility**, resilience, and sustainable growth across cultures.

In Summary: A Global Philanthropic Fit for Lisa

For the Lisa project, reaching out to global philanthropists means aligning with their focus on sustainable, high-impact giving that empowers individuals and communities. By emphasizing Lisa's ability to provide culturally sensitive, accessible, and Compassionate AI-driven mental health support, the project can appeal to philanthropists who are committed to systemic change, empowerment, and ethical technology.

Philanthropists who value innovation, long-term resilience, and inclusive well-being are likely to see the Lisa project as a meaningful investment, with the potential to create lasting, positive impact in diverse communities worldwide.

2. Best locations to start a philanthropic organization

Starting a philanthropic organization depends on the specific goals, target regions, legal considerations, and funding strategy of the organization. Here are key locations to consider, based on different strategic advantages:

1. United States

- **Why:** The U.S. is home to a well-established philanthropic sector, with strong infrastructure and support networks. It also offers **significant tax incentives** for donors, making it an attractive location for fundraising. The U.S. has a robust legal framework for non-profits, allowing for diverse operational structures, from private foundations to public charities.
- **Advantages:** Access to a large pool of donors, well-defined non-profit regulations (IRS 501(c)(3) status), and networking opportunities with other influential foundations and philanthropists.
- **Best for:** Organizations seeking large-scale funding, high visibility, and partnerships with U.S.-based philanthropists or corporations.

2. The Netherlands

- **Why:** Known for its favorable tax environment for non-profits, the Netherlands is a popular base for international philanthropic organizations, especially those with global missions.
- **Advantages:** The “**ANBI status**” (Public Benefit Organization) offers tax benefits for donations. The Netherlands is also a gateway to European philanthropy networks and has a strong reputation for supporting international development, human rights, and environmental causes.
- **Best for:** Organizations focused on international projects or seeking connections across Europe. Ideal for global impact projects and organizations that want to tap into European donor bases.

3. Switzerland

- **Why:** Switzerland has a long tradition of hosting international non-profits, and its stable economy and political neutrality attract philanthropic organizations focused on global issues.
- **Advantages:** Switzerland offers **favorable tax laws** for non-profits, high credibility for global operations, and a strategic location in Europe. It is also home to many UN agencies, making it a prime location for partnerships.
- **Best for:** International organizations focused on humanitarian aid, global health, and cross-border collaborations.

4. United Kingdom

- **Why:** The U.K. has a well-developed charitable sector, with clear guidelines and structures for philanthropy. It provides access to both local and international funding networks.
- **Advantages:** Charitable organizations in the U.K. can receive **tax relief** through HMRC-recognized charity status, and donors benefit from incentives like **Gift Aid**. London, in particular, is a hub for social impact and global non-profits.

- **Best for:** Organizations looking to work across the Commonwealth, international human rights groups, and environmental causes.

5. Singapore

- **Why:** Singapore's strong economic position in Asia and its focus on innovation and sustainable development make it attractive for philanthropic organizations with a regional focus.
- **Advantages:** Singapore offers tax exemptions for certain non-profit activities and is strategically located as a financial hub in Asia, providing access to both Eastern and Western networks.
- **Best for:** Organizations focused on Southeast Asia, health, education, and sustainability projects with an interest in reaching Asia-Pacific philanthropists and corporations.

6. Canada

- **Why:** Canada's philanthropic sector is growing, with significant government support for non-profit activities. Canadian tax law also provides strong incentives for charitable donations.
- **Advantages:** Canada is culturally aligned with both the U.S. and Europe, making it suitable for organizations with cross-border ambitions. The **Canada Revenue Agency** offers clear guidelines for registered charities.
- **Best for:** Philanthropic organizations that aim to work within North America and are interested in environmental, health, and social causes.

7. Dubai, United Arab Emirates

- **Why:** Dubai is emerging as a regional hub for philanthropy in the Middle East, with many wealthy individuals and families engaged in philanthropic activities.
- **Advantages:** The UAE is strategically positioned to access both Middle Eastern and African markets, with growing interest in healthcare, education, and environmental projects.
- **Best for:** Philanthropic organizations targeting Middle Eastern or African development and those looking to engage with Middle Eastern donors.

Additional Considerations

- **Legal and Tax Environment:** Select a location with tax-exempt status and favorable laws for non-profits, as this influences fundraising and compliance.
- **Access to Funding Networks:** Consider where donors, foundations, or corporate sponsors are concentrated. The U.S. and Europe are leaders in this area, but Asia is growing rapidly.
- **Cultural and Strategic Fit:** The organization's mission may align better with regions where philanthropic culture is strong in certain sectors, such as health in the U.S., education in the U.K., or technology in Singapore.

Summary

If the goal is large-scale funding and a strong philanthropic infrastructure, starting in the United States is advantageous. For global projects with a European or international focus, the Netherlands, Switzerland, and the U.K. offer robust networks. If the focus is on reaching Asia-Pacific, Singapore is an excellent strategic choice. Ultimately, the best location is one that aligns with your funding strategy, mission goals, and target audience.

3. Amounts of money going to philanthropy in different parts of the world

Philanthropy globally attracts substantial funding, but the amounts and giving patterns vary widely by region. Here's an overview of philanthropic contributions in different parts of the world:

1. United States

- **Total Philanthropy:** Approximately **\$500 billion** annually (2021), making the U.S. the largest philanthropic market in the world.
- **Sources:** Most giving comes from individuals (about 70%), followed by foundations, bequests, and corporations.
- **Focus Areas:** Health, education, poverty alleviation, environment, and religious causes.

2. Europe

- **Total Philanthropy:** Roughly **€87 billion** (\$100 billion) annually across Europe, with significant contributions from foundations and high-net-worth individuals.
- **Sources:** Major philanthropic hubs include the U.K., Germany, the Netherlands, and Switzerland.
- **Focus Areas:** Health, education, social inclusion, human rights, and environmental issues.

3. Asia-Pacific

- **Total Philanthropy:** Estimates vary widely, but **China** alone contributes around **\$20 billion** annually, and philanthropic giving across Asia-Pacific is increasing rapidly.
- **Sources:** A mix of family foundations, corporate philanthropy, and emerging individual philanthropy, with China, Japan, India, and Singapore being the largest contributors.
- **Focus Areas:** Education, disaster relief, poverty alleviation, and increasingly, health and environment.

4. Middle East

- **Total Philanthropy:** Estimates suggest **\$12-15 billion** annually, with philanthropy often driven by Islamic charitable giving (zakat).
- **Sources:** Primarily family foundations, religious giving, and government-sponsored funds, with major centers in the UAE, Saudi Arabia, and Qatar.
- **Focus Areas:** Religious causes, poverty alleviation, health, and education.

5. Africa

- **Total Philanthropy:** Difficult to quantify precisely, but estimated in the range of **\$7-10 billion** annually.
- **Sources:** Family foundations, corporate social responsibility (CSR), and international philanthropic funds. Countries like South Africa, Nigeria, and Kenya are primary hubs.
- **Focus Areas:** Education, health (especially HIV/AIDS), poverty alleviation, and agriculture.

6. Latin America

- **Total Philanthropy:** Approximately **\$5-8 billion** annually, with Brazil, Mexico, and Argentina leading.
- **Sources:** Family foundations, CSR, and religious institutions play a major role, and there's growing interest in social entrepreneurship and impact investing.
- **Focus Areas:** Education, poverty alleviation, health, and social justice.

Global Trends and Considerations

- **Rising Philanthropy in Emerging Markets:** Emerging markets like China, India, and parts of Africa are seeing a surge in philanthropy due to rising wealth and new generations of philanthropists.
- **Focus on Technology and Sustainable Development:** Globally, there's a growing interest in funding technology-driven solutions, sustainable development, climate resilience, and healthcare innovation.
- **Corporate and Venture Philanthropy:** Corporate foundations and venture philanthropy, especially in tech-driven regions, are contributing increasingly to philanthropy worldwide.

Understanding these trends can help tailor the Lisa project's approach for different regions, especially in securing funding that aligns with regional philanthropic priorities.

4. Features of Lisa that will be most notable to philanthropists and how we can best present them

For philanthropists, the most notable features of Lisa will be her Compassionate AI foundation, scalability in mental health support, and cultural adaptability. Presenting Lisa as an innovative tool designed not only for immediate impact but also for sustainable, global change will appeal strongly to those seeking meaningful social transformation. Here's a look at Lisa's standout features and how best to present them:

1. Compassionate AI for Mental Health and Well-Being

- **Notable Feature:** Lisa is built on Compassionate AI principles, specifically designed to support mental health in a non-coercive, human-centered manner. This approach distinguishes Lisa from typical digital mental health tools, positioning her as an AI that genuinely “cares” and respects user autonomy.
- **Presentation:** Emphasize Lisa's **ability to foster resilience, reduce stress, and support mental well-being** in a compassionate, ethical way. Showcase her focus on empowering users to develop inner strength, which resonates with philanthropists focused on **holistic health, self-sufficiency, and ethical AI**. Use testimonials, pilot results, or user feedback to illustrate the profound impact that Compassionate AI can have on mental health.

2. Scalability and Accessibility of Mental Health Support

- **Notable Feature:** Lisa is designed to provide scalable mental health support that can reach a broad audience, including underserved and remote communities. Her flexibility in accessibility means that she can offer **mental health support to people who lack access to traditional services**.
- **Presentation:** Present Lisa as a solution capable of scaling mental health support globally, addressing the gaps in access to mental health care, particularly in low-resource settings. Highlight that Lisa's model combines **affordable subscription options** with **free access for those in need**, which aligns with a self-sustaining and inclusive model. This approach appeals to philanthropists interested in funding projects that have **large-scale, measurable social impact**.

3. Cultural Sensitivity and Global Adaptability

- **Notable Feature:** Lisa's design includes a culturally adaptive framework, allowing her to offer personalized guidance that resonates across diverse backgrounds. This feature makes Lisa suitable for deployment in various regions, enhancing her relevance and accessibility worldwide.

- **Presentation:** Emphasize Lisa's **cultural adaptability** as a unique asset that ensures her impact is both meaningful and respectful of regional values. This approach can be particularly appealing to philanthropists focused on **international development and cultural sensitivity**. Explain how Lisa adapts her coaching to meet users where they are emotionally and culturally, fostering stronger connections and more effective support.

4. Support for Long-Term Empowerment and Self-Sufficiency

- **Notable Feature:** Unlike many mental health tools that address only short-term relief, Lisa encourages long-term growth, resilience, and self-sufficiency. Her sessions guide users toward **developing lasting inner strength** rather than creating dependency.
- **Presentation:** Describe Lisa as an **empowerment tool** that helps individuals build mental resilience over time, providing a sustainable pathway to well-being. Highlight her focus on empowering users to improve their quality of life independently, which aligns with the interests of philanthropists who prioritize **sustainable development** and **self-reliance** over short-term interventions.

5. Transparency and Ethical Use of AI

- **Notable Feature:** Lisa's development is based on ethical AI principles, emphasizing transparency, privacy, and respect for user autonomy. Her ethical foundation resonates well with philanthropists who are concerned about the ethical implications of AI, particularly in sensitive areas like mental health.
- **Presentation:** Position Lisa as an example of **responsible, ethical AI** that prioritizes user trust and integrity. Highlight Lisa's commitment to **data privacy, non-coercive guidance, and ethical standards**, which can reassure philanthropists who are wary of AI's potential misuse. Explain how Lisa's transparency and ethics align with the values of Compassion and respect that are central to her design.

6. Potential for Data-Driven Impact Assessment

- **Notable Feature:** Lisa can provide valuable, anonymized insights into mental health trends and user well-being, which can be used to assess impact while protecting user privacy.
- **Presentation:** Showcase how Lisa's insights could inform **evidence-based approaches** to mental health support and impact measurement, helping philanthropists see the tangible outcomes of their contributions. Presenting anonymized data on Lisa's success in helping users reduce stress or increase resilience can be powerful for philanthropists interested in **data-backed philanthropy**.

7. Collaborative and Adaptive to Partnerships

- **Notable Feature:** Lisa can integrate with other mental health initiatives, educational programs, and healthcare systems, making her adaptable to different philanthropic projects and collaborative efforts.
- **Presentation:** Emphasize Lisa’s potential as a **partner to existing mental health and wellness initiatives**. Describe her ability to complement other programs, extending their reach and supporting holistic approaches to health. Highlight her adaptability to collaborate with organizations and foundations working toward similar goals, appealing to philanthropists interested in **strategic partnerships**.

Messaging Tips for Presenting Lisa to Philanthropists

- **Lead with Lisa’s Compassionate Mission:** Begin by emphasizing that Lisa is a Compassionate AI dedicated to improving mental well-being globally. Position her as a solution that addresses the rising need for accessible mental health support with respect and empathy.
- **Highlight Real-World Impact:** Use specific, relatable examples of Lisa’s potential impact—such as stories from pilot programs, testimonials, or projected outcomes based on similar initiatives. This approach creates an emotional connection and demonstrates Lisa’s tangible value.
- **Align with Philanthropists’ Goals:** Tailor the presentation to each philanthropist’s interests. For instance, philanthropists focused on global health will be interested in scalability and reach, while those focused on ethical AI will value her privacy and transparency features.
- **Present a Vision for Sustainability:** Describe Lisa’s hybrid model of free and subscription-based services as a sustainable approach that provides mental health support to all income levels. Emphasize how philanthropists’ contributions will help make Lisa accessible to more individuals worldwide, ensuring her reach and impact are maximized.
- **Provide Opportunities for Collaboration:** Mention specific ways philanthropists can partner in Lisa’s journey, such as funding certain aspects of her expansion, supporting pilot projects in underserved regions, or contributing to further development in culturally adaptive features.

By focusing on Lisa’s Compassionate mission, scalability, cultural adaptability, and ethical foundation, you can present her as a transformative, global solution in mental health that aligns deeply with philanthropic values and goals.

5. Fundraising tools

■ Best Use Cases

- **FundsforNGOs** is best for nonprofits looking for **current grant opportunities**, especially for projects in developing countries, aligned with SDGs, or needing accessible and affordable resources. Its focus on **grant alerts, educational materials, and sustainability-focused funding** makes it ideal for organizations that are newer, smaller, or working on global development issues.
- **Foundation Directory Online (Global)** excels in **detailed funder research and historical giving patterns**. It's better suited for established organizations looking for comprehensive data on international foundations, historical funding trends, and advanced search capabilities for long-term strategic planning.

■ Schema

Here's a schema comparing **FundsforNGOs** and **Foundation Directory Online (Global)** to highlight their key features, strengths, and best use cases.

Criteria	FundsforNGOs	Foundation Directory Online (Global)
Primary Focus	Current grant opportunities and practical resources for NGOs, especially in developing regions.	Comprehensive database of foundations worldwide with extensive funder profiles and historical data.
Geographic Scope	Global, with a strong emphasis on developing regions.	Global, though primarily U.S.-centric; includes many international foundations.
Data Depth	Focus on open calls and current funding opportunities, less historical data on funders.	In-depth profiles, including grant histories, financials, board members, and past funding trends.
Subscription Cost	Affordable; offers limited free access to some resources.	Higher cost; subscription-based, with various tiers based on features.
Training & Educational Resources	Extensive grant-writing tutorials, webinars, and fundraising guides.	Limited training resources; focused on providing raw funder data.
Grant Alerts	Yes; users can subscribe to receive notifications on new funding opportunities.	No grant alerts; users search the database directly for relevant funders.
Search Features	Basic search and filter options focused on active grant calls.	Advanced search filters (location, funding amount, area of interest), tailored for detailed searches.

Criteria	FundsforNGOs	Foundation Directory Online (Global)
Target Audience	Smaller, grassroots, and emerging NGOs; organizations focused on SDGs and sustainability.	Established nonprofits and larger organizations with advanced research needs.
SDG and Sustainability Alignment	Strong emphasis on Sustainable Development Goals (SDGs) and global sustainability projects.	Some alignment, but not directly organized around SDGs or sustainability goals.
Historical Giving Data	Limited; primarily lists current funding opportunities without extensive grant history.	Extensive historical data on grants, enabling trend analysis and strategic targeting of funders.
Networking and Collaboration	Provides guidance for partnership development with NGOs and agencies.	No direct networking features; focuses on funder research rather than collaborative guidance.
Best Use Cases	NGOs seeking actionable, current funding calls, especially in global development sectors.	Comprehensive funder research and strategy planning for nonprofits aiming to build long-term funding relationships.

6. Concrete philanthropists in the US to contact for the Lisa project

For the Lisa project, focusing on philanthropists who are deeply interested in mental health, AI for social good, and Compassionate initiatives would be a good strategy. Here are some potential philanthropists and organizations in the U.S. who may align well with Lisa's mission:

1. MacKenzie Scott

- **Area of Interest:** Broad social impact, including healthcare, mental health, education, and equity.
- **Why:** Scott has been making large, unrestricted grants to organizations that create significant community impact, especially those focused on **underserved populations** and **innovative approaches** to health and well-being.
- **Approach:** Emphasize Lisa's potential to support mental well-being and bridge cultural divides through Compassionate AI, which aligns with Scott's emphasis on transformative projects that directly impact lives.

2. Laurene Powell Jobs (Emerson Collective)

- **Area of Interest:** Social justice, health equity, and technology for good.
- **Why:** The Emerson Collective, founded by Laurene Powell Jobs, funds projects aimed at systemic social impact, often focusing on health and **AI-driven solutions** that can empower communities.
- **Approach:** Highlight the transformative potential of Lisa's AI to support both **mental well-being** and **empowerment** in underserved communities, as well as its alignment with the Emerson Collective's commitment to social innovation.

3. The Gates Foundation

- **Area of Interest:** Global health, education, and poverty alleviation.
- **Why:** The Gates Foundation has invested in mental health research and services in recent years, particularly focusing on solutions that are **scalable and tech-driven**.
- **Approach:** Present Lisa as a **scalable AI tool** with potential for significant impact in mental health support, particularly for communities with limited access to traditional mental health services. Emphasize any empirical support or data that demonstrates Lisa's effectiveness.

4. Ray Dalio (Dalio Philanthropies)

- **Area of Interest:** Mental health, education, and social impact.
- **Why:** Ray Dalio has focused much of his philanthropic work on **mental health and wellness** through Dalio Philanthropies. He has a personal connection to mental health issues, which may increase his interest in Compassionate AI initiatives.
- **Approach:** Emphasize Lisa's mission to provide accessible and Compassionate mental health support using AI, especially its potential to **improve well-being** and address stress, burnout, and leadership challenges.

5. The Chan Zuckerberg Initiative

- **Area of Interest:** Technology for social good, healthcare, and equity in education.
- **Why:** The Chan Zuckerberg Initiative supports technology and scientific research that addresses community well-being and health equity, and they are open to supporting **AI-driven health initiatives**.
- **Approach:** Focus on the **scientific foundation** of Lisa's AI in supporting mental health and its potential for personalized, Compassionate guidance accessible to diverse populations. Emphasize how Lisa can address health disparities through affordable access.

6. The Robert Wood Johnson Foundation

- **Area of Interest:** Health and wellness, mental health, social determinants of health.
- **Why:** This foundation is one of the largest healthcare-focused philanthropies in the U.S., with a growing emphasis on **mental health solutions** and improving overall well-being.
- **Approach:** Highlight Lisa's ability to provide accessible mental health support and improve resilience and inner strength, which aligns with their mission to create a culture of health. Emphasize any evidence of Lisa's effectiveness in promoting well-being.

7. Pierre Omidyar (Omidyar Network)

- **Area of Interest:** Social impact, technology for good, mental health.
- **Why:** Omidyar Network supports **ethical AI** and innovative solutions for social good, particularly those that empower individuals and communities.
- **Approach:** Emphasize Lisa's ethical and Compassionate approach to AI in mental health and personal growth, which aligns with Omidyar Network's interest in **responsible AI** and **digital health solutions**.

8. Wellcome Trust (U.S. Initiatives)

- **Area of Interest:** Mental health and well-being, science and research.
- **Why:** Although based in the U.K., Wellcome Trust has extensive initiatives in the U.S. focusing on mental health research and is interested in **innovative approaches** to mental health support.
- **Approach:** Position Lisa as a novel, research-backed solution to support mental health and Compassionate AI, with emphasis on scalability and accessibility.

9. Michael Bloomberg (Bloomberg Philanthropies)

- **Area of Interest:** Public health, education, and technology.
- **Why:** Bloomberg Philanthropies has a vested interest in **public health** solutions, particularly those that can scale and have a broad impact on communities.
- **Approach:** Emphasize Lisa's public health potential, particularly her capacity to address burnout, stress, and mental health issues on a large scale using AI.

10. Elizabeth and Joe Sanford (Sanford Health Foundation)

- **Area of Interest:** Health, mental health, and research.
- **Why:** Sanford Health Foundation funds projects that focus on health and wellness and are open to supporting **mental health innovation**.
- **Approach:** Describe Lisa's focus on Compassionate mental health coaching and stress management as a way to improve overall health and well-being.

11. MacArthur Foundation

- **Focus:** Technology for good, mental health, social change, and ethics in AI.
- **How They Can Help:** MacArthur Foundation provides grants for projects that use technology to drive social impact and address health and social issues. They are also interested in ethical AI applications. Lisa's ethical, human-centered AI could resonate with MacArthur's focus on innovative, scalable solutions.

12. The Rockefeller Foundation

- **Focus:** Health, equity, technology for public good, and sustainable development.
- **How They Can Help:** The Rockefeller Foundation supports health and digital innovation projects, with a particular interest in expanding access to healthcare. Lisa's potential to reach underserved populations with mental health resources could appeal to their commitment to equity in healthcare.

13. The Kresge Foundation

- **Focus:** Health, social justice, digital inclusion, and community support.
- **How They Can Help:** Kresge Foundation funds initiatives that address health disparities and improve community wellness. They prioritize projects that promote social equity, so a proposal emphasizing Lisa's accessibility to underserved populations would be well-aligned.

14. Ford Foundation

- **Focus:** Social justice, technology and society, mental health, and community resilience.
- **How They Can Help:** Ford Foundation supports technology projects that advance social equity and address community needs. They might be interested in Lisa's Compassionate AI as a tool for building resilience and promoting mental health in marginalized or underserved communities.

15. Knight Foundation

- **Focus:** Community support, digital innovation, ethical technology.
- **How They Can Help:** Knight Foundation funds projects that improve civic life through innovative technology and community engagement. They might be interested in Lisa as a resource for community mental health support, especially if piloted in specific regions or communities.

When reaching out to these philanthropists or foundations, it's beneficial to tailor the message to each one's unique interests, emphasizing Lisa's mission to offer Compassionate, accessible mental health and personal growth support through AI.

Demonstrating Lisa's alignment with their specific focus areas—whether that's mental health, social equity, or technological innovation—will increase the relevance and impact of your outreach.

■ About working with more than one philanthropic organization simultaneously

It's both possible and often beneficial for a non-profit to work with multiple philanthropic organizations simultaneously. Collaborating with multiple funders can strengthen the project's financial stability, expand its reach, and enhance its credibility. Here are some key considerations and benefits:

1. Increased Funding Diversification and Stability

- Working with multiple organizations reduces dependence on a single funding source, making the project less vulnerable to funding changes or cutbacks from one donor.
- Diverse sources of support can enhance financial sustainability, allowing for a broader, long-term impact.

2. Greater Reach and Impact Through Complementary Strengths

- Each philanthropic organization may bring unique resources, expertise, or connections that can amplify the project's effectiveness. For example, one funder might contribute technical expertise, while another could focus on community outreach.
- This approach enables projects like Lisa to extend services across diverse geographies, increasing the chances of reaching underserved populations.

3. Collaborative Validation and Credibility

- Multiple funders signal broad confidence in the project's mission, making it more likely to attract additional support from new donors.
- This endorsement effect can help secure partnerships with institutions, government bodies, or other entities, further bolstering Lisa's mission and vision.

4. Opportunity for Cross-Organizational Learning and Innovation

- Philanthropic organizations often prioritize learning and knowledge-sharing, which can enhance the project by integrating diverse perspectives and innovative approaches.
- Collaboration with varied funders allows the organization to access more resources and ideas, improving the project's adaptability and scope of impact.

Key Considerations for Working with Multiple Philanthropic Organizations

- **Transparency and Communication:** Ensure all partners understand the project's goals and the role of each contributor, fostering clarity and trust among funders.
- **Alignment with Each Funder's Mission:** Tailor aspects of the project to meet the unique priorities of each funder, such as focusing specific resources on youth mental health if it's a priority for one organization.
- **Unified Reporting:** When possible, streamline reporting processes to avoid redundancies, allowing the organization to efficiently share impact metrics and outcomes with all stakeholders.

In summary, working with multiple philanthropic organizations can bring substantial benefits and is commonly encouraged in the non-profit world. A collaborative approach allows Lisa to access greater resources and expertise while maintaining mission alignment and expanding its global impact.

■ **Communication to MacKenzie Scott.**

Here's a communication draft for MacKenzie Scott, highlighting the Lisa project's alignment with her values of transformative impact, accessibility, and community empowerment:

Subject: Advancing Accessible Compassionate AI for Mental Well-Being: A Project Introduction to Lisa

Dear Ms. Scott,

I hope this message finds you well. My name is Dr. Jean-Luc Mommaerts, founder of the AURELIS project, a non-profit initiative that combines Compassionate AI with coaching to advance mental well-being and personal growth on a global scale. We believe that mental health support should be accessible to all, and in this spirit, I am reaching out to introduce you to *Lisa*, an AI-powered coach designed to foster resilience, inner strength, and meaningful personal transformation.

Your generous and visionary support of organizations that create immediate, human-centered impact and sustainable change has greatly inspired our work. Like you, we believe in breaking down traditional barriers to create broader access to vital support systems. Lisa is developed as an AI tool with the sole purpose of providing personalized, culturally sensitive coaching, especially for those who lack access to traditional mental health resources due to geographic or financial constraints.

What Makes Lisa Unique? Lisa is not just another AI application; she is designed with Compassion as her foundation. Her primary goal is to empower users to discover their

inner strengths, manage stress and burnout, and build resilience—all essential for navigating the challenges of today’s world. By combining the latest in AI technology with deep psychological understanding, Lisa offers individualized support that goes beyond typical mental health apps.

Our Mission and Vision Our mission is to make Compassionate mental health support available to everyone, regardless of circumstance. While Lisa is accessible via subscription for those who can afford it, her services are offered freely to those in need, supported by donations from individuals and organizations who share our commitment to accessible mental health care. This dual model allows us to operate sustainably while remaining true to our founding vision of inclusivity and community empowerment.

How Your Support Can Make an Impact With your support, Lisa can reach underserved communities on a larger scale, offering a lifeline to those facing mental health challenges without sufficient resources. Your contribution could help:

- Fund outreach programs to introduce Lisa’s services to rural, low-income, or otherwise underserved populations.
- Support research on the measurable impact of Compassionate AI in mental health, allowing us to refine and expand Lisa’s capabilities.
- Further develop free resources and tools that Lisa provides to those unable to pay, ensuring no one is left without support.

Thank you for considering this opportunity to partner in our mission to create a more Compassionate and resilient world. Your visionary philanthropy has transformed countless lives, and we would be honored to explore ways that we can work together to expand the reach of this transformative, Compassionate AI.

With deep respect and appreciation,

Dr. Jean-Luc Mommaerts
 Founder, AURELIS and Lisa Project
 0032 468 26 19 61
 jean.luc.mommaerts@aurelis.org
[Website: aurelis.org](http://aurelis.org)

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■ Communication to Laurene Powell Jobs (Emerson Collective)

Subject: Advancing Mental Health Equity through Compassionate AI: Introducing the Lisa Project

Dear Ms. Powell Jobs,

I hope this message finds you well. My name is Dr. Jean-Luc Mommaerts, founder of the Lisa project and the AURELIS organization. We are a non-profit dedicated to advancing mental health and personal growth through Compassionate AI, accessible to all who need it. I am reaching out to introduce you to Lisa, an innovative AI-powered coach designed to bridge the mental health gap, especially in underserved communities.

At the Lisa project, we share Emerson Collective's commitment to promoting health equity, social justice, and technology for good. Our mission aligns closely with your focus on systemic change, as we aim to empower individuals to develop inner strength, resilience, and well-being through empathetic, science-backed AI. Lisa is more than a conventional AI; she operates on a foundation of Compassion, offering culturally sensitive, personalized mental health support that honors user autonomy.

What Makes Lisa Unique?

Lisa uses a deep science-based approach in an accessible, respectful manner. By guiding users through non-coercive methods that build intrinsic resilience, she encourages growth and healing that lasts. Her services cover a wide range of needs, from managing stress and burnout to fostering long-term mental wellness—especially crucial for those with limited access to traditional mental health resources.

Our Vision for Equity in Mental Health

While Lisa operates on a subscription model, we are committed to offering free access to those unable to afford it, supported by donations from people and organizations that share our mission. This model ensures that Lisa's mental health support reaches across socioeconomic boundaries. We believe that every person deserves access to compassionate support, and we strive to make this vision a reality in underserved communities throughout California and beyond.

How You Can Support This Vision

With your support, we could significantly expand Lisa's reach to marginalized populations, offering AI-driven mental health support directly in communities where traditional resources may be limited. Your involvement could also help us:

- **Develop culturally adaptive features** tailored to diverse backgrounds, ensuring Lisa resonates deeply across populations.
- **Fund and expand pilot programs** in mental health "deserts," where access is minimal and the need for Compassionate support is high.
- **Research the impact of Compassionate AI** on long-term mental health and well-being, creating data to guide future expansion.

Thank you for considering this opportunity to support a transformative approach to mental health that combines Compassion with technology. Your commitment to social impact has inspired countless initiatives, and we would be honored to explore how our missions could align to create lasting, positive change.

With deepest respect and appreciation,
Dr. Jean-Luc Mommaerts
Founder, AURELIS and the Lisa Project
Phone: +32 468 26 19 61
Email: jean.luc.mommaerts@aurelis.org
Website: aurelis.org

■ Communication to the Gates Foundation

Subject: Partnering to Scale Global Mental Health Support through Compassionate AI:
An Introduction to the Lisa Project

Dear Gates Foundation Team,

My name is Dr. Jean-Luc Mommaerts, and I am the founder of AURELIS and the Lisa project, a non-profit organization committed to advancing mental health and personal growth through accessible, Compassionate AI. I am reaching out to introduce Lisa, an AI-powered coach designed to address the mental health crisis by providing scalable, affordable support, especially to those with limited access to traditional mental health care.

At the Gates Foundation, your dedication to global health and equity aligns closely with Lisa's mission to make mental health support universal, regardless of socioeconomic background. Lisa is an AI-powered companion that helps individuals manage stress, improve mental resilience, and support their mental well-being through science-based guidance delivered with empathy. Her services are structured to empower users across cultures to develop inner strength and resilience without reliance on short-term or external fixes.

How Lisa Works to Meet Global Health Goals

Lisa offers culturally sensitive, accessible mental health support that adapts to each user's needs and context. Whether someone is managing burnout, chronic pain, or seeking emotional support, Lisa's Compassionate AI provides 24/7 access to resources designed to foster intrinsic well-being.

We share your commitment to data-driven impact. As we scale Lisa's reach globally, we are committed to collecting, analyzing, and applying data to continually improve her impact, ensuring that her support remains relevant and effective for diverse populations.

How Your Partnership Could Amplify Our Impact

We would be honored to partner with the Gates Foundation to bring Lisa's services to

communities in need, leveraging your global reach and expertise to enhance our effectiveness. With your support, we can:

- **Expand Lisa’s availability to remote and underserved regions** where mental health support is severely lacking, thereby promoting health equity.
- **Implement rigorous impact assessment studies** to measure Lisa’s effectiveness in improving mental health outcomes, creating a foundation of real-world evidence.
- **Develop sustainable models for delivering Compassionate AI-driven support** to marginalized populations, backed by data and guided by empathy.

Your focus on creating systemic change and equitable access to health resources is deeply inspiring to our team. We believe that, together, we can make a lasting, positive impact on global mental health by making Lisa an accessible, Compassionate presence in the lives of those who need it most.

Thank you for considering this partnership opportunity. We look forward to the possibility of working together to create a world where mental health support is within reach for all.

Warm regards,

Dr. Jean-Luc Mommaerts

Founder, AURELIS and the Lisa Project

Phone: +32 468 26 19 61

Email: jean.luc.mommaerts@aurelis.org

Website: aurelis.org

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7. Other supporting U.S. organizations

These could be valuable allies for the philanthropic Lisa project, especially those focused on mental health, technology for social good, AI ethics, and healthcare innovation. Here’s a list of organizations that may offer support through funding, partnerships, expertise, or networking:

1. National Institute of Mental Health (NIMH)

- **Focus:** Research in mental health, funding innovative approaches to mental health treatment and prevention.
- **How They Can Help:** NIMH provides grants for research and development of mental health tools, which could fund studies involving Lisa’s AI capabilities for stress, resilience, or mental health support. Partnering with NIMH could also enhance Lisa’s credibility and open doors for further academic partnerships.

2 Mental Health America (MHA)

- **Focus:** Mental health education, advocacy, and resources.
- **How They Can Help:** MHA could be a strategic partner, helping to raise awareness of Lisa's services and incorporating her as part of their mental health resources. MHA's network could also provide credibility and visibility in mental health communities.

3. Well Being Trust

- **Focus:** Mental health and resilience, digital innovation in healthcare, and community well-being.
- **How They Can Help:** Well Being Trust funds projects that focus on mental health innovation and improving well-being at the community level. Their commitment to mental health aligns with Lisa's purpose, and a partnership could help fund and promote Lisa's services for mental resilience.

4. Patient-Centered Outcomes Research Institute (PCORI)

- **Focus:** Research on healthcare outcomes, patient engagement, and mental health interventions.
- **How They Can Help:** PCORI funds projects focused on patient-centered care, including digital tools that improve mental health outcomes. Lisa's user-centered approach in mental health could align well with PCORI's mission, particularly for studies around patient engagement and mental health support.

5. Silicon Valley Community Foundation (SVCF)

- **Focus:** Innovation, education, mental health, and technology for good.
- **How They Can Help:** SVCF collaborates with tech philanthropists and companies interested in social impact. By partnering with SVCF, the Lisa project could gain access to Silicon Valley's tech-focused philanthropic network and potential funding opportunities for technology-driven mental health support.

6. National Science Foundation (NSF)

- **Focus:** Research in science and engineering, with funding for AI, healthcare innovation, and mental health technology.
- **How They Can Help:** NSF funds cutting-edge research and development, including AI applications in healthcare and mental health. Grants from NSF could support Lisa's technical development, especially around Compassionate AI and personalized mental health support systems.

How to Leverage These Organizations

- **Seek Strategic Partnerships:** Partnering can lend credibility and broaden Lisa's reach. These collaborations could also enhance Lisa's development through shared knowledge and research opportunities.
- **Use Networking Opportunities:** Engage in events, forums, and conferences hosted by or connected to these organizations. This helps raise awareness of Lisa's mission and connects with other potential funders or partners.

These U.S. organizations can offer essential support for the Lisa project through funding, expertise, and strategic partnerships. Engaging with them could provide both financial backing and increased visibility, making Lisa's mission more achievable and impactful on a global scale.

8. US Self-Help Groups potentially interesting

In the U.S., collaborating with self-help groups can provide a valuable pathway for Lisa to reach individuals seeking support in areas such as mental health, addiction recovery, chronic pain management, and personal resilience. These groups offer supportive communities where Lisa's Compassionate AI can enhance self-help resources and provide accessible mental well-being support. Here are some prominent groups that may align well with Lisa's mission:

1. National Alliance on Mental Illness (NAMI)

- **Focus:** Mental health support, education, and advocacy.
- **Why It's a Good Fit:** NAMI is one of the largest grassroots mental health organizations in the U.S., with local chapters and support groups focused on various mental health issues. Lisa could offer supplemental support for individuals navigating mental health challenges, providing accessible tools for resilience and emotional regulation.
- **Potential Collaboration:** NAMI's community could benefit from Lisa as a resource for self-guided mental health support, especially for managing anxiety, depression, and stress.

2. Alcoholics Anonymous (AA) and Narcotics Anonymous (NA)

- **Focus:** Substance abuse recovery and support through community-based, 12-step programs.
- **Why It's a Good Fit:** Both AA and NA focus on peer-led support, but many members benefit from additional resources for managing mental well-being, stress, and emotional challenges during recovery. Lisa could complement the 12-step model with non-coercive, supportive guidance.
- **Potential Collaboration:** Lisa could provide supplemental coaching, resilience training, and stress management tools, helping individuals stay on track with their recovery goals.

3. Chronic Pain Anonymous (CPA)

- **Focus:** Support for individuals living with chronic pain, utilizing a 12-step recovery model.
- **Why It's a Good Fit:** Chronic pain often has significant emotional and mental health impacts. Lisa could offer tools for managing stress, coping with pain, and developing mental resilience, which would be beneficial to CPA members.
- **Potential Collaboration:** Lisa could serve as a companion tool for pain management, helping users through guided mental practices and autosuggestion techniques.

4. SMART Recovery

- **Focus:** Self-management and recovery training for addiction, using a science-based, secular approach.
- **Why It's a Good Fit:** SMART Recovery emphasizes self-empowerment, emotional regulation, and cognitive-behavioral techniques, aligning well with Lisa's Compassionate, supportive approach to mental well-being.
- **Potential Collaboration:** Lisa could complement SMART Recovery by offering additional cognitive and emotional support, such as guided sessions on managing cravings, building resilience, and coping with stress.

5. GriefShare

- **Focus:** Support for individuals coping with loss and grief, often through faith-based groups but open to all.
- **Why It's a Good Fit:** GriefShare provides structured support, but many people benefit from additional tools for navigating grief outside of group sessions. Lisa's Compassionate approach could offer a gentle, accessible resource for dealing with loss.
- **Potential Collaboration:** Lisa could provide tailored autosuggestion sessions and grief support techniques that members can use independently to process emotions and find comfort between group meetings.

6. Depression and Bipolar Support Alliance (DBSA)

- **Focus:** Support, education, and wellness tools for people with mood disorders, including depression and bipolar disorder.
- **Why It's a Good Fit:** DBSA offers peer-led support and wellness resources, and members would benefit from additional self-guided support for managing mood swings, stress, and emotional health.
- **Potential Collaboration:** Lisa could supplement DBSA's resources by offering structured sessions for mood regulation, self-compassion, and stress reduction.

7. Anxiety and Depression Association of America (ADAA)

- **Focus:** Support, education, and resources for individuals dealing with anxiety and depression.
- **Why It's a Good Fit:** ADAA supports individuals struggling with anxiety and depression, and many members seek accessible, self-help tools to manage symptoms. Lisa's resources on relaxation, resilience, and cognitive reframing could be beneficial.
- **Potential Collaboration:** ADAA members could use Lisa's guided mental health sessions to manage anxiety and depression symptoms, complementing ADAA's educational resources.

8. Alzheimer's Association Support Groups

- **Focus:** Support for caregivers and family members of individuals with Alzheimer's disease and dementia.
- **Why It's a Good Fit:** Caring for individuals with Alzheimer's can be stressful and emotionally taxing. Lisa could provide caregivers with mental health support, stress relief, and emotional resilience tools.
- **Potential Collaboration:** Lisa could support caregivers through guided sessions focused on managing stress, practicing self-care, and developing resilience in caregiving roles.

9. Overeaters Anonymous (OA)

- **Focus:** Support for individuals struggling with compulsive eating, using a 12-step model.
- **Why It's a Good Fit:** Members of OA often deal with complex emotional and psychological challenges. Lisa could offer tools for emotional regulation, resilience, and self-compassion, enhancing the OA experience.
- **Potential Collaboration:** Lisa could provide additional emotional support and mental health guidance for managing cravings, reducing stress, and fostering self-compassion.

10. Post-Traumatic Stress Disorder (PTSD) Support Groups

- **Focus:** Support for individuals coping with PTSD, including veterans and survivors of trauma.
- **Why It's a Good Fit:** PTSD support groups provide community, but many people with PTSD benefit from tools to help manage symptoms between group meetings. Lisa's Compassionate AI could offer accessible techniques for calming anxiety, building resilience, and managing triggers.
- **Potential Collaboration:** Lisa could provide PTSD-appropriate sessions that help users manage symptoms, promoting emotional resilience and mental well-being between group meetings.

11. Parents of Addicted Loved Ones (PAL)

- **Focus:** Support for parents and family members dealing with a loved one's addiction.
- **Why It's a Good Fit:** Dealing with a loved one's addiction can create significant stress and emotional strain. Lisa could provide supportive resources for managing stress, developing resilience, and finding personal balance.
- **Potential Collaboration:** Lisa could offer stress-relief and resilience-building sessions for family members, providing tools for emotional regulation and self-care in challenging situations.

12. Gamblers Anonymous (GA)

- **Focus:** Support for individuals recovering from compulsive gambling, using a 12-step program.
- **Why It's a Good Fit:** GA members could benefit from additional emotional support tools that help manage the stress and emotional challenges associated with gambling recovery.
- **Potential Collaboration:** Lisa could offer mental health tools for managing cravings, stress, and emotional triggers associated with compulsive behaviors, enhancing GA's resources.

Potential Collaboration Approach

For each of these groups, Lisa can be introduced as a Compassionate, non-coercive AI companion that provides tools for personal growth, resilience, and mental health support between group meetings. Collaboration could include:

- **Introducing Lisa as a Free or Low-Cost Resource:** Offer Lisa's services on a trial or sliding-scale basis, allowing group members to use her tools for self-guided support.
- **Co-Developed Programs:** Design co-branded programs tailored to specific needs (e.g., addiction recovery, anxiety relief) in partnership with these groups.
- **Educational Content and Webinars:** Partner on webinars or workshops where Lisa's resources can be demonstrated, showing group members how to use her tools effectively.

Each of these collaborations can help Lisa build a reputation as a trusted, Compassionate AI companion that offers practical mental health support, fitting naturally alongside community-driven, peer-support models.

9. Concrete philanthropists in Europe to contact for the Lisa project

For the Lisa project, which aims to leverage Compassionate AI for mental well-being, several European philanthropists and foundations align well with mental health, healthcare innovation, AI ethics, and global impact. Here are some notable European philanthropists and foundations that may have strong synergy with Lisa's mission:

1. Stavros Niarchos Foundation (SNF) – Greece

- **Focus:** Health, mental health, social welfare, education, and cultural initiatives.
- **Why:** SNF has a strong interest in mental health initiatives and has funded multiple projects focused on healthcare access and innovation. They prioritize solutions with large-scale, lasting impact, making Lisa's Compassionate AI approach a potential fit.
- **Approach:** Emphasize Lisa's commitment to mental health support and accessibility, which aligns with SNF's focus on social welfare and innovation. Highlight the scalability and Compassionate nature of Lisa's mental health solutions.

2. Wellcome Trust – United Kingdom

- **Focus:** Mental health, health research, innovation in healthcare, and public health.
- **Why:** Wellcome Trust is one of the largest health-focused foundations globally and has shown a strong interest in mental health research and AI. They prioritize funding projects with a strong research component and real-world impact on public health.
- **Approach:** Present Lisa as a research-backed solution that addresses mental health challenges using AI. Highlight the potential for Lisa to contribute to evidence-based research and innovation in mental health care, especially for underserved communities.

3. Fondation Bettencourt Schueller – France

- **Focus:** Healthcare, medical research, social impact, and cultural initiatives.
- **Why:** The Bettencourt Schueller Foundation funds projects that advance healthcare and innovation with a focus on long-term social impact. They support initiatives that benefit mental health, human well-being, and sustainable societal solutions.
- **Approach:** Emphasize Lisa's innovative approach to mental well-being and its potential for cultural sensitivity, which can resonate in diverse European contexts. Highlight the scalable impact of Compassionate AI as a new frontier in supporting mental health.

4. Robert Bosch Stiftung – Germany

- **Focus:** Healthcare, mental health, education, science, and social cohesion.
- **Why:** This foundation focuses on public health innovation, education, and social initiatives, with a growing emphasis on mental health. Bosch Stiftung also supports digital health solutions that foster social cohesion and resilience.
- **Approach:** Position Lisa as a tool for enhancing mental resilience and social cohesion, aligning with the foundation's interest in innovative healthcare and societal well-being. Emphasize Lisa's potential as a scalable, Compassionate AI solution that can support mental health across diverse populations.

5. Z Zurich Foundation – Switzerland

- **Focus:** Mental well-being, social equity, community resilience, and digital solutions for social impact.
- **Why:** The Z Zurich Foundation is focused on building mental well-being, resilience, and empowerment through initiatives that use technology for social good. Their grants support projects that address mental health, especially those with community-oriented approaches.
- **Approach:** Highlight Lisa's community impact potential, particularly in providing affordable mental health support to those in need. Emphasize how Lisa's AI-driven approach is both scalable and deeply rooted in promoting mental resilience, which aligns with the foundation's goals.

6. King Baudouin Foundation – Belgium

- **Focus:** Public health, mental health, technology for good, social welfare, and cultural inclusion.
- **Why:** The King Baudouin Foundation is known for supporting projects that improve public health and social welfare across Europe. They are interested in innovative, tech-driven solutions that address social and health challenges.
- **Approach:** Position Lisa as a social good project with strong technological foundations in mental health. Emphasize Lisa's impact on mental well-being and potential for cultural inclusivity, which aligns with the foundation's values of social welfare and diversity.

7. Nuffield Foundation – United Kingdom

- **Focus:** Health and well-being, educational opportunity, digital transformation, and social policy research.
- **Why:** The Nuffield Foundation supports initiatives that combine social impact with evidence-based research, particularly in health and education. They have a growing focus on the ethical use of technology and mental health.
- **Approach:** Present Lisa as a model for ethical AI that addresses mental health challenges. Emphasize Lisa's evidence-based approach, scalability, and

adaptability to support users in various contexts, which aligns with the foundation's interest in socially impactful, research-driven projects.

8. Novamedia/Postcode Lotteries Group – Netherlands

- **Focus:** Social welfare, health, education, environmental impact, and community development.
- **Why:** The Postcode Lotteries Group funds organizations that have large-scale, positive social impact, including health and community initiatives. Their funds support projects that promote well-being and empowerment across society.
- **Approach:** Highlight Lisa's large-scale potential to improve mental well-being and strengthen communities. Emphasize how Compassionate AI aligns with their goals of promoting health and social welfare, especially for underserved or vulnerable populations.

9. Fondazione Cariplo – Italy

- **Focus:** Social innovation, health, mental well-being, and community resilience.
- **Why:** Cariplo Foundation funds initiatives focused on social and health-related innovations that strengthen community resilience and well-being. They support scalable, innovative projects with long-term community benefits.
- **Approach:** Emphasize Lisa's scalability and her Compassionate AI foundation, showcasing her potential to improve resilience and mental health across communities. Highlight how Lisa can support long-term mental well-being in Italy and beyond, aligning with Cariplo's goals of social impact and health.

10. Jacobs Foundation – Switzerland

- **Focus:** Youth development, education, social innovation, and child and adolescent mental health.
- **Why:** Jacobs Foundation focuses on child and adolescent mental health and education, supporting research and programs that help young people reach their full potential. They prioritize initiatives that use technology to make a scalable difference.
- **Approach:** Present **Lisa for kids and teens** as a unique resource aligned with their mission to improve youth mental health. Emphasize how Lisa's AI can provide accessible mental health support to children and adolescents, supporting the foundation's focus on empowering youth through innovative solutions.

Tips for Reaching Out

1. **Tailor the Approach:** Align Lisa's message with each foundation's specific priorities, such as scalability, mental health innovation, youth support, or AI ethics.

2. **Emphasize Real-World Impact:** Use tangible examples, pilot data, or case studies to showcase how Lisa directly benefits users and addresses mental health needs.
3. **Highlight Scalability and Community Benefit:** Show Lisa’s potential to create large-scale impact in mental health, which can resonate strongly with European philanthropists focused on societal improvement.
4. **Provide Opportunities for Feedback and Involvement:** Engage philanthropists by inviting them to contribute insights or offer feedback, especially if they’re interested in the technological or ethical aspects of AI in mental health.

Each of these European philanthropists and foundations shares a commitment to **social innovation, mental health, and ethical technology**—key components of the Lisa project’s mission. Engaging them with a targeted, clear vision of Lisa’s impact potential can open doors to strong philanthropic partnerships.

10. About philanthropists in Silicon Valley

Philanthropists in Silicon Valley are known for bringing a tech-driven, results-oriented approach to their giving. They often focus on high-impact, scalable solutions and systemic change in areas such as technology for good, healthcare, education, social equity, climate change, and ethical AI. Here are some key characteristics and notable philanthropists in Silicon Valley:

1. Focus on Data-Driven and Scalable Impact

- Many Silicon Valley philanthropists approach giving with a **venture-capital mindset**, seeking initiatives with measurable outcomes and potential for scale.
- They often emphasize **evidence-based philanthropy** and are interested in projects that use data and technology to create widespread social impact.
- Example: **Dustin Moskovitz** (co-founder of Facebook and Asana) and his wife **Cari Tuna** co-founded **Good Ventures** and are actively involved in **Open Philanthropy**. Their work aligns with Effective Altruism, focusing on interventions with measurable outcomes that can address global challenges like biosecurity, AI safety, and public health.

2. Commitment to Long-Term, Systemic Change

- Rather than focusing solely on short-term projects, many Silicon Valley philanthropists are interested in **solving root causes** of major social and global problems, aiming for sustainable, transformative change.
- **Reid Hoffman** (LinkedIn co-founder) and **Mark Zuckerberg** (Facebook co-founder, through the **Chan Zuckerberg Initiative**) focus on education reform, public health, and criminal justice reform, aiming to address systemic inequalities.

3. Interest in Ethical AI and Technology for Social Good

- Given Silicon Valley's tech roots, philanthropists here often prioritize ethical concerns around AI, such as **AI for social good**, **data privacy**, and **responsible technology**.
- **Pierre Omidyar** (eBay founder) and his **Omidyar Network** focus on responsible AI and data ethics, digital identity, and media integrity. He supports projects that balance technological advancement with social responsibility, advocating for AI policies that protect public interest.

4. Venture Philanthropy and Impact Investing

- Many Silicon Valley philanthropists use a **venture philanthropy** model, where they apply principles from venture capital—such as funding stages, mentorship, and active involvement in governance—to charitable initiatives.
- **Laurene Powell Jobs** (founder of the **Emerson Collective**) is a prominent figure in venture philanthropy, blending for-profit investments with philanthropic grants to support education, immigration reform, social justice, and environmental sustainability.

5. Focus on Education, Public Health, and Equity

- The intersection of education and equity is a significant focus, with many philanthropists investing in **education access**, **mental health**, and **healthcare technology**.
- **Bill Gates** and **Melinda French Gates**, through the **Bill & Melinda Gates Foundation**, fund global health initiatives, pandemic preparedness, and educational equity, making them one of the most influential philanthropic forces in both Silicon Valley and globally.
- **Priscilla Chan and Mark Zuckerberg** also focus on **personalized learning** and **community health**, particularly through initiatives that leverage technology to create equity in education and healthcare access.

6. Effective Altruism and High-Impact Philanthropy

- Effective Altruism (EA) has a significant influence on Silicon Valley philanthropists, with many supporting EA principles—donating to causes with the highest quantifiable impact.
- **Sam Bankman-Fried** (founder of FTX and a prominent figure in EA) and other young tech entrepreneurs have committed to using their resources for effective altruism, funding high-impact interventions in global health, poverty alleviation, and research into potential catastrophic risks like AI and biosecurity.

7. Commitment to Climate Action and Sustainability

- Climate change and sustainability are growing priorities, with many tech philanthropists funding **renewable energy, conservation, and climate resilience**.
- **Larry Page** and **Sergey Brin** (Google co-founders) are active in environmental philanthropy, particularly in funding research on clean energy and carbon capture through their foundations.

Notable Silicon Valley Philanthropists and Their Focus Areas

- **Mackenzie Scott**: Broad impact, focusing on underfunded and high-impact organizations in public health, social equity, and education.
- **Elon Musk**: Recently committed to climate solutions and space exploration through the **Musk Foundation**.
- **Dustin Moskovitz and Cari Tuna**: High-impact philanthropy focused on global health, animal welfare, and AI safety.
- **Pierre Omidyar**: Responsible technology, digital rights, ethical AI, and media integrity.
- **Laurene Powell Jobs**: Education reform, environmental conservation, and social justice through the **Emerson Collective**.
- **Larry Ellison**: Health and medical research, particularly in infectious disease, through the **Ellison Medical Foundation**.

Silicon Valley philanthropists often seek partnerships with projects that demonstrate innovation, sustainability, and measurable outcomes. By highlighting Lisa's mission-driven, scalable approach to mental well-being and responsible AI, you can align your outreach with the values and priorities of many tech philanthropists in this region.

11. Instances in Silicon Valley that can help reach out to philanthropists

To reach out to philanthropists in Silicon Valley, consider partnering with organizations and networks that specialize in social impact connections or venture philanthropy. Here are some notable ones with strong ties to Silicon Valley philanthropists:

1. Silicon Valley Community Foundation (SVCF)

- **About**: The SVCF is one of the largest community foundations globally, with close connections to tech-driven philanthropists in Silicon Valley.
- **How It Helps**: SVCF provides platforms and networking opportunities for non-profits and innovative projects that align with their **community and social**

impact priorities. They help connect projects with donors who are passionate about making a difference in areas like health, education, and tech for good.

- **Next Steps:** Submit an inquiry or proposal to the SVCF team to explore whether they could facilitate introductions to philanthropists interested in Compassionate AI or mental health initiatives.

2. Omidyar Network

- **About:** Founded by eBay's Pierre Omidyar, this social impact investment firm focuses on **responsible technology**, digital innovation, and social good.
- **How It Helps:** Omidyar Network actively supports organizations that are developing ethical AI and mental health solutions, both financially and through strategic connections within Silicon Valley. They could help connect Lisa's mission with individuals and foundations aligned with responsible AI initiatives.
- **Next Steps:** Reach out to Omidyar Network's team through their **contact or partnership inquiry** options, emphasizing Lisa's ethical, compassionate AI for mental health.

3. Social Capital

- **About:** Founded by Chamath Palihapitiya, Social Capital focuses on funding and supporting mission-driven ventures that solve social and global issues.
- **How It Helps:** Though traditionally more aligned with for-profit ventures, Social Capital has strong networks with Silicon Valley philanthropists interested in social impact and can help amplify awareness of projects with significant potential for public good.
- **Next Steps:** Reach out to Social Capital with a concise pitch explaining Lisa's impact on mental health and the broader social implications, focusing on how Compassionate AI aligns with their mission.

4. Tides Foundation

- **About:** Tides Foundation is a social impact organization that partners with philanthropists and social change advocates, including many tech-driven philanthropists.
- **How It Helps:** Tides collaborates with philanthropists, nonprofits, and social enterprises to support and scale solutions in health, wellness, and human rights. Their deep connections in the tech community make them a valuable ally for introducing innovative projects to potential funders.
- **Next Steps:** Reach out to Tides Foundation with a proposal highlighting Lisa's role in mental health and Compassionate AI. They may provide direct funding or facilitate introductions to Silicon Valley donors interested in these areas.

5. Effective Altruism and Open Philanthropy

- **About:** Open Philanthropy and the broader Effective Altruism (EA) community, funded in part by tech philanthropists like Dustin Moskovitz, focus on **high-impact giving**.
- **How It Helps:** They evaluate and fund projects that can create significant social impact, particularly in health and AI ethics. This community often supports projects that align with mental health and scalable, evidence-based interventions.
- **Next Steps:** Submit an application to Open Philanthropy or engage with the EA network, framing Lisa's Compassionate AI as a high-impact project capable of global mental health transformation.

6. The Giving Pledge Network

- **About:** Although not an organization per se, The Giving Pledge includes many Silicon Valley-based signatories like Bill Gates, Larry Ellison, and Mark Zuckerberg, committed to significant philanthropic contributions.
- **How It Helps:** Engaging with members through their philanthropic foundations (e.g., Gates Foundation, Chan Zuckerberg Initiative) can provide access to funders who prioritize social good, health, and technology-driven impact.
- **Next Steps:** Identify Giving Pledge members whose interests align with the Lisa project and reach out through their foundations or philanthropic offices, emphasizing the alignment with their pledged goals of transformative social impact.

7. Tech and Philanthropy Events and Conferences

- **About:** Events such as **TechCrunch Disrupt**, **TED Conferences**, and the **Social Capital Markets (SOCAP) conference** gather influential philanthropists and tech leaders.
- **How It Helps:** Networking at these events offers an opportunity to connect with philanthropists or representatives of Silicon Valley foundations interested in Compassionate AI, mental health, and social impact projects.
- **Next Steps:** Attend relevant events to network with impact-driven donors and influencers, presenting Lisa as an innovative mental health initiative with scalable social benefits.

Each of these instances offers a unique avenue to connect with Silicon Valley's philanthropically-minded community. Reaching out with a compelling pitch that highlights Lisa's transformative potential for mental health and alignment with social impact goals can help attract the attention of tech philanthropists interested in projects that create sustainable change.

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12. Donor-Advised Funds (DAFs) for Lisa

Donor-Advised Funds (DAFs) can be a valuable and strategic funding source for the Lisa project. DAFs are charitable investment accounts established by individuals, families, or corporations to support various causes. They are a rapidly growing source of philanthropic funding in the U.S. and other regions, and they provide unique benefits that could align well with the goals of the Lisa project.

Why DAFs Are Interesting for Lisa

1. Access to Substantial Funding Pools

- DAFs hold **significant assets**—in the U.S. alone, they amounted to over **\$160 billion** in 2020. Many donors actively seek impactful projects to support through DAFs, especially ones focused on **healthcare, mental well-being, and innovative technologies** like Compassionate AI.
- These funds are often directed toward initiatives that provide measurable social impact, making the Lisa project a strong candidate if it demonstrates clear potential for positive outcomes in mental health and well-being.

2. Flexibility and Donor Engagement

- Donors who manage DAFs have **flexibility** in their giving and can decide how and when to allocate funds. This setup is advantageous for the Lisa project, as it allows for funding across different phases, from development and pilot testing to scaling.
- DAFs provide an opportunity to engage with donors interested in **specific social issues**, like mental health or AI ethics, and to form relationships with them. Once a donor allocates funds to Lisa, they may continue to support its ongoing work as they see the results.

3. Alignment with Donors Seeking Innovative, Scalable Impact

- DAF donors often look for **innovative solutions** that address complex social issues and offer scalability. The Lisa project's potential to provide global access to Compassionate mental health support through AI fits well with this interest.
- By presenting Lisa as a **scalable solution** that bridges gaps in mental health accessibility, particularly for underserved communities, it appeals to donors who want to fund solutions with far-reaching social benefits.

4. Simplified Grant Process

- Unlike some foundations, DAFs typically have a more **streamlined granting process** with fewer restrictions and faster disbursement times, which can be beneficial for organizations seeking timely support.
- This can be particularly advantageous if the Lisa project requires **flexible or rapid funding** to expand its reach or accelerate the development of specific initiatives.

How to Attract DAF Funding for the Lisa Project

1. Partner with DAF Sponsors

- Collaborate with organizations that manage DAFs, like **Fidelity Charitable, Schwab Charitable, and Vanguard Charitable** in the U.S., as well as community foundations worldwide that offer DAF services.
- These organizations often have donor networks interested in health, mental well-being, and tech solutions. Building relationships with DAF sponsors can help increase visibility and attract donors aligned with Lisa's mission.

2. Engage Donors with a Compelling Impact Narrative

- Highlight Lisa's **potential to transform mental health support** globally, emphasizing its compassionate, accessible, and culturally adaptable approach. Show how funding will be used to address specific issues like burnout, stress, and resilience, and back this with data or pilot results where possible.
- Storytelling that conveys Lisa's impact on individual lives, communities, and broader mental health challenges can resonate with DAF donors looking for emotional connection and measurable impact.

3. Develop Clear, Measurable Goals

- Since DAF donors are typically results-oriented, it's essential to provide **clear, measurable objectives** for the Lisa project. Outline short-term and long-term goals, such as the number of people Lisa can serve, pilot project outcomes, and mental health improvements in user populations.
- Provide periodic updates that demonstrate progress, impact, and potential scalability, which can encourage ongoing or increased support.

4. Offer Recognition Opportunities

- Many DAF donors appreciate being recognized for their contributions, so offering options like including donor acknowledgments in project reports, on the website, or in event materials can be meaningful. However, it's crucial to maintain a balance to ensure compliance with DAF regulations regarding donor benefits.

Conclusion

DAFs present an excellent funding opportunity for the Lisa project, particularly due to their flexibility, impact-focused nature, and simplicity in the grant-making process. By targeting DAFs, the Lisa project can potentially access substantial, ongoing support from donors who are drawn to innovative and Compassionate solutions in mental health. Engaging with DAF sponsors and crafting a compelling case for impact can position Lisa well within this fast-growing philanthropic sector.

13. Cooperation with fundraisers

Seeking and cooperating with professional fundraisers can be an effective move for the Lisa project, especially given its ambitious mission to provide Compassionate AI

support globally. Fundraisers bring expertise in donor engagement, strategy, and outreach, which can significantly boost the project's visibility, connections, and funding opportunities. Here's why and how working with fundraisers can be advantageous:

1. Fundraising Expertise and Strategy Development

- **Why:** Fundraisers are skilled in crafting strategies that align with the values and interests of potential donors, helping projects like Lisa connect with the right audience.
- **Benefit:** A fundraiser can help define a **targeted fundraising strategy** that emphasizes Lisa's unique value as a Compassionate AI solution in mental health, including identifying suitable donor demographics and customizing approaches for individuals, foundations, and corporate sponsors.

2. Access to Broader Networks

- **Why:** Experienced fundraisers often have established networks within the philanthropic community, including connections to **high-net-worth individuals, foundations, and corporate sponsors**.
- **Benefit:** By partnering with fundraisers, the Lisa project can tap into these networks, gaining access to donors who may be highly interested in mental health, innovation, and ethical AI. This can significantly speed up the process of building a donor base.

3. Crafting a Compelling Case for Support

- **Why:** Fundraisers are skilled storytellers who know how to frame a project's mission and goals in ways that resonate with potential donors.
- **Benefit:** A professional fundraiser can help communicate the impact of Lisa effectively, emphasizing its role in addressing critical mental health gaps with scalable technology. They can assist in developing impactful campaign materials, presentations, and reports that highlight Lisa's Compassionate approach to AI.

4. Improved Donor Engagement and Relationship Management

- **Why:** Maintaining strong relationships with donors requires consistent communication, follow-up, and reporting, which fundraisers specialize in.
- **Benefit:** Fundraisers can help build **long-term donor relationships** by ensuring regular updates on Lisa's progress, sharing success stories, and recognizing donors' contributions in meaningful ways. This engagement is crucial for securing ongoing support and loyalty from donors.

5. Optimizing Diverse Funding Streams

- **Why:** Many fundraisers are experienced in creating diversified funding strategies, which can include grants, individual donations, corporate partnerships, and even special events or crowdfunding campaigns.
- **Benefit:** For the Lisa project, this means maximizing opportunities across different funding channels and reducing reliance on any single source. This diversified approach helps ensure financial stability and enables greater flexibility in expanding Lisa's reach.

6. Navigating Compliance and Ethical Standards

- **Why:** Fundraising professionals understand legal and ethical considerations, ensuring that all fundraising activities comply with regulations, especially in the context of a non-profit.
- **Benefit:** Working with fundraisers can help the Lisa project maintain transparency, ensuring that donor funds are used responsibly and ethically, which builds trust and credibility within the philanthropic community.

7. Enhanced Reach Through Targeted Campaigns

- **Why:** Fundraisers often have expertise in **digital marketing and campaign management**, crucial for reaching donors in different locations and demographics.
- **Benefit:** For a global initiative like Lisa, fundraisers can develop targeted digital campaigns and social media outreach to attract donors worldwide, focusing on regions where mental health and Compassionate AI initiatives resonate strongly.

Steps to Collaborate with Fundraisers Effectively

1. **Select Fundraisers with Relevant Experience:** Look for professionals or agencies experienced in **healthcare, technology, and social impact fundraising**, as they will be more aligned with the mission and needs of the Lisa project.
2. **Define Clear Goals and Metrics:** Set specific fundraising targets, timelines, and impact goals to help the fundraiser create a focused strategy and track progress. For example, targets could include securing a certain amount of donations, building a base of recurring donors, or obtaining corporate sponsorships.
3. **Provide Comprehensive Information on Lisa's Mission:** Fundraisers will need a deep understanding of Lisa's mission, goals, and unique value to craft authentic and compelling messaging. Offering comprehensive materials and being available for strategy discussions will enable them to represent the project effectively.
4. **Establish a Donor Stewardship Plan:** Work with fundraisers to develop a stewardship plan, ensuring that donors are regularly updated, acknowledged, and engaged in ways that foster loyalty.

5. **Evaluate and Adapt Strategies:** Regularly assess the effectiveness of the fundraising partnership and adapt strategies as necessary. Fundraising can evolve based on the results and insights gained, ensuring a dynamic approach that remains aligned with the organization's growth.

Conclusion

Partnering with fundraisers can significantly advance the Lisa project by improving fundraising efficiency, expanding networks, and optimizing engagement with donors. By selecting fundraisers who understand the vision and mission, and collaborating on clear, strategic goals, the Lisa project can create a sustainable funding base to support its Compassionate, global mission.

■ How are fundraisers remunerated?

Fundraisers for non-profit organizations are usually remunerated in ways that align with ethical and legal standards, particularly since non-profits must be transparent about their finances and prioritize mission-driven spending. Here's an overview of common remuneration structures for fundraisers:

1. Salaried or Hourly Compensation

- **Description:** Fundraisers working as employees or contracted consultants are often paid a **fixed salary** or hourly rate, especially if they work for a non-profit on a continuous or project basis.
- **Advantages:** This method provides stability and allows for budgeting predictability. It's suitable for long-term, mission-aligned fundraising roles where the fundraiser becomes an integral part of the organization's strategy.
- **Common Use:** Most non-profits prefer this structure for both in-house fundraisers and contractors, as it avoids ethical concerns tied to performance-based pay and complies with industry standards.

2. Project-Based Fees

- **Description:** A non-profit may hire a fundraising consultant or agency for a specific project, such as organizing a fundraising event, a capital campaign, or a digital fundraising push. They are paid a **flat fee for the entire project**.
- **Advantages:** This is ideal for short-term or one-off campaigns where the scope and deliverables are clearly defined. It also allows the non-profit to budget precisely without committing to long-term salaries.
- **Common Use:** Project-based fees are commonly used for high-profile fundraising events or targeted campaigns with defined goals, such as securing specific grants or launching a fundraising drive.

3. Retainer Fees

- **Description:** Some non-profits work with fundraising consultants on a **retainer basis**, where the fundraiser is paid a fixed monthly fee for ongoing services, regardless of the funds raised.
- **Advantages:** A retainer arrangement is flexible for both parties, as it allows non-profits to access fundraising expertise on an ongoing basis without full-time employment costs. Retainers also provide predictable expenses for budgeting.
- **Common Use:** Retainers are often used for ongoing strategic consulting, relationship-building with major donors, and continuous grant-writing support.

4. Performance-Based or Commissioned Pay

- **Description:** While it's less common and sometimes controversial, some non-profits offer **bonuses or performance incentives** based on the amount of money raised or the achievement of specific fundraising goals.
- **Advantages:** This model can incentivize fundraisers to go above and beyond, especially in competitive, high-impact campaigns.
- **Ethical Considerations:** Performance-based pay is discouraged by organizations like the **Association of Fundraising Professionals (AFP)** and is even prohibited for certain types of fundraising, as it can lead to conflicts of interest, undermine donor trust, or shift focus away from the mission. It's generally used only in specific, regulated contexts where transparency is maintained.

5. Combination of Salary and Performance-Based Bonuses

- **Description:** Some non-profits use a **hybrid model** that combines a base salary with **performance bonuses** for achieving targets, such as reaching specific donation milestones, securing major gifts, or exceeding fundraising goals for an event.
- **Advantages:** This can motivate fundraisers to work toward ambitious goals while still ensuring they are compensated fairly regardless of outcomes. It also aligns well with traditional salary models in a way that allows the non-profit to offer incentives without being fully commission-based.
- **Common Use:** This approach is sometimes used for senior fundraising roles, such as major gifts officers, where specific performance targets are expected as part of the role.

6. Percentage of Funds Raised (Rare and Often Discouraged)

- **Description:** This model involves paying the fundraiser a **percentage of the total funds raised**. For example, they might receive 10% of all donations secured.
- **Ethical Concerns:** This method is highly controversial and generally discouraged by fundraising ethics standards (e.g., AFP's Code of Ethics). It may lead to

conflicts of interest and misalignment with donor expectations. Non-profits using this model risk damaging their reputation and donor trust.

- **Common Use:** This is very rare in non-profit work and is typically avoided, as it could imply that donations are being diverted away from the mission.

7. In-House or Agency Team-Based Compensation

- **Description:** Some larger organizations hire a **fundraising team** either in-house or from a fundraising agency, where individual fundraisers receive salaries, and the agency or team is compensated based on an overall contract.
- **Advantages:** This team-based model can provide comprehensive, coordinated fundraising support without the ethical pitfalls of commission-based pay. It's particularly useful for large campaigns where multiple specialists are needed, like digital marketing, grant writing, and donor relations.
- **Common Use:** Team-based compensation is common in large-scale capital campaigns, endowments, or extensive donor network development projects.

Summary

For the Lisa project, the best choice would likely be a salaried or project-based fee model for stability and compliance with non-profit ethics standards. If you're considering working with fundraisers for specific campaigns or short-term initiatives, a project-based fee or retainer offers flexibility without compromising ethical standards. Avoiding commission-based pay can help the organization maintain transparency, protect donor trust, and align fundraising with the Compassionate mission of Lisa.

14. One HQ - different subsidiaries in different parts of the world

Establishing one main headquarters with subsidiaries in different parts of the world can be an effective strategy for a philanthropic organization. This structure can provide both centralized control and regional flexibility, enabling the organization to pursue its mission with global reach while adapting to local contexts. Here are the key advantages and considerations:

1. Centralized Mission with Local Adaptation

- **Advantage:** A centralized HQ allows for a unified vision, mission, and strategy. It helps maintain a consistent brand and core values across all operations, ensuring that every subsidiary aligns with the organization's goals and standards.
- **Regional Adaptation:** Subsidiaries in different regions can adapt programs, communications, and services to local cultural, legal, and economic contexts. This flexibility allows the organization to resonate better with local communities and stakeholders, increasing impact and support.

2. Efficient Resource Management and Funding

- **Centralized Funding and Administration:** With one main HQ, resources such as funding, marketing, and administrative support can be efficiently managed. The HQ can handle global fundraising and allocate funds to subsidiaries based on need and program goals.
- **Local Funding Opportunities:** Subsidiaries can pursue regional grants, donations, and partnerships. This structure provides access to **local philanthropists, corporate sponsors, and government grants**, diversifying funding sources and increasing financial resilience.

3. Global Strategy with Regional Expertise

- **Centralized Strategic Planning:** The HQ can develop a cohesive global strategy and set organizational goals, while subsidiaries implement these strategies in ways tailored to their regions.
- **Local Expertise and Responsiveness:** Subsidiaries bring valuable local knowledge to the organization, enabling quicker responses to regional needs, legal changes, or social shifts. This expertise is particularly beneficial for projects in mental health, education, and social support, where cultural context is essential.

4. Enhanced Compliance and Risk Management

- **Central Control for Global Compliance:** With a centralized HQ, the organization can maintain oversight of legal and ethical compliance globally, which is essential for maintaining trust and a strong reputation.
- **Localized Compliance:** Subsidiaries allow the organization to comply more easily with local laws and regulations. Each subsidiary can focus on meeting regional legal requirements—such as tax exemption, charity registration, and operational standards—while HQ provides the overarching compliance framework.

5. Increased Operational Flexibility

- **Local Program Development:** Subsidiaries can create and run programs tailored to regional needs, which allows for innovation and pilot testing of new initiatives on a smaller scale. Successful initiatives can then be scaled globally if they align with the organization's broader mission.
- **Efficient Resource Allocation:** This structure allows for more strategic deployment of resources, enabling HQ to direct funding, personnel, or technology to regions where they're needed most, ensuring efficient and effective use of funds.

6. Attracting Talent and Partnerships Globally

- **Regional Talent Acquisition:** Subsidiaries can attract local talent who understand the cultural and operational landscape of their region. This leads to more effective and relevant program implementation.
- **Broader Partnership Opportunities:** Each subsidiary can build local partnerships with governments, non-profits, and corporations, expanding the organization's reach and impact through **local collaborations**.

7. Brand Cohesion with Local Autonomy

- **Consistent Brand Identity:** A centralized HQ helps maintain a unified brand identity, which is critical for public trust, donor relationships, and reputation. Subsidiaries reinforce this identity through localized messaging and culturally resonant campaigns.
- **Autonomy for Subsidiaries:** Giving each subsidiary some autonomy ensures they can adapt initiatives to local needs while staying true to the central mission. This balance encourages innovation and empowers regional teams to address unique challenges.

Potential Challenges and Mitigation

- **Coordination and Communication:** Managing communication and coordination between HQ and subsidiaries can be challenging. Clear channels and regular check-ins between HQ and subsidiaries help ensure alignment.
- **Legal and Tax Complexity:** Operating across multiple countries involves navigating various legal and tax systems. HQ can provide centralized legal guidance, while local subsidiaries ensure compliance with regional laws.
- **Resource Allocation and Equity:** Balancing resource distribution across regions is essential to avoid inequity. Transparent funding strategies and periodic assessments help ensure fair resource allocation.

Summary

A single HQ with regional subsidiaries is a strategic model for global philanthropic organizations. It combines the strength of a unified mission and global strategy with the adaptability and cultural sensitivity needed to operate effectively in diverse regions. This approach supports a cohesive global presence while maximizing local impact and resilience.

15. R&D department: in-house or separate?

Choosing the best setup for an R&D department in the Lisa project will depend on the goals, funding approach, and how much flexibility you want for innovation, intellectual

property (IP), and funding diversification. Each option has benefits and potential drawbacks, and here's a breakdown of how they compare:

1. In-House R&D Department within the Non-Profit HQ

- **Advantages:**
 - **Mission Alignment:** Having R&D within the non-profit HQ ensures that all research and innovation directly align with the mission of Compassionate, accessible mental health support.
 - **Streamlined Funding:** Non-profits often have access to grants, donations, and philanthropic funds dedicated to research. Keeping R&D in-house allows you to apply these funds to R&D directly.
 - **Enhanced Credibility:** Philanthropic and governmental funders may feel more comfortable supporting a non-profit's R&D efforts as opposed to a for-profit entity.
 - **Control over IP and Ethics:** An in-house R&D team ensures that intellectual property is managed with transparency, prioritizing accessibility and ethical standards rather than profit maximization.
- **Challenges:**
 - **Limited Revenue Flexibility:** A non-profit R&D department may face restrictions on monetizing research outcomes and limited options to create revenue directly from innovations.
 - **Funding Limitations for Tech Development:** Some tech investors and venture funds may be less willing to fund R&D if it's solely within a non-profit, potentially limiting resources for high-tech advancements.
- **Best For:** When the primary goal is mission-driven research, with a focus on aligning all outcomes with the non-profit's purpose. This option is also best if the organization plans to seek grants and donations that are restricted to non-profit use.

2. Separate, For-Profit R&D Company

- **Advantages:**
 - **Access to Diverse Funding:** A for-profit R&D entity can attract venture capital, private equity, and other investment types typically not available to non-profits. This enables faster growth and more significant investment in advanced technology development.
 - **IP Monetization and Licensing:** A for-profit R&D company can license technologies, sell products, or charge for consulting services, creating potential revenue streams that can support both the R&D arm and the non-profit organization.
 - **Talent Attraction:** For-profit entities often have more flexibility in compensation, bonuses, and stock options, which can help attract top talent in tech and research.
- **Challenges:**

- **Mission Dilution Risk:** Balancing profit motives with the philanthropic mission of Lisa might create conflicts in prioritization, especially if investors push for revenue over mission impact.
- **IP Access and Pricing:** Ensuring that the non-profit has affordable or free access to the R&D outputs requires careful contractual agreements, especially if the technology is successful commercially.
- **Best For:** When there's a need to attract significant investment for cutting-edge R&D and flexibility in monetizing intellectual property. This approach is ideal if the organization envisions eventual commercialization of certain technologies or applications developed by Lisa.

3. Hybrid Model: Non-Profit with a For-Profit Subsidiary

- **Advantages:**
 - **Mission and Flexibility Combined:** By having the non-profit HQ own or partner closely with a for-profit subsidiary, the organization can maintain mission alignment while accessing broader funding options.
 - **Revenue Generation for the Non-Profit:** The subsidiary can generate revenue through licenses, sales, or consulting, with profits directed back to the non-profit. This provides a self-sustaining funding stream for both entities.
 - **Brand Synergy and Resource Sharing:** A close relationship allows the R&D subsidiary to leverage the non-profit's reputation while focusing on high-level, potentially profitable research.
- **Challenges:**
 - **Complex Management and Oversight:** Managing a non-profit and a for-profit entity requires careful governance, as there are tax, legal, and operational complexities.
 - **Potential for Conflicting Priorities:** Balancing for-profit incentives with non-profit goals can be challenging, requiring a clear mission-driven approach in the subsidiary to avoid mission drift.
- **Best For:** When the organization seeks to fund R&D through both philanthropic and commercial sources, ensuring that profits from innovations are used to support the non-profit mission. This model is suitable if the project anticipates developing technologies with both commercial and non-profit applications.

4. Partnership with an External R&D Firm or Academic Institution

- **Advantages:**
 - **Lower Initial Investment:** By partnering with a specialized R&D firm or university, the non-profit can access research expertise without the high upfront costs of building an in-house department or separate company.
 - **Access to Expertise and Resources:** Academic and specialized R&D partners can offer deep expertise, and some may already have grant funding for collaborative projects.

- **Flexibility and Focus on Core Mission:** This approach allows the non-profit to focus on its core mission while outsourcing the technical complexities to experienced partners.
- **Challenges:**
 - **Less Control over IP and Processes:** The non-profit may have less influence over the R&D direction, timelines, or IP ownership, depending on the partnership terms.
 - **Ongoing Costs:** Contracting with an external firm can be costly over time, especially if multiple iterations or long-term research are required.
- **Best For:** When initial funds or resources are limited, and the non-profit wants to leverage external expertise. This approach is also ideal for projects needing specialized research without a long-term in-house R&D commitment.

Recommendations

If your goal is to combine mission alignment with flexibility and revenue potential, the hybrid model (a non-profit HQ with a for-profit subsidiary for R&D) might offer the best balance. This structure lets you leverage philanthropic support for mission-driven aspects, while the for-profit subsidiary can generate funds through commercial channels. With clear governance and mission-driven contracts, this model allows for sustainable growth, diversified funding, and a balance between social impact and innovation.

However, if keeping everything strictly mission-aligned is the priority, an in-house R&D department within the non-profit might be the simplest way to maintain focus, credibility, and control over Lisa's Compassionate values. Alternatively, if resources or expertise are limited, starting with external partnerships for initial R&D phases is a prudent and cost-effective way to build momentum.

16. 'Seed money' without compromising the philanthropic take from the start

To secure seed funding for AureLisa while preserving its philanthropic mission, it's important to focus on funding sources that align with the mission-driven nature of the project and prioritize impact over profit. Here are some strategies to consider that keep the focus on philanthropic support:

1. Target Mission-Aligned Philanthropic Grants

- **Philanthropic Foundations and Mission-Driven Grants:** Seek funding from foundations that support health, mental well-being, and social impact, such as the **Robert Wood Johnson Foundation**, **Ford Foundation**, and **Rockefeller Foundation**. Many of these organizations specifically fund projects with a non-profit or social impact structure.

- **Mental Health and Tech-Driven Philanthropy Grants:** Foundations like the **Wellcome Trust** and **Chan Zuckerberg Initiative** focus on mental health and innovative tech solutions, which aligns well with Compassionate AI like AureLisa.
- **Emphasis on Non-Profit Goals:** In applications, emphasize AureLisa's potential to democratize access to mental health support and create a meaningful societal impact. Focus on the hybrid model (free and paid services) that sustains the project while prioritizing accessibility.

2. Engage in Philanthropic Competitions and Challenge Grants

- **Social Innovation Competitions:** Many organizations run competitions that provide funding for philanthropic and socially driven startups, like the **MIT Solve**, **Cisco Global Problem Solver Challenge**, and **XPRIZE**.
- **Highlight AureLisa's Impact:** Focus on the Compassionate, inclusive nature of AureLisa's AI in these applications. These competitions prioritize innovations with measurable impact and typically don't seek ownership or profit, aligning with your goal of staying mission-centric.
- **Gain Visibility and Credibility:** Winning or participating in these competitions can also boost credibility, which is valuable for attracting future philanthropic support.

3. Utilize Crowdfunding with a Philanthropic Emphasis

- **Crowdfunding Platforms for Social Causes:** Platforms like **GoFundMe** or **Mightycause** are well-suited for philanthropic projects. These platforms allow you to tell AureLisa's story in a compelling way that appeals to individuals who want to support a positive societal impact.
- **Community-Driven Funding:** Crowdfunding can mobilize grassroots support, helping to build a community around AureLisa's mission from the outset. This approach not only brings in seed funding but also establishes an initial user base committed to the project's values.
- **Rewards That Reflect the Mission:** Offer non-monetary rewards, like early access to content, founder updates, or "Founder's Circle" membership. This approach fosters a sense of participation without creating any expectation of financial return, staying true to AureLisa's philanthropic focus.

4. Explore Donor-Advised Funds (DAFs)

- **Engage with DAF Donors:** Donor-advised funds (DAFs) are increasingly used for philanthropic giving, and many DAF sponsors prioritize donations for health and mental well-being projects. Large sponsors like **Fidelity Charitable** and **Schwab Charitable** can connect you with donors interested in impact-driven causes.
- **Focus on the Mission-Driven Purpose:** When engaging with DAFs, emphasize AureLisa's dedication to mental health accessibility and how Compassionate AI can make a profound difference for underserved communities. DAFs are

specifically designed for philanthropic use, so donors are aligned with supporting mission-focused initiatives.

5. Establish Relationships with Impact-First Philanthropic Investors

- **Social Impact and Program-Related Investments (PRIs):** Some foundations and philanthropic organizations make program-related investments (PRIs), providing seed funding for projects that deliver significant social benefits. PRIs allow foundations to make returns if the venture succeeds but remain focused on the mission rather than profit.
- **Focus on Foundations Offering PRIs:** Foundations like the **Gates Foundation** and **Kresge Foundation** often provide PRIs for early-stage, high-impact initiatives. These investments are specifically geared toward mission-driven ventures, making them ideal for preserving AureLisa's philanthropic approach.
- **Clear Social and Financial Impact Goals:** When seeking PRIs, explain AureLisa's hybrid model and its potential for sustainability while prioritizing free or low-cost services to underserved populations.

6. Apply to Philanthropic Incubators and Accelerators

- **Social Good-Focused Incubators:** Programs like **Fast Forward** and **Echoing Green** support mission-driven technology startups with a focus on impact, not profit. They provide seed funding, mentorship, and exposure without compromising the philanthropic mission.
- **Access to Philanthropic Networks:** These incubators connect projects with networks of donors, advisors, and potential funders who are aligned with social impact. This support enables growth while staying true to AureLisa's values.
- **Collaborative Opportunities:** Incubators offer resources and networking that can help refine AureLisa's approach, ensuring both scalability and mission alignment from the start.

7. Leverage University Research Partnerships

- **Academic Grants and Research Collaborations:** Partnering with universities can provide access to research grants (e.g., from NIH or NSF) without compromising the philanthropic ethos. Universities may offer research funds for AI and mental health, giving AureLisa the resources to grow while preserving its mission.
- **Potential for Co-Developed Research:** Partnering with a university provides access to facilities, researchers, and additional grant opportunities, particularly for early-stage tech development focused on health. This partnership can boost credibility and attract non-profit-aligned funding sources.
- **Access to Government Research Grants:** Government agencies fund collaborative projects between universities and mission-driven organizations, which could help AureLisa access funding for R&D without needing to rely on for-profit investors.

8. Seek Strategic Partnerships with Philanthropic Organizations and Non-Profits

- **Collaborate with Established Non-Profits:** Partnering with respected non-profits, like **Mental Health America** or the **National Alliance on Mental Illness (NAMI)**, could bring in funding through collaborative grants and increase credibility without compromising AureLisa’s philanthropic mission.
- **Co-Develop Programs:** Co-develop programs that leverage Lisa’s technology for target audiences of mental health-focused non-profits, such as chronic pain support groups or addiction recovery programs. These programs can attract philanthropic funding specifically for shared initiatives.
- **Access to Foundation Grants:** Partnering with non-profits can make AureLisa eligible for foundation grants that prioritize collaborative efforts in mental health and tech for social good.

9. Pursue Small Donations and Recurring Giving Models

- **Build a Recurring Donor Program:** Create a “Friends of AureLisa” program where donors contribute small, recurring amounts to support its mission. Small donations from a broad base of supporters allow the project to grow without the pressure of large, investment-driven returns.
- **Emphasize Mission-Driven Transparency:** Transparently share progress and impact with recurring donors, emphasizing how their support directly funds free or low-cost mental health resources. This model resonates with people who want to contribute to a cause without expecting profit.
- **Community Involvement as a Value Add:** Regular updates, exclusive events, or a “supporter” newsletter can help build a strong, community-driven base that believes in AureLisa’s mission and sees their contributions as part of a larger movement.

Summary

By pursuing grant funding, philanthropic partnerships, crowdfunding, and mission-aligned investments, AureLisa can secure seed funding without compromising its philanthropic mission. Focusing on foundations, incubators, and social impact investors allows you to fund initial growth while keeping the focus on accessibility, Compassionate AI, and mental health impact. Maintaining transparency and aligning funding sources with AureLisa’s core mission will attract backers who are dedicated to making a difference, helping to establish a solid foundation for sustainable, mission-driven growth.

17. Direct personal use of Lisa by interested sponsors

This is already the case: <https://aurelisa.com/ask-lisa/>.

Allowing individual philanthropists to use Wiki-Lisa, Coaching-Lisa, and Lisa for kids and teens provides a direct experience of the project's impact and breadth, making them more likely to support it enthusiastically. Here's how each of these elements can enhance engagement with philanthropists:

1. Wiki-Lisa for Knowledge Access

- **Benefit:** Wiki-Lisa can showcase Lisa's vast knowledge base and adaptability as a source of well-being information and guidance. This offers philanthropists insight into the depth and utility of Lisa's resources.
- **Engagement:** Allow philanthropists to explore Wiki-Lisa to experience firsthand how she can provide valuable insights and practical guidance. This feature highlights her ability to offer **self-help resources**, educational content, and a sustainable, scalable way of reaching users independently.
- **Impact Presentation:** Highlight to philanthropists that Wiki-Lisa can empower users worldwide with a **24/7 knowledge repository** on mental health, self-care, and personal development. It's an excellent example of how Lisa makes reliable guidance universally accessible.

2. Coaching-Lisa for Personalized Support

- **Benefit:** Coaching-Lisa would give philanthropists a personalized experience, allowing them to engage in one-on-one, Compassionate coaching sessions that are tailored to individual needs. This feature is particularly powerful for philanthropists to see the **personal impact Lisa can have on mental well-being**.
- **Engagement:** Offer philanthropists a trial period or a series of sessions with Coaching-Lisa to directly experience her supportive, empathetic coaching style. This immersion allows them to understand how Lisa builds resilience, manages stress, and supports personal growth—key outcomes that align with many philanthropic goals.
- **Impact Presentation:** Demonstrate how Coaching-Lisa is a valuable resource for those needing mental health support but lacking access to traditional options. Showing the potential for **scaling personalized coaching** can emphasize Lisa's ability to reach and uplift users globally, particularly underserved communities.

3. Lisa for Kids and Teens for Early Intervention

- **Benefit:** Offering philanthropists access to Lisa for kids and teens underscores the organization's commitment to **supporting mental health across age groups**, especially for younger users who benefit significantly from early intervention and emotional support.
- **Engagement:** Introduce philanthropists to Lisa for kids and teens, allowing them to see how Lisa's language and approach are adapted to be age-appropriate, engaging, and encouraging for young people. This feature could include tools for building emotional resilience, stress management, and self-awareness in a way that resonates with younger users.
- **Impact Presentation:** Emphasize how early intervention through Lisa can create lasting positive effects in children's and teens' lives, equipping them with essential emotional and mental skills. For philanthropists focused on youth and education, this presents a compelling case for **supporting mental health education** and prevention at an early stage.

Advantages of Allowing Philanthropists Direct Access

- **Creates a Personal Connection:** By experiencing Lisa's features firsthand, philanthropists can connect personally with her impact and understand the Compassion and effectiveness behind the project. This personal engagement fosters a deeper emotional and intellectual investment in Lisa's mission.
- **Demonstrates Versatility and Adaptability:** Showing how Lisa can support various demographics—from children and teens to adults with diverse needs—demonstrates her versatility. This makes the project appealing to philanthropists interested in broad, adaptable solutions.
- **Showcases Real-World Applications:** Allowing philanthropists to interact with Lisa in different formats provides tangible examples of how she can be used to meet different needs. This reinforces Lisa's potential for real-world impact, scalability, and alignment with philanthropic goals.

How to Implement and Present This to Philanthropists

1. **Offer Exclusive Access as a Preview:** Present access to Wiki-Lisa, Coaching-Lisa, and Lisa for kids and teens as a unique opportunity for philanthropists to experience the project directly. Frame it as a **preview experience** that allows them to see the transformative potential of Lisa before larger rollout or funding decisions.
2. **Gather Philanthropist Feedback:** Use their experience and feedback to showcase Lisa's ability to connect and make a difference. Their insights could also help refine Lisa's approach, which engages philanthropists in the project's development in a meaningful way.
3. **Highlight Lisa's Broader Vision of Accessibility:** Emphasize that this access represents the broader goal of making mental health support universally

accessible. Philanthropists can appreciate the **universal applicability** and scalability of Lisa, making them more likely to invest in her expansion.

Summary

Offering philanthropists access to Wiki-Lisa, Coaching-Lisa, and Lisa for kids and teens is an inspired idea that not only showcases Lisa's versatility but also builds a personal, impactful connection with potential supporters. This engagement provides tangible evidence of Lisa's capabilities and allows philanthropists to see the value of Compassionate AI as a globally accessible mental health resource.

18. Two domains to start with

Focusing on one or two specific domains—such as burnout and chronic pain—can be advantageous in a for-profit *and* non-profit setting. This approach allows the organization to demonstrate clear, targeted impact in areas of high need, which can be especially compelling for philanthropists and grantmakers. Here's why and how focusing on a few domains initially can be effective for a non-profit:

1. Demonstrates Tangible Impact and Builds Credibility

- **Why:** By concentrating on specific domains like burnout and chronic pain, the organization can produce measurable, impactful results that are easier to track and communicate. This focus helps to build credibility and establish Lisa as an effective solution.
- **How:** In grant applications and donor communications, you can share detailed outcomes from these initial domains, such as reductions in stress or pain reported by users. This tangible evidence makes the case for Lisa's efficacy and appeal in other domains in the future.

2. Aligns with Funding Priorities of Philanthropists

- **Why:** Many philanthropists and foundations have specific funding priorities, often tied to pressing public health issues like mental health, burnout, and chronic pain. Focusing on these areas aligns Lisa with **high-demand philanthropic priorities**.
- **How:** Highlighting Lisa's work in burnout and chronic pain provides a clear narrative that appeals to donors passionate about mental health, workforce wellness, and quality of life. This approach helps attract funding from those specifically interested in supporting solutions for these issues.

3. Leverages Expertise for Deeper, Sustainable Impact

- **Why:** Non-profits can maximize impact by **specializing** in a few areas first, building a robust foundation in specific domains before expanding. This

approach enables the organization to refine Lisa's tools and resources, enhancing her effectiveness.

- **How:** Focus on gathering expertise in burnout and chronic pain, developing tailored content, and optimizing Lisa's interactions to provide the most supportive experience possible. These learnings can later be applied as the organization broadens its focus to new areas.

4. Attracts Partnerships with Relevant Organizations

- **Why:** A clear domain focus helps position Lisa as a potential partner for non-profits, healthcare providers, and businesses already invested in burnout and chronic pain. Partnerships with these organizations offer additional funding opportunities and expand Lisa's reach.
- **How:** With an initial focus on burnout and chronic pain, the organization can collaborate with groups focused on workforce wellness, mental health, and pain management, creating shared value that aligns with Lisa's Compassionate mission.

5. Provides a Clear Framework for Outcome Measurement

- **Why:** Starting with specific domains simplifies outcome measurement, allowing the organization to track specific metrics related to stress, burnout reduction, and pain relief. This data can then serve as a basis for future funding, showcasing Lisa's impact in these areas.
- **How:** Collect relevant data (e.g., reduced stress levels, improved well-being scores, or pain management outcomes) that demonstrates Lisa's effectiveness in these domains. These measurable outcomes help strengthen applications for grants and philanthropic partnerships, creating a compelling story of impact.

6. Increases Ease of Scaling

- **Why:** Developing a strong foundation in burnout and chronic pain makes scaling Lisa's capabilities to other domains more feasible. Success in these initial areas can serve as a **proof of concept**, allowing the non-profit to expand into new domains once it has demonstrated success.
- **How:** Use the systems, protocols, and knowledge developed in these domains as templates for future expansion, ensuring consistency and quality across all offerings as new domains are added.

7. Supports Focused Donor Engagement

- **Why:** A targeted approach allows for more focused and impactful engagement with donors who care deeply about specific health issues. Many donors prefer to see their contributions making a clear impact on particular causes.
- **How:** Create donor communications that emphasize Lisa's success in burnout and chronic pain, offering detailed examples and personal stories. This makes it

easier to secure support from donors who want to see their contributions directly address these critical areas.

Summary

Starting with one or two focused domains, like burnout and chronic pain, is a strategic choice in both non-profit and for-profit settings. In a non-profit context, it provides a clear impact narrative that resonates with donors, enables targeted expertise and partnership-building, and lays a foundation for future scalability. By starting with specific areas of need, Lisa can build credibility, attract dedicated support, and demonstrate tangible results that pave the way for future expansion.

■ Other domains as ‘beta’

Presenting additional domains in the application as “beta” features is a way to showcase Lisa’s full potential while keeping the focus on burnout and chronic pain as primary offerings. This approach has several benefits and allows for a gradual, user-driven expansion. Here’s how to implement this effectively:

1. Label Clearly as “Beta” for Transparency

- **Why:** Clearly labeling these additional domains as “beta” features sets the expectation that they’re still being refined. This invites users to explore while understanding that these domains are still under development.
- **How:** Add a note explaining that these features are in “beta” to gather user feedback and refine based on real-world experience. This transparency builds trust and engages users in Lisa’s growth.

2. Invite Users to “Try Out” Other Domains

- **Why:** Presenting other domains as optional features lets users experiment with additional tools that may meet their needs beyond burnout and chronic pain.
- **How:** Position this as a “**try these out**” invitation, encouraging curiosity while keeping burnout and chronic pain as the main focus. Users who engage with these beta domains provide valuable feedback, which can guide future refinements.

3. Gather Feedback to Improve and Prioritize

- **Why:** A beta phase provides a built-in mechanism for user feedback, helping identify which additional domains have the most impact or resonate most with users.
- **How:** Integrate an easy-to-access feedback tool within each beta domain, allowing users to share their experiences and suggest improvements. This user-driven insight helps prioritize enhancements and identify any specific needs within these domains.

4. Enhance User Engagement with New Options

- **Why:** Adding beta features creates excitement for users, demonstrating Lisa’s versatility and her ongoing commitment to mental well-being in various forms. It also gives existing users a reason to return and explore more.
- **How:** Briefly highlight each beta domain’s purpose so users understand the options. For example, “Explore ‘Stress Management’ to try out tools for daily relaxation,” or “Check out ‘Youth Support’ for resources focused on younger users.”

5. Signal Innovation and Potential for Future Growth

- **Why:** Showing Lisa’s beta domains subtly communicates her depth and future potential without distracting from her main focus. It positions Lisa as a **pioneering, adaptable tool** that’s constantly evolving to serve broader needs.
- **How:** Mention that users are experiencing early access to features that will be part of Lisa’s **expanded future offerings**. This message can attract support from donors and partners who value innovation and scalability in mental health.

6. Create a Roadmap of Future Beta Domains (for Interested Users)

- **Why:** A roadmap can give users and supporters a preview of Lisa’s upcoming features, keeping them engaged and anticipating future enhancements.
- **How:** Include a roadmap in the app that lists possible upcoming beta domains, creating anticipation while inviting early feedback. This roadmap could even ask users to vote on which domains they’d like to see developed next.

7. Add a Disclaimer on Beta Features for Quality Assurance

- **Why:** A disclaimer reminds users that beta features may not be fully optimized, allowing you to experiment without risking user satisfaction.
- **How:** Clearly communicate that these features are experimental, so users know to expect possible refinements. This approach helps protect the reputation of Lisa’s main offerings while creating room to grow.

Summary

Presenting Lisa’s additional domains as “beta” options that users can “try out” is a great way to show her technological depth while keeping burnout and chronic pain as the core focus. This approach encourages user engagement, supports continuous improvement, and subtly highlights Lisa’s expansive potential without overwhelming her core message. This staged, user-centric rollout allows you to demonstrate Lisa’s versatility and adaptability, strengthening her appeal for both users and philanthropists.

19. The best first move

The best first move now would be to establish a strong foundation and strategy for the organization, especially if you're planning for a global presence with an HQ and multiple subsidiaries. Here's a step-by-step approach for this first phase:

1. Define the Mission, Vision, and Goals

- Articulate a clear and compelling **mission** and **vision** that resonates across different cultures and aligns with the goals of the Lisa project.
- Set **short-term goals** for establishing the HQ, **medium-term goals** for setting up the first subsidiaries, and **long-term goals** for expanding operations and impact globally.

2. Decide on the HQ Location and Legal Structure

- Select a location for the HQ based on your key considerations: access to funding, alignment with philanthropic goals, and ease of establishing a non-profit.
- Decide on the **legal structure** (e.g., foundation, trust, cooperative model) and register the organization in the chosen location. This decision will impact funding, tax benefits, and operational flexibility.

3. Develop a Comprehensive Funding Strategy

- Design a **funding plan** that outlines how you will attract both large-scale donors and smaller contributions. This includes preparing funding proposals, identifying potential philanthropists, and engaging with strategic partners.
- If possible, make initial contact with **high-priority philanthropists** (e.g., those aligned with mental health, tech for good) and establish an introductory network that can evolve as the organization takes shape.

4. Establish Governance and Leadership

- Appoint an **initial board of directors** who share the vision of the Lisa project and can provide guidance, connections, and oversight.
- Determine roles for an executive team who will oversee operations, funding, marketing, and subsidiary development as the organization grows.

5. Create a Pilot Program or Initial Offering

- Develop a pilot version of Lisa's services that can demonstrate the organization's **potential impact**. This will serve as a practical showcase of the benefits Lisa offers, helping with both donor engagement and impact validation.

- Offer this pilot program locally (or remotely, depending on the services) and collect **feedback and metrics** to refine the offering before expanding to more locations.

6. Begin Building Partnerships

- Start forming partnerships with **local and international organizations**, especially those with complementary missions (e.g., mental health non-profits, tech companies focused on AI for social good).
- Reach out to foundations, government agencies, and NGOs who could support or collaborate with the Lisa project, opening up additional resources and knowledge-sharing opportunities.

7. Launch an Awareness Campaign

- Develop a targeted **awareness campaign** to introduce the organization and the Lisa project to a wider audience, including potential donors, partners, and early adopters.
- Use online platforms, events, or partnerships to create initial visibility and credibility, positioning Lisa as an innovative solution in mental health and well-being.

By taking these initial steps, you'll establish a solid foundation that will guide the organization's growth, funding, and global presence. Let me know if you'd like more detail on any specific part of this strategy.

20. The leap

■ Establishing Lisa's HQ in California, USA

1. Legal Establishment and Compliance

- **Goal:** Formally register the Lisa project as a non-profit entity in California with 501(c)(3) tax-exempt status to align with U.S. legal and tax requirements for philanthropic organizations.
- **Steps:** Complete necessary filings with the California Secretary of State and the IRS; establish a board of directors committed to Lisa's mission of Compassionate mental health support.
- **Impact:** Achieving non-profit status will provide tax benefits and increase funding appeal for foundations and individual donors while establishing Lisa's legal foundation.

2. Initial Fundraising and Donor Engagement

- **Goal:** Secure seed funding through initial outreach to California's extensive network of philanthropists, donor-advised funds, and venture philanthropies, such as the Silicon Valley Community Foundation, the Gates Foundation, and relevant Giving Pledge signatories.

- **Steps:** Develop a compelling pitch and establish connections with early supporters by organizing informational events, virtual presentations, and one-on-one meetings to communicate Lisa’s vision and unique approach to Compassionate AI.
 - **Impact:** Raising initial funds will enable critical infrastructure and early staffing while generating momentum and credibility among philanthropic and healthcare communities.
- 3. Recruiting Core Team Members**
- **Goal:** Build a dedicated founding team that includes experts in AI technology, mental health, cultural adaptability, and non-profit management.
 - **Steps:** Conduct targeted hiring for key positions such as Executive Director, Chief Technology Officer, and Head of Philanthropic Partnerships, leveraging California’s strong talent pool in both AI and mental health sectors.
 - **Impact:** A strong leadership team will guide the organization’s strategic direction, align operations with the Compassionate AI mission, and foster early-stage stability and growth.
- 4. Establishing Partnerships with Local Institutions and Networks**
- **Goal:** Form strategic partnerships with California-based health institutions, mental health organizations, universities, and social impact networks to amplify Lisa’s reach and integrate her services into existing healthcare and educational systems.
 - **Steps:** Identify and reach out to prominent institutions such as Stanford University, UC Berkeley, and Kaiser Permanente; initiate discussions to explore collaborative research, outreach, and pilot programs.
 - **Impact:** Partnering with local institutions provides valuable validation for Lisa’s approach, creates early pathways for service integration, and expands access to underserved populations within California.
- 5. Pilot Launch of Lisa’s Core Services**
- **Goal:** Roll out a pilot version of Lisa’s services focusing on high-need areas like stress management, burnout prevention, and chronic pain support, targeting California’s diverse population.
 - **Steps:** Develop and deploy Lisa’s pilot in specific regions, with options for both free and paid services, ensuring scalability for future expansion; gather initial data on user engagement and effectiveness.
 - **Impact:** A successful pilot will showcase Lisa’s impact, offering empirical support for her Compassionate AI approach and creating a foundation for broader implementation.
- 6. Establishing a Local Brand Presence**
- **Goal:** Build brand awareness for Lisa as a leading Compassionate AI platform for mental health in California through strategic marketing, media outreach, and local events.
 - **Steps:** Create a California-focused awareness campaign that includes digital marketing, collaborations with local influencers, and participation in health and technology conferences like TechCrunch Disrupt and Social Capital Markets (SOCAP).

- **Impact:** Establishing Lisa as a recognizable brand in California's mental health and technology space will foster trust, attract media attention, and engage a community of early adopters and supporters.