



## **New Progressive Coalition (NPC) Launches One-Click Impact**

### ***NPC's "Political Mutual Funds" Provide an Easy and Strategic Way to Finance Change***

SAN FRANCISCO--(BUSINESS WIRE)--Giving to political and charitable organizations no longer has to feel random, reactive, or confusing. Today, New Progressive Coalition, LLC (NPC), an online political giving advisor, introduces its first "Political Mutual Funds," which are unique and powerful portfolios of organizations that are working to address three pressing domestic challenges: energy independence and the environment, health care, and nonpartisan civic engagement and election-related issues.

NPC found that its customers were overloaded with donation requests and didn't know which organizations were effective or how to make strategic contributions. NPC researches, evaluates, and selects organizations for each of its funds so that its customers don't have to. With one click, the actively managed funds provide an easy way for citizens to harness their collective power and make a strategic impact without having to navigate the complex political and policy landscape.

"Individuals are searching for a way to make an impact that is more strategic than just responding to an email asking for money," said Kirstin Falk, CEO of NPC. "People want to see how their contributions translate into action and our 'Political Mutual Funds' do just that."

More than 120 organizations from across the country applied to be included in NPC's first three "Political Mutual Funds." NPC used its proprietary Political Return on Investment (PROI)<sup>™</sup> methodology to analyze organizations and determine the success of their specific goals. The final holdings of each fund were then selected by NPC with guidance from leading issue-experts.

"During the current U.S. presidential election cycle alone, billions will be spent by the campaigns and countless independent organizations," said Andy Rappaport, a noted Silicon Valley venture capitalist and political donor and, with his wife Deborah, the major investor in NPC. "By providing a mechanism for every citizen to make informed decisions about where to make donations, to measure and track the effectiveness of these donations, and to be able to join with other contributors to have a real impact no matter what they can afford, NPC is contributing in a very real way to welcoming citizen participation back into the political and policymaking process."

Progressive change requires investment. Remember what happened in the 1990s when the small investor got access to financial research and expertise? A whole new wave of individuals became investors. Just as companies like Charles Schwab provide investment research, analysis, and portfolio management, NPC provides the same services in the political and public policy arena. NPC's "Political Mutual Funds" are continuously managed. Depending on the

performance of the first round of holdings, or to take advantage of opportunities that arise, organizations may be added or removed to improve the “political return” of the fund. Contributors will have access to “Impact Reports” in order to constantly monitor how their contributions are making an impact.

As of today, NPC is introducing the following “Political Mutual Funds”:

**The Energy Independence & Environment “Political Mutual Fund”** invests in organizations that work to ensure a greener planet and an energy-independent country. Organizations in the fund include: Arizona League of Conservation Voters, Ella Baker Center for Human Rights, Energize America, Energy Action, Green Corps, Institute for America's Future, League of Conservation Voters, Rainforest Action Network, Science & Environmental Health Network, Vote Solar Initiative, and Western Organization of Resource Councils.

**The Health Care “Political Mutual Fund”** invests in organizations that are moving the United States towards an affordable and accessible health care system. Organizations in the fund include: America's Agenda Health Care Education Fund, Campaign for America's Future, Consumers for an Affordable Health Care Coalition, Herndon Alliance, Progressive States Network, Small Business Majority, Tennessee Justice Center & Tennessee Health Care Campaign Collaborative, and Universal Health Care Action Network.

**The Victory in 2008 & Beyond “Political Mutual Fund”** invests in organizations supporting progressive policies and infrastructure. The 501c(3)s listed engage exclusively in nonpartisan voter education and civic engagement activities. Other organizations support candidates and progressive policy change. Organizations in the fund include: 21st Century Democrats, ActBlue, Ballot Initiative Strategy Center, Bus Project, Democracy: A Journal of Ideas, Democratic GAIN, Faithful Democrats, League of Young Voters, Mainstreet Moms (the MMOB), MAPLight.org, Media Consortium, Netroots Nation, ProgressiveU.org, Take Back Red California, Voter Action, Wellstone Action, Women's Campaign Forum, and Young People For.

#### **About NPC**

Using a financial services model, NPC acts as a political giving advisor by providing its customers with products and services to target their political and charitable time and money more effectively. Behind NPC's products and services is its proprietary Political Return on Investment (PROI)<sup>™</sup> methodology. The PROI<sup>™</sup> methodology helps individuals understand the impact of their investments while also promoting transparency and accountability among organizations.

More information about NPC is available at [www.newprogressivecoalition.com](http://www.newprogressivecoalition.com) or on NPC's blog, 77 Federal, at <http://blog.newprogressivecoalition.com>.

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