

## **Firelight Honored to Be Recognized as a 'Wise Giver' by Geneva Global & Profiled by *Barron's***

**Santa Cruz, 28 November 2007**—Firelight Foundation, which supports small community-based organizations that assist children affected by AIDS in Africa, is one of 10 foundations profiled in the current issue of the national financial weekly *Barron's* as a model of "giving wisely".

"We take this recognition by *Barron's* as an endorsement of the crucial importance of the work of grassroots organizations on the frontline of Africa's struggle against AIDS - groups that most international donors do not reach," said Kerry Olson, founder and chief executive officer of Firelight.

*Barron's*, the influential weekly magazine of Wall Street giant Dow Jones, profiled ten foundations identified by Geneva Global, a top philanthropy consulting firm, as those that "epitomize thoughtful and effective giving." It notes the uniqueness of Firelight's vision and courage in taking the risk on "community projects, not the large nongovernmental organizations already getting [AIDS] funding."

Now in its eighth year of grantmaking, the Firelight Foundation has made more than 700 grants totaling \$8.6 million to more than 300 grassroots organizations, translating into essential support for hundreds of thousands of children in communities heavily affected by AIDS.

"We have also worked hard to persuade larger foundations and other donors of the importance of supporting the kinds of services for vulnerable children that can only be designed and provided by people from the same communities as those children," said Olson.

The foundation has also urged donors to support community-based care for children orphaned by AIDS rather than housing them in orphanages. "Children are best cared for within families in the communities that they know," Olson noted. "Even when the number of orphans is as huge as in AIDS-affected countries of Africa, institutionalizing children should be a last resort."