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PHILANTHROPEdia LAUNCHES FIRST NONPROFIT MUTUAL FUND

MENLO PARK, CA-- Philanthropedia, creator of the first nonprofit mutual fund, just launched its website on November 1 in time for the holiday season. MyPhilanthropedia.org enables donors to support an entire social cause with one transaction and gives them access to information typically reserved for high-net-worth individuals and foundation staff.

Their nonprofit mutual funds are created with the help of experts with an average of 10 years of experience in the nonprofit sector. Foundation professionals, academics, and nonprofit executives are asked to identify top charitable organizations and distribute a percentage of each donated dollar between them. As of November 1, Philanthropedia offers donors access to 261 experts with more than 3,300 years of experience.

Philanthropedia currently allows donors to contribute to funds that focus on climate change, education, and San Francisco Bay Area homelessness. In a few weeks, the site will add a microfinance mutual fund with additional issue areas to follow in 2010.

Philanthropedia users can donate as little as \$5 to support top nonprofits. 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, and donors can keep track of their tax-deductible receipts all in one place. And, launched just this week, individuals can now give a charitable gift card for the holiday season.

"It is a good time for donors who want to make an impact and feel confident that their money is supporting great nonprofits," said Deyan Vitanov, CEO of Philanthropedia. "We hope donors will join us in our call to action: come together to give better!"

Founded in 2009 and funded by the Hewlett Foundation, Philanthropedia's mission is to use expert knowledge to help donors support the most innovative and effective nonprofits. Philanthropedia is headquartered in Menlo Park, CA.

<http://www.myphilanthropedia.org/>