

FUNDRAISING INTELLIGENCE YOU DON'T HAVE TO OPERATE

Grant intelligence *for every* mission.

Tell Kindora what you're trying to do. *It already knows you, and every funder.* Starting at \$0.



FOR FUNDERS, FOUNDATIONS, EDS & FIELD PARTNERS

17 SLIDES · 12 MINUTES · MAY 2026

FEATURED BY ANTHROPIC

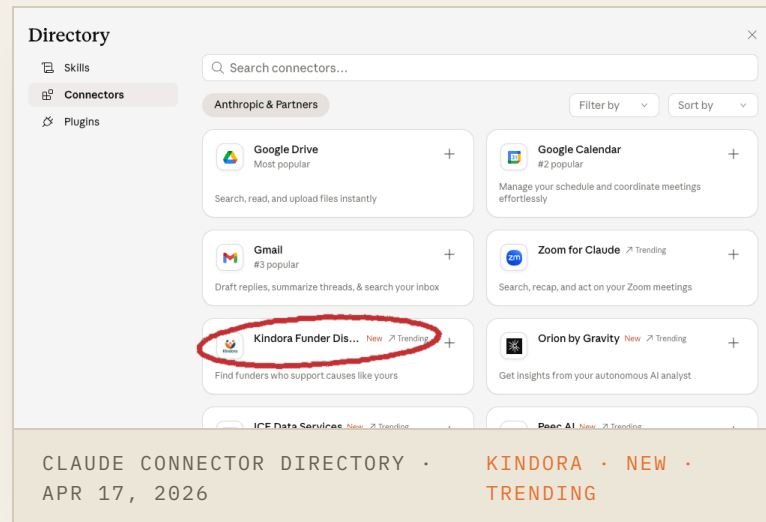
TRENDING #5 AT LAUNCH · CLAUDE

PBC EST. 2025

THE INFLECTION

Nonprofits found us *inside Claude*, and stayed.

On April 17, 2026, Kindora launched as an MCP connector in the Claude marketplace and trended **#5 across all apps** that week — alongside Gmail, Drive, and Zoom. Anthropic published a case study. **Zero paid marketing.**

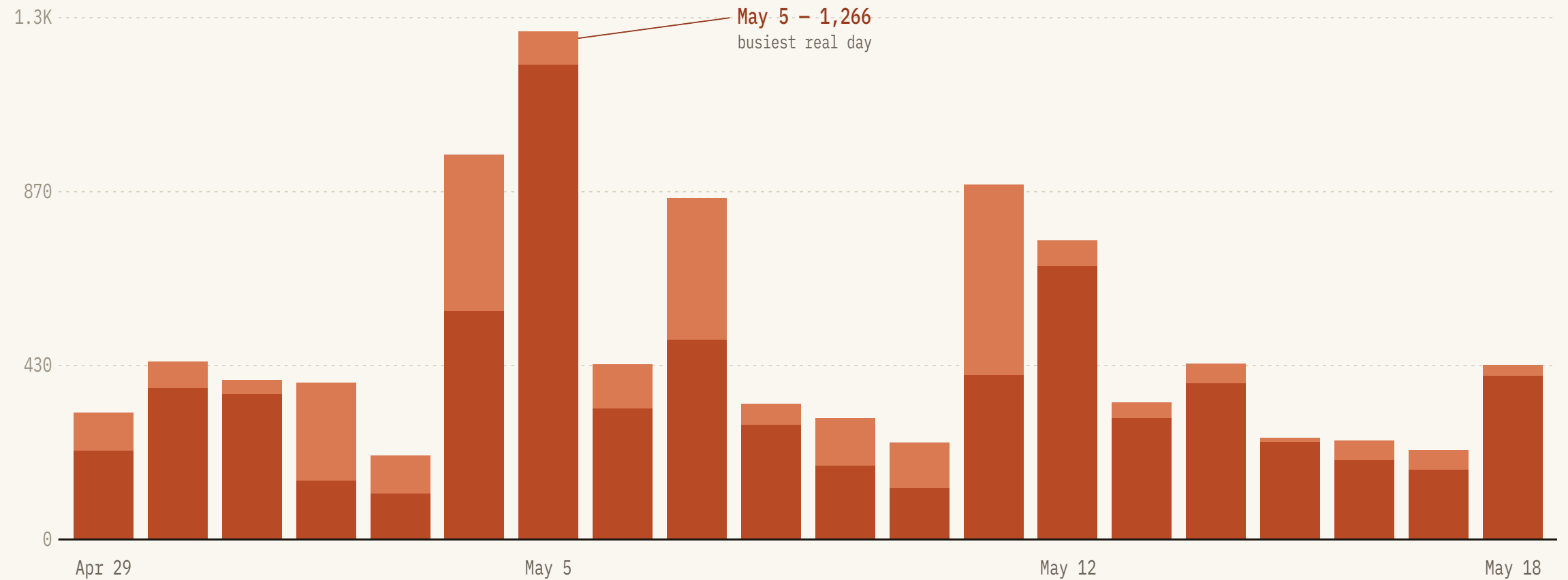


AND THE POWER USERS KEPT PUSHING

Intelehealth sent a gap analysis — we shipped country filters and a confidence score. **Open Food Facts** filed bug reports. An **ocean-conservation** writer built a landing page on our results.

REAL MCP CALLS / DAY · APR 29 → MAY 18

~9,700 real external calls · peak May 5



■ Via Claude / Anthropic · 7,208 ■ Other MCP clients · 2,511

~9.7K

REAL EXTERNAL MCP CALLS

637

NEW ORGS SINCE LAUNCH

851

NEW USERS SINCE LAUNCH

#5

AT LAUNCH · CLAUDE MARKETPLACE

Real external calls only – internal uptime monitoring and in-process backend traffic excluded, and request fingerprinting began Apr 29. Distinct human users aren't derivable: Anthropic's shared egress collapses all Claude.ai users behind a handful of IPs.

MISSION

Built for the 85% priced out of professional fundraising tools.

PBC CHARTER · ARTICLE III, VERBATIM

"The purpose of the Corporation is to engage in any lawful act or activity for which corporations may be organized under the Delaware General Corporation Law, and to democratize philanthropic giving to under-resourced nonprofits."

FILED JULY 15, 2025 · DELAWARE SEC. OF STATE

85%

of nonprofits are **priced out** of the funder-research tools that fundraising professionals take for granted — and they're disproportionately the organizations closest to the communities they serve.

- 01 Full-feature platforms cost \$300-\$500/mo with mandatory annual contracts.
- 02 77% of Black-led nonprofits operate on under \$500K a year. The math doesn't pencil.
- 03 Kindora is a Delaware PBC. Our charge is legal, not marketing — democratize philanthropic giving.

An executive director spends **60%** of her week looking for money instead of doing the work.

The funding exists. **\$120B in foundation grants. Hundreds of billions in federal grants.** But finding the right grant — and writing it well — has stayed a manual, expensive, time-consuming job. **And every new tool comes with its own learning curve, paid for in the same scarce hours.**

- 01

40–80^{hrs}

PER GRANT OPPORTUNITY

A full week of work — prospecting, scoping, formatting — just to build the list. Multiply by every cycle.

- 02

61%

STILL ON SPREADSHEETS

The majority of nonprofits track their fundraising in Excel. The professional tools are **5x their software budget.**

- 03

\$300–500^{/mo}

FOR FULL-FEATURE PLATFORMS

Annual contracts required. Lower-cost databases exist, but mostly stop at search.

THE NEW OPERATING MODEL

Ask for an outcome. Get a result.

Most tools stop at search. Kindora doesn't make you operate anything — you say what you're trying to do, and structured results come back: match cards, drafts, network maps, prospect lists. Edit them, approve them, or take the wheel.

01 / DISCOVERY

"Find me funders for foster-care youth in California."

Hellman Foundation 92

S. H. Cowell Foundation 71

+10 more, sorted & sourced

RETURNS: RANKED MATCH CARDS · 12 RESULTS

02 / DRAFTING

"Draft my LOI for the Hellman Foundation."

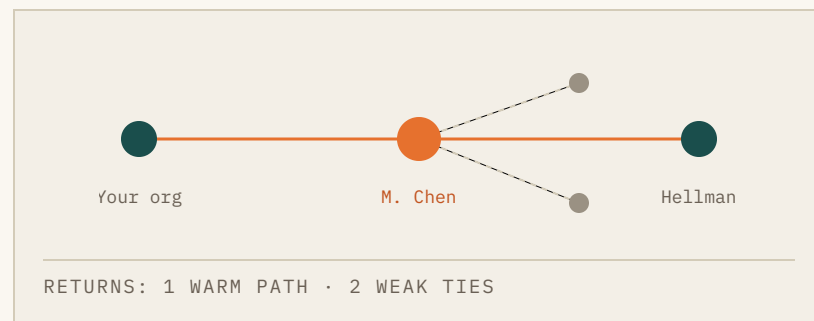
LETTER OF INTENT · V1 DRAFT

Grounded in Hellman's 2024-25 giving · 14 sources cited

RETURNS: EDITABLE DRAFT + INTEL BRIEF

03 / NETWORK

"Who on my board knows this funder?"



04 / DONORS

"Which lapsed donors should I re-engage?"

J. Walker · last gift \$5K · 2023 A

R. Marsh · last gift \$1.2K · 2024 A

+14 prioritized, with cadence

RETURNS: PRIORITIZED LIST + OUTREACH PLAN

YOU STAY IN CONTROL Every result shows its sources. Switch to **manual search and sort** any time — power users keep the wheel.

Industry benchmark · 40 hrs per opportunity → **90 min, real case †**

† 90 MIN: SALLY STEELE, OUTDOORITHM COLLECTIVE (FOUNDING DESIGN PARTNER) — CALIFORNIA HUMANITIES \$5K QUICK GRANT, FEB 24, 2026

— CORE FEATURE

Funder matches that *think like* a program officer.

Tell Kindora what your programs are. It returns funders that fit — each one scored across mission, geography, giving history, and program-level alignment, with the reasoning shown. No search interface to master.

- Semantic search — meaning, not keywords
- Board network mapping — warm paths
- Federal grants discovery — beyond foundations
- Peer discovery — who funds orgs like yours
- Geo & demographic filters
- Weekly digest — open now, fits you

175K+
U.S. FOUNDATIONS

6.7M
GRANT RECORDS

50K
URLS SCRAPED WEEKLY

The screenshot displays the 'Prospect Briefing Book' interface. At the top, it shows 'KINDORA · BRIEFING BOOK' and 'OUTDOORITHM COLLECTIVE · 30 PROSPECTS SCORED'. The interface includes a sidebar with navigation options like 'Dashboard', 'Find Funders', and 'Briefing Book'. The main content area features an 'Executive Summary' with a line chart showing 'Average Score' (79.6), 'Open Programs' (45), 'Briefs Completed' (5), and 'Total Prospects' (30). Below this is a 'Top Prospects' list with 10 entries, each showing a score, funder name, location, and grant amount. A 'Kindora AI' button is visible in the bottom right corner of the interface.

— UNIQUE TO KINDORA

Ask once. Get the *whole package.*

A complete strategic briefing on any funder — generated from verified giving data and current-year context, in one ask. The analyst's deliverable, without the analyst.

- **Deep-dive analysis** — 990-PF data, recent grants
- **Meeting guide** — talking points, do's, don'ts
- **Letter of Intent** — draft, edit-ready
- **Funder snapshot** — what they fund & how
- **Outreach email** — funder-specific, your voice
- **Concern flags** — where to be careful

10–20 hrs

REPLACED PER BRIEF

5 docs

STRATEGIC PACKAGE

REPLACES 10–20 HOURS OF MANUAL FUNDER RESEARCH PER BRIEF

● INTEL BRIEF · THE HELLMAN FOUNDATION GENERATED · 47S · 5 DOCUMENTS

#1 **84** SOCIAL & ENVIRONMENTAL ENTREPRENEURS (SEE) INC
GOOD FIT
\$30.0M 1prog. ^

📍 CALABASAS, CA

Social & Environmental Entrepreneurs (SEE) Inc shows strong alignment with Outdoorithm Collective’s California-based, BIPOC-centered outdoor access and stewardship model, particularly given SEE’s heavy California grantmaking footprint (22.3% of total dollars; 108 grants) and its core focus on environmental conservation and community development. Outdoorithm’s work also maps to SEE’s collaboration/network-building orientation and its demonstrated support for environmental justice and community coalitions. The main uncertainty is pathway: SEE is not only a traditional funder but also a fiscal sponsor/regrant intermediary with program-specific funding (e.g., EPA Region 9 EJ Thriving Communities). If Outdoorithm can credibly frame the work as environmental justice/community-based environmental outcomes on public lands (not just recreation), the opportunity is worth pursuing with a mid-sized request in the \$40k–\$80k band and a clear, outcomes-driven project scope.

Best Pathway: Environmental Justice Thriving Communities (EPA Region 9 Grantmaker) — position Outdoorithm as an environmental justice/public-lands access and stewardship intervention in California (Region 9), with measurable community-based environmental outcomes (park access, stewardship participation, agency practice change) rather than as a general outdoor recreation program.

FIT ANALYSIS

<p>📍 GEOGRAPHIC FIT 92</p> <p>Geographic fit is very strong. SEE’s actual 990-based grant history shows California as the top-funded state by both dollars and count (22.3% of...</p>	<p>📄 ORGANIZATIONAL FIT 70</p> <p>Organizational fit is directionally positive but constrained by missing fundamentals (budget, staff headcount, founding year). SEE’s grantmaking dat...</p>	<p>📈 FUNDING ODDS</p> <p>SEE’s national scope and substantial grant volume (477 grants totaling \$30.0M across 2023–2025) suggest meaningful throughput and potentially...</p>
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📁 GRANT PROGRAMS (1)

Environmental Justice Thriving Communities (EPA Region 9 Grantmaker) Open

SEE (Social and Environmental Entrepreneurs) is a selected Region 9 Grantmaker for the EPA’s Environmental Justice Thriving Communities Grantmaking Program (by the Inflation Reduction Act). SEE and partner grantmakers will distribute funds to support environmental justice projects across EPA Region 9.

Apply ↗

01 DEEP DIVE

02 SNAPSHOT

03 MEETING GUIDE

04 OUTREACH

05 LOI



— ONLY ON KINDORA

Rehearse the conversation, *before the meeting.*

Ask Kindora to rehearse with a funder, and it builds the room. AI personas drawn from **public giving history and published priorities**, voice-mode conversation, and an 8-dimension coach scoring what landed.

- Real funder personas — built from real data
- Voice-mode rehearsal — talk, don't type
- 8-dimension scorecard — granular feedback
- Coached follow-ups — what to say next

"There is an art to communicating in rooms where money moves. We are closing the gap between knowing the work and being able to talk about it in ways that get it funded."

PITCH PRACTICE · SESSION COMPLETE

PERSONA: THE HELLMAN FOUNDATION · 12M 04S

Post-session scorecard

VOICE REHEARSAL · FEEDBACK

78/100 OVERALL PITCH SCORE
Strong — refine the ask



– THE TRUST PILLAR

Agentic *by default*. Manual whenever you want.

Nonprofit leaders are accountable to boards, auditors, and funders for what gets submitted. Kindora is built for that: every answer is sourced, every action is approvable, and the wheel is always within reach.

– 01

See every source.

Every match, draft, and recommendation shows the underlying data it used — 990-PFs, board rosters, prior gifts. Click any claim to inspect the trail.

"Based on 14 sources"

990-PF · Board overlap · 2024 grants

– 02

Approve before it ships.

Outbound actions — emails, applications, status changes — sit in a pending queue. Nothing leaves your account until you say yes. Reversible by default.

⦿ 3 pending approvals

Approve · Edit · Discard

– 03

Take the wheel, any time.

Manual search. Manual sort. Manual draft. One click switches the surface from agentic to direct manipulation — for the comparison and analysis tasks where it matters most.

Agentic · **Manual**

Power users keep agency

“ The user is the *orchestrator*, not the operator. Scoped delegation, verifiability, reversible defaults, the ability to verify what was done on your behalf.

– A16Z, "AGENCY BY DESIGN," 2026 · THE PRINCIPLE KINDORA IS BUILT ON

BEYOND GRANTS

Most of philanthropy is *individual giving*. We help nonprofits see the donors already in their orbit.

Individual giving is **72% of US philanthropy**. Kindora's enrichment pipeline turns a nonprofit's CRM into a scored, segmented database with cultivation plans — a \$10K–\$50K product line in production today.

CASE STUDY · SAN FRANCISCO EDUCATION FUND

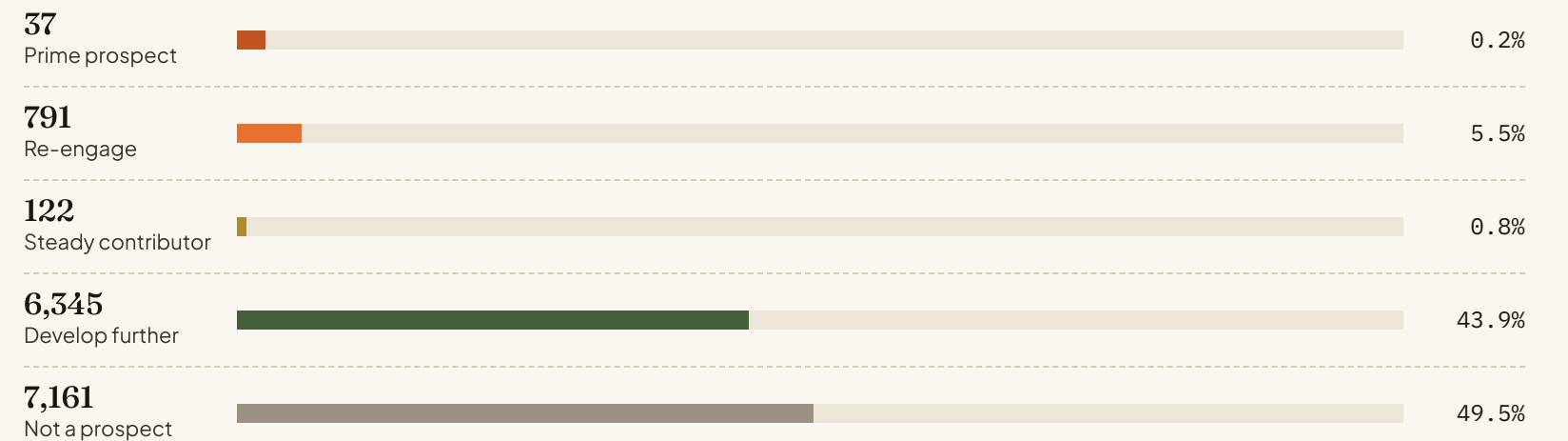
18,970 donor contacts → a prioritized board-level cultivation plan.

Q1 2026 engagement

18,970 CONTACTS INGESTED	81% ENRICHED & SCORED	9 DATA SOURCES FUSED	37 PRIME PROSPECTS SURFACED
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PROSPECT SEGMENTATION · SF EF (ANONYMIZED)

● LIVE



14,456
ENRICHED (81%)

1,324
MAJOR-DONOR TIER (9.2%)

7,431
MID-LEVEL (51.4%)

"There are matches in here I'd never heard of — and they're an ideal fit."

LAURA KING · SAN FRANCISCO EDUCATION FUND

– PRIVACY & CONSENT **Nonprofit-controlled, always.** We never sell donor data. No foundation sees a grantee's donor pipeline. Enrichment runs only with the org's explicit consent.

ENTERPRISE

Buy Kindora for your *whole portfolio* — and let go of the part you don't fund.

Three *guardrails* on every enterprise deal.

01 Grantees control their accounts.

Foundations cannot see what their grantees are searching for, who they're pursuing, or what their strategy is.

02 The whole point is diversification.

We help grantees find *other* funders — beyond the foundation that bought the license. Dependency is the failure mode.

03 We test every deal: shift power or look like it?

If a foundation wants to monitor grantee activity or constrain pursuits, we walk away.

FIRST NAMED PARTNER

Camelback Ventures

Active fellowship cohort (Justin, Class of 2026). Portfolio license in scoping.

Per-org pricing, *volume-discounted*.

10-30 GRANTEES

Core enterprise tier

\$500

per org / yr

31-75 GRANTEES

Volume tier • 20% off list

\$470

per org / yr

76+ GRANTEES

+ donor intelligence add-on available

Custom

\$10K-\$50K add-on

Platform fee for foundations with 20+ grantees: \$2.5K-\$5K/yr (portfolio dashboard, dedicated onboarding, annual impact report).

Multi-year incentives apply.

COMPETITIVE POSITION

The only platform that *spans* grants and donors — with the deepest workflow inside Claude.

Instrumentl will match us on weekly opportunities. DonorSearch will match us on wealth signals. **No one matches us on both — and only Kindora runs the full grant workflow inside Claude.**

	KINDORA	INSTRUMENTL	CANDID	GRANTSTATION	DONORSEARCH / IWAVE
Entry price	\$0 forever	\$179 / mo	\$37 / mo	\$95-199 / yr	\$1K-\$5K+ / yr
Agentic interface (ask → output)	✓ · Full workflow (discovery → donors)	drafting only (Apply)	—	—	—
Inside Claude (MCP)	✓ · Full workflow · #5 at launch	—	✓ basic search, beta	—	—
Weekly opportunity feed	✓ + full pipeline	✓ + database	database only	database only	—
Funder-tailored drafting	✓ · Full drafts	answer resurfacing	LOI writer	—	—
Intel Briefs (5-doc package)	✓	—	—	—	—
Pitch Practice (voice + coach)	✓	—	—	—	—
Individual donor enrichment (9-source)	✓ · dashboards + plans	—	—	—	static wealth screening
Annual contract required	Never	Required	Annual default	Required	Required
Years in market · brand maturity	Since 2025	✓ 7+ yrs, established	✓ decades	20+ yrs	10+ yrs

We're new. The incumbents have deeper databases and longer histories — and they were built when the cost of intelligence was high. Kindora is built for the cost curve that came after.

WHERE WE ARE, TODAY

A live product, used *every day*, by the people we built it for.

Four weeks from the Claude launch to **1,015 organizations and 1,454 users** — with a published Anthropic case study and a fast-growing base of organizations. Almost all of it word-of-mouth.

1,015

ORGANIZATIONS · LIVE, MAY 2026

1,454

USERS · ~60% JOINED SINCE LAUNCH

#5

CLAUDE MARKETPLACE · AT LAUNCH

“

As a solo founder with no staff, Kindora helped me target the right funders and draft applications in a fraction of the time. **74 grants submitted, \$100K raised in year one.**

“

Kindora is very cool. I am helping people at the Sunset Post [...] find funding opportunities to help them sustain. **Kindora made the search incredibly easy.**

“

Kindora offers the ability to search for program-related investments (PRIs) too. **I have never seen a database this rich of funders across multiple asset classes.**



Sally Steele

FOUNDER & CEO · OUTDOORITHM COLLECTIVE *(Founding design partner · spouse of co-founder Justin Steele)*



Fiona Maazel

NOVELIST & ADVOCATE · SUNSET POST · QUOTE USED WITH PERMISSION



Joanne Sonenshine

FOUNDER, CONNECTIVE IMPACT · LINKEDIN, APRIL 18 2026

BACKED BY



FEATURED IN



CASE STUDY



WHY US

Built by people who've been on *both sides* of the grant table.

Justin spent nearly a decade directing philanthropic capital at Google.org — the buyer's seat. Karibu architected the platform from the operator's seat. The PBC structure is not branding; it's filed.

MISSION, FILED WITH THE STATE

"...to democratize philanthropic giving to under-resourced nonprofits."

DELAWARE CERT. OF INCORPORATION · ARTICLE III



Justin Steele

CO-FOUNDER & CHIEF EXECUTIVE OFFICER

Directed **\$698M in philanthropic investments at Google.org** over nearly a decade. Led the Americas portfolio. Deputy Director at Year Up. Consultant at Bain & Bridgespan. Harvard MBA / MPA, UVA engineering.



Karibu Nyaggah

CO-FOUNDER, PRESIDENT & CHIEF PRODUCT OFFICER

Operations Director at **Meta — leading AI Transformation** for the Ops team. Co-founded Sinapis, scaling programs for 7,000+ entrepreneurs across 6 countries. Chief of Staff at Alphabet's Loon. World Bank consultant. Harvard MBA.

PLANS

Priced for the 85% — built for everyone.

Full-feature grant platforms can start at \$179/month with annual contracts. Kindora starts at zero — and **every credit is work done for you:** an application drafted, a funder researched, a pitch coached.

<p>— 01 / EXPLORE</p> <h2>Explore</h2> <h1>\$0</h1> <p>NO CARD REQUIRED</p> <ul style="list-style-type: none"> + 175K+ funders + 3 Intel Briefs + 150 credits — ≈ 1–2 applications + Full search 	<p>— 02 / STARTER</p> <h2>Starter</h2> <h1>\$25</h1> /mo <p>OCCASIONAL GRANT-SEEKING</p> <ul style="list-style-type: none"> + 6 briefs / month + 250 credits — ≈ 3 applications + 2 seats + Pipeline view 	<p>MOST POPULAR</p> <p>— 03 / GROWTH</p> <h2>Growth</h2> <h1>\$49</h1> /mo <p>ACTIVE, ONGOING FUNDRAISING</p> <ul style="list-style-type: none"> + 10 briefs / month + 500 credits — ≈ 5 applications + 3 seats + Full pipeline + network mapping 	<p>— 04 / PRO</p> <h2>Pro</h2> <h1>\$199</h1> /mo <p>TEAMS, MANY PROGRAMS</p> <ul style="list-style-type: none"> + 30 briefs / month + 2,000 credits — ≈ 15 applications + 8 seats + Collaboration + exports 	<p>— 05 / CONSULTANT PLUS</p> <h2>Consultant Plus</h2> <h1>\$399</h1> /mo <p>FOR TEAMS & AGENCIES</p> <ul style="list-style-type: none"> + 60 briefs / month (pooled) + 4,000 credits (pooled) + 12 seats · 10 orgs + White-label + API + Solo plan from \$99/mo
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<p>— ENTERPRISE</p> <h2>Foundations & networks</h2>	<h1>\$500</h1> <p>PER ORG / YEAR · 10-75+ ORGS</p>	<h1>\$10K–\$50K</h1> <p>WHITE-GLOVE DONOR-INTEL ADD-ON</p>	<h1>3 guardrails</h1> <p>ON EVERY DEAL</p>	<p>TALK TO JUSTIN →</p>
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- THE ASK

Help us close the gap between proximity *and power*.

1,015 organizations and 1,454 users found us in four weeks, most by word-of-mouth. Camelback, Anthropic, and dozens of fundraisers told us the same thing: this is the moment to build the philanthropy data backbone.

[Book a 20-minute demo](#) →

HELLO@KINDORA.CO

KINDORA.CO · START FREE, NO CARD

CLAUDE.COM/CUSTOMERS/KINDORA

- APPENDIX · OBJECTIONS WE'VE HEARD

What thoughtful skeptics push back on, *and what we say.*

These are real critiques from people who watched the launch closely. We engage them on the merits — these are the answers we use in the room.

- 01

"Funding partnerships aren't found — they're grown."

Craig Pollard · altFund · 30+ yrs in civil society

Agreed — and we don't replace the relationship, we equip you to start it. **Board-network mapping** shows the warm path, **Pitch Practice** rehearses the conversation, **Intel Briefs** give you the language. The match is a starting line; the cultivation is still yours to do.

- 02

"I got a more useful response from Claude directly."

Jason Schraub · Chief External Relations Officer

Vanilla Claude doesn't see **live funder data** — open deadlines, eligibility today, the 50K URLs we scrape weekly. That's exactly why we shipped as an MCP connector. We're the philanthropy layer *inside* Claude, not a replacement for it.

- 03

"Are you conflating need with demand?"

Brad Olsen · Senior Fellow, Brookings

Yes — search behavior is **demand**, not need, and we're careful to say so. But it's the strongest signal anyone has on what nonprofits are *actually pursuing*. We make match quality observable; the funder still decides what to fund.

- 04

"Isn't this just another chatbot?"

The fair pushback for any agentic product, 2026

A chat box with no affordances is a bad interface — we agree. So Kindora returns **structured output**: match cards, comparison tables, drafts, network maps, prospect lists. Chat is how you ask. The answer is something you can act on.