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Newdea CEO to Speak at World Congress of Muslim Philanthropists Conference *Troy Stremler Co-Hosts Session on Strategic Philanthropy and Nonprofit Impact*

Englewood, Colo. – March 19, 2009 – Troy Stremler, founder and CEO of Newdea, a company that provides an information platform for the philanthropy market, will deliver a workshop at the World Congress of Muslim Philanthropists' (WCMP) annual conference. The conference, "Conventional to Strategic: A New Paradigm in Giving," will be held in Abu Dhabi, United Arab Emirates on March 22-23, 2009. Stremler's session, "Strategic Philanthropy: Using Accountability and Outcomes to Achieve Impact," will address how foundations and governments can directly increase a charity's ability to achieve impact through investor-minded strategies.

As CEO of Newdea, an emerging leader in solutions for measuring, analyzing and communicating the impact of nonprofit programs, Stremler brings more than 20 years of experience in the philanthropic space and is a recognized leader in the nonprofit sector. He will co-host the session with Dr. Natasha M. Matic, strategy and program consultant for the King Khalid Foundation of Saudi Arabia.

In the interactive workshop, Stremler and Matic will address the concept of strategic philanthropy based on measurable results, outcomes and accountability with philanthropists in one of the most generous regions in the world.

"Billions of dollars are given to charity in the Gulf Cooperation Council through informal channels, and the majority of this money is not tracked or measured," said Stremler. "It is our hope that this workshop will be the beginning of a new movement for Muslim philanthropists to drive increasingly effective philanthropy, resulting in greater impact."

Stremler and Matic will discuss how to work together to elevate the charity of today to be successful in the philanthropy industry of tomorrow:

- **Framework** – How can the philanthropy industry unite around a single, standard framework to help position nonprofits for success?
- **Infrastructure** – How do we build and support sound nonprofit organizations that can achieve results?
- **Technology** – How can technology solutions help nonprofits become more effective by running more efficient programs while communicating results and information to donors?
- **Investment** – What is the role of government and foundations in driving this change? How can they invest in the infrastructure, technology, consulting and training necessary to realize change?

This strategic approach can be used globally by both donors and nonprofits to work together to achieve greater impact, according to Stremler.

WCMP is the premier network of donors and foundations established to promote informed and effective giving in the Muslim community. The second-annual conference will bring together philanthropists, foundations, government and business leaders, and scholars to offer pragmatic insights and constructive response to the foremost global challenges.

About Newdea

Newdea provides a donor-driven information platform to identify, measure and communicate program-level results to all constituents in the philanthropic market. Key constituents include nonprofits, grantors, including individuals, government agencies, foundations and corporations, and donor-advisory groups, including wealth and philanthropic advisors. For more information about Newdea, visit its Web site at www.Newdea.com, or call 720-249-3030.

About the World Congress of Muslim Philanthropists

The World Congress of Muslim Philanthropists (WCMP) is an independent initiative that provides knowledge, resources, and networking opportunities to people who have the will to make a difference. WCMP works in partnership with the global community of donors and grant-making institutions to mobilize financial and human resources to advance the common good. For more information about WCMP and its conference, visit www.TheWCMP.org.

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