

For Immediate Release



Contact:
William H. Hewitt, CMO
Crown Philanthropic Solutions
bhewitt@crownpns.com
877-DONOR85 x345

First Hand Foundation Launches Crown's DonorFirst™ Technology

Kansas City, Mo. (June 1, 2010) – Crown Philanthropic Solutions, LLC, (www.donorfirst.org) an innovative provider of technology and services to the nonprofit, financial services and corporate communities, is pleased to announce that the First Hand Foundation has recently adopted their DonorFirst™ Web application as the administration solution for First Hand Family. First Hand Family is First Hand's donor-advised fund (DAF) program which is offered and supported by the First Hand Foundation, a nonprofit organization primarily supported by Cerner Corporation and its associates.

According to William Hewitt, Crown Philanthropic Solutions' chief marketing officer, "Crown has introduced a dramatically enhanced platform designed to encourage employee philanthropy, and DonorFirst™ is the first platform in the market to deliver expanded communication, engagement and investment capabilities to an employer's entire associate-base, from entry-level to senior executives. We consider it a tribute to Crown's vision of enhanced social collaboration and contribution flexibility that a community-focused corporation like Cerner supports a foundation which has elected to provide DonorFirst™ to their associates and families."

Melissa Frerking, First Hand Foundation vice president and executive director said, "Our adoption of the Crown DonorFirst™ platform provides our associates with an engaging and efficient way to manage their families charitable giving, to share information about the causes they care most about, and to build charitable social networks that raise awareness of the organizations and programs they support."

While corporate donor-advised funds typically have been reserved for top executives, First Hand is among the first to make the fund available to all of its associates. Each has the option to contribute corporate stock or cash, as well as schedule on-going payroll deductions to fund their individual DAF accounts.

"Cerner associates have always been recognized for their commitment to improving the health status of lives around the world," said Jeanne Patterson, First Hand Foundation director and founder. "The First Hand Foundation and our donor-advised fund program, First Hand Family, are a unique extension of that passion to not only advance healthcare systems, but to positively impact individual lives."

The Crown DonorFirst™ platform is the first solution in the Internet philanthropic space with the ability to support the levels of family collaboration, donor-grantee communication and investment

flexibility that can truly help mobilize the vast amounts of social capital that exist within the nation today.

Donor-advised funds enable individuals with philanthropic interests to efficiently manage their charitable giving by allowing them to make an irrevocable contribution of personal assets at the most advantageous time; claim a tax deduction for the gifts; and then recommend a grant distribution from the foundation sponsoring their account to the charity or charities of their choice.

About Crown Philanthropic Solutions, LLC

Crown Philanthropic Solutions, LLC was established in 2005 for the primary purpose of creating a charitable technology solution that is responsive to the expanding needs of the philanthropic community. Crown recognized the increasing demands for improved transparency, better functionality, and greater informational flow within charitable management solutions. By leveraging advancements in Web technology Crown has created a bridge between the nonprofit community, financial organizations, and donors. The DonorFirst™ platform supports both pooled investment options as well as individually managed accounts, and introduces levels of communication and collaboration within each donors' account dashboard that have been unavailable in any existing DAF program. To learn more about Crown Philanthropic Solutions, LLC and their DonorFirst™ Program, please visit (www.donorfirst.org).

About the First Hand Foundation

In 1995 Cerner Corporation founded the First Hand Foundation, a nonprofit, 501(c)(3) organization that assists individual children with health-related needs when insurance and other financial resources have been exhausted. The organization strives to change children's lives around the world, one child at a time. Its mission: To directly impact the health status of a young life. The Foundation helps with clinical necessities (such as medication and surgeries), medical equipment and travel related to a child's care. For more information about the First Hand Foundation, please visit (<http://www.cerner.com/firsthand>)

###