FUND STAGE: LAB

Awareness

Content is where strategy finds its voice—powering movements and multiplying awareness, impact, and collaboration.



The Upstream Problem

Many of the world's most effective solutions remain invisible. The challenge is not a lack of innovation or impact, but a lack of attention. Proven ministries, breakthrough collaborations, and scalable solutions exist today—yet they remain underfunded and under-leveraged because too few people know they exist.

For years, storytelling and content have been treated as overhead rather than infrastructure. In a noisy, distracted world, movements that fail to communicate stall, collaboration fragments, and duplication persists. When solutions stay hidden, capital, partners, and talent never arrive—no matter how well the work is being done.

Today, the opportunity is clear. Story is one of the most powerful and underutilized multipliers available to the Church. The challenge is no longer whether awareness drives action—but whether it will be funded and deployed strategically to scale what works.

SWGP Giving Funds unite world-class portfolio management with the Faith Driven content and community you trust—transforming generosity into impact.

Two Ways to Get Involved

Give > Make a meaningful contribution to the Awareness Fund or other giving funds in the SWGP portfolio. Every gift is amplified through shared outcomes and measurable impact.

Gather > Join Foundation Groups—online gatherings where families connect, share, and discover the problem they feel called to give to.

For questions, reach out to the SWGP Team at team@solving.org.

Learn More:

Give together. Go further.

Solving big problems requires coordinated generosity.

SWGP Giving Funds shorten the journey from passion to action. Each fund is professionally managed and vetted through trusted partners and done at scale—so generosity moves with clarity and confidence.

By reducing fragmentation and redundancy, we align experienced givers with those just getting started. Shared diligence. Aligned capital. Greater impact.

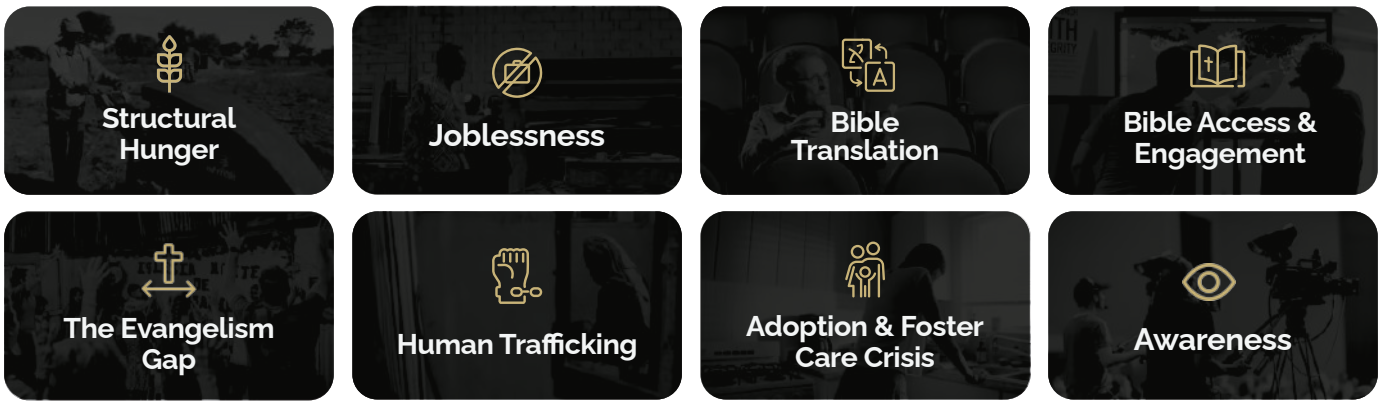
Strategic generosity beats isolated giving.



THE NUMBERS

30+	8	1	2	5
problems identified	funds launched	fund & community scaled	funds in Beta Stage	funds in Lab Stage

THE FUNDS



HOW THE FUNDS WORK

Each is a Donor Advised Fund guided by a Board of Advisors, Investment Committee, and dedicated Portfolio Manager. Administered by Trustbridge deploying both grants and investments. 100% of contributions go directly to the field when founding members cover operational costs.

Learn More:

Scan to watch our overview video