

September 16, 2010

## **New Website Launch!**

We are excited to announce the official launch of our new website. We are releasing a new website because during the past year, we have scaled our work and have so much new data and information to share that our old website was not able to handle the volume.

We'd love to get your feedback about the new site (which we intend to improve even more this fall). Contact us at [feedback@myphilanthropedia.org](mailto:feedback@myphilanthropedia.org) and let us know what you think! Here's what new:

## **New Data**

### *Nonprofits:*

Last June, 2009 when we incorporated, we had 1 cause (national education) with 8 recommended nonprofits by 39 experts. Today, just over 1 year later, we have 12 causes (plus a Haiti Disaster Relief Fund), with 182 recommended nonprofits by 1,397 experts.

In addition, we now have a database of 7,874 professionals in total we have identified as experts in our 12 causes and reviews of 1,700 nonprofits.

In the past, we have only shared the expert reviews for the top recommended nonprofits. **Now, we will share the entire list of reviews for the 1,700 nonprofits.** You can now browse all of the comments from experts to learn more about each of these organizations.

And, for each top recommended nonprofit, **we have added new information to each profile.** We are sharing more financial data, biographies of the leader of each nonprofit, and a story about that organization. Click [here](#) to see a sample.

### *Experts:*

And for full transparency, **we have added information about how many experts we invited to participate** in our research and how many chose to participate. **We also will share the names and in most cases, biographies, of every single expert who participated in our research in 2010.** See an example [here](#).

We hope that by sharing ALL of our data, we will be able to help donors make informed donation decisions and help nonprofits and other professionals improve their own practices.

## **New Features**

### *Sorting:*

Because we have so much data about so many nonprofits, we wanted to make it easier and more useful for donors to sift and sort through information. Therefore, **we added a feature so you can sort the**

**expert comments about a nonprofit by the expert type.** This means you can choose to read only the foundation professional's reviews of a nonprofit or only the researcher's reviews of a nonprofit.

*Ranking:*

Now that we have a refined survey, **we have a new sophisticated ranking system.** We will display the nonprofits in each cause according to a formula that combines expert agreement and disagreement. Donors will still be able to donate to the entire Expert Mutual Fund and support the entire cause.

*Feedback:*

We really want to encourage discussion and feedback, so **we have created a new space in each organization's profile for that nonprofit to leave feedback.** Organizations can write announcements, new achievements, corrections, etc. for donors and users to see.

In the coming months, we'll be developing additional features to make the user experience better and to make it easier for donors to find what they're looking for and take action to support a cause they care about. Stay tuned!

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Contact:

Erinn Andrews, COO

650-200-3705

[erinn.andrews@myphilanthropedia.org](mailto:erinn.andrews@myphilanthropedia.org)

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