



MAIA'S PHILANTHROPY ETHOS

At MAIA, we partner with a generous, dynamic, and diverse group of stakeholders who provide the essential resources that make our work possible. We maximize and amplify women's transformative power to create a society with equity and opportunity. We are inspired by the courage of Girl Pioneers who insert their voice and perspective in previously inaccessible spaces. We aspire to mirror this same courage throughout our organization, including our relationships with donors and partners like you.

Below are our organizational values and how they apply to our engagement with our donor community:

- **Honesty**—We see honesty 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 regarding resource development. This document aims to familiarize you with our organization and open the space for continued honest dialogue. We invite you to share your version of this with us.

Important information we feel you should know about us:

- ➔ We are a learning organization led by Indigenous women. We embrace learning by trying new approaches and acknowledging mistakes. Unrestricted funding allows our team of local leaders to fully leverage their creativity, empathy, and leadership. While we accept restricted funding, we appreciate a dialogue to minimize administrative impacts and maximize flexibility in addressing emerging needs.
- ➔ We are girl and woman-centered. Girl Pioneers are the protagonists of our organizational journey. Our communications and donor interactions are designed to avoid perpetuating the hero-victim narrative. Instead, we elevate the voices of Girl Pioneers and their families, who guide us in this continuous learning process.

→ Our organizational design is innovative and community-centered. At MAIA, we operate as a legally registered organization in both the US and Guatemala. Our leadership structure centers on Indigenous women from the communities we serve. This ensures authenticity, accountability, and a grounded perspective in all we do.

→ We are effective, not cheap. Achieving generational transformation requires significant investment. Rather than comparing program expenses to the bottom (often underperforming) interventions, we compare our expenses to the top (highest-performing) situations. This ensures that our programming reflects the highest standards for impact and results. 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 prioritize trust and mutual respect in donor relationships. We are inspired by Trust-based Philanthropy and Community-Centric Fundraising frameworks, which emphasize collaboration and dismantling power dynamics that can hinder impact. We aim to strengthen partnerships by fostering transparency and shared ownership of goals.

→ We ensure alignment with our mission in all opportunities. Any opportunity (e.g., training, internships, events) is carefully evaluated by our team closest to MAIA Girl Pioneers to ensure its timing, relevance, and impact align with our mission. Not every opportunity is the right fit, and we rely on this thoughtful process to maintain our focus on long-term success.

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

RESOURCES:

- Trust-Based Philanthropy
- Community-Centric Fundraising
- Breaking the Hero-Victim Narrative in Philanthropy (We Are for Good Podcast)
- Mutual Agreements for Funders and Nonprofits (article)
- The Awareness Accord (video)



MAIA

www.maiaimpact.org

