

American Indian College Fund Selects DonorFirst(TM) Platform
12/15/2008
Associated Press Financial News
Press Release

Crown Philanthropic Solutions, LLC (<http://www.crownps.com>), an innovative provider of philanthropic technology for the financial services and nonprofit industries, announced today that the American Indian College Fund (the Fund) has selected them to provide the Web-based administrative platform for their new Donor Advised Fund (DAF) initiative.

"We are excited to be selected by the American Indian College Fund to support their new initiative, and consider it a tribute to our corporate vision of enhanced donor engagement and collaboration that an organization with their unique mission and commitment has elected to provide our program to their donors," said William Hewitt, Crown Philanthropic Solutions' National Marketing Director. Distributing approximately 5,000 scholarships each year and supported by more than 22,000 donors, The American Indian College Fund transforms Indian higher education by creating awareness of the unique, community-based Tribal Colleges and Universities. The Fund offers students access to knowledge, skills, and cultural values which enhance their communities and the country as a whole.

"Tribal colleges are beacons of hope for social and economic change in the communities they serve," said Tammy Miller-Carlson, Chief Financial Officer of the Fund. "These institutions are vital to Native America and beneficial to the country as a whole because they help Native communities in the fight against poverty, and act to preserve language and culture by integrating these important elements into their curriculum. Our new Crown DonorFirst DAF program will help us mobilize more supporters and dramatically expand our ability to provide scholarships for the Native American community."

Recognized as the fastest growing charitable instrument in the country today, DAFs have historically been limited in their ability to support the levels of family collaboration, donor-grantee communication, and investment flexibility currently being demanded by both established donors and emerging philanthropists. DAFs enable individuals with philanthropic interests to efficiently manage their charitable giving by allowing them to make an irrevocable contribution of a variety of personal assets (cash, appreciated stocks, bonds, mutual funds, and real estate) at the most advantageous time; claim a tax deduction for the gifts; and then direct contributions from their account to the charity or charities of their choice by recommending a grant distribution from the foundation sponsoring their account.

"Crown is the first player in the Web-based philanthropic space with an approach that can truly help mobilize the vast amounts of social capital that exist within the nation today," noted Crown Philanthropic Solutions' Chief Executive Officer, Ephy Torenberg. "Our DonorFirst platform helps organizations to service the strategic philanthropic needs of donors, elevate their emotional engagement experience, retain current donors and their families, enhance fund raising efforts, and scale a foundation's capabilities using existing staff and resources."

To request more information on Crown Philanthropic Solutions or to speak with William Hewitt, Ephy Torenberg or Tammy Miller-Carlson directly, please contact Cristina Bacon at 973-732-3521 or cristina@jcpublishrelations.com (cristina@jcpublishrelations.com) .

About Crown Philanthropic Solutions

Crown Philanthropic Solutions, LLC was established in 2005 for the primary purpose of creating a donor advised fund (DAF) solution that is responsive to the expanding needs of the philanthropic and financial services communities. Crown recognized the pressure on both these groups to respond to demands for increased transparency, functionality, and informational flow in their

charitable gifting tools and by leveraging advancements in Web technology, Crown has created a bridge between the nonprofit community, financial organizations and donors. The DonorFirst platform introduces levels of communication and collaboration within each donor's dashboard that have been unavailable in any previous DAF program. To learn more about Crown Philanthropic Solutions, LLC and their DonorFirst Program please visit (<http://www.crownps.com> (<http://www.crownps.com>)), or call Crown at 1-800-293-4061, Ext 345.

About American Indian College Fund

The American Indian College Fund provides scholarships and other support for the American Indian students. The nation's 32 tribal colleges, the vast majority of which are located on or near reservations, provide opportunity and access to post-secondary education where once there was none. Offering accredited degrees while keeping Indian culture and tradition at the heart of their curricula, tribal colleges are changing the face of Indian education, one graduate at a time. (<http://www.collegefund.org> (<http://www.collegefund.org>))

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