

PRESS RELEASE



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LIQUIDNET AND NET IMPACT ENLIST BUSINESS STUDENTS TO MAKE PHILANTHROPIC GIVING MORE EFFECTIVE

Winners Announced in 2nd Annual Liquidnet “Markets for Good” Challenge

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A team of students from the Net Impact Chapter at CU Boulder was selected by a panel of expert judges to win the 2nd annual Liquidnet *Markets for Good Challenge*. Their “Needmap” idea – which provides donors with a real-time view of human needs, highlighting high-performing organizations solving them – won the team \$7,500. Additionally, a \$2,500 donation will be made in the team’s honor to their designated nonprofit, Nyaya Health, a nonprofit that operates a hospital and mobile medical care services in Nepal.

“A thriving society requires a thriving social sector, and a thriving social sector depends on enough money going to truly high-performing nonprofits tackling the really tough challenges,” commented Brian Walsh who oversees Liquidnet For Good, the company’s corporate social engagement program. “By encouraging some of the best business school minds to help us identify innovative solutions to drive more money to more effective nonprofits, we hope that we can inspire broader impact.”

Developed by Liquidnet, the global institutional trading network, in close collaboration with Net Impact, which helps people build careers that change the world, the *Markets for Good Challenge* seeks to find new ways of approaching charitable giving. Teams of graduate and undergraduate business students from across the country submitted ideas for how to increase giving by individual donors to truly high-performing nonprofits. After a preliminary round of judging, four teams were selected as Finalists and received mentoring from seasoned leaders in the nonprofit world.

The Challenge is part of Liquidnet’s “Markets for Good” initiative, which applies Liquidnet’s core competency of using technology to make markets more efficient, to address inefficiencies in the social sector. Liquidnet is collaborating with others to improve the system for generating, sharing, and acting upon data and information about impact in the social sector – to ultimately help unleash more money for good.

“For the second year in a row, Liquidnet’s *Markets for Good Challenge* has inspired students to challenge conventional approaches to philanthropy,” said Liz Maw, CEO of Net Impact. “The Boulder students’ Needmap project represents the kind of creative thinking needed to better direct funds to where they’ll make the most impact.”

Second place went to a team from the Bainbridge Graduate Institute for their “Social Market Exchange” idea. They will receive \$2,500 and the nonprofit of their designation, the Bainbridge Graduate Institute, will receive \$1,000. “Give Social,” an idea by Georgetown University graduate students, received third place and \$1,000 plus a \$500 donation to their charity of choice, Life Pieces To Masterpieces.

First Round Judges

- Dan McCabe, former Chief Development Officer, Network for Good
- Deyan Vitanov, Co-Founder, Philanthropedia; Data Asset Manager, GuideStar
- Greg Ulrich, Director, Hope Consulting
- John Hecklinger, Chief Program Officer, GlobalGiving

Executive Mentors

- Bob Ottenhoff, President & CEO, GuideStar
- Cynthia Strauss, Director of Research, Fidelity Charitable
- Ken Berger, President & CEO, Charity Navigator
- Perla Ni, CEO, GreatNonprofits

Final Judges

- Darin McKeever, Deputy Director, Charitable Sector Support, Bill & Melinda Gates Foundation
- Jacob Harold, Program Officer, Philanthropy Program, William & Flora Hewlett Foundation
- Seth Merrin, Founder and CEO, Liquidnet

For more information about the Challenge, please visit <http://netimpact.org/lead-change/students/competitions/Liquidnet>

About Liquidnet For Good

Liquidnet For Good aims to leverage the full range of Liquidnet's resources – human capital, technology, creative capital, convening capabilities and financial capital – to generate positive social impact both locally and globally. Beyond extensive local employee engagement programs and a comprehensive partnership with a youth village for orphans in Rwanda, Liquidnet's "Markets for Good" initiative applies the company's core competency – using technology to make markets more efficient – to address inefficiencies in charitable giving and impact investing.

About Liquidnet

Liquidnet is the global institutional trading network that connects equity investors with the liquidity they need– in size, at any time, from anywhere. We go beyond what the retail market can provide by defending and securing the integrity and the anonymity of the block trade. We do this while continuously looking for ways to bring in new sources of safe, actionable liquidity from asset management firms, exchanges, brokers and corporations. Since we launched in 2001, our ability to anticipate and meet institutional demand has allowed us to extend trading to 39 equity markets across five continents for asset management firms who collectively manage US\$12.4 trillion. For more information on the Liquidnet community, its liquidity, block executions, and additional investment capabilities, visit www.liquidnet.com.

About Net Impact

Net Impact is a global organization helping people build careers that change the world. From students to CEOs of major corporations, our 25,000 members are at the center of a worldwide movement to make "work" mean so much more. We're driving this movement forward by connecting, educating and supporting one another to leap beyond the usual solutions in pursuit of a more just, sustainable and responsible future.