

American Endowment Foundation Reports Charitable Contributions, Grants Rise in 2010 Contributing Appreciated Assets Offers New Opportunities

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HUDSON, OH -- (Marketwire) -- 06/03/10 -- American Endowment Foundation (www.aefonline.org : www.aefonline.org), an IRS-recognized charity and a leading independent sponsor of Donor Advised Funds, today reported its strongest year-to-date results in new contributions and grants since its founding in 1992.

New contributions in the first four months of 2010 are up over 300% from the same period in 2009. Grants also rose 25%. In reaching a new milestone for AEF in its 18-year history, cumulative new contributions exceeded \$321 million while cumulative grants exceeded \$103 million.

"It's gratifying that AEF donors are demonstrating such generosity, at a time when so many not-for-profit organizations are feeling the impact of diminished giving," said Phil Tobin, Chairman and CEO of American Endowment Foundation. "In the aggregate, our donors recommended grants of nearly 14% of the assets in their Donor Advised Funds in 2009."

Tobin noted an increase in contributions of appreciated assets, the kind of assets for which Donor Advised Funds are particularly well suited.

"Although much of America's wealth is comprised of appreciated assets, both liquid and less-liquid, few Americans consider donating such assets," explained Tobin. "Giving appreciated assets to an entity like AEF, gives the donor tremendous flexibility in supporting his or her favorite charitable interests, while enjoying the best tax benefits available," said Tobin.

AEF's program enables donors to involve their financial advisors in managing the fund's investments to meet their unique charitable objectives. AEF's true independence offers donors a level of objectivity, personalization and cost effectiveness not typically available elsewhere.

AEF Donor Advised Funds are charitable-giving vehicles that provide simple, flexible, efficient ways to manage donor's charitable giving. Donors can enjoy immediate and maximum tax advantages, make grants on a flexible time table, build their charitable legacy, and increase their philanthropic funds for future grantmaking.

About American Endowment Foundation

Founded as an IRS recognized public charity in 1993, AEF (www.aefonline.org : www.aefonline.org) is ranked number 2 on the list of charities which have earned Charity Navigator's highest, 4-star rating for eight consecutive years.