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**GIVVY CHARITABLE GIVING SITE LAUNCHES AT TECHCRUNCH50**

*- Ushers In A New Era of Charitable Giving -*

**SAN FRANCISCO, CA – September 9, 2008** –At TechCrunch50 today, Givvy, Inc. launched Givvy™, a new online service to improve the charitable giving experience for millions of donors. Givvy ([www.givvy.com](http://www.givvy.com)) is the first site to align the charitable interests and passions of donors with an integrated framework to plan, research and execute their charitable giving. Serving the needs of those desiring more control over their giving, Givvy is a free, feature-rich, and easy-to-use site with data on more than 1.4 million IRS charities and provides a centralized repository for all a donor's giving records.

“We created Givvy to help all donors be more effective and achieve greater satisfaction through their charitable giving,” said John Treadway, founder and CEO of Givvy, Inc. “Before Givvy, most donors did not have the information, guidance and support enjoyed by wealthy philanthropists. Now, everybody can increase the impact and scope of their giving with confidence and the support of the community of Givvy users.”

Key features of Givvy include:

- **“Givving Plan”** – Givvy helps you create a “Givving Plan” to guide your giving activities, with goals for amount donated, types of causes supported, and more. The “Givving Plan” is your roadmap for giving.



- **Donation Processing by Network for Good** – All donations on Givvy are processed by Network for Good ([www.networkforgood.org](http://www.networkforgood.org)), one of the leading donation processing services. Your donations through Network for Good, a 501c3 nonprofit, are totally secure, and are immediately tax-deductible (check with your tax advisor).
- **Charity Portfolio** – This patent-pending Givvy feature helps you create a portfolio of charities where you control the donation amount and timing of your donations, the organizations you want to support, and the percentage allocation of donations across your charities.
- **Member Funds** – Givvy member funds are collections of charities that other donors can use in their portfolios. For example, a children’s cancer member fund with several related charities can be created and shared with other Givvy users who want to support this cause but don’t know which organizations to support.
- **External Donations** – Now you can see all of your donations in one place by recording those made outside of Givvy with our “Record External Donation” feature. Whether made at another site, through the mail, over the phone, or in-person, recording donations in Givvy gives you a more complete view of your giving.
- **Donation Reports** – Quickly get a view of your “giving footprint” with Givvy’s donation reports. See all of your donations by date, charity and cause type in any time frame, and chart donations against your Givving Plan. You can also print or email a year-end report for your taxes.
- **Donation Privacy Settings** – Share your personal information with only the charities you want to receive it, and donate anonymously to all of the other organizations you support. Put an end to endless telemarketing, mail solicitations and email campaigns from charities.
- **Givvy Network** – Give better with help from your friends and family. Connect with people on Givvy who share your charitable interests, help others discover charities you support, and invite friends to join Givvy.



- **GivvyBase** – The core charity data comes from GivvyBase, our free and open-source nonprofit database. GivvyBase includes data on all 1.4 million IRS-registered nonprofits. Features of GivvyBase include:
  - **Free** – all of the data in GivvyBase is free and accessible to anybody
  - **Searchable** – our integrated search function makes finding your charities easy and fast
  - **User-Editable** – registered users can maintain and update the database with content, tags, star ratings & reviews, and more

### **About Givvy, Inc.**

Founded in December, 2007, Givvy, Inc. is delivering new and compelling solutions for donors to improve their charitable giving. Givvy seeks to provide highly functional tools that are easy to use, increase productivity for donors, and result in better giving for our members. Givvy – Better Givving for a Better World™