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PHILANTHROPEdia: HELPING DONORS GIVE BETTER

A new online resource for donors promises to make a bigger impact in the sector with a new strategy for giving. Philanthropedia helps donors pool their resources to support some of the strongest nonprofits in different sectors. Their strategy for vetting the nonprofits, however, is new to the online giving marketplace.

Philanthropedia relies on *experts* working in the sector to identify these top nonprofits. Unlike some organizations which rely on financial metrics and ratios to vet nonprofits, Philanthropedia's experts take a holistic approach to evaluating nonprofit effectiveness. These foundation professionals, academics, and nonprofit executives each weigh in to identify some of the best nonprofits working in their sector.

President and CEO of GuideStar, Bob Ottenhoff says, "Philanthropedia has found a way to tap into the knowledge of nonprofit experts, something that the nonprofit sector has been trying to figure out for the last 10 years."

Perhaps one of Philanthropedia's most innovative features is what they call an "Expert Fund." Comparable to a diversified financial portfolio, by donating to a *group* of nonprofits according to expert recommended allocations, donors are able to invest in an entire sector, rather than just one organization. This is a new, better way to give.

To date, Philanthropedia (funded by the Hewlett Foundation) has covered 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 research on Microfinance (at the international and national level). With their official launch on November 1, they will be sharing with the world the knowledge of 261 experts with more than 3,300 years of work experience and collecting donations on behalf of the highlighted 36 nonprofits.

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If you'd like more information about Philanthropedia, or to schedule an interview, please call Deyan Vitanov at 650-575-4952 or email him at deyan.vitanov@myphilanthropedia.org.

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