

VOLUME 7

MorganStanley
SmithBarney

Gifts for Good

2011/2012 Perspectives in Philanthropy Catalog



Morgan Stanley Smith Barney (the “firm”) assembled this collection of possible holiday philanthropic gifts (the “List”) based on suggestions provided by firm employees and certain charities. The List is not comprehensive, but is intended to stimulate philanthropic ideas and encourage philanthropic giving. There are many other charities and philanthropic endeavors to consider and we encourage you to explore any other options that appeal to you and your family.

It is important to note that the firm has conducted no review or diligence of the charities or philanthropic opportunities on the List. Further, the List should in no way be considered to be a solicitation or endorsement by the firm on behalf of charities named. If you choose to support any of the charities or philanthropic endeavors listed, or any other charity that you separately identify, we recommend that you evaluate the charity or philanthropic endeavor, and make your own independent decision as to its legitimacy and merits.

The firm will not receive referral fees from any of the charities for inclusion on the List or for donations from clients. The firm is part of a diversified financial services company with millions of individual clients, and corporate, institutional and governmental clients in various countries around the world. The firm routinely enters into a variety of business relationships for which either the firm receives compensation, or pays for services, and such business relationships may include relationships with charities on the List, or with their employees or agents. Morgan Stanley Smith Barney does not provide legal or tax advice. You must consult your own legal and/or tax advisor for such guidance.

The gifts listed are representative of the impact of your generosity and are not intended to restrict how contributions will be used.

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Dear Clients and Friends,

As 2011 draws to a close, I am reminded of the many blessings that we are afforded living in such a rich and prosperous country. Sadly, many of our neighbors at home and around the globe are less fortunate and must rely on the herculean efforts of nonprofit organizations and the countless individuals who work tirelessly on their behalf to deliver life's basic necessities.

The twenty nonprofit organizations featured in our 2011/2012 *Gifts for Good* Catalog are providing the much needed support and accomplishing extraordinary results. What is even more impressive is that they are doing it by pushing the boundaries. As the late Steve Jobs, co-founder of Apple Inc., once said: "Don't be trapped by dogma—which is living with the results of other peoples' thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition." By examining their missions from new angles and identifying innovative ways of achieving results, the organizations featured here have differentiated themselves from other nonprofits and have become best-in-class leaders in their charitable areas.

We hope that our 2011/2012 *Gifts for Good* Catalog piques your curiosity and inspires you to seek more information on the nonprofits featured in this publication. If you decide to purchase a gift or support a funding opportunity, you'll have the added satisfaction of knowing that you're supporting a very worthy cause.

I wish you a terrific holiday season and Happy New Year!

A handwritten signature in black ink, appearing to read 'D. Ketterer', with a long horizontal flourish extending to the right.

Douglas J. Ketterer

Managing Director

Head of US Morgan Stanley Private Wealth Management

Note from the Co-Editors

An exciting benefit of being included in the 2011/2012 Gifts for Good Catalog is access to participate in our nonprofit webinar series. The programs will be led by nationally known attorneys, social media consultants, fundraising experts, investment management professionals and other luminaries doing cutting-edge work in their professional fields.

We would like to extend an extra special thanks to our colleagues who served on the 2011 Selection Committee. These distinguished individuals included Alexandria Albers, Audrey Choi, Douglas Ketterer, Kerry Piercy, Sandra Richards, Robert Seaberg, Joan Steinberg and James Walker.

Their invaluable input was instrumental in creating this publication.

We would like to hear from you!

If you have any questions or comments, please feel free to contact us at philanthropicservices@mssb.com.

Warmest holiday wishes,

Co-Editors

Melanie Schnoll Begun

Managing Director
Philanthropic Services

Steven Rosandich

Vice President
Philanthropic Services

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Education Network (GLSEN)

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Memorial Museum

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The ASCAP Foundation



The ASCAP Foundation educates aspiring composers, songwriters and lyricists with an emphasis on meeting the needs of economically underserved populations. The “Music in the Schools” program provides sheet music, band arrangements and method books to thousands of school children nationwide so they have quality music to play as they learn their instruments; the “Children Will Listen” program, established in honor of ASCAP member Stephen Sondheim (*West Side Story*, *Gypsy!*, *A Little Night Music*) offers a generation of students who may never

have been to the theater, their first musical theatre experience; “Summer Music Camp at Manhattan School of Music,” a 4 week program for students in grades 7–12, offers intensive musical instruction in musical theater, chamber music, percussion, and piano studies; and the “Young Composer Awards” program, encourages gifted jazz and concert composers by providing cash, awards and public recognition through a juried national competition.

The ASCAP Foundation offers students of all ages the opportunity to learn how to write, compose — and in many cases — perform their own music. It emphasizes the importance and value of ensuring that musical works are copyrighted so that perhaps one day, these music creators can enjoy a career where their work is respected and fully compensated.

COLLEEN MCDONOUGH

Director
The ASCAP Foundation
One Lincoln Plaza
New York, NY 10023
(212) 621-6219

Fund songwriting and guitar lessons

Give an inner-city child the opportunity to attend the two-week “Summer Guitar Project at the Fresh Air Fund Camp” program.

Donation: \$300

Sponsor a songwriting workshop

Nurture the talent and creativity of aspiring songwriters by supporting a master class led by an accomplished songwriter.

Donation: \$1,000

Commission a short chamber or jazz work

Support an emerging composer by commissioning a short chamber or jazz work (3–5 instruments, under 10 minutes).

Donation: \$7,500

Please reference code G4GMSSB when making a donation.

Collings Foundation



The Collings Foundation organizes and supports the only “living history” aircraft tours of their kind in the world. The “Wings of Freedom Tour” includes a B-17 Flying Fortress and a B-24 Liberator which were the backbone of the daylight strategic bombing campaign of WWII. The “Wings of Freedom Tour” also includes a P-51C Mustang escort fighter. P-51 Mustangs and the pilots who flew them saved countless lives in the skies and on the ground, and helped turn the tide of WWII. The P-51 is arguably the finest fighter aircraft in the

history of aviation. In honor of America’s Vietnam Veterans, the Collings Foundation has also developed the “Vietnam Memorial Flight” which features three jet aircraft and a helicopter: an F-4 Phantom, an A-4 Skyhawk, an F-100 Super Sabre and a Huey helicopter.

The Collings Foundation has kept these extremely rare and historic aircraft in superb condition and accessible to the general public. Nowhere else can you tour through these aircraft and see them fly — all in one setting. Over the past 20 years, these “living history” aircraft tours have made more than 2,600 visits to airports across the United States and have attracted more than four million spectators.

HUNTER CHANEY
Director of Marketing
Collings Foundation
137 Barton Road
Stow, MA 01755
(978) 562-9182

Honor a Veteran

Send a personalized B-17 Flying Fortress or B-24 Liberator Flight Certificate to a Veteran whom you’d like to honor.

Price: \$425

Name placement on plane and two complimentary flights

Become a Distinguished Flying Command Sponsor, have your name inscribed on the B-17 or B-24 and receive two between-cities flights.

Price: \$1,500

Name placement on plane and lifetime complimentary flights

Become a Plane Sponsor, have your name inscribed on the B-17 or B-24 and receive lifetime between-cities flights.

Donation: \$5,000

Please reference code G4GMSSB when making a donation.

Cristo Rey Network



The Cristo Rey Network, comprised of 24 Catholic college preparatory high schools in 16 states and Washington DC, is educating 6,900 students in 2011–2012 and will soon be reaching more than 10,000 young people who have limited educational options. Most students qualify for free or reduced lunches and 95% of Cristo Rey Network students are young people of color. The Cristo Rey Network only accepts students who are significantly behind academically, often arriving in ninth grade two or three levels behind. Cristo Rey Network

schools provide the necessary intervention and acceleration of academic progress. This past year, 100% of the schools' senior class was accepted into college.

The Cristo Rey Network, in addition to utilizing a rigorous academic model, employs an innovative, entrepreneurial Corporate Work Study Program that provides students with real world work experience. Every student in a Cristo Rey Network school works five full days a month to fund the majority of his or her education. Students work at law firms, banks, hospitals, universities and with other professional corporate partners. Last school year, Cristo Rey Network students earned more than \$30 million to make their education possible.

BRENDA SCHULZE

Advancement Officer
Cristo Rey Network
14 East Jackson Boulevard, Suite 1200
Chicago, IL 60604
(312) 784-7200

Underwrite a student's work attire for one year

Given that many Cristo Rey Network students cannot afford proper business attire for their Work Study positions, underwrite a student's work attire for a year.
Donation: \$200

Purchase a SMART Board

A SMART board is an interactive whiteboard and engaging learning tool for the 21st century classroom.
Donation: \$2,000

Underwrite a Last Dollar Scholarship

While many Cristo Rey Network graduates receive support to attend postsecondary institutions, a Last Dollar Scholarship covers the gap between the support and the actual tuition, room and board.
Donation: \$5,000

Please reference code G4GMSSB when making a donation.

DonorsChoose.org



DonorsChoose.org is an online charity that makes it easy for anyone to help students in need. Public school teachers post classroom project requests online, such as a chalkboard for a math class, violins for a school recital or microscope slides for a biology class. Donors browse through project requests and give any amount to the one that inspires them. Once a project reaches its funding goal, DonorsChoose.org delivers the materials directly to the school. Teachers and students write thank you notes and take photos of the new materials which

are sent to donors who helped bring the project to life.

DonorsChoose.org is open to students and teachers at all k-12 schools and charter schools in the United States. In the last school year, 234,000 individual donors supported 2,150,000 students and 55,000 teachers across the country. Currently, 40% of all United States public schools have a teacher who has posted projects on DonorsChoose.org. For example, since a tornado struck Joplin, MO, on May 22, 2011, over 4,000 individuals have used DonorsChoose.org to give more than \$400,000 to rebuild hundreds of Joplin classrooms. DonorsChoose.org envisions a nation where children in every community have the tools and resources necessary to attain an excellent education.

JANELLE LIN

VP Partnerships and Business Development
DonorsChoose.org
213 West 35th Street, 2nd Floor
New York, NY 10001
(212) 239-3615

Purchase a DonorsChoose Giving Card

A GivingCard lets you choose a classroom project to support by using the funds on the card. You receive photos and thank you notes from the classroom you help.

Donation: \$100

Fund an average DonorsChoose.org project

In addition to having the satisfaction of funding a project, you will receive personalized thank-you notes and photos from the teacher and students you helped.

Donation: \$495

Sponsor a School

Bring a school's wish lists to life by supporting approximately 20 projects at a school of your choice. You will receive thank you letters and photos from all of the classrooms that benefit.

Donation: \$10,000

Please reference code G4GMSSB when making a donation.

Dream Foundation



Dream Foundation, the first and largest national wish-granting organization for adults with less than 12 months to live, has been touching lives, reuniting families and providing relief, closure and joy at the end of life's journey since 1994. Together with hundreds of volunteers and more than 600 hospices nationwide, Dream Foundation has granted over 12,000 last wishes in the unique form of compassionate care for dream recipients and their loved ones. Some dreamers long to make happy, lasting memories with their loved ones; others want a friend brought to their

bedside for a few final moments of comfort; others dream about leaving a legacy, such as a garden or a published book of poetry. No matter what the dream, the realization of a last wish provides peace and dignity to dreamers and their loved ones at a time when it is desperately needed.

A granted dream provides unique and important physical and emotional comfort. Dream Foundation does not receive any government funding, and dream services are 100% free to those in need. After fighting battles with cancer and other illnesses, many dream recipients are in dire financial straits. While the Dream Foundation cannot cure their diseases, they can dramatically impact the quality of their fragile lives with the joy experienced from a dream come true.

ERINN LYNCH

Director of Communications
Dream Foundation
1521 Chapala Street, Suite 304
Santa Barbara, CA 93101
(805) 564-2131

Contribute towards a basic needs item

Items like hot water heaters, hearing aid batteries and warm blankets can become a dream when they are absent in the lives of those facing a life-limiting illness.

Donation: \$250

Help fund a bedside reunion

Help bring a dream recipient's loved one to his or her bedside, allowing for comfort, closure and the assurance that nothing is left unsaid.

Donation: \$500

Underwrite a Dream

By becoming a Dream Maker Circle Member and fully funding a final wish, such as underwriting a family trip or purchasing a power lift chair, your contribution will provide tremendous support, joy and peace to someone's final, special journey.

Donation: \$1,000

Please reference code G4GMSSB when making a donation.

Gay, Lesbian & Straight Education Network (GLSEN)



The Gay, Lesbian & Straight Education Network (GLSEN) strives to guarantee that every child—regardless of sexual orientation or gender identity/expression—is in an environment free of harassment and fear. Since homophobia and heterosexism undermine a healthy school climate, GLSEN works to educate teachers, students and the public at large about the damaging effects these forces have on youth and adults alike. GLSEN has worked tirelessly to end the bullying, harassment and discrimination directed at lesbian,

gay, bisexual and transgender (LGBT) people in schools across the country.

GLSEN partners with major national educational associations in conducting its seminal research on the incidence and problems associated with unsafe school environments. GLSEN sponsors programs such as *No Name Calling Week* and *Changing the Game: The GLSEN Sports Project*. The goal of the Safe Space Campaign, launched in 2010, is to place at least one GLSEN Safe Space Kit in each of the 65,000 public and private secondary schools in the country. The kits provide 10 Safe Space stickers that can be placed in highly visible locations, e.g., on an office door or window. The two largest school systems in the country—New York City and Los Angeles—have already placed thousands of these kits.

DANE GRAMS

Senior Director of Development
Gay, Lesbian & Straight Education Network
90 Broad Street
New York, NY 10004
(212) 727-0135

Purchase two Safe Space Kits for a school

Each Safe Space Kit contains 10 Safe Space Stickers, 2 Posters and a 42-page Guide to Being an Ally to LGBT Students.

Price: \$50

Support the Day of Silence

Give students access to the resources they need on Day of Silence, April 20, 2012, when students nationwide will take a vow of silence to bring attention to anti-LGBT name-calling, bullying and harassment in their schools.

Price: \$75

Underwrite No Name-Calling Week materials

Provide one elementary school teacher with No Name-Calling Week materials that foster thoughtful classroom discussions and activities on treating one another with respect.

Price: \$250

Please reference code G4GMSSB when making a donation.

The HALO Trust



Landmines injure and kill thousands every year and keep communities mired in a continuous cycle of poverty. The HALO Trust clears landmines and unexploded ordnance from war-torn countries. Founded in 1988, the HALO Trust has cleared over 13 million landmines and other explosive remnants of war. The HALO Trust has a simple mission, “getting mines out of the ground, now.”

Currently, HALO employs over 8,000 local staff in 10 countries: Afghanistan, Sri Lanka, Cambodia, Angola, Mozambique, Somaliland,

Georgia, Nagorno Karabakh, Kosovo and Colombia. Mine-affected communities are often doubly disadvantaged because non governmental agencies are unable or unwilling to visit them. The majority of HALO-cleared land is later used for agriculture by small farmers, making HALO a leader in food security. In places where HALO has completed clearance, communities have been rebuilt, families have returned home, farmers are now planting their crops, livestock are grazing, roads are reopened and children are walking to school, secure in the knowledge their next step will be a safe one.

AMY CURRIN

Development Manager
The HALO Trust
220 Montgomery Street, Suite 968
San Francisco, CA 94104
(415) 986-4852

Destroy a landmine

Help save lives by funding the clearance and destruction of a landmine.

Donation: \$200

Pay a deminer's salary for three months

By sponsoring a deminer, you are funding mineclearance as well as supporting a local family.

Donation: \$525

Purchase a metal detector

Most landmines contain metal and most mineclearance is done using handheld metal detectors.

Donation: \$3,000

Please reference code G4GMSSB when making a donation.

Helen Keller International



Helen Keller International's mission is to save the sight and lives of the most vulnerable and disadvantaged by combating the causes and consequences of blindness and malnutrition worldwide. Vitamin A deficiency is the number one cause of childhood blindness. It also weakens children's immune systems, leading to 670,000 preventable deaths every year. Helen Keller International is the global leader in vitamin A supplementation programs, last year alone distributing 85 million capsules of vitamin A to children in 18 countries. Helen

Keller International mobilizes and trains tens of thousands of in-country health workers and volunteers to deliver vitamin A capsules that literally save the sight and lives of children.

Helen Keller International also delivers other valuable health interventions, from sight-saving medicine to prevent river blindness to medications that prevent and treat a host of disabling and disfiguring diseases. Every minute, 72 children benefit from its programs. Its ChildSight® program, based in the United States, has screened over 1.4 million students since its inception. Last year, over 96,000 children were screened and 18,695 received glasses, free of charge.

PEGGY O'NEILL
Vice President, Development
Helen Keller International
352 Park Avenue South
New York, NY 10010
(646) 472-0330

Fund one vision and eyeglass prescription screening

Give the gift of clear vision to a child in need of eyeglasses. One in four children in the United States suffers from refractive error.

Donation: \$25

Give life-saving vitamin A supplements to 100 children in a village in Tanzania for one year

Each year 350,000 children go blind due to vitamin A deficiency which is preventable by administering vitamin A supplements.

Donation: \$100

Support 30 sight-saving cataract surgeries in Vietnam

Cataract is the number one cause of needless blindness in adults worldwide, particularly in developing countries that lack access to eye health services.

Donation: \$2,000

Please reference code G4GMSSB when making a donation.

The Icla da Silva Foundation



The Icla da Silva Foundation was founded in 1992 in memory of its namesake, Icla da Silva, who died of leukemia at the age of 13. Its mission is to save lives by recruiting bone marrow donors and by providing support services to children and adults with leukemia and other diseases treatable by bone marrow transplants. Minority groups remain underrepresented in the “Be the Match Registry,” the world’s largest donor and cord blood registry. The Icla da Silva Foundation works closely with the Hispanic, Asian African American and Native

American communities to raise awareness about the need for a more diverse registry, to dispel any myths surrounding marrow donation, and to recruit donors.

The Icla da Silva Foundation is the largest bone marrow recruitment center in the country in terms of potential donors recruited. Since its founding, it has recruited over 190,000 individuals to join the Be The Match Registry, 94% of whom were racial and ethnic minorities. The Icla da Silva Foundation has facilitated over 120 nonrelated marrow donations and over 200 related donations, with 29 in the last year alone. Already this year, over 480 potential donors have been identified among its recruits, and it has helped facilitate needed bone marrow transplants for 19 patients.

AIRAM DA SILVA

MPH, President
The Icla da Silva Foundation
11-49 47th Avenue, 2nd Floor
Long Island City, NY 11101
(212) 593-1807

Fund collection, laboratory fees, process, storages and maintenance of samples used for marrow matching

Help save someone’s life by funding the process of finding a marrow match.

Donation: \$100

Support a family for one month during the course of treatment

Your donation will help defray the costs incurred by a family member who is fighting leukemia such as co-pays, lodging and transportation.

Donation: \$500

Fully sponsor a named grant for a needy family facing a diagnosis of blood cancer

Your donation will help defray the costs incurred by a family member who is fighting leukemia, such as co-pays, lodging and transportation.

Donation: \$3,000

Please reference code G4GMSSB when making a donation.

iMentor



iMentor's mission is to improve the lives of high school students from underserved communities through evidence-based, technology-enabled mentoring. In New York City, iMentor partners directly with schools to match every student with a college-educated mentor. The pairs communicate weekly over e-mail and meet once a month in person to work through iMentor's research-based curriculum, which empowers kids to achieve academic success. Each mentor-mentee pair is assigned a full time staff member who is responsible for the

success of the relationship. iMentor's flexible model enables more high-performing professionals to make time for mentoring so that more students are college-ready when graduating from high school.

The iMentor Interactive program provides nonprofits and schools across the country with the resources needed to run high-quality mentoring programs in the iMentor model, including: a high-impact curriculum, an on-line platform for managing all aspects of the mentoring program, and intensive consulting services. More than 30 organizations in 20 states currently use the iMentor Interactive program. In the past 11 years, iMentor has provided caring adult mentors to more than 10,000 high school students nationwide.

CLEO CAVOLO

Managing Director of Development
iMentor
30 Broad Street, 9th Floor
New York, NY 10004
(212) 461-4330

Fund a college kick-off event

Support an event, hosted by iMentor, for a class of high school juniors to work one-on-one with their mentors to plan their college application process.

Donation: \$250

Support a mentor-mentee pair for one year

Enable the mentorship of one student as they work one-on-one with their mentor toward academic and personal success.

Donation: \$1,000

Underwrite a long-term mentoring relationship

Our mentors invest several years in their mentees. Match their commitment by supporting the full length of one of these special relationships.

Donation: \$5,000

Please reference code G4GMSSB when making a donation.

KidsPeace Corporation



Twelve percent of America's children under the age of 18 suffer from mental health problems and countless others have difficulty learning in a traditional school setting. KidsPeace provides therapeutic mental health care to children, and offers programs and services in 10 states and the District of Columbia. With its mission—to give hope, help and healing to children, families and communities—KidsPeace offers a wide range of services, including psychiatric hospital care, residential programs, accredited educational services, foster care,

and community programs. The Family Center offers assessments, counseling, Autism Spectrum programs, group sessions, pediatric medical care, speech therapy and after school programs, all under one roof.

KidsPeace sponsors TeenCentral.Net, a unique, personalized and free Internet resource that helps teens face and overcome crisis and daily life challenges. This service gives teens a safe forum to anonymously post their problems that might involve eating disorders, bullying, and domestic violence. A Master's level counselor replies to their Responses within 24 hours. TeenCentral.Net has more than 500,000 registered members around the world.

TERENCE CALLAGHAN

Manager of Donor/Community Relations
KidsPeace Corporation
4085 Independence Drive
Schnecksville, PA 18078
(610) 799 7990

Underwrite an internship for 3 months

A work internship can be a lifeline for foster child who is transitioning from foster care to independent living.

Donation: \$800

Support a TeenCentral.Net counselor for one month

A Master's level counselor provides confidential information and guidance to emails from teens seeking advice on critical personal matters.

Donation: \$1,000

Sponsor a child with Autism Spectrum Disorders to attend Sarah's Smile

Sarah's Smile is a six-week summer therapeutic activities program for children ages 4 through 18 with Autism Spectrum Disorders.

Donation: \$1,500

Please reference code G4GMSSB when making a donation.

MedShare



MedShare recovers and redistributes surplus medical supplies and equipment to needy health care institutions both locally and globally. MedShare's supplies have reached hospitals and clinics in 88 countries in some of the poorest and most remote regions of the world. Hospitals and clinics abroad that cannot afford basic items receive shipments of 40-foot containers which hold up to 1,000 boxes of life-saving supplies and much needed medical equipment. MedShare has sent \$93 million worth of medical supplies since

1998. MedShare's programs are physically located in the Atlanta and San Francisco metro regions but the program benefits communities nationwide by reducing waste of usable medical supplies that would otherwise end up in landfills. MedShare calculates that it has diverted 2 million cubic feet of usable medical supplies from landfills.

MedShare ensures that the aid it sends aligns exactly with the needs of the medical professionals in the developing world by empowering recipients to order box-by-box what they need through an online inventory system. Shipments are customized, whether they are destined for a large hospital in Ecuador or a rural clinic in Kenya. The scale of MedShare's operations ensures that recipients have more than 15,000 items from which to choose.

DAVID PASS

Chief Advancement Officer
MedShare
3240 Clifton Spring Road
Decatur, GA 30034
(404) 537-5080

Equip a medical team responding to an urgent need

MedShare, by equipping doctors, nurses and medical teams with materials needed on their medical missions, increases the number of patients treated and greatly improves the quality of care given.

Donation: \$500

Underwrite the shipment of a pallet of 50 boxes of medical supplies

Boxes contain desperately needed items such as sterile gloves, syringes, sutures and other items for underfunded medical facilities in the US and abroad that would struggle to keep their shelves stocked with basic supplies.

Donation: \$1,000

Send a MedShare's biomedical engineer to travel to recipient facilities

An onsite biomedical engineer will offer assistance in equipment need evaluations, maintenance and training.

Donation: \$5,000

Please reference code G4GMSSB when making a donation.

National Adoption Center



Imagine what it must feel like for a child when he or she doesn't have a permanent family—when he doesn't know where he will be living next Christmas or who will be there for her when she's had a bad day at school and needs a loving hug. That's the reality for nearly 110,000 children in this country. They are not the babies often associated with adoption. These children are older, sometimes teen age, and may have an emotional, developmental or physical challenge. Most have experienced abuse and neglect. They live in foster care while waiting and hoping that

someone will want to adopt them.

That's where the National Adoption Center steps in. We have learned that once people know about the children, they are interested in adopting them. The proof: since 1972, we have helped create families for more than 23,000 children. We believe that “there are no unwanted children...just unfound families.”

We make the children visible through public awareness, including: partnerships with television, radio and the print media to run features of waiting children; creation of adoption events that bring waiting children and potential parents together; and a unique online “matching service.” We recently developed an outreach program to the gay and lesbian community to expand the pool of prospective adoptive parents.

KEN MULLNER

Executive Director
National Adoption Center
1500 Walnut Street, Suite 701
Philadelphia, PA 19102
(215) 875-0323

Support a child to attend a “Match” party

Give a child a chance to meet a potential adoptive family.

Price: \$100

Underwrite AdoptMatch for one month

AdoptMatch is an online service that connects interested adopters from underserved communities (those who are single, disabled, gay or lesbian) with appropriate adoption agencies, thus widening the pool of potential adoptive families.

Price: \$500

Help fund a “Match” party

Become a Champion of Adoption by supporting a “Match” party for teenagers, the children who represent the greatest challenge in adoption.

Donation: \$1,000

Please reference code G4GMSSB when making a donation.

New York Junior Tennis League



“Our idea is to use tennis as a way to gain and hold the attention of young people in the inner cities and other poor environments so that we can teach them about matters more important than tennis.” Arthur Ashe

The New York Junior Tennis League (NYJTL), founded by Arthur Ashe and others in 1970, began by offering free tennis activities on public park tennis courts in the South Bronx. Today, NYJTL is the nation’s largest youth tennis and education organization, serving 100,000 young people, ages six to 18. The experience of tennis, together with

NYJTL’s educational and nutritional services, helps youngsters improve their performance in school and raise their aspirations and self-esteem.

NYJTL offers a number of programs, including Community Tennis that provides free tennis lessons and competition in every district of NYC, the Schoolyard Tennis program that offers a tennis curriculum and training to physical education teachers and a comprehensive tennis-themed after school program. NYJTL is partnering with First Lady Michelle Obama’s “Let’s Move!” campaign by enrolling 75,000 kids and presenting each with a Presidential Active Lifestyle Award for playing tennis. By embracing kids’ enthusiasm for athletics and building on the discipline and confidence learned in tennis, NYJTL is an effective and innovative catalyst for community transformation.

JACLINN TANNEY

Director of Development
New York Junior Tennis League
5812 Queens Boulevard, Suite 1
Woodside, NY 11377
(347) 417-8192

Sponsor a child in NYJTL’s spring and summer tennis program

Playing in a peer environment builds a child’s confidence and discipline on and off the court. Children will receive tennis instruction and increase academic skills through reading clubs.

Donation: \$250

Sponsor an all-star coach and underwrite tennis equipment during the NYJTL summer season

In addition to having a skilled and personable coach to serve as a mentor, 100 children will receive age appropriate equipment, including racquets, balls and nets.

Donation: \$2,500

Play tennis with a world-ranked tennis professional in a tennis clinic

A once-in-a-lifetime experience to play with former New York City Mayor, Honorable David Dinkins, or a world-ranked tennis professional. Arrangements will be made through NYJTL.

Donation: \$10,000

Please reference code G4GMSSB when making a donation.

Opportunity International



Opportunity International provides small business loans, savings, insurance and training to more than three million people working their way out of poverty in the developing world. Clients in over 20 countries use these financial services, including loans, savings and insurance to start or expand a business, provide for their families, create jobs for their neighbors and build a safety net for the future.

Through its community banking network and innovations like mobile banking and biometric fingerprint technology, Opportunity

banks on the spirit of people and on their hopes and dreams, and stands alongside its clients as equal partners in the fight against poverty.

IAN HAISLEY

Online Communications Manager
Opportunity International
2122 York Road, Suite 150
Oak Brook, IL 60523
(630) 242-4100

Enable a farming family to obtain better seed

When small-scale farmers can access financing to improve crops, they improve their family's nutrition and reinforce the food security of their communities.

Donation: \$50

Underwrite a women's first loan to start a business

A woman's business increases family income rises, ensures that children are better fed and helps her gain status.

Donation: \$142

Keep a mobile bank on the road for a week

Opportunity International's mobile banks, which provide savings accounts, secured disbursements and loan repayments, are a cost-effective substitute for brick-and-mortar banks.

Donation: \$250

Please reference code G4GMSSB when making a donation.

Project Gaia, Inc.



Three billion people are still cooking with traditional solid fuels and two million people are dying each year from smoke-related illnesses. Providing clean stoves and promoting the local development of clean fuel addresses energy poverty at its root. Project Gaia, a global clean-cooking fuel initiative that partners with the Global Alliance for Clean Cookstoves, focuses not just on the stove, but also on the fuel. Ethanol is the only fuel that most poor countries can produce sustainably on their own. Ethanol allows them to shift

the burden from fragile forests to expertly cultivated high-yield crops that produce food, fiber and fuel.

Project Gaia currently works in Ethiopia, Kenya, Nigeria, Haiti and Brazil, with research and collaboration underway in Madagascar, Rwanda, Mozambique and Senegal. Project Gaia is an implementing partner to the UN Refugee Agency and provides CleanCook stoves (which use ethanol) in refugee camps. The CleanCook stove is consistently voted the most popular intervention by refugee families. The stove has a perfect safety record with over two million accident-free stove-use days. The CleanCook stove is also a lifeline for vulnerable populations, such as tsunami and earthquake victims, by giving them life-saving technology and clean energy.

HARRY STOKES

Executive Director
Project Gaia, Inc.
Box 4190, No. 1 Lincoln Square
Gettysburg, PA 17325
(717) 334-5594

Purchase of CleanCook double-burner stove for a family in a developing country

When a CleanCook double-burner replaces a wood stove, about six tons of carbon dioxide are NOT released in the air. You will receive a carbon offset certificate.

Donation: \$100

Purchase a CleanCook stove and a year's worth of ethanol fuel for a family of five

With ethanol fuel substantially less expensive than wood and charcoal, a family can invest its savings elsewhere. In addition to getting a carbon offset certificate, you will receive a story about the recipient family and a high-quality photo.

Donation: \$230

Underwrite a documentary

You and a documentary film crew will visit a refugee camp in Ethiopia. Join the crew as they conduct interviews with women and girls, walk with women in search of scarce firewood and cook a typical meal of injera and lentils on a three stone fire. Join women as they receive their new stoves, and see firsthand how their lives are changed. You will come away from this experience with a deeper understanding of why CleanCook stoves and ethanol fuel are so revolutionary in the lives of women and their families.

Donation: \$120,000

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Save the Children Federation



Save the Children works in more than 120 countries and serves an estimated 80 million children. Its programs are devoted to ensuring that children are safe, educated, healthy, and better able to attain their rights. Save the Children's US programs focus on rural children's whole development, early childhood, literacy, physical activity and nutrition. Save the Children operates some of the most innovative and ambitious public-private education programs in the nation, reaching more than 80,000 children in some of the most remote

and impoverished parts of the country.

Both internationally and in the United States, when disaster strikes, Save the Children is there to save lives with food, medical care and education and remains behind to help communities rebuild through long-term recovery programs. As quickly and effectively as Save the Children responds to tsunamis and civil conflict, it also works to resolve ongoing struggles children face every day—poverty, hunger, illiteracy, and disease. One such program is Early Steps to School Success, a cost-effective, replicable initiative that works with expectant parents and children into their early school years.

SAM CONNOR

Director of Philanthropy
Save the Children Federation
54 Wilton Road
Westport, CT 06880
(203) 341-8202

Purchase supplies and curriculum for 10 children in the Raising a Reader Program

Raising a Reader Program offers age and culturally appropriate books for children and training for parents.

Donation: \$360

Send a child to a summer learning camp for six weeks

Summer learning camp gives children living in rural poverty an opportunity to build academic skills in an engaging environment.

Donation: \$700

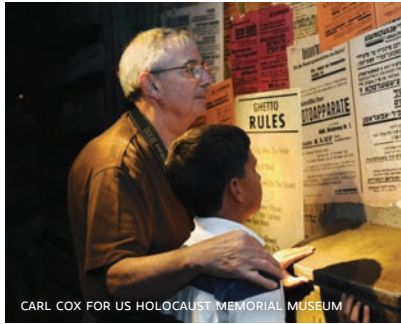
Buy a Child-Friendly Spaces Kit that enables up to 100 children to play, socialize and recover during emergencies

The kit contains items for crafts, games, cooperative learning, team-building and sports.

Donation: \$750

Please reference code G4GMSSB when making a donation.

United States Holocaust Memorial Museum



The United States Holocaust Memorial Museum inspires citizens and leaders worldwide to confront hatred, prevent genocide and promote human dignity. The Museum's primary mission is to advance and disseminate knowledge about the Holocaust, to preserve the memory of those who died, and to encourage visitors to reflect upon the moral and spiritual questions raised by the events of the Holocaust as well as their own responsibilities as citizens of a democracy.

Since the Museum's opening in April 1993, nearly 32 million people have seen its Permanent Exhibition, including more than 90 heads of state and some 3,500 foreign officials from over 132 countries. In 2010, the Museum logged more than 38 million visits to its website from more than 100 countries. Through its educational and leadership training programs, traveling exhibitions, lectures, conferences, and academic symposia held nationally and worldwide, the Museum serves a truly global audience.

AMY FARRIER

Deputy Chief Development Officer
United States Holocaust Memorial Museum
100 Raoul Wallenberg Place, SW
Washington, DC 20024
(202) 488-0423

Support an educator in teaching about the Holocaust

Your gift could help an educator begin learning how to teach about the Holocaust effectively in the classroom. You will also receive a full annual membership to the Museum and the beautifully designed book, *The Holocaust Museum in Washington*.

Donation: \$150

Underwrite a discussion with a Holocaust survivor

The Museum brings survivors of the Holocaust to schools, churches, synagogues, and college campuses across the United States. Your gift could enable one survivor to travel off-site to share their personal history and inspire others to take action.

Donation: \$1,500

Preserve history by helping to record an oral history with a Holocaust survivor

The window of opportunity is closing on the possibility of interviewing Holocaust survivors and recording their stories for future generations. Your gift could enable Museum representatives to travel to a survivor's home and capture this valuable testimony.

Donation: \$4,000

Please reference code G4GMSSB when making a donation.

WaterAid



WaterAid transforms lives by improving access to safe water, hygiene, and sanitation in the world's poorest communities. A desperate need for clean water and sanitation exists in many parts of the world: 884 million people do not have access to safe water and 2.6 billion live without sanitation. Lack of clean water and sanitation results in the deaths of 4,000 children each day.

In 2010, WaterAid helped 1.5 million people gain access to safe water, bringing the total number reached since its founding to nearly

16 million. Whether helping communities drill wells or install latrines, WaterAid and local partners use practical, sustainable technologies to bring safe water, sanitation, and hygiene education to the world's poorest people. By working with communities from the start—from planning through building, to management—WaterAid ensures that projects meet a community's real needs and will be maintained for the long-term. Moreover, investment in water and sanitation is cost effective; for every \$1 invested, it is estimated that \$8 is returned in increased productivity and decreased health care costs.

LISA MILLMAN

Director of Development
WaterAid
315 Madison Avenue, Suite 2301
New York, NY 10017
(212) 683-0430

Give the gift of water for life

This gift could pay for one of the world's poorest people to gain access to safe, clean water and sanitation for life.

Donation: \$25

Construct a well

WaterAid uses low cost, appropriate technologies—like tubewells—which provide a community a permanent supply of safe, clean water.

Donation: \$150

Purchase 10 handpumps for 10 communities

In Africa, with the burden of collecting water falling on women who must walk nearly four miles every day, access to a nearby handpump reduces the time wasted on this arduous task.

Donation: \$1,000

Please reference code G4GMSSB when making a donation.

World Bicycle Relief



World Bicycle Relief has designed and produced an affordable, high-quality bicycle specifically built for rural Africa, where children walk hours each way to school and their families walk even farther to clinics and markets. By taking time from education, work and health care, walking long distances exacts a toll the poor cannot afford to pay. Compared to walking, a bicycle quintuples carrying capacity and quadruples accessible travel distance while saving time. Since its founding in 2005, World Bicycle Relief has distributed over 90,000

bicycles and trained over 700 mechanics.

In June 2009, World Bicycle Relief launched the Bicycles for Educational Empowerment Program, an innovative project providing 50,000 bicycles to improve rural Zambian children's access to education. These children are especially at risk for extreme poverty and high HIV/AIDS infection rates; safe, reliable transportation to school enables them to have better health and economic outcomes as a result of completing their secondary education. More than 15,000 bicycles have been distributed to date, and initial reports indicate dramatically increased school attendance.

BETH HOWARD

Development Manager
World Bicycle Relief
1333 North Kingsbury, 4th Floor
Chicago, IL 60642
(312) 664-3836

Give a student a reliable World Bicycle Relief bicycle, toolkit, pump and lock

While rural Zambian students typically walk up to 3 hours each way to school, a bicycle cuts travel time by 75%.

Donation: \$134

Train one bicycle mechanic

Training mechanics ensures that bicycles are kept in working order and promotes microenterprises in rural villages.

Donation: \$350

Fund the assembly of 1,000 bicycles

Thirty well-trained, full-time, local employees use proper tools and techniques to ensure efficient, accurate, high-quality assembly.

Donation: \$6,500

Please reference code G4GMSSB when making a donation.

Morgan Stanley Smith Barney

522 Fifth Avenue

New York, New York 10036

MorganStanley
SmithBarney