

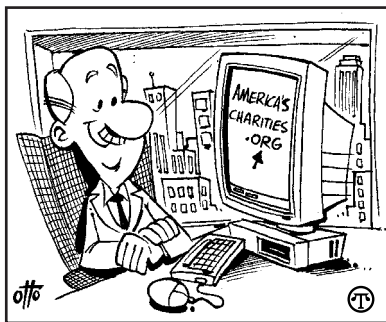
GOOD CITIZENSHIP

Online System Will Ease Workplace Giving

(NAPSA)—A charitable organization has created a way for employers to provide their employees with an easy way to donate to charity and choose the charities to whom they give.

America's Charities is providing workplaces around the country with PledgeFirst, a complete set of charitable-giving campaign tools. PledgeFirst allows employees to make pledges for payroll deduction, one-time check, one-time and recurring credit card payment, and even securities transfer. Employees can choose from a diverse range of charitable organizations that meet human service needs in thousands of local communities.

This ability to choose is important after September 11th. The 2001 Cone/Roper Corporate Citizenship Study, conducted nationally before and after September 11th, shows a major shift in American attitudes toward the role companies play in society. The study showed that Americans are demanding that companies play an active role in supporting social needs. Americans are also making purchases, employment and investment decisions to reward companies that do so. Nearly 80 percent of Americans believe that companies have a responsibility to support causes, and that this support should not depend on the economic climate.



A customized online system for charitable donations makes both employers and employees happy.

America's Charities is a 501(c)3 nonprofit organization and is a leader in charitable donations. It seeks to help employers raise the level of charitable giving in America while creating opportunities for improved community and employee relations.

PledgeFirst addresses the needs of employers, by eliminating the need for a paper-based system. It can be implemented at no cost and can be loaded with the employer's choice of charities. Administrators can see the progress of contributions, participation, most-selected charities and more. Employees can access it from anywhere there is Internet access. Confidentiality is protected for both employers and employees.

For more information, go to www.americascharities.org.