



SCHWAB CHARITABLE™

News Release

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SCHWAB CHARITABLE PERSONALIZES PHILANTHROPY WITH LAUNCH OF CUSTOMIZED GRANT LETTERHEAD

SAN FRANCISCO, April 29, 2010 — [Schwab Charitable](#), one of the nation's largest and fastest growing national donor-advised fund organizations, announced today the launch of Customized Grants Letterhead feature for charitable gift accounts at no cost.

The innovative feature enables donors to create a special name for their charitable gift account (i.e., "Smith Family Fund") and recommend grants to charities accompanied by [personalized letterhead](#) containing this name. It is available for charitable gift accounts at no cost and is the first feature of its kind among large donor-advised funds.

The Customized Grant Letterhead follows the introduction of Schwab Charitable's Private Foundation Conversion Service in 2009. That service, with its supporting [10 question survey](#) is specifically designed to help private foundations and their advisors determine whether conversion to a donor-advised fund would be beneficial, and if so, provide guidance throughout the process.

"We understand the importance of personalizing philanthropy and the grant-making experience," said Kim Wright-Violich, president of Schwab Charitable. "Our Customized Grants Letterhead is one more tool that enhances our service to our donors and fosters deeper connections between donors and their causes."

Schwab Charitable donors can take advantage of the new feature by simply selecting *Account Special Name* under the acknowledgement section when recommending a grant online. Donors can continue to recommend that grants be sent anonymously or without customized letterhead by not selecting the *Account Special Name* option. For more information, please visit www.schwabcharitable.org or contact a Donor Relations Specialist at 1-800-746-6216.

"It's gratifying to know we're having a significant positive impact on charitable giving," says Wright-Violich. "We attribute that success to our highly-personalized service and our commitment to continued innovation and customization."

About Schwab Charitable

Schwab Charitable is committed to increasing charitable giving in the United States by providing advantageous ways to give, useful information, and unbiased guidance. It has raised over \$4 billion and has facilitated more than \$1.8 billion in grants to charity since its inception. Along with the customized grants letterhead and the Private Foundation conversion service, Schwab Charitable provides donors and financial professionals with a broad range of philanthropic programs and services, including Schwab Charitable Fund, charitable asset management, Charitable Trust Services, and the double give microfinance guarantee program. For more information, visit www.schwabcharitable.org.

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