

## **FOR IMMEDIATE RELEASE**

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### **Newdea Launches “The 10x Transformation” Campaign to Improve Philanthropy Performance *Campaign Provides Grantors a Simple, Cost-Effective Way to Support Nonprofit Transformation***

**Englewood, Colo. – May 15, 2009** – Newdea, the leading philanthropy information platform company, launched “The 10x Transformation” campaign aimed at transforming and improving philanthropy’s performance through use of better information solutions. Targeted toward corporate and private foundations and high-wealth donors, the campaign encourages grantors to allocate one percent of their overall giving for an infrastructure that supports industry-wide collaboration, impact and transparency. With the right solutions in place, including the Newdea Platform, to identify, measure and communicate nonprofit program results, it is possible for grantors to receive a 10x return on their investment with greater efficiency and outcomes – thereby maximizing charitable dollars.

“The 10x Transformation is a cost-effective answer to one of the greatest challenges in philanthropy: how to identify inefficiencies and measure the impact of nonprofit organizations,” said Troy Stremler, founder and chief executive officer (CEO) of Newdea. “While virtually every other industry has technologies and systems in place to measure performance, the philanthropy industry is still in its infancy when it comes to turning data into actionable information. Grantors can help address this problem by earmarking one percent of their overall granting for an information-management solution for their supported nonprofits. The results will be transformative.”

The 10x Transformation aims to make transparency, measurement and evaluation possible with measurement-based solutions, such as a structured-information platform that is open to the entire industry. By starting with a small percentage of their current granting, grantors can initiate the transformation by investing in better management analytics that give way to better results, enabling nonprofits to do more with less.

“With support from grantors and nonprofits, the potential effects of The 10x Transformation are incredible,” said Stremler. “Just *one percent* provides grantors a software platform to aggregate and manage the outcomes of all their programs, while providing their nonprofit grantees with powerful program-management and reporting solutions. By positioning nonprofits for success with the right technology, people and training, we can transform the industry.”

#### **About Newdea**

Newdea provides a grantor-supported information platform to identify, measure and communicate program-level results to all constituents in the philanthropic market. Key constituents include nonprofits, grantors, including foundations, corporations, individuals and government agencies, and wealth and philanthropic advisors. For more information about Newdea, visit its Web site at [www.Newdea.com](http://www.Newdea.com), or call 720-249-3030.

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