

Issue 15 :: January 2008

Dear Supporter,

More than \$40 million dollars have been spent on TV ads for the Iowa Caucuses. This is money that we will never see again. It won't have been used to make health care more affordable or accessible, make us less reliant on foreign oil, and, arguably, may not even be a determining factor in who wins the primaries or the general election.

Imagine if just a small percentage of that money went instead to the organizations working on the ground everyday to create the political change we are all desperately seeking--groups that are registering voters, training the next generation of candidates and leaders, and creating new policies to move this country forward.

Regardless of who wins the nomination, it is critical that we fund the groups that will help us lead and govern effectively in years to come.

Just like in the financial markets, we need to take risks by investing in new leaders and new ideas that have the potential to yield big political and social returns.

Check out **NPC's Victory in 2008 & Beyond "Political Mutual Fund"** for groups that will change the game in the upcoming year. . .with your help.

Happy New Year,



Kirstin Falk
Chief Executive Officer

P.S. To learn more about the NPC "Political Mutual Funds," check out our new **product demo**.

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Take a Tour of the NPC "Political Mutual Funds."

NPC "Political Mutual Funds" are powerful and effective combinations of organizations that are working to address three pressing domestic challenges. We research, evaluate, and select organizations for each of our funds so that it's easy for you to make a strategic impact toward:



Victory in 2008 and Beyond - Support progressive policies, infrastructure, and groups working to elect progressive candidates.

18 Organizations: \$48,743 Invested



Energy Independence and Environment - Work toward a green planet and energy independent country.

11 Organizations: \$29,400 Invested



Affordable Health Care - Move this country toward an affordable and accessible health care system.

8 Organizations: \$32,250 Invested

Learn more about the intensive vetting process organizations went through to be included in the Funds [here](#).

The launch of the first three NPC "Political Mutual Funds" **received national press coverage**. Our *Associated Press* article was picked up by 149 online news outlets. In print, it was featured in the *San Francisco Chronicle* and *San Jose Mercury News*.

Impact Reports (NEW)

Now it's easy to track your "political return" over time. Individuals who give to an NPC "Political Mutual Fund" will receive periodic Impact Reports and get updates on the organizations in each of the Funds. Click [here](#) to view a sample report.

Share This (NEW)

NPC's new "Share This" feature allows you to tell your friends and colleagues about the funds by email, Facebook, and other online networking sites.

Find this feature at the bottom of each "Political Mutual Fund" [page](#).



Check out a sample NPC Impact Report.

Bay Area Holiday Launch Party Photos

Over 200 people joined us on December 13, 2007 to celebrate the launch of the NPC "Political Mutual Funds." Check out [pictures of the launch party](#).

Special Thank You

We wouldn't be here today if it weren't for our investors Deborah and Andy Rappaport. They took a major risk on us and have stood by us over the past two years. They have pushed us to be ambitious and focused - and provided us with the resources and support to develop our flagship product.

We'd also like to send a special thank you to the amazing [network](#) of people who have given their time and expertise to the development of our NPC "Political Mutual Funds."

NPC is Growing

NPC is looking for a Marcom Manager, "Political Mutual Fund" Manager, "Political Mutual Fund" Research Analyst, and Java Developer. Check out the [jobs](#) section of our site.

Partner News

Spark PR has been an important partner in the launch of the NPC "Political Mutual Funds." Spark PR is a full-service public relations agency, offering a complete portfolio of services including proactive media relations, messaging and positioning, investor relations, initial public offerings, product launches, and reviews programs.



[View pictures from NPC's recent Holiday Launch Party.](#)

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