

## TEN ELITE NCAA FOOTBALL SCHOOLS TO DONATE PROCEEDS FROM E-BAY AUCTIONS OF EXCLUSIVE NIKE GEAR THROUGH CAFAMERICA "DONOR ADVISED FUND" FOR CHARITIES

***Universities to Each Select a Charity to Receive Grants from Ongoing eBay Auction of Nike Pro Combat Football Gear; CAFAmerica to Distribute Funds Through Donor Advised Fund.***

**ALEXANDRIA, VA//December 21, 2009//**CAFAmerica announced today that it will partner with Nike on a new Donor Advised Fund (DAF) to distribute proceeds from an ongoing eBay auction of newly developed Nike Pro Combat football gear from the nation's top10 NCAA university football programs.

The custom-designed, school-specific, Pro Combat gear auction features the University of Miami, TCU, Virginia Tech, The University of Oklahoma, Florida Gators, Texas Longhorns, LSU, Ohio State Buckeyes, Mizzou, and Florida State University.

Each school will select individual charities to receive the proceeds from their respective sales. CAFAmerica will oversee the grants made from the DAF.

Each custom-designed, school-specific locker includes exact, authentic replicas of Nike Pro Combat Uniform elements that will never be released at retail, as well as rare, limited edition Nike Trainer 1 shoes in designs that celebrate the school's rich heritage. Included with each locker is a full set of tech sheets that describe the innovations and design stories, signed by the Nike development team.

CAFAmerica CEO Susan Saxon-Harrold said: **"The CAFAmerica/Nike Donor Advised Fund will distribute the full proceeds from each locker auction to the corresponding school's charity of choice. This is an exciting partnership that will benefit many different organizations. Nike has devised a smart way for these outstanding college football programs to benefit charitable causes on behalf of their fellow students, alumni and fans. We're excited to be a part of this process."**

Establishing a Donor Advised Fund (DAF) with CAFAmerica is a convenient and simple way for large and small donors in the United States to support and manage one or multiple global philanthropic initiatives. DAFs have become a mainstream vehicle for philanthropy over the past few years.

The Nike Pro Combat Uniform elements - baselayer top, jersey, helmet and cleats - are identical to those that were worn during the month of November 2009 by 10 top college programs in a one-time-only regular-season game. The Zoom Vapor Fly Cleats are autographed by the head coach of each football team as well as prominent alumni of the program. The uniforms are a showcase of Nike apparel innovation and weigh 37% less than existing uniforms. The uniform designs celebrate the rich heritage of each school and its football program.

For more information on the Nike Pro Combat Uniform Locker auction at eBay, visit: [http://cgi3.ebay.com/ws/eBayISAPI.dll?ViewUserPage&userid=nike\\_pro\\_combat\\_uniform](http://cgi3.ebay.com/ws/eBayISAPI.dll?ViewUserPage&userid=nike_pro_combat_uniform).

### **ABOUT CAFAMERICA**

Charities Aid Foundation America (CAFAmerica) was founded in 1992. As a member organization of the United Kingdom based Charities Aid Foundation network of offices, which provide 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 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 a 'Friends of' Charity Fund.

In October 2009, CAFAmerica made the Chronicle of Philanthropy's "Philanthropy 400" list of U.S private fundraising charities.

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