

FOR IMMEDIATE RELEASE

July 22, 2014

MyPlace2Give.com launches so everyone can create their own charitable foundation

Calgary, Canada – The latest in social good innovation, MyPlace2Give.com, was launched by Dexterity Ventures Inc. (DVI) today. MyPlace2Give is a micro-foundation website that enables individuals, families, and businesses to easily set up their own personalized charitable giving fund and support multiple organizations in a single click.

“At DVI we believe that anyone should be able to make the change that they want to see in the world” says Gena Rotstein, Founder & CEO of Dexterity Ventures. “MyPlace2Give is your opportunity to have a personal foundation where you don’t have to give thousands of dollars in order to generate social impact.”

Compared to the traditional model for setting up foundations, which can cost anywhere from \$500 to \$2,500+ with additional fees associated around the disbursement of funds, MyPlace2Give streamlines the process. For \$1/day you can create your own customized charitable foundation supporting charities that you are passionate about. In addition foundation ‘owners’ have the ability to share their fund with friends, family, colleagues, clients, and whomever they want to invite to join in the giving. The site also provides owners with metrics and reports that measure the impact of their giving, providing peace of mind that their charitable dollars are being leveraged to the highest value.

The MyPlace2Give team has created three sample funds – with topics focused on Poverty Reduction, International Aid, and the Environment – to help people see how their philanthropy can be strategically directed to causes and issues they care about.

“We are currently in beta format so once you have completed the initial set-up of your micro-foundation a MyPlace2Give Philanthropic Advisor will be in contact to finish the process. The next iteration of the technology will be entirely automated” explains Rotstein.

To set up your own micro-foundation, or to find out more information about MyPlace2Give please visit www.myplace2give.com.

For more information about Dexterity Ventures Inc. and Place2Give, to inquire about investing in the company or to sign-up for a free account visit www.dexterityventures.com.

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Notes to Editors:

Dexterity Ventures Inc.

Dexterity Ventures Inc. focuses on creating leading edge technologies that support the philanthropic and social visions of individuals, families and businesses supporting North America's charitable sector.

Dexterity Ventures operates Dexterity Consulting, Canada's first philanthropic brokerage firm, and Place2Give.

Place2Give is a donor-centered charity search engine. It provides donors with the tools they need to search, evaluate and give to Canadian and American charities that align with their passions. Place2Give is tackling a number of goals: to integrate big data for the North American charitable sector using our algorithms and prescriptive data analysis; to provide a valued resource for donor decision making; to improve financial advisors' workflow pertaining to their clients' philanthropic investments; to help charities articulate their Key Performance Indicators; and to provide third parties aggregated data on the charitable sector.