





Proximate is a nonprofit magazine dedicated to amplifying movements for participatory problem-solving. Through journalism and convenings, we elevate stories about models that shift power to people with lived experience.

Our mission is to catalyze systemic change by producing solutions journalism that connects grassroots efforts with institutional champions.



Magic Cabinet is a private foundation that partners with nonprofits and funders, using a relational approach to build trust, strengthen collaboration, and make partnerships more joyful and lasting.

We believe that by working in solidarity, nonprofits, community, and philanthropy can build a more just and equitable world.

# 125 Stories, 60,000 readers, 5 Continents

Our readers represent philanthropy  
and grassroots leaders in **75 countries**  
around the world



125

### Stories

about trends in grantmaking  
and philanthropy

4

### Ongoing Beats

on philanthropy trends –  
Common Ground, Unlocking  
Abundance, Seeding Power  
and Proximate Brasil

10

### Media Partnerships

with philanthropy media (i.e.  
Nonprofit Quarterly, Alliance  
Magazine) and regional outlets  
(i.e. 9 Millones, Solutions Now  
Africa)

4

### Columns

by global voices – Homegrown  
Horizons, Equity Overhaul,  
Deepening Philanthropy and  
Repairing Development

13

### Convenings

for donors and grassroots  
leaders, for groups between  
10 to 100 people

3

### Languages

Produced stories in 3  
languages – English, Spanish,  
French



Over two years we launched several **beats** and **columns** that kept a steady drumbeat on questions of power and accountability.



### **Unlocking Abundance**

Exploring what's next for donor advised funds (DAFs) and the movement to ensure philanthropic dollars make a greater impact.



### **Common Ground**

Stories on how fiscal sponsorship is reshaping the relationship between funders and grassroots groups.



### **Seeding Power**

Exploring what's next for donor advised funds (DAFs) and the movement to ensure philanthropic dollars make a greater impact.



### **Proximate Brasil**

Stories about the state of trust-based and participatory philanthropy in Brazil's emergent philanthropy ecosystem.



### **Homegrown Horizons**

A look at how development is being reimagined from the ground up. Stories about community-led development, from local experiments to global shifts.

### **Repairing Development**

A series on the reckoning in global aid: moving beyond top-down intervention to center local leadership, dignity, and new development architectures.

### **Equity Overhaul**

Reflections from inside grants management—how the people who run the machinery of philanthropy can use their positional power to reshape practice.

### **Aprofundado a Filantropia**

A perspective from Brazil on deepening philanthropic coherence, learning from old harms, and funding differently.



## Spotlight

# Philanthropy in the United States

At a moment of great change, we published more than **60** stories on trends in philanthropy in the United States.

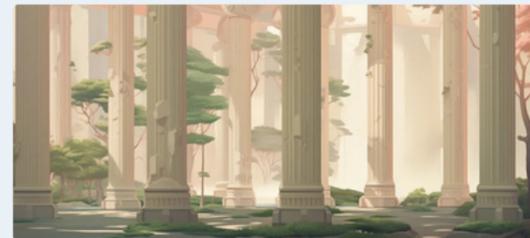
We covered topics ranging across participatory grantmaking and trust-based philanthropy, the rise of fiscal sponsorship; trends in next-gen giving and donor advising; and debates around perpetuity.

### Most-read stories:



**The Gates Foundation is Spending Down. Will Others Follow?**

[Read](#)



**Philanthropy Needs to Trust the Real Experts: The People It Supports**

[Read](#)



**Not Waiting Around: The Foundations Transforming DAFs from Within**

[Read](#)



**What's Next for the Decolonizing Wealth Project?**

[Read](#)



**Let's Build the Field of Philanthropic Advising**

[Read](#)

## Reaching readers directly

We saw **1,500 subscriptions** to our newsletter, Grassroots Grantmaking, representing more than **250 foundations** and funders. We also have 1,500 social followers, 50%+ of whom are **senior leaders** in their organizations

## Co-publishing with other media

We published articles in collaboration with **Nonprofit Quarterly, NextCity, Giving Compass** and **Alliance Magazine** – bringing new ideas to existing philanthropy audiences



# We influenced the debate, and reached philanthropy leaders directly

## Convening philanthropy leaders

We held **13 events for philanthropy and grassroots leaders**, bringing ideas about equitable grantmaking directly to more than **600 people** – including a summit on DAF reform in Seattle with Magic Cabinet



## Readers report using articles in trainings and funding decisions

“Grassroots Grantmaking helped sharpen how we think about power in philanthropy, not just practice”

The convenings created space for conversations that usually happen informally, if at all.”

“The reporting connected dots I hadn’t seen connected before. Proximate has become vital to the debate.”

# Our diverse, global team...

## Founding Team

Ben Wrobel  
Meg Massey  
Kevin McClendon

## Columnists

Isabelle Clerie  
Rachel Kimber  
Vincent Mwangi  
Joana Ribeiro Mortari

## Editors and Advisors

Chris Cartright  
Sonia Sarkar  
Sarah Wexler  
María Balcazar Tellez  
Grace Chai

## Freelance Writers and Contributors

Anna Patton  
Natalie Blackmur  
Abigail Higgins  
Kendra Hurley  
Kaila Philo  
Jennifer Krazit  
Ledys Sanjuan Mejía  
Zora Zohri  
Marcela Martins  
Rabson Kondowe  
Ayushi Vig  
Cynthia Gibson  
Rozella Kennedy  
Emily Rasmussen  
Thaddeus Squire  
Alejandra Lezama  
Sampriti Ganguli  
Kelley Buhles  
Cynthia Gibson  
Susanna Penfield



“Working with Proximate made me feel heard”



Learn more

[proximate.press](https://proximate.press)

Reach out

[hello@proximate.press](mailto:hello@proximate.press)