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NFL LEGEND AND HUMANITARIAN NICK LOWERY JOINS CHARITABLE PROFIT ARRANGEMENT

At a time when the economy is forcing families, businesses and non profits to rethink their priorities, the *Charitable Profit Arrangement* has emerged to literally change the playing field in Philanthropy. The timing couldn't be better.

The Charitable Profit Arrangement (www.CharitableProfitArrangement.Org) is a system and method for donors (any person or entity) to SHARE their investment returns on behalf of their Charity of choice. Helping lead this new national movement in supporting philanthropic endeavors is Nick Lowery, NFL Hall of Fame nominee for the Kansas City Chiefs and Harvard Kennedy School MPA. Lowery is the only American to work for both Presidents HW Bush and Bill Clinton in the White House Office of National Service. In addition to launching his own endeavors in education and leadership (www.Loweryspeaks.com), Lowery was at the forefront in capacity building for service work from the White House stage with *Americorps* and the *Points of Light*.

"This current economy challenges our abilities to solve problems in the crucial social and educational fabric of this country. The Charitable Profit Arrangement (CPA) will add muscle to the nation's atrophied giving culture through this new sharing paradigm," says Lowery . The Winner of the *Ten Outstanding Young Americans* (TOYA) Award and the NFL Players' foremost Humanitarian award, the *Byron Whizzer White Award*, is partnering with the *Charitable Profit Arrangement* (CPA) to help revitalize Philanthropy at a crucial time.

"The Charitable Profit Arrangement will be a true, legal and healthy performance enhancer to the nation's heart muscle", Lowery said.

The *Charitable Profit Arrangement* is a new generation of fundraising opportunity that is built on the concept of **sharing** rather than giving.

Its win-win approach has wide market appeal. According to Lowery, the *Charitable Profit Arrangement* program was attractive for its simplicity and win-win philosophy. It's about a commitment to sharing the prosperity of the future. Others, like Lowery, recognize its many benefits. Lisa Benson, internationally recognized consultant to nonprofits and NGOs said, "*This is exactly what our industry has needed for a very long time.*"

Many benefits are created with this new sharing paradigm:

Cash Flow ~ From the Nonprofits' view, it creates a perpetual cash flow of unrestricted dollars to sustain and grow their organizations. They also have more time to spend *on their mission* rather than the labor-intensive activities associated with usual fund raising.

Expanded donor base ~ Frankly, many people who have extensive overhead in their lives often cannot see the significant future "disposable income" they have by shifting to sharing the future growth in their portfolio. The *Charitable Profit Arrangement*, is an easier way to help non profits with no "out of pocket" costs.

Benefits to the Donor ~ They receive both a **return** as the funds grow with professional expertise, and a **tax deduction** on the amount shared. They are able to give generously, since it is **sharing** a return on investment rather than a simple giving "hand out". They participate in a true relationship with the non profit they are helping, furthering the mission of an agency that resonates with them. Finally, unlike most institutions of giving, it is a **revocable gift**.

Most nonprofit leaders spend the majority of their time chasing dollars to be able to sustain their organizations and continue their missions. They do not have time to nurture the big vision that ensures relevance and impact.

The Charitable Profit Arrangement is now available nationwide and is accepting appointments from donors and nonprofits. For additional information, you could visit the website at www.CharitableProfitArrangement.org. It is a third party administrator working directly with financial firms that are directly regulated by the NASD (FINRA) and SEC, and is not a non profit institution.