

CAFAMERICA UNVEILS “MASSIVEGOOD AMERICA FUND” FOR MILLENNIUM FOUNDATION’S MAJOR NEW CAMPAIGN FIGHTING HIV/AIDS, MALARIA, AND TUBERCULOSIS

United Nations Secretary-General Ban Ki-Moon, President Bill Clinton, Performing Artists will.i.am and David Guetta, and Director Spike Lee Kick-off MASSIVEGOOD Effort in New York City

ALEXANDRIA, VA.///March 4, 2010///CAFAmerica announced today that it has partnered with The Millennium Foundation to establish the “MASSIVEGOOD America Fund”. The MASSIVEGOOD America Fund will channel contributions to Millennium Foundation’s MASSIVEGOOD charitable campaign, designed to mobilize new sources of innovative funding to achieve the three health-related Millennium Development Goals agreed to by the UN in 2000: to treat and fight life-threatening diseases, including HIV/AIDS, malaria and tuberculosis; to reduce childhood mortality; and to improve maternal health.

A member organization of the UK-based Charities Aid Foundation international network of offices, CAFAmerica is dedicated to expanding borderless and safe charitable giving by providing guidance and international grant making solutions for donors and charities.

The launch of this unique initiative will enable millions of US travelers to make small donations of \$2 or more online simply by “clicking” the MASSIVEGOOD link on commercial travel websites, such as those for Travelocity and Accor Hotels and through travel agents. Millennium Foundation, with the support of the global travel and tourism industry, has the potential to raise millions for global health through the MASSIVEGOOD initiative. The MASSIVEGOOD America Fund at CAFAmerica will serve as one of the campaign’s innovative funding mechanisms.

CAFAmerica CEO Susan Saxon-Harrold said: **“CAFAmerica is delighted to assist Millennium Foundation by providing the travel and entertainment industries with a means to make their donations in a tax-effective manner. This is an exciting new collaborative effort for the worlds of travel, entertainment and philanthropy to combine forces to help make a better world. It is the perfect expression of CAFAmerica’s approach to combining borderless giving with exciting new partnerships and the latest innovations in technology.”**

For more information about the “MASSIVEGOOD America Fund” at CAFAmerica, visit: www.cafamerica.org. To see which corporate partners are currently supporting the MASSIVEGOOD initiative, visit www.massivegood.org.

ABOUT CAFAMERICA

Charities Aid Foundation America (CAFAmerica) was founded in 1992, and is a member organization of the United Kingdom based Charities Aid Foundation international network of offices, which provides charitable financial services to individuals, global corporations, charities, and foundations. CAFAmerica is dedicated to expanding borderless charitable giving by providing guidance and international grant making solutions for donors and charities. Together with its UK subsidiary for dual US/UK taxpayers, the CAF American Donor Fund, CAFAmerica makes over \$40 million in grants to charities in 76 countries around the world. CAFAmerica’s range of charitable solutions include: Donor Advised Gifts, Donor Advised Funds, Matching Donor Advised Funds, Designated Funds, bequest planning and ‘Friends of’ Charity Funds.

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