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MAKING \$100 GO FARTHER THIS CHARITABLE GIVING SEASON

With purse strings in a pinch this year, it's more important than ever for do-gooders to support nonprofits this holiday season. Launched in time for the giving season, Philanthropedia—an online resource for charitable giving—makes it easy for donors to confidently support top nonprofits. For the first time ever, individual donors have access to information typically reserved for high-net-worth individuals and foundation staff, and now, also for the first time, donors can easily support an entire social cause with just one transaction.

“It is a good time for donors who want to make an impact and feel confident that their money is supporting great non-profits,” Deyan Vitanov, CEO of Philanthropedia, says.

The idea is simple: Philanthropedia relies on experts to identify top nonprofits who then create nonprofit “mutual funds” for donors to fund.

Because evaluating nonprofit effectiveness is very difficult, Philanthropedia takes a new approach by relying on networks of experts, such as foundation professionals, academics, and nonprofits executives, with an average of 10 years of experience, to identify top nonprofits. Philanthropedia believes that experts are best suited for this job because they have access to unique and non-public data about nonprofit performance, and because these experts have been working in the field for a long time, they are best-suited to interpret these data through advanced models for nonprofit effectiveness.

Next, Philanthropedia has their experts distribute funds across the top nonprofits resulting in an expert “mutual fund.” This is a novel approach to funding nonprofits because it encourages donors to support an entire sector rather than a single nonprofit. Philanthropedia believes this is a better way to give because no one nonprofit will have *the* solution to a sector's problems. Therefore, supporting a group of the strongest nonprofits is a wise way to diversify ones funds and make a bigger impact in a sector.

These two elements—expert opinion and nonprofit “mutual funds” combine to form what Philanthropedia is calling The Foundation for Everyone. Just as a foundation has a program officer with a portfolio of nonprofits, Philanthropedia has experts who act as their program officer. And, the expert mutual funds act as the foundation's portfolio and reflect their giving strategy. This foundation is accessible to all because donors can contribute at little as \$5 to support these top nonprofits. With this targeted approach to giving, even \$5 can make a difference because Philanthropedia pools all of the money donated by these individuals and distributes it to the nonprofits at the end of each month. And, giving is made even easier because donors can donate to a mutual fund with just one transaction, rather than write a separate check to each organization. Another benefit of course, is that donors can keep track of their tax-deductible receipts all in one place.

To date, Philanthropedia, funded by the Hewlett Foundation, has completed research on Climate Change and Education (at the national level), Homelessness (in the Bay Area, CA), and are just weeks away from releasing the results of their work on Microfinance (at the international and national level). As of November 1, they are making publically available for the first time the knowledge of 261 experts with more than 3,300 years of work experience and are collecting thousands of dollars in donations on behalf of their highlighted 36 nonprofits.

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Deyan Vitanov is available for interviews by phone or in person. To schedule, call 650-575-4952 or email him at deyan.vitanov@myphilanthropedia.org.

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