

PHILANTHROPY REFORM ALLIANCE (PRA)

PRA at a glance

Reimagining philanthropy and development through solidarity, unlearning and practice change

OUR STRATEGIC GOAL: A growing movement that shifts power and advances more equitable, accountable and locally led development systems.

THE MOMENT WE ARE IN

The gap between rhetoric and practice must concern us all. Commitments to equity, localisation, participation and inclusion are growing, yet the systems through which resources, knowledge, legitimacy and decisions flow remain largely unchanged.

The central challenge is not the absence of good intentions. It is our reluctance to question the assumptions, power relations and everyday practices that shape how “doing good” happens. Reform requires alignment between intent, incentives and implementation - and the courage to unlearn what no longer serves justice, dignity and locally led change.

WHO WE ARE

The Philanthropy Reform Alliance (PRA) is a Pan-African movement and practice-change platform working through a decolonial lens to transform the mindsets, relationships, financing practices and institutional behaviours that sustain unequal power in philanthropy, humanitarian action and development.

VISION

A development ecosystem rooted in solidarity, shared power, dignity, justice and community leadership.

MISSION

To reform practice through collaborative unlearning, solidarity accompaniment, locally governed financing and practice-based knowledge.

WHAT WE BELIEVE

- Systems are made and sustained by people; change must be personal, relational and institutional.
- Communities closest to challenges must influence priorities, resources, decisions and definitions of success.
- Philanthropy and development should be rooted in trust, solidarity, reciprocity and mutual accountability.
- No single actor holds all the answers; transformation requires humility, courage, shared learning and different practice.

WHAT WE ARE UNLEARNING

- Saviorism, paternalism and deficit narratives
- Donor-centred accountability and control
- Performative localisation and tokenistic participation
- Knowledge hierarchies and extractive approaches
- Transactional partnerships and concentrated decision-making
- The myth that external actors are neutral or hold all the answers

OUR PRACTICE-CHANGE CYCLE

01 SURFACE Make hidden assumptions, incentives and power visible.	02 DISRUPT Question extractive, hierarchical and performative practice.	03 REFRAME Explore alternatives rooted in trust, solidarity and local leadership.	04 PRACTICE Turn reflection into changes in behaviour, relationships and systems.
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OUR COMMITMENTS

01 Amplify local voices, knowledge and leadership.	02 Challenge systems that concentrate resources and decisions away from communities.
03 Examine and shift how we fund, partner, lead, listen and engage.	04 Foster solidarity over dependency through trust, reciprocity and shared responsibility.
05 Create space to surface hidden assumptions and reframe how we work together.	06 Cultivate practice rooted in justice, dignity, courage and locally led transformation.

FROM BELIEF TO PRACTICE

Four strategic objectives for 2026-2028

01 ADVANCE COLLABORATIVE UNLEARNING Create reflective and practice-oriented spaces where people and institutions surface inherited assumptions, disrupt unequal ways of working, reframe relationships and test new practice. The Collaborative Unlearning Labs will evolve into a Pan-African Academy with audience-specific learning journeys, facilitated cohorts and practical resources.	02 STRENGTHEN SOLIDARITY ACCOMPANIMENT Grow a network of solidarity-based advisors who walk alongside community-based and locally led organisations. Accompaniment is relational, reciprocal and demand-led, strengthening leadership, systems, strategy, partnerships and resilience without displacing local agency. This pathway will develop into the digital KIN Solidarity Ecosystem.
03 SHIFT FINANCING AND AGENCY THROUGH THE KIN FUND Establish a flexible, trust-based and locally governed seed-financing mechanism for organisational strengthening, locally defined initiatives, leadership development, innovation and community action. Local actors will shape priorities, selection and meaningful accountability, with financing connected to learning and accompaniment.	04 INFLUENCE PRACTICE THROUGH RESEARCH AND NARRATIVE CHANGE Generate and share practice-based evidence from the Labs, accompaniment relationships and the KIN Fund. Through research, learning briefs, frameworks, stories and public dialogue, PRA will challenge dominant narratives about expertise, capacity, risk and leadership while amplifying African knowledge and locally grounded alternatives.

HOW THE MODEL WORKS TOGETHER

UNLEARN Surface and shift the mindsets and practices that sustain unequal power.	ACCOMPANY Walk alongside locally led organisations through reciprocal, demand-led support.	FINANCE Provide flexible, locally governed seed resources through the KIN Fund.	LEARN & INFLUENCE Turn practice-based evidence into institutional reform and narrative change.
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WHAT WE AIM TO ACHIEVE BY 2028

500+ ASSOCIATES	2500+ PARTICIPATING PRACTITIONERS	120+ LOCALLY LED ORGANISATIONS ACCOMPANIED
1 PAN-AFRICAN UNLEARNING ACADEMY	KIN DIGITAL ECOSYSTEM & SEED FUND	50+ INSTITUTIONS ADOPTING REFORMS

THE FUTURE WE ARE BUILDING

A movement in which locally led organisations are recognised not simply as beneficiaries or implementers, but as leaders, knowledge holders, decision-makers and architects of change.

This future cannot be built by one organisation, funded by one donor or led by one sector. It requires people and institutions willing to question inherited assumptions, share power and resources, build relationships rooted in trust, and turn commitments into everyday practice.

HOW TO ENGAGE

JOIN Become a PRA associate and take part in the wider movement.	UNLEARN Participate in an Unlearning Lab, cohort or institutional learning journey.	PARTNER Support accompaniment, research, the KIN Fund or broader systems reform.
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JOIN THE MOVEMENT

The work begins with all of us. And it begins now.