

For Immediate Release

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## **WORK 2003 FINDS GROWTH IN ALTERNATIVE FUNDS**

### **Models of Employee Charity Drives as United Way Shifts Focus Toward Wealthier Donors**

WASHINGTON ----- Charitable donations pledged to alternative funds, the workplace giving programs

"The growing alternative funds movement has come into its own as an important complement to traditional

A sequel to NCRP's Charity in the Workplace 1997 report, Giving at Work 2003 found that alternative funds

"Alternative funds continue to grow and to demonstrate great potential as a way to increase employees'

Giving at Work 2003 can be viewed at [www.viewed.org](http://www.viewed.org) and print editions can be ordered from NCRP for a cost of \$25 per

Founded in 1976, the National Committee for Responsive Philanthropy is dedicated to helping the philanthropic

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