

FOR IMMEDIATE RELEASE:

**New Not-for-Profit Rebuild Hope Launches Innovative  
Financial Support Network for Injured Military**

*100% of beneficiary donations go to U.S. service members and veterans who suffer from life-altering injuries that occurred after September 11, 2001*

**Menlo Park, CA – February 29, 2008** -- Rebuild Hope, a new national “not-for-profit”, today announced the introduction of the first online financial support network that directly connects injured U.S. servicemen and women with Americans who wish to help them. The Rebuild Hope website ([www.rebuildhope.org](http://www.rebuildhope.org)) displays the personal profiles of individuals who suffer life-altering injuries from the on-going wars in Iraq and Afghanistan and enables individual donors to address specific needs not met by existing government and private sector organizations. At a time of growing concern about the donor efficiency of many U.S. not-for-profits, Rebuild Hope ensures that 100% of beneficiary donations are distributed to qualifying recipients.

“Rebuild Hope aims to engage thousands of individual Americans in a collective effort to improve the lives of U.S. servicemen and women who have suffered life-altering injuries since September 11, 2001 and their care-giving families,” said Dana Hendrickson, co-founder and President of Rebuild Hope. “Time and time again Americans have demonstrated their unmatched compassion and generosity, helping millions of people around the world who experienced severe hardships. It's hard to imagine a greater humanitarian cause than helping our own service members and veterans who personally suffer from lasting and life-altering wounds of war. Thousands of men and women and their families are struggling with major financial problems that we cannot count on our government to solve. This is a crisis Americans can no longer ignore.”

Because of advances in medical technology, many soldier’s lives have been saved during the conflicts in Iraq and Afghanistan. Unfortunately, many of the injuries sustained by our troops require ongoing rehabilitation and care that outstrip the capacity of existing government and private sector organizations. Rebuild Hope uses the Internet to solicit and deliver financial assistance *directly* to regular service and guard members, veterans and their care-giving families. Beneficiaries describe their individual situations and needs and donors advise Rebuild Hope on how they want their assistance to be directed. Rebuild Hope works closely with the Veterans Administration, the military services, and other not-for-profits to identify and qualify beneficiaries.

Rebuild Hope Inc.  
A California Public Benefit Corporation

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Unlike most not-for-profit organizations Rebuild Hope's Internet-based service model enables donors to identify individual beneficiaries and influence where their donations go. The model also permits Rebuild Hope to operate with a minimum amount of overhead so 100% of all donations designated for beneficiaries are distributed to them. That level of donor efficiency is extremely rare in any "not-for-profit" sector. The entire Rebuild Hope team consists of volunteers.

Donors can easily make gifts as small as \$25.00 either directly on the Rebuild Hope website with a major credit card or with a personal check. The individual donations are combined to fulfill specific needs. Together donor members of the Rebuild Hope community lessen the severe hardships of our injured soldiers and improve the quality of their lives.

### **Philanthropy for the 21 Century**

Self-directed philanthropy supported by the Internet and web technologies has the potential to reshape dramatically how humanitarian efforts of all kinds are funded. The world's first person-to-person micro-lending website, Kiva.org ([www.kiva.org/about/facts/](http://www.kiva.org/about/facts/)), empowers individuals to lend directly to entrepreneurs in the developing world. Its 250,000 members have already made more than 35,000 loans valued at over \$23m since October 2006, changing the lives of families in 39 countries. DonorsChoose.org, another peer-to-peer matching website, provides basic supplies to schools across the United States. In the last seven years, 871,373 students have received more than \$17 million in funding, almost half of that amount in just 2007 alone.

### **About Rebuild Hope**

Rebuild Hope aims to leverage the power of self-directed philanthropy to aid the more than 14,000 service men and women who suffer injuries that prevent them from returning to active duty plus the many more soldiers who have serious but still undiagnosed psychological problems and traumatic brain injury. Rebuild Hope is a public benefit corporation with a 501(c)(3) tax-exemption. To learn more about Rebuild Hope, the needs of our military families and how you can help, please visit [www.rebuildhope.org](http://www.rebuildhope.org).

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