



MAIA Philanthropy Ethos

MAIA partners with a generous, dynamic, and diverse group of stakeholders who provide the essential resources that make our work possible. MAIA's mission and approach are bold. We are inspired by the courage of Girl Pioneers who are inserting their voice and perspective in spaces that were previously inaccessible. We aspire to mirror this same courage throughout MAIA, including our relationships with investors like you.

As a preamble to this conversation, below are MAIA's values and how they apply to our engagement with our donor community:

- **Honesty**—We see this as the bedrock of a trusting relationship. We will be straight with you and hope that you can feel that same safety to reciprocate.
- **Perseverance**— We will exhaust all possible options before giving up, and this includes our resource development.
- **Responsibility**— We do everything possible to deliver on our promises. We will acknowledge when we have fallen short.
- **Teamwork**— We are in this together and aim to create powerful cross-cultural synergies through your connection to our work.
- **Respect**— We come from a place of deep respect for every stakeholder in MAIA.

In the spirit of forging a powerful and lasting partnership with you, we would like to share this outline of our guiding philosophy and tenets with respect to resource development. The goal of this document is to familiarize you with MAIA and to open up the space for continued honest dialogue. We invite you to share your own version of this with us.

Important information we feel you should know about MAIA:

- **MAIA is a learning organization.** We will make mistakes, admit them, and learn. As an organization centering on the concept of "Girl Pioneers," we try new things (as evidenced by this document). To that end, we are very appreciative of financial support of the general operations of MAIA. This type of unrestricted funding allows our incredible team of local leaders to leverage the full might of their creativity, empathy, and leadership. Restricted funding is rarely rejected (we are realistic about our aspirations!), but we acknowledge that such funding does not always allow MAIA to maximize its ability to respond quickly to emerging variables and needs. If restricted, we would appreciate a dialogue to minimize the administrative impact on MAIA's resources.
- **We aspire to always maintain a focus on Girl Pioneers and families.** We strive to put the Girl Pioneers and families first. We strive to present Girl Pioneers as the protagonists of this incredible journey. The design of our communications and interactions with donors is informed by the [drama triangle](#). It is often difficult to balance diverse interests when funding is involved. We make mistakes along the way, and defer to the local staff, Girl Pioneers, and families to help guide us during this perpetual learning process.

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- **Our organizational design is a little different.** In the same spirit of pioneering, MAIA deviates from the more traditional, top-down structures of most international nonprofits. While MAIA rigorously complies with all the international standards of financial management and transparency, we rely heavily on a powerful group of local leaders for program design and leadership. This group of directors is from the communities we serve. Our organizational design, therefore, centers on the leadership of this group of powerful women.
 - **We are efficient, not cheap.** Leaping over 2-3 generations of incremental change requires resources. Rather than comparing program expenses to the bottom (often underperforming) interventions, MAIA compares its expenses to the top (highest-performing) situations. For example, we compare our costs/results to high-achieving private schools in Guatemala instead of local public schools. We will be candid about the costs of our program but invite you to think critically about the cost-benefit ratio when you choose to make cost comparisons.
 - **We are interested in making the donor-organization relationship more powerful.** MAIA is informed by the [Awareness Accord](#). This framework inspires investors and organizations to acknowledge and overcome the often-unacknowledged power dynamic that can impede impact.
 - **Not every opportunity is our opportunity.** When an opportunity presents itself (a training, an internship, an event, etc.), we rely on our colleagues who are closest to MAIA Girl Pioneers and families to make sure the match is mutually beneficial. They juggle a myriad of tasks and variables and carefully consider the questions of timing, relevance, and impact of each possible opportunity. At times, the “match” is simply not there.

We hope that this document inspires open dialogue about how we can all continue to learn and grow through this engagement. We welcome your thoughts about your own motives and goals for this relationship.

If you are interested in learning more about yourself as a philanthropist and support our team to keep you informed, inspired, and connected to the impact of your donation to MAIA we invite you to complete our 8 question **“What Type of Philanthropist Are You?”** Quiz.

[Take the Quiz](#)



MAIA
www.maiaimpact.org