

Registered 501(c)(3) Non-Profit  
EIN: 92-2583434  
Denver, CO 80249  
[www.conversacorps.org](http://www.conversacorps.org)



# CONVERSA CORPS

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**Where Crisis Meets Coordination**

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## Mission & Purpose

Conversa Corps is a Denver-based 501(c)(3) nonprofit founded by veteran crisis facilitators to connect voices and take action. Our mission closes communication gaps that hinder aid efforts for crises, both unexpected and long term. We provide free, human-centered collaboration expertise with world class online tools and training so every aid organization- from local volunteer groups to international NGOs and governments- can connect, share knowledge, and coordinate missions in real time.

By building an inclusive digital ecosystem, Conversa Corps empowers aid providers to form trust networks before crises and work together seamlessly throughout a mission. We envision a world “where all aid providers, from local volunteers to global organizations, unite to collaborate seamlessly across boundaries, thus maximizing their collective impact”.

## Donor Impact Potential

Every dollar to Conversa Corps is a **force multiplier** for humanitarian good. You enable high-impact, life-saving collaboration that no single agency could achieve alone. Because all Conversa Corps services and tools are **free** to users, donor funds translate directly into expanded reach, capacity, and readiness, not costly overhead. Supporting Conversa Corps fosters innovation, equity and efficiency in every kind of multi-team aid effort. In effect, donors fund the “glue” that holds the humanitarian aid ecosystem together in a disaster, replacing coordination stovepipes with crafted unity.

### 2026 Capacity Funding

#### Baseline Capacity: \$350,000

Maintain current Conversa Corps services with staff and technical licensing

#### Development Capacity: \$550,000

Maintain current Conversa Corps services and scale operations to develop CollabOps Academy

#### Growth Capacity: \$800,000

Maintain/scale Conversa Corps services and deploy CollabOps Academy to international markets

## Storytelling & Impact

### Spotlight: GuestOS & Aid Arena

The devastating Los Angeles-area Palisades fire began the morning of January 7, 2025. By that afternoon, Conversa Corps' collaborative Slack, Aid Arena, began alerting and supporting members responding to the fire. Around midnight on January 7th, Aid Arena member Jessie Fischer, founder of [GuestOS](#) and herself a two-time wildfire survivor, deployed an AI-powered hotline that aggregated official resource information from CAL FIRE, Cal OES, Caltrans, and community-validated knowledge banks from Mutual Aid LA. Using resource links pooled by the responding Aid Arena community, Jessie was able to aggregate the hotline with information survivors needed- **all in one place**. Soon, partnerships with The Malibu Foundation and The Kindness Hub led to fire survivors being placed in safe housing- all because of the GuestOS hotline.

 **Jessie** Jan 8th at 1:40 AM  

The concept behind this approach is simple: most people have a phone and can make a call, but not everyone has social media accounts or easy access to this information. By centralizing all critical details in one place, this allows people to access reliable information quickly and without barriers.

#### [Viewing Full Transcript](#)

**Agent:** Hi, this is Duke, your AI Concierge. I'm here to provide you with reliable information about the Palisades Fire. How can I help you?

**User:** Hi. I need to evacuate, and I have large horses. Where should I be there anywhere I can put them?

**Agent:** Yes, the Los Angeles Equestrian Center at 480 Riverside Dr, Burbank, is open for large animal evacuations. It's a safe place to bring your horses. Let me know if you need anything else!

**User:** We had to run out of the house weren't able to get our medicine. Is there any place you know of?

**Agent:** Yes, Mickey Fine Pharmacy in Beverly Hills is opening at 7:30 AM to help fire victims who evacuated without their medications. The address is 433 N Roxbury Dr, Beverly Hills, CA 90210, and their phone number is (310) 271-6123. Let me know if you need anything else!

*Jessie Fischer, GuestOS founder, on Aid Arena with Palisades Hotline transcript*

Within 24 hours of the hotline deployment, Jessie discovered that official hotlines from 2-1-1 and CalFire were non-operational or went to looped recordings that provided minimal information



survivors desperately needed. GuestOS and Aid Arena continued to identify essential resource information, for both survivors and donors, and updated the GuestOS AI constantly, which would call/text users back with updated information at their request.



GuestOS Hotlines during LA Fires 2025

The GuestOS and Aid Arena partnership continued through the LA Fires recovery phase, aggregating resource information for debris cleanup, food & clothing, shelter, FEMA assistance, and insurance/legal navigation. Due to the active community and collaborative environment of Aid Arena, GuestOS was able to quickly pivot, access validated knowledge banks, and deploy resources to the public when legacy systems failed.

## Testimonials

### **Chris H., Deployment Specialist & Safety Officer, [Humane World for Animals](#)**

*"In the wake of the Texas floods, Aid Arena allowed my organization – Humane World for Animals (formerly called The Humane Society of the United States) – to connect with individuals and organizations outside of the traditional network of animal organizations. These connections resulted in our receiving requests for animal-related supplies, equipment, and grant funding that we otherwise would not have received. As a result, we were able to provide invaluable assistance to volunteer search and rescue organizations, wildlife rehabilitation centers, and animal shelter/rescue facilities throughout the impacted areas – all because of Aid Arena."*

### **Gary Flaharty, Chair, [Texas Gulf Coast Regional Voluntary Organizations Active in Disaster](#)**

*"During the Texas Hill Country floods, I saw how Aid Arena turned communication into real collaboration. One of the hardest parts for any VOAD is managing multiple channels, updates, and conversations during a response, especially when every message counts. In Aid Arena, that chaos becomes manageable. The facilitators don't just moderate—they coach participants on how to genuinely collaborate, not just communicate, coordinate, and cooperate. During the*



recovery, I saw VOADs, faith groups, and response partners use Aid Arena to share needs, coordinate deliveries, and support communities in real time. Conversations stayed focused, respectful, and productive, even as the situation changed hour by hour. The structure and guidance built into Aid Arena make collaboration feel natural instead of forced. Seeing it in action convinced me that this platform is more than a chat tool—it's a training ground for real collaboration and a strong way to build resilience before the next gray-sky challenge."

#### **Aaron Titus, Executive Director, [Crisis Cleanup](#)**

"Aid Arena by Conversa Corps is one of the few spaces in disaster relief that actively works to break down the barriers separating response sectors. Collaboration is essential after every disaster. Aid Arena is a trusted community where I can connect with nearly anyone in emergency management, VOAD, search and rescue, academia, funders, government, emergent organizations, or local community groups. Their commitment to fostering open communication is not just a value—it's a mission, carried out with relentless dedication. Disaster relief would be much more efficient if more organizations embraced the same militant focus on collaboration and transparent dialogue that Aid Arena brings to every crisis."

## **Conversa Corps History**

Starting the day of the 9/11 attack, founding members of Conversa Corps developed the Collaborative Operations (CollabOps) crisis coordination model by creating a large group chatspace to gain situational awareness for national security operations. This collaboration across thousands of teams led to a National Level Facilitator designation to guide all National conversations during emergency situations.

Over the next 25 years, members led Facilitation for the greater community across dozens of online chat spaces within hundreds of thousands of chat channels. Despite not meeting in person, the teams shared work with a common global mission. The effect was a faster, more agile response because teams discovered each other through conversation, shared what they knew, learned what they didn't know, and asked for what they needed.

Once proven to work for national security, these tactics for group collaboration were applied to improve how we bring crisis response and long-term aid to our world. Conversa Corps was founded in 2023 with a generous grant from the [Gordon and Betty Moore Foundation](#). With that funding, and led by Founder/Executive Director Chris Jones, Conversa Corps has become a leading organization specializing in CollabOps and providing support to aid providers around the world.

## **Core Activities & Services**

Conversa Corps delivers a comprehensive suite of **free** collaborative services that integrate people and technology:

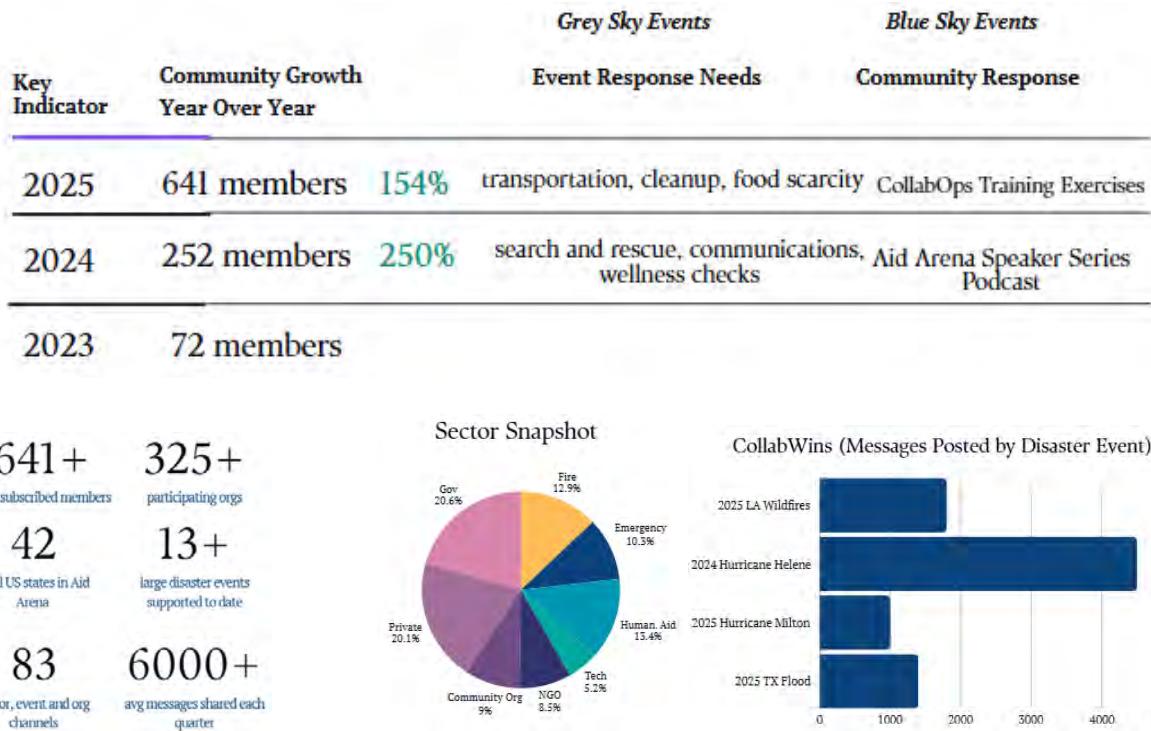


- **Live Facilitation:** Conversa Corps offers a unique service to the world-Facilitation-which is a mastery of the CollabOps crisis coordination model. Certified CollabOps facilitators see all aspects of operations and excel at connecting conversation, guiding knowledge flow and inspiring collaboration. These experts transform chaotic chat threads into organized team action.
- **Aid Arena Platform (Slack Chat Channels):** A secure, Slack-based coordination workspace where hundreds of agencies can communicate in real time. Channels are organized by disaster type, function, expertise, and activity, enabling responders to quickly discover partners and stay connected across sectors.
- **Aid Base Directory:** A global, searchable database of aid organizations and resources. Aid Arena members can instantly look up NGOs, government bodies, and volunteer groups by sector or location, enabling rapid partner identification and capability matching.
- **Aid Arena Hotline:** An **AI-powered phone information line** for disaster-affected communities. Locals can call in with questions, and an intelligent voice/chatbot taps the collective knowledge in Aid Arena to provide answers (e.g. where to get relief, safety information, or connect with volunteers). This bridges the “last mile” between responders and the public, ensuring community voices and needs are heard.
- **CollabOps Service Grants:** In a CollabOps Service Grant, Conversa Corps works with an agency to tailor “OPLANs” (operation plans) for anticipated scenarios – detailing channels, partners, and activation protocols in advance. The grant includes full facilitation support, community outreach, and even legal/training preparation, transforming coordination from a scramble into a strategic advantage.

These services create a turnkey collaboration ecosystem. Agencies gain an integrated expert team and toolkit at no charge (no software licenses, no management burden, no per-user fees), allowing them to concentrate wholly on relief efforts.

## Community Metrics

Conversa Corps supports over 325 organizations spanning disaster response, tech, emergency services, medical aid, shelter, food relief, community outreach, local government liaisons, research, and climate science. Our membership organizations are the driving force behind effective humanitarian collaboration and serve as a core growth metric. We measure impact through consistent month-to-month membership growth, the volume of messages sent/received, and the number of successful collaborations advancing support for people, animals, and the planet.



## Collaborative Model & Strategic Value

Conversa Corps' model is distinguished by its people-centered, relationship-based approach. Rather than merely providing software, it embeds human expertise and proven processes into every deployment. This yields several strategic advantages:

- **Ready-to-Deploy Teams (Not Just Tools):** Unlike conventional models where agencies must acquire and manage platforms and train staff under pressure, Conversa Corps delivers both the technology and the certified personnel together. Upon activation, responders receive a secure collaboration workspace plus specialists who already know their agency's procedures and the "CollabOps" principles. This eliminates the typical setup and training burden: "No Setup Time, No Training Burden, No Licensing Costs".
- **Relationship-Based Foundation:** Conversa Corps deliberately builds trust networks before disasters. Its "*Blue Sky*" mode fosters the discovery of new partners for ongoing, crisis-free collaboration: organizations share knowledge, establish mutual aid agreements, and practice coordination in peacetime. When an emergency occurs, these pre-existing connections flip into "*Grey Sky*" mode rapid response. *Grey Sky* "builds directly on *Blue Sky* relationships," leveraging the trust, familiarity and communication patterns developed ahead of time so that responders can mobilize immediately.



- **Inclusive Coordination:** Critically, the model integrates both formal agencies and grassroots actors. Unlike traditional incident command, which rely on pre-determined small groups of top-down emergency teams, which often excludes small ad hoc local groups, Conversa Corps's Aid Arena ensures **every voice counts**. Community liaisons and proactive outreach ensure that local NGOs and spontaneous volunteer teams join the conversation. Supporting local experts (who know the terrain best) accelerates agile responses and bridges silos between government and civil society.
- **Preserves Autonomy, Enhances Coordination:** Participating organizations retain their independence and command structure while gaining common situational awareness. In Grey Sky crises, Conversa Corps does **not** replace the incident command system – it *augments* it. Its flexible approach allows formal commands to operate in parallel with a broader community dialogue. The result is mission-focused collaboration: each team pursues its objectives more effectively because it can draw on the network's collective intelligence.
- **Pre-Configured Plans & Infrastructure:** Through its CollabOps grants, Conversa Corps creates “shelf-ready” operational plans customized to each agency’s scenario. These include defined channels, partner rosters, contact lists and communication protocols. When funding is in place, an agency can “flip the switch” on this plan and immediately engage all pre-vetted partners. This dramatically shortens activation time and ensures every key stakeholder is looped in.

In summary, Conversa Corps multiplies responders’ capabilities. By bringing a new, open source-minded discovery approach to forming crisis teams, which combines trained people, proven practices and ready infrastructure, we help move teams from resource-intensive coordination silos into strategic alliances.

## Member Organizations

Conversa Corps Aid Arena member organizations are the heart of its mission, bringing together local volunteers, community groups, nonprofits, and international agencies into one collaborative network. Each member team contributes unique expertise, resources, and local knowledge, and when connected through Conversa Corps’ platforms, their collective impact is multiplied.



*Overview of some Aid Arena participating members*

## Operational Forecast

Over the next three years, Conversa Corps endeavors to scale operations by expanding the Aid Arena global platform to support 15,000 members simultaneously, grow certified facilitator and analyst staff, develop a CollabOps Academy and underwrite more CollabOps grants for high-risk regions. This strategy diversifies beyond North American shores to include continents and communities hardest hit by chronic war, drought, poverty and environmental collapse. Scaled expansion will require a much stronger outreach effort and the ability to provide 24 hour a day global facilitation in all time zones supporting up to 25 simultaneous crisis events at once.

Generating a stronger worldwide network of non-governmental agencies will also help counter the retraction in government cooperation for humanitarian and emergency aid. Building international preparedness networks is our goal, so partner agencies are already connected before crises. Enhancing the member experience with faster onboarding, AI powered multi-lingual conversations, and AI-powered tools deployed to affected regions ensure community needs are heard and collaboration happens sooner.

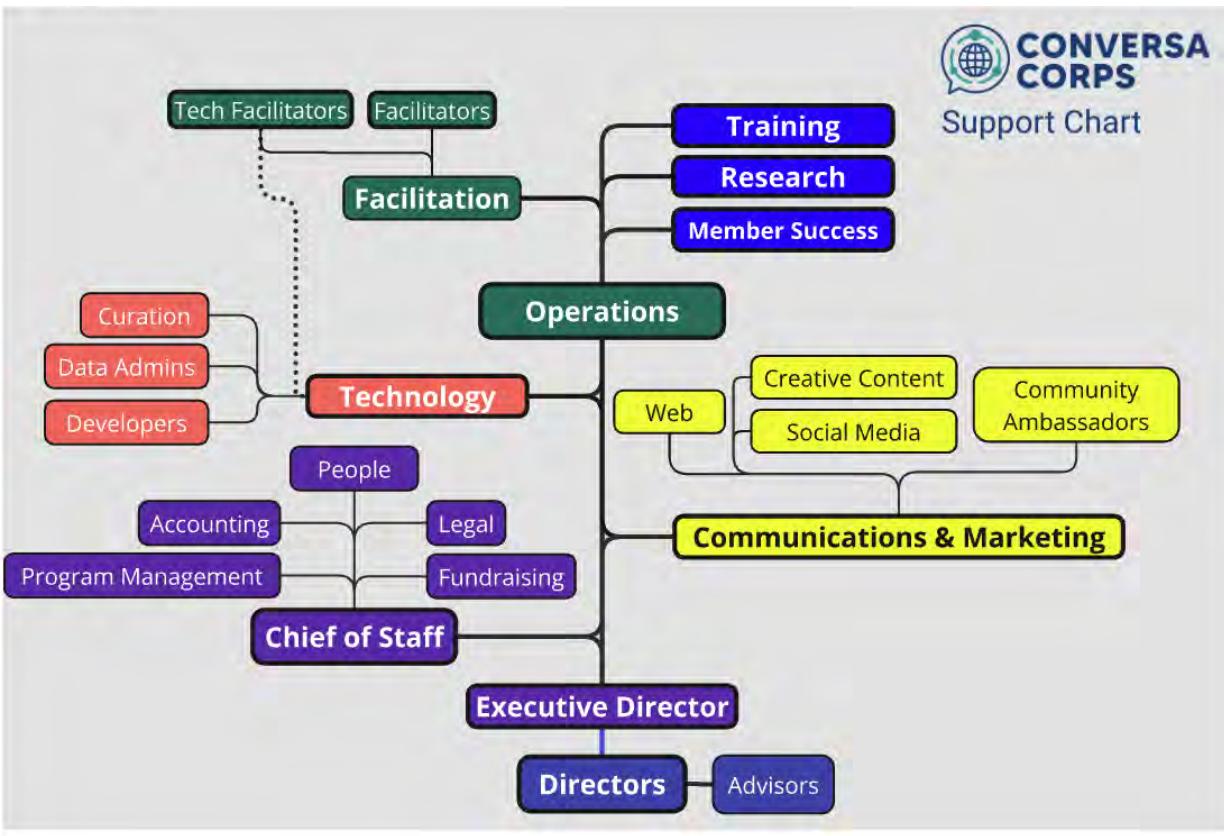
The largest component of growth is the Operations staff- to include more trainers, researchers, and Facilitators to handle continuous round the clock support for all areas of the planet.

## Budget: CY2025 and 5 Year Forecast

	2025	2026	2027	2028	2029	2030
<b>Personnel</b>						
Advisory Board	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Board of Directors	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Communications	\$108,160.00	\$473,200.00	\$522,080.00	\$522,080.00	\$522,080.00	\$522,080.00
Marketing	\$126,048.00	\$297,440.00	\$391,040.00	\$484,640.00	\$511,680.00	\$511,680.00
Executive	\$104,000.00	\$104,000.00	\$104,000.00	\$104,000.00	\$104,000.00	\$104,000.00
Operations	\$100,880.00	\$603,200.00	\$1,010,880.00	\$1,418,560.00	\$1,826,240.00	\$2,204,800.00
Staff	\$87,880.00	\$321,880.00	\$423,384.00	\$423,384.00	\$507,624.00	\$507,624.00
Technology	\$72,800.00	\$72,800.00	\$106,080.00	\$106,080.00	\$122,720.00	\$122,720.00
<b>Personnel Total</b>	<b>\$599,768.00</b>	<b>\$1,872,520.00</b>	<b>\$2,557,464.00</b>	<b>\$3,058,744.00</b>	<b>\$3,594,344.00</b>	<b>\$3,972,904.00</b>
<b>Tools</b>						
Slack	\$8,706.00	\$17,413.00	\$26,119.00	\$34,826.00	\$43,532.00	\$52,239.00
Airtable	\$3,510.00	\$4,212.00	\$4,914.00	\$5,616.00	\$6,318.00	\$7,020.00
Others	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
<b>Tools Total</b>	<b>\$12,716.00</b>	<b>\$22,125.00</b>	<b>\$31,533.00</b>	<b>\$40,942.00</b>	<b>\$50,350.00</b>	<b>\$59,759.00</b>
<b>Total Budget</b>	<b>\$612,484.00</b>	<b>\$1,894,645.00</b>	<b>\$2,588,997.00</b>	<b>\$3,099,686.00</b>	<b>\$3,644,694.00</b>	<b>\$4,032,663.00</b>

## Organizational Structure

Operations is the public face of Conversa Corps. This team supports aid organizations around the world through Aid Arena interaction, facilitation, training and capability to utilize our tools, including the deeper effects of collaboration managed by Facilitators, trainers, researchers and Member Success Managers. Supporting Operations, our Technology Team provides all the customer facing tools and databases, while our Communication and Marketing team share the impact of our work and encourage aid organization participation in Aid Arena.



Conversa Corps Organizational Structure

## Key Team Members

Staff (click name for LinkedIn profile)	Role
<a href="#">Chris Jones</a>	Executive Director
<a href="#">Lewis Curtis</a>	Board of Directors
<a href="#">Victoria Jaqua</a>	Board of Directors



<a href="#">Pamela Bowen</a>	Board of Directors
<a href="#">Dr. Ana Prados</a>	Board of Directors
<a href="#">Sy Nicholson</a>	Board of Directors
<a href="#">Darwin Angeles</a>	Chief Operations Officer
<a href="#">Briana Evens</a>	Comms & Marketing
<a href="#">Pravalika Ravula</a>	Chief Technology Officer
<a href="#">Cassandra Smith</a>	Chief People Officer
<a href="#">Alisa Brown</a>	Deputy Chief People Officer
<a href="#">Jim Bradbury</a>	Fundraising

## Funding Priorities & Donor Opportunities

Since Conversa Corps charges **no fees** to users, philanthropic support is its lifeblood. Donors play a direct role in enabling all of the above impact. Key areas where funding makes a difference include:

- **Scaling the Collaboration Platform:** Support is needed to maintain and enhance the Aid Arena, Aid Base, and Hotline platforms. This covers server costs, integration of new AI tools (for crisis tracking and analysis), and an array of technology support services. Investment in these technologies will widen global coverage and make the system more robust.
- **Expanding Aid Arena Membership:** Donors underwrite marketing, recruitment, training and support for all our aid team representative members, including standardized training modules and community-building so experts (brokers, representatives, liaisons) are ready on short notice. Supporting the Volunteer Corps directly increases capacity: each additional volunteer can coordinate dozens of responders at no cost.
- **Underwriting CollabOps Grants:** CollabOps Service Grants can be sponsored for high impact incidents, underserved communities or high-risk regions. By funding these grants, donors help lead agencies **activate full collaboration support** during a crisis.



For example, a donor could underwrite a wildfire response Operations Plan that includes a dedicated facilitator team, advanced training, and a pre-crafted ops plan – at zero charge to the firefighting agencies.

- **Training & Outreach:** Funds enable establishment of a full range of CollabOps training in our online methodologies through CollabOps Academy, ongoing exercises, webinars and materials that prepare responders to use the system effectively. Donors can also support outreach efforts (conferences, partnerships, network events) that bring more organizations into the Conversa Corps community.
- **General Operating Support:** As a small nonprofit with global reach, Conversa Corps relies on donor support for everyday operations – staffing, legal infrastructure for rapid deployments, and emergency reserves. Philanthropic contributions here ensure all services remain free and that the organization can respond flexibly to new crises or innovations.
- **CollabOps Academy:** Help us develop the CollabOps Academy, an online or in-person credentialing process designed to certify professional groups or individuals in Collaboration Operations.
- **International Expansion:** Additional funding will allow Conversa Corps to expand operations to support more international events with an initial focus on Africa and Asia.

## Fundraising Strategy

### Grant Submissions

#### Submitted, Awaiting Decision

- Mutual of America Foundation Community Partnership Award
  - Awarded by: 12/31/2025
  - Amount: \$100,000.00
- National Geographic Extreme Weather and Natural Hazards Solutions
  - Awarded by: 3/20/2026
  - Amount: \$50,000.00
- Unesco - Global Initiative for Information Integrity on Climate Change
  - Awarded By: open until May 2027
  - Amount: \$145,000.00

#### In Process

- Kroger Company Foundation
  - Submission by: 12/5/2025
  - Amount: \$50,000.00
- Open Philanthropy
  - Submission by: Rolling



- Amount: \$50,000.00
- Micron Technologies
  - Submission by: Rolling
  - Amount: \$15,000.00
- McKesson Foundation
  - Submission by: Rolling
  - Amount: \$25,000.00

## Donor Outreach

### Current Campaigns

- Q4 Family Investment Office Outreach
  - 645 Family Office Contacts
  - Email Donation Request

## Outreach Campaigns

### Current Campaigns

- Fall into Preparedness
  - Social Media
  - Newsletter
- In-Person/Virtual Events: Scoping
  - Voluntary Organizations Active in Disaster (VOAD) teams from Texas, Idaho, Alaska, Washington, North Carolina and Riverside County, California
  - Idaho Office of Emergency Management
  - Rotary International

## Scoping: Revenue Generating Initiatives

- CollabOps Service Grants
  - Conversa Corps' CSG Grant solution provides an "out-of-the-box" collaboration capability, complete with technology, tools, procedures, personnel, expertise, and training.
  - CSG grants to be funded by donors, grants & private corporations.
    - Current Pricing Matrix
      - \$10,000: Covers a local deployment
      - \$25,000: Regional coverage + training
      - \$50,000: Multi-site support or sustained Tribal initiative
- CollabOps Academy
  - Conversa Corps is developing an online credentialing program designed to certify professionals and teams in Collaborative Operations.
  - Learning Management System (LMS) integration with state emergency management protocol
    - Scoping Idaho Office of Emergency Management partnership



- [TOVUTI](#) partnership
- Certification Pricing is currently under development.
- Continuing Education Unit (CEU) Funding
  - Sponsored
    - Foundations and Donors may sponsor funds for a set number of certifications.
  - Employer funded
    - Employers may purchase certifications for employees to complete.
  - Individual Funded
    - Individuals may purchase and complete certifications to be categorized as continuing education.
- CollabOps Consultation
  - Policy and operations guidance for virtual and in-person clients