



BRING LIGHT HELPS CHARITIES EFFICIENTLY MARKET, FUNDRAISE AND FIND NEW DONORS ON THE WEB

SAN JOSE, California, May 30, 2007 – Today, Bring Light (www.bringlight.com) was launched to help nonprofits attract new donors and realize the exponential affects that online social networks can make on fundraising campaigns.

Co-founders Melissa Dyrdaahl and Drew McManus left senior executive positions at Adobe Systems to apply their business, marketing and technology expertise to help donors and charities connect more effectively online.

“In my experience working with nonprofit organizations, I see, first hand, the challenges they face in getting critical funding requests in front of donors,” said Dyrdaahl, CEO and Co-founder. “Bring Light provides them with an efficient and immediate way to get the support they need.”

Bring Light’s goal is to give exposure to small- to medium-sized charities who often have limited marketing and fundraising budgets. “These are the grassroots organizations who are working hard to help our communities,” said McManus, President and Co-founder. “If they don’t get funding or new donors, they won’t be around to do the amazing work that they do.”

Marketing to the digital generation

Bring Light provides charities with the tools and information they need to appeal to online donors. They are guided through a simple template to get a project onto the site. Once posted, they can centrally manage all projects from The Charity Resource Center, communicate with donors, access marketing tips and view data specific to their fundraising efforts. Through Bring Light, nonprofits can steward long-term relationships with the community they build.

“The digital generation is affluent, informed and giving, charities just need to speak their language,” says McManus, president. “Bring Light gives nonprofits a channel to reach them in a more effective, environmentally-friendly and useful way.”

Shining the spotlight on select charities

Charities are welcome to visit http://www.bringlight.com/about/add_charity and fill out an application to verify their 501c3 status. This ensures that they are in the company of other legitimate nonprofits that have a proven track record of fiscally responsible nonprofit management. In addition, the screening process gives more exposure to projects posted by charities that want to be an active member of the Bring Light community.

As of today, the following local charities have posted projects on Bring Light:

- ANGELS (Autism Network for Global Education & Lifelong Support)
- Assistance Dog Institute
- Grail Family Services

- Humane Society of Silicon Valley
- InnVision (housing and day programs for the homeless)
- LAMBDA
- Pacific Autism Center for Education
- Planned Parenthood Golden Gate
- ProjectHIRED
- Resource Area for Teaching (RAFT)
- Ronald McDonald House at Stanford
- Room to Read
- San Jose Museum of Art
- San Jose State Alumni Association
- San Jose Youth Symphony
- The Family Giving Tree
- The Girls' Middle School (Mountain View, CA)
- Wings Learning Center
- YWCA of Silicon Valley

“Mining the Internet is a huge opportunity for nonprofits, but one which requires a level of training not often found in a small, mission-driven organization like ours,” said Honey Meir-Levi, executive director, Ronald McDonald House at Stanford. “Thanks to Bring Light, donors can respond to our specific needs, and we can reach a fresh world of people eager to help us in a fast and cost effective way.”

Helping funds go farther

Bring Light does not charge charities to make postings. After a project is completed, they are sent an invoice for marketing services rendered. The fee is based on a sliding scale, but never more than 10% the amount raised for the project.

Compared to traditional methods of fundraising—such as direct mail pieces and events—the efficiencies that Bring Light provides are significant, as is the ability to acquire donors at a lower cost. This higher return on investment frees up dollars that can be used towards other projects. And because everything is processed online, the collective environmental impact is huge.

Offering exceptional benefits of a donor advised fund

Bring Light is unique in offering the advantages of a donor advised fund through its provider, American Endowment Foundation (AEF). AEF aggregates the individual donations funneled into the donor advised fund and provides a single grant to the charity, significantly reducing the nonprofits' administrative costs.

“Bring Light chose American Endowment Foundation because they are a trusted, respected, and independent sponsor of donor advised funds nationwide.” said Dyrdaahl. “AEF shares our vision of inspiring a new generation of philanthropy, and we are excited to bring the benefits of a donor advised fund to the users of Bring Light.”

“For over 14 years, the American Endowment Foundation has helped donors fulfill their charitable goals,” said Phil Tobin, president of AEF. “We’re thrilled that by working together with Bring Light, we can help usher charities into the online world of philanthropy and serve their donors as well.”

About Bring Light, Inc.

Bring Light’s mission is to inspire a new generation of philanthropy. It is an online social network where donors and nonprofits build communities to fund specific charitable projects. For donors, it is a fun, interactive and secure place where they can see where their contributions are going, and multiply the impact by building Giving Groups around the causes they care about. For charities, it is a quick, simple and inexpensive way to fundraise and build relationships with new donors on the Web. For more information, visit www.bringlight.com

About American Endowment Foundation

American Endowment Foundation (AEF) is an IRS-recognized, 501(c)(3) public charity serving a national constituency since 1993. Its total donor advised fund assets now exceed \$130 million. Their sole business is donor advised fund administration, which includes compliance monitoring, state and federal filings, charity review, and grant disbursements - all in accordance with IRS guidelines. For more information, visit <http://www.aefonline.org/>.

Note to media, see accompanying press releases:

- *Announcing Bring Light, a socially responsible online network* – May 30, 2007
- *Bring Light creates a social network to inspire a new generation of philanthropists* – May 30, 2007

Media Contact:

Linda McNair, Bring Light
linda@bringlight.com; 408.702.2088

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