



A PODCAST WITH RUSTY STAHL | S7 EP6

When Politicians Call Nonprofits “Thugs” and “Sleazebags,” What Will You Do?

WITH

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Fund the People



Welcome back and Happy New Year! This is Season 7, Episode 6 of your Fund The People Podcast!

When politicians, elected officials, and government goons try to brand nonprofits as “thugs,” “sleazebags,” and “terror-supporting orgs,” will you freeze? Take flight? Or stand up and fight back?

In this episode, you’ll get:

1. Tips on how the Trump Administration will treat the nonprofit sector, and an alternative way to prepare and respond
2. You’ll learn what FTP did for nonprofit workers in 2024, how we’ll build on that work in 2025, and how you can plug-in; and finally
3. You’ll get a sneak peak of what’s up next on FTP Podcast S7

There’s a lot going on in our country right now:

- a transition of power in the federal government; a president and congressional majority coming into power who have a track record of leading with self-interest, selfishness, and self-centeredness both in their politics and their policies – including attacks on the charitable sector itself;
- we’ve had in addition to that several successful and attempted terrorist attacks, like the one in New Orleans in recent weeks;
- we had the death and funeral of President Jimmy Carter;

- and of course we've had the insane, scary, devastating, unimaginable wildfires in Southern California. I know you'll join me and all of us at Fund the People in wishing an end to the suffering of so many people, families, and community institutions in the LA area. And these include people who've participated in our summit a month ago. One of our consultants to Fund the People, Rebecca Schumer, and just so many, many other colleagues and friends and fellow Americans. The country is with you, and we know that nonprofit workers and volunteers, and philanthropic funders are all scrambling to respond with urgently needed money, labor, goods, shelter, food, and more – just like the firefighters and other first responders. And I hope you'll follow me and Fund the People on LinkedIn and elsewhere, where we are sharing some of the resources through which you can donate to the impacted people and communities there in L.A.

It's really a mind-boggling moment. And yet, as the workforce that leads voluntary action for the public good, we have to keep our heads on straight, and keep our hearts regulated. It is not easy. We are the hope industry. We make civic life possible. When government and business fail, we fill in the missing pieces. America needs nonprofits and our workforce to be strong and enduring now and this year and in the coming years.

And unfortunately the presidential election results will make this even more difficult than it already is. Because in a few weeks, we will witness the inauguration of the most anti-philanthropy president that I know of in history, and a president who will actively attack nonprofits, foundations, and the nonprofit sector itself.

Mr. Trump, Mr. Vance, their appointees and advisors in the executive branch, and their allies in Congress have already left a trail of documented behavior, court decisions, publicly-stated opinions (including their own social media posts), and legislative efforts that, taken together, indicate what may be their approach to philanthropy and nonprofits. So, we compiled links to this information in our Strong Nonprofits, Strong Democracy Toolkit, which we will link to in the show notes, and which is kind of the successor to our H.R. 9495 nonprofit Killer Bill Toolkit.

The three traits indicated by our roundup of news stories and documents about the incoming administration, the three traits that we identified based on what we've read are as follows:

1. Behaviors among the rich, well-connected leadership of the forthcoming Trump Administration show abuse of their own wealth and philanthropy, and the wealth and philanthropy of others, in what I would call amoral or immoral (and often illegal) fashion to varnish their own images without actually giving much of their own money or helping the people they have claimed to help (including those lauded as heroes by Republicans, such as [9/11 first responders](#) and veterans);
2. The second key trait we saw is a disdain for the spirit and word of the law related to philanthropy and nonprofits, and the role of philanthropy and nonprofits as a valuable part of American society. An example would be the passing of the tax law in the first Trump term that, according to the IU Lilly Family School of Philanthropy, disincentivized

charitable giving and created a massive decrease of billions of dollars from flowing into the nonprofit sector. So Trump's tax law actually decreased charity and philanthropic giving in our society by a significant measure.

3. And the third trait we noticed is a willingness to employ demagoguery, intimidation tactics, lying and the manipulation of facts, and using the formal levers of government to politically attack mainstream and/or progressive nonprofits and philanthropy when it serves the interests of the MAGA leadership.

Unfortunately, these three traits, these findings indicate that the second Trump Administration may be among the most uncharitable, misanthropic, and anti-nonprofit governments in living history. Add to this President-Elect Trump's self-proclaimed persona as a self-interested business leader who prefers not to pay the taxes he owes the government, who prefers not to pay the overtime wages he owes his own employees, and who doesn't seem to actually make the donations he says he does.

In fact, you can go back to the 2020 election, and on this podcast, Season 1 Episode 5 of this show, I did a solo episode about The Presidency and Philanthropy. The episode discusses how different Trump is from all the other presidents going back to the mid-20th century, when it comes to how they handled the relationship between government and the nonprofit sector, both in their official capacities as president, and in their personal lives, during and beyond the presidency. I listened to that episode again recently in preparation for this one, and I was reminded that Trump and his friends in Congress, during his first two years in office, had been attacking the Johnson Amendment, which keeps nonprofits safe from being used in electoral politics. They were trying to break down the wall between the nonprofit sector and government and campaigns, and that would have really potentially unleashed, you know, right wing churches or other vehicles to do more in politics. It also could have just completely undermined the sector itself and created a lot more corruption and lack of clarity about the boundaries and interests of the sector. These attacks, of one kind or another, have been going on for a while.

In this context, we not only face an assault on progressive nonprofits that oppose the Trump agenda directly, but we also face a misanthropic leadership team in institutions (like the presidency itself, the White House, and the executive branch of the federal government) that have great influence in setting the tone, modelling behavior, and implicitly and explicitly shaping values for federal, state and local government, for the private sector, and for our society. We in the nonprofit and philanthropic community must model for our children and our peers and our society, what it means to be generous, what it means to be ethical, to be ethical leaders, to be ethical humans. What it means to focus on the public good, what the public good actually means. What it means to focus on the common good. What it means to maintain the bonds of community even when our opinions and our interests diverge.

And we must continuously and publicly brag about the value and values of nonprofits and nonprofit workers. Because there is no doubt about it that Trump and his team will attack us and try to silence us and tarnish our reputations. They will attack us and try to silence us as a way to

attack America's First Amendment, our freedom of speech, freedom of assembly, and freedom of advocacy. They'll attack us by using rhetoric, bullying, legislation, hearings, and intimidation.

If you don't believe me, consider this: The Trump team has ALREADY been attacking nonprofits for months now leading up to this new administration. Here are just THREE of the many lowlights from Trump and his friends in the House and Senate over the last, you know, 6 to 12 months.

1. In April 2024, Trump made the following statement on his Truth Social website: "How do so-called 'non-profits' get away with spending all of their time and money on 'getting Donald Trump.' That's not the deal. We are watching these thugs and sleazebags closely!" That is what our incoming president wrote on his social media site in April 2024. <https://lnkd.in/eZGntdmi>
2. In May 2024, during student protests over the Israeli killings in Gaza, Sen. JD Vance introduced legislation that attacked free speech and university endowments. His bill would have required colleges to remove protest "encampments" from campus within 7 days. Institutions that failed to comply would have lost federal financial assistance for their students, including Pell grants and federal loans, for five years. To replace these, institutions would have been mandated by the government to provide students with equivalent grants at the institution's expense. If a college failed to do so, it would have faced a tax equal to 50% of its endowment. That was Senator J.D. Vance, incoming vice President elect J.D. Vance, and a bill he put forward in May of 2024. And that's what it says about it on his website. <https://lnkd.in/env6wH2g>
3. The third lowlight I'll share is in September 2024, Republicans introduced what we called the Nonprofit-Killer Bill (HR 9495), which would have enabled Trump's Treasury Secretary to strip any nonprofits of their right to exist by smearing them as a 'terror-supporting', without offering evidence of wrongdoing or adequate due process to challenge this punishment. Since it had little chance of being signed by President Biden, some have said this was a messaging bill, a kind of virtue signaling against virtue if you will.

And unfortunately there are many more examples of how Trump and his wealthy friends have illegally abused their own philanthropic foundations, while attacking the philanthropy of others like McKenzie Scott.

So why? Why do they do this? Why do they attack us?

Well I imagine it is to gin up a new fake enemy against whom they can play victim. Perhaps it's to minimize organized, public displays of dissent, such as protests, marches, rallies, and other protected First Amendment speech and assembly that might question their popularity, mandate, or authority; that might shatter their illusion they seek to build of inevitability, authority, and unquestionability. By silencing civil society, which is a kind of a fancy word for the nonprofit sector and the informal organizations around us, they secure their own power and ability to pass legislation related to the issues that many nonprofits are concerned about - climate change,

housing, health insurance, education about the history of the country, education period, racial equity, taxation. So by silencing us, they increase their ability to shape social policy.

On a deeper level, perhaps they attack us because the trust, moral standing of nonprofit, good works we do, the self-sacrifice of our staff and activists create a glaring contrast to the selfish, mean-spirited, and greedy policies and behaviors of these faux-populist politicians. To keep going the way they are, they must try to make bad anything that shines a light or contrast with their own badness; they must corrupt anything that shines a light on their corruption; they must destroy anything that shines a light on their destructive behaviour.

Lastly, perhaps they attack universities and foundations because they are overcompensating for their own lack of endowment? I don't know, that one is just a theory.

Now, most of the advice all of us nonprofits will be hearing and already are hearing is to prepare for these attacks by getting our legal and financial ducks in a row, by making sure that there are not cracks that can be used to destroy us in our spreadsheets or in, you know, any language on our website, to sort of harden the outer shells of our organizations.

But this battle, these attacks, is not so much legal or financial. It's political, it's optics, it's narrative. They have hard power and the soft power. The hard power - using the levers of government - granted, that is difficult to stop them from doing right now. It's possible, though. But the soft power - the crafting of the story, the gaslighting, the mislabelling, misinformation, and misdirection - these we do have power to counter with our own narratives. And we have to start doing both. We have to work on both fronts.

I want to quote at some length from an opinion piece I found useful and helpful in my own thinking, it appeared in the [The Chronicle of Philanthropy](https://lnkd.in/eDiefHjP) in their new section called The Commons (<https://lnkd.in/eDiefHjP>) on January 8th of this year. It's called "How Trump Could Target Nonprofits — and How to Protect Yours." It was written by [Mike Berkowitz](#) who helps to lead the Democracy Funders Network. So here is what Berkowitz writes:

Civil society should not be immune from criticism and oversight, and the media and government should help ensure charitable organizations operate ethically and within the law. My concern arises - Berkowitz says - when those in power abuse their authority and threaten to silence and shutter organizations on the basis of their ideals, not the legality of their actions.

While we can predict some of the targets of the incoming administration, it is worth noting that — by its own admission — the Trump administration will not stick to the norms that have governed past presidencies. Trump's comments about being a "dictator for a day" and exacting retribution against political enemies should not be ignored. Instead, they suggest that the administration could use the Department of Justice, IRS, and other entities overseeing nonprofits to launch aggressive, politically motivated, and potentially illegal attacks against charitable organizations.

To confront the threat - Berkowitz continues- philanthropists and nonprofits should:

- *Spotlight the repressive tactics of the administration to build public support.*
- *Build or join coalitions of pro-democracy groups and advocates. Unified action can reduce risk for individual groups and strengthen the case for democratic values.*
- *Expand and deepen community relationships to develop constituencies for their causes that can speak out when groups and issues come under threat.*
- *Review programs, policies, and procedures to ensure compliance with the law and provide as few openings as possible for partisan investigations.*
- *Invest in federal lobbying, crisis communications, and legal support to monitor potential threats and build relationships with key lawmakers.*

End quote. That's from Mike Berkowitz of the Democracy Funders Network, writing in the Chronicle of Philanthropy.

So, folks, we can't cower in fear, we can't just go on the defense, we can't "obey in advance". We can't get trapped like the media has, where they feel this need to be balanced because of the position Trump occupies as president and leader of one of our two major political parties. We have to be clear, independent, and unbossed. We need to go on offense, and boldly call-out their nonsense!

Moreover, we need to declare and repeat over and over again the value of nonprofit workers, volunteers, and activists. The value we provide to our democracy, our economy, our communities, and society. We need to be confident in our own value proposition as a rightful part of this country. So prepare, yes, to defend your own organization. But also be prepared to stand up and speak out and fight back on behalf of the nonprofit sector and the First Amendment rights that we represent and make real for the American people.

Fund the People, and myself personally, will continue to speak out publicly about the importance of nonprofit workers and leaders in our economy, our democracy, and our society. And we will continue to call out these attacks and the narrative they seek to create. We will not let them be met by silence, and you shouldn't either. On that note, after a quick break, in the next segment of this episode, I'll share what Fund the People has been up to and what we've got cooking for this year. So stick around with us for that here on your Fund the People Podcast!

(music)

Welcome back everybody! In this next section of the episode, I want to share Nine Achievements of Fund the People in 2024, and give you a sense of how we will continue this work in 2025. Over the last year, I've been tweaking this one pager about what Fund the People does, and I've come up with nine C words or phrases that summarize what we do. So I'm going to use my nine C's to give you this update. First, I'm going to share my nine C's. I know it's a lot of C's, I wish it was seven so I could say "I've got seven C's", which would be a nice little pun, but I've got nine:

- CONCEPTS

- COURSES
- CONVENING
- COMMUNITY
- COLLABORATION
- CREATING KNOWLEDGE
- CONDITIONS FOR ADOPTION
- CHAMPIONING
- COMMUNICATIONS

Here's a little bit about each of these.

1. **CONCEPTS:** We wove together a decade's worth of ideas and tools that we've developed in Fund the People into our Funding that Works Framework. It is a transformational, and also pragmatic, framework. It defines the theory and practice of talent-investing and provides eight principles and eight practices, including what we call "talent justice", which is how talent-investing can and must advance intersectional racial equity. And it provides the framework, provides specifics about how talent investing can be implemented and integrated into fundraising, nonprofits, grantmaking, foundations and intermediary institutions that serve the field. In 2025, we will continue to grow and improve the framework, introducing new ideas and tools
2. **COURSES:** In 2024 we launched our first online course on the Fundamentals of Talent-Investing for foundation professionals, to equip funders with our framework and tools and lots of supplemental materials to help them think about, learn, gain context, and begin to take action on investing in the nonprofit workforce, in their grantees, or in the communities where they fund in a place based sense or in the social movements they support. And I think this online course is a fantastic product. This year, we will be adding new courses to our Funding that Works Academy, supporting nonprofits and intermediaries, and we'll be offering cohorts and workshops based on the courses to help you learn and practice talent-investing. So very exciting that we have all these online courses and programs built on them that are going to be available to you. You can check it all out now at FundingThatWorks.org or go to our main website fundthepeople.org and click on Funding that Works Academy. It's at the top of the page.
3. **CONVENING:** In our first-ever place-based effort, we gathered hundreds of leaders from California nonprofits, foundations, and intermediaries in three in-person Regional half-day events in September followed by a 3-day statewide summit, we called it our California Talent Justice Summit. And that took place in December of 2024. These events, the three half day events in San Diego, L.A. and Northern California, followed by the statewide gathering, drew about 300 people total, and they featured our signature silo busting dialog. They featured learning from current real world examples of talent investing, and they featured action planning to help participants drill down to what they want to achieve and need to achieve in their grantmaking, or fundraising, or nonprofit management and what they want to do first toward those goals. So it was really exciting

and exhilarating. We had fantastic speakers, funders presenting their work, nonprofits presenting their work, researchers presenting their work. And I want to take a moment to briefly thank our sponsors of the summit:

- James Irvine Foundation
- Conrad N. Hilton Foundation
- Walter and Elise Haas Fund
- Ralph M. Parsons Foundation
- Sierra Health Foundation
- Evelyn and Walter Haas Jr Fund
- The Weingart Foundation
- And the Avery Dennison Foundation

Thanks to all of them for being not only financial supporters, but moral supporters of this work. The California convenings were a fantastic chance to also build relationships with an array of groups at the state and local levels. Our partners for outreach and programing included:

- The California Association of Nonprofits, often referred as CalNonprofits and we have their CEO coming up as a guest on the podcast next week.
- Our other major statewide partner was Philanthropy California, which brings together the three biggest regional associations of grant makers in the state, who were also partners on our regional events and the summit: Northern California Grantmakers, Southern California Grantmakers, and Catalyst of San Diego and Imperial Counties.

Other partners included:

- The Trust Based Philanthropy Project
- Nonprofit Finance Fund
- All Due Respect
- Tri-Valley Nonprofit Alliance
- Community Partners, our fiscal sponsor in L.A.;
- The United Way of Greater Los Angeles
- The Community Centric Fundraising chapter in San Diego
- The Fieldstone Leadership Network in San Diego
- Reworked the Bay in the Bay Area.

And there are a ton more, so thanks to those I've named and those I'm not going to name here at this moment, to all of our partners on that programing.

In 2025, we're going to continue organizing in California, supporting the people who participated in our summit and our regional events to take action within their respective spheres of influence. We'll continue to support them in a variety of ways, both in-person and online.

4. **COMMUNITY:** We began organizing a peer-to-peer and silo-busting network through which nonprofits, funders, and intermediaries will be able to learn, practice, and advocate for investing in nonprofit workers. During our 10th anniversary year in 2024 we

held a virtual listening tour to learn what many of you want from Fund the People. We heard that you want to be involved as organizations, but also as individuals. And we heard you want FTP to do more advocacy on behalf of the workforce, both to philanthropic foundations, but also in terms of government policy and practice. We heard you and we are hoping to respond on both fronts. This listening process shaped our work in 2024, and it shaped our plans for the future.

In 2025, we will formally launch our membership community, our Fund the People Community. We put the fund in Fund the People, and you can put the people in Fund the People. So we want to build this community to help you learn, practice, and advocate for talent investing. And so we're working diligently toward that and we want to make it accessible, practically useful and enjoyable. We look forward to engaging with you in the year ahead on this effort and creating something special and unique and valuable for you and for the sector.

Just to add on to that, we believe that all voices are needed, all stakeholders are needed at this table. If we are to improve working conditions and job quality in nonprofits. And so that's why we care about building a silo busting community and an organized constituency where together we can advance our sector and also advocate for our workforce together. We need to be an organized constituency for the nonprofit workforce, and that's what we're striving toward.

5. **COLLABORATION:** we partnered with aligned funders and 'infrastructure groups' as you heard me listing off many of them when I talked about our California work a minute ago, and that was at the local, state and national level. And on our advocacy activities around H.R. 9495 as well, which I'm going to talk about in a moment.

So, in 2025, we will continue to deepen and grow partnerships in California, in other regions, and at the national level. So if you want Fund the People to have a presence in your city or town or community or issue area, you know, just reach out because we are available for speaking, presenting, sharing virtually, sometimes in person, and we want to engage you and bring value to your community. So that's collaboration.

6. **CREATING KNOWLEDGE:** Last year we launched what we're calling the 'Upgrading Nonprofit Workplaces' initiative. It's a research documenting how organizations (and their funders) are effectively improving job quality and working conditions. This new research, led by my colleague Betsy Leondar-Wright, who's part of the Fund the People team. She came in through Staffing the Mission when it merged into Fund the People in 2023. So Betsy kicked-off this new research work by identifying an initial set of case studies, and engaging in a couple dozen in-depth interviews. And will be doing more of that research and hopefully sharing out some of our initial findings coming up in 2025. We'll publish some of the first findings from the Upgrading Nonprofit Workplaces Research, which will likely focus on some of our California colleagues and an amplified

research from other places in the field, which we always try to do on this podcast and elsewhere. And share with you what we're learning along the way.

So I think that's a really exciting initiative. The thinking beneath it is that we're too often talking about what's wrong and what should be different, but it's hard to bridge that gap between what's wrong and what should be. And so with this research, we're trying to look at who's been successful at improving nonprofit workplaces and what did they do, and what works, and what doesn't work so well, and what does it take? And we're hoping to get perspectives not only from funders and executives directors of nonprofits, but also from, line staff, working class folks, program staff, junior level people, an array of stakeholders within organizations, if possible, to really understand what some of these changes have meant so that we can understand what works.

7. **CONDITIONS FOR ADOPTION:** By this I mean adopting talent investing principles and practices. In the past, we've done consulting to help funders develop their talent investing strategies. This year, this last year, we piloted the Talent Justice Pledge, a five-point public commitment to investing in an equitable, effective, enduring nonprofit workforce. Nearly 50 individuals and organizations signed the pledge, during our California Talent Justice Summit, and the pledge will become available more widely next year. We'll be rolling-out this pledge nationally, inviting you to take the talent justice pledge and take action based on the pledge. And we'll provide a supportive peer community to help pledge signers navigate the challenges they face in adopting and adapting talent-investment principles and practices in their work. So it's really exciting. And I want to thank those who signed the pledge during the summit, and we're excited to share it with more of you who are listening now and those listening well into the future hopefully will be able to find the pledge easily on our website fundthepeople.org and sign it yourselves.
8. **CHAMPIONING:** In 2024 we mobilized nonprofit leaders in a successful effort to defend the social sector against H.R. 9495, which we reframed as the "Nonprofit-Killer Bill". This bill would have empowered the Treasury Department and the IRS, as I mentioned earlier in the show, to declare any nonprofit they wanted to a terrorist supporting organization and to strip it of its legal, tax exempt status without having to offer evidence as to why they're being accused of being a terror support organization, and without adequate due process to challenge these accusations.

This was a very dangerous bill that had a lot of support initially. It had all but one Republican in the House of Representatives voted yes for this, and many Democrats voted for it as well. Initially, 52 Democrats voted yes on the bill earlier in the fall. And then when a lot of us mobilized against it in the nonprofit sector and more broadly, we were out there as Fund The People, really working to mobilize you and others around the field to call your representatives and call your senators later on. And through that public pressure and awareness building, we helped flip the vote: so of those 52 Democrats that voted for yes initially, when it came back up again only 15 of them voted

yes a few weeks later. So we were able to shift 37 or so votes from yes to no in a fairly short time period. That demonstrated the power of our sector when we speak out. And there were certainly groups on the Hill lobbying, there were groups that produced statements of opposition and that was very, very important. It was important for the Council on Foundations, Independent Sector, the National Council of Nonprofits and the United Philanthropy Forum to come out with a joint statement opposing the bill. It was important for the ACLU to come out with a statement with hundreds of other rights groups opposed to this, and there were others. And I thank them for those important statements and the lobbying and advocacy that was behind those.

We need to be having those direct conversations with staffers on the Hill and with elected officials. We need our representatives of the sector up on Capitol Hill, but we also need to be mobilizing the field all across the country, people who are never going to get to Washington, people who are not connected to these beltway efforts, but who have something to say and who have an important voice, an important role in our sector. This proposed legislation was passed by the House. It succeeded in the House. Fortunately, it never went very far in the Senate. It was never brought up for a vote in the Senate. And I thank Senator Chuck Schumer and his leadership and the team around him for not bringing it up for a vote. When the 118th Congress ended in December 2024 the bill died with the end of that term of Congress, and I'm thankful that it is dead and buried. To help inform the field throughout the fall, we compiled materials about the bill, how the votes were going, statements of opposition, analysis of the bill, and most importantly, what actions people could take. We put all of this into a free online toolkit, and it became a valuable resource to a lot of folks.

So in 2025, we anticipate, as I mentioned in the first half of the show, that political attacks and policy attacks on the nonprofit sector and on philanthropy will be continuous. We also anticipate that the struggle for improved state and municipal contracting to nonprofits will continue, if not intensify this year, as there will likely be budget cuts in federal services and programs, creating more need in communities and less resources coming from the national level.

So, we've revamped our HR 9495 toolkit, which now offers a roundup of some of these "context clues" about how the Trump administration will behave toward nonprofits. I'd encourage you to take a look at that, and we'll include a link in the show notes. We hope to convene some of the local advocates for our workforce from across the country for relationship-building, sharing war stories, tactics and solutions, and building more of a unified front for our sector. We will keep you informed about these developments here on the podcast, on linked-in, and through our email list.

I invite you to follow me and Fund The People on LinkedIn and we'll be providing updates there, just as we did last year, about any anti-nonprofit or anti-philanthropy legislation or other developments. We will be ready to mobilize our community in

defense and support of a strong nonprofit workforce, a strong nonprofit sector, and a robust philanthropic and government funding landscape.

We will remind America that the First Amendment is key to making nonprofits possible – and that nonprofits are key to making the First Amendment a reality. We can defend and build a stronger nonprofit sector, and, when we do, we will be defending and building a stronger democracy.

9. COMMUNICATIONS: One of the communications things we did last year was we published 23 podcast episodes, spanning our seasons 5, 6 and 7, featuring an amazing set of leaders, ideas, data and tools to help everyone invest in the nonprofit workforce. And you can check those all out if you haven't listened to them. Our first five episodes of 2024 were some of my solo Rants and Reflections episodes which contained some, I think, important and useful ideas. So I encourage you to check those out. We'll put a link to the show in the show notes, but since you're listening to it, you should be able to get to it.

<https://podcasts.apple.com/us/podcast/fund-the-people-a-podcast-with-rusty-stahl/id1531813289>

Ok, so in 2025, we will ramp-up our communications capacity, which I'm really excited about. We will continue our podcasting, and will leverage the content we create here on the show so that it reaches more people more easily in more places, including people who don't listen to podcasts. We hope to improve our website for easier navigation to help you find the resources you need more easily. And we will seek more earned media coverage, which my colleague Betsy Leonda Wright, has been encouraging me to think about and to do. And so we'll be building more communications tools like that to amplify our mission, our message and our influence.

So I'm very excited about all the potential for Fund the People in the year ahead, despite how, you know, once again, unstable and scary some of the things going on are. And I look forward to engaging you in this work where it makes sense for you and where Fund the People can bring value to you and your work.

Now, at the beginning, I promised I'd share a bit of what you can expect from Fund the People podcast this year, so thanks for sticking with us here. I'm just going to wrap up by sharing a little bit about what's coming up on the show.

As Season seven rolls on in the coming weeks, we'll continue to publish weekly on Wednesday mornings while we are in season and then we generally take a longish break in between seasons. We will have episodes featuring some of the amazing presenters and participants from our California Talent Justice Summit, as well as others working nationally and in other communities.

We'll continue to highlight diverse voices from nonprofits, foundations, research and intermediaries that support the field. So in the coming weeks, our guests include three of our

presenters from the summit. As I indicated earlier, Geoff Green is CEO of the California Association of Nonprofits or CalNonprofits, and he'll be sharing why their association focuses on public policy at the state level, rather than skills trainings or capacities for their members, which many of the state nonprofit associations do. He will share some about their public policy agenda, and the complexity of relationships between nonprofits and government at the state level. The episode was recorded in late 2024, before the wildfires, so it does not touch on how nonprofits are being impacted or responding to this tragedy – hopefully we will have something on that for you another time.

Another upcoming guest is Arum Lee Lansel, from All In 4 Impact. She's a consultant who works with nonprofits to strengthen their internal HR systems and supports for staff. She shares her Thrive Framework, which helps organizations to stabilize, support, and sustain their employees. Arum is a really cool person, she has worked in philanthropy, in nonprofits, in venture capital, and she brings all of those perspectives to this question of how can nonprofits better support their staff.

The last guest I'll mention (but certainly not the least) is Nneka Payne, Executive Director of Choose 180, a youth serving organization in the Seattle area. During the pandemic, Choose 180 set a floor for annual wages for all employees of \$70,000 and has sustained and increased this floor for years now. Nneka shares why they did it, how they did it, how they worked with their funders, including government funders, to make this work and the difference it is making for their team members and the young people who they serve. This is a people of color led and focused organization. It is an incredible story and Nneka brings it. She brings energy, she brings humor, she brings commitment and it's just an incredible example of what organizations can do.

So in the coming weeks and throughout 2025, stay tuned for these incredible guests and more from Fund the People and your Fund The People Podcast! Be sure to subscribe, give us 5 stars in Apple Podcasts, and share the podcast with your work friends. I'll talk to you soon!

OUTRO

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