

Webinar Show Notes

Global Giving with TrustBridge and The Generosity Trust

The Generosity Trust is excited to partner with TrustBridge Global Foundation to help donors and ministries simplify cross-border giving.

KEY TOPICS COVERED

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| 0:05 | Welcome and Introduction
Lindsey opens the webinar, welcomes attendees, and introduces the partnership between The Generosity Trust and TrustBridge Global Foundation. |
| 1:08 | Who is TrustBridge?
Jamison Griffin explains TrustBridge's origin, mission, and vision: helping ministries and charities get the resources they need by eliminating barriers to cross-border giving. |
| 4:04 | Why International Giving is Complicated
The discussion turns to the compliance and administrative burdens of global giving, including expenditure responsibility and equivalency determination. |
| 4:58 | Why Direct Global Giving Matters
Jamison explains why giving directly to international ministries can create significantly more impact than routing funds through multiple layers. |
| 6:14 | How TrustBridge Works
Jamison describes TrustBridge's Switzerland and U.S. hubs, which handle compliance and enable global generosity under Swiss law. |
| 8:07 | Financial, Emotional, and Labor Costs
The conversation highlights how international giving can be expensive, time-consuming, and frustrating for donors. |
| 10:52 | Real-world Stories of Impact
Jamison shares stories of helping donors support ministries in Uganda and Paris, showing how TrustBridge streamlines urgent and complex giving situations. |
| 14:00 | What the Donor Process Looks Like
Jamison explains the practical setup for a charity fund, including a 15–20 minute Zoom call, a background check, compliance, and the fund setup timeline. |

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- 15:49 Giving Space Platform**
The webinar explores how TrustBridge provides a giving platform and landing page that charities can use to receive donations more efficiently.
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- 19:32 Landing Page and Website Options**
A Q&A; section covers whether charities can embed the giving page on their own websites or use it as a standalone landing page.
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- 22:02 How Funds are Reflected Financially**
Jamison explains that the funds are held on TrustBridge's ledger and are not reflected on the charity's books until they are drawn down.
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- 23:27 Follow-up and Partner Resources**
Lindsey emphasizes that The Generosity Trust remains relational and local while expanding donors' ability to give globally.
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- 24:24 More Tools and Flexibility**
Jamison mentions other tools, including impact investing, and explains that TrustBridge only steps in where it adds value.
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- 25:51 Clarifying the Partnership**
Jamison clarifies that donors and charities do not need a separate fund with TrustBridge to use the service through The Generosity Trust.
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- 26:21 Closing Remarks**
The webinar wraps up.

MAIN TAKEAWAYS

- TrustBridge helps reduce the complexity of international giving.
- Global giving can create 3x to 10x more impact when funds reach ministries directly.
- The process is designed to be relational, streamlined, and compliance-friendly.
- Charities can use a dedicated fund and optional landing page to receive donations from around the world.