



Contact:
Bill Hewitt, CMO
Phone: (877) 366-6785 x345
BHewitt@CrownPS.com

560 Sylvan Avenue
2 US Executive Center
Englewood Cliffs, NJ 07632
www.crownps.com

CROWN PHILANTHROPIC SOLUTIONS

PRESS RELEASE

Gulf Coast Community Foundation goes live with DonorFirst™

*Donors now have **personalized** online access to support their philanthropic goals.*

Englewood Cliffs, NJ, May 12, 2011: Gulf Coast Community Foundation has released its new online donor solution supported by DonorFirst from Crown Philanthropic Solutions.

“We knew our donors wanted a better solution to successfully manage their families’ online grantmaking and philanthropic activity, and with DonorFirst we truly feel we’ve found it,” said Wendy Deming, Chief of Staff. “DonorFirst provided everything we needed to meet our vision for a more collaborative and efficient donor environment, and we did not have to change our core financial system to get it. Many of our donors are already online using DonorFirst and very pleased with the results.”

DonorFirst is designed to deliver a truly personalized experience to users and will integrate with any core financial system a foundation may choose to use.

“Crown is a web technology company that brings a tenured management team from the philanthropic and financial sectors; we know what has been missing for donors with previous solutions and how to deliver an enhanced experience.” said Ephy Torenberg, CEO of Crown. “Crown is fully committed to this market and we feel we have the solution that the market has been waiting for. Philanthropic organizations can better service their donors with a competitive online solution their donors have been wanting without changing their underlying financial and back office systems.”

Gulf Coast Community Foundation integrated DonorFirst with their core financial system and then set up a series of trials with a selected set of donors. Based on the successful results achieved in those early releases, DonorFirst is now available to all of the foundations donors.

"The team at Crown was wonderful to work with," stated Teri Hansen, the foundation's President & CEO. "They really made this work for us and we are very pleased with the outcome. We've really had a great partner in this undertaking."

About the Gulf Coast Community Foundation

At Gulf Coast Community Foundation, we inspire people and mobilize resources to transform our community. Working with proactive donors who want to make a lasting impact, we invest in the work of community organizations that change lives for the better, every day. Gulf Coast is a public charity that was created in late 1995. Since we began making grants in 1996, we have funded more than \$112 million in the areas of arts and culture, health and human services, education, civic affairs, and the environment. Gulf Coast is the largest community foundation in Florida.

About Crown Philanthropic Solutions, LLC

Crown Philanthropic Solutions, LLC was established in 2005 for the primary purpose of creating a donor advised fund (DAF) solution that was 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. By leveraging advancements in Web technology, Crown has created a bridge between the nonprofit and foundation community, financial organizations, and donors. The DonorFirst™ platform supports both a pooled or mutual fund style investment chassis as well as individually managed accounts, and introduces levels of communication and collaboration within each donor's 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.crownps.com.