
News Release



Wall Watchers

2514 Plantation Center Drive
Matthews, NC 28105
www.wallwatchers.org
www.MinistryWatch.com

FOR IMMEDIATE RELEASE
December 18, 2008

Contact: Rodney Pitzer
(866) 364-9980

MinistryWatch.com Revised Site Launch

Easier access to ministry information aids donors giving decisions

MATTHEWS, N.C. – Wall Watchers', in its role as an independent donor advocate has launched a revised MinistryWatch.com in order to better facilitate the information needs of donors.

MinistryWatch.com profiles Public Charities, church and parachurch ministries. In addition, it provides information on organizations alleging to be charitable and its key leadership in order to identify materially misleading behavior, or wasteful spending practices, as well as identifying those operations that are above board and running efficiently. The objective is to limit consequences of scams and prevention of fraudulent activity, promote better allocations of giving, encourage intelligent questions of organizational structure, financial health, and advance the idea of organizational transparency and best practices.

It is the belief of MinistryWatch.com that a donor is more likely to make a donation based on the confidence of greater knowledge. In addition, better knowledge produces a greater perceived value and the more likelihood of a repeat donation. With this in mind, MinistryWatch.com has the following free elements:

- ◆ **Featured Ministry:** prominently featured organization on MinistryWatch.com's front page and considered a Shining Light ministry that has risen to the top and is exemplary

- ◆ **Leading Topics** list that are more current and relevant issues to donors
- ◆ **Various videos clips** that are also relevant to donors
- ◆ **Donor Alert:** Listing ministries with issues not ideal and caused MinistryWatch.com to alert donors. Issues such as non-transparent, high salaries, misleading marketing efforts, revocation of tax-exempt status, ties to cultic practices, investigations under way, and more.
- ◆ **Shining Light:** Listing ministries that are exemplary
- ◆ **Transparency Watch:** Listing ministries that have failed to exhibit openness, primarily regarding their finances
- ◆ **Superior Transparency:** Listing ministries that are treating donors fairly by providing financial information and answering key questions
- ◆ **Newsletters & Short Articles:** Bringing attention of various issues and organizations to donors attention in a short format
- ◆ **Reflections:** Articles that are longer in nature that ponder deeper issues
- ◆ **Charts and Graphs:** Various depictions of ministries concerning their financial position, as well as transparency
- ◆ **Sorting and Search Options:** Various options for users to examine ministries
- ◆ **Nomination Forms:** Option for users to request a ministry to be examined to be a Shining Light or designated as a Donor Alert
- ◆ **Tips and Ministry Complaints Form:** Not sure what to do with a ministry complaint, fill out the form and send it in
- ◆ **Ministry Profiles:** With various features: 5 Star Financial Efficiency Ratings, Transparency Grade, Rating sectors, summary of audited financial statements and/or IRS Form 990 data, historical income statements and balance sheets, financial ratios, Analyst Comments, nonprofit organizational details and descriptive information, ministries Statement of Faith, Mission Statement, program accomplishments, ministry needs, and occasionally commenting on ministries values, worldview and theological considerations as they intersect and are important to donors understanding in making giving decisions.

Wall Watchers is convinced that donors armed with credible analysis from a reliable, independent source will respond with larger and more frequent giving. Wall Watchers is driven by donor needs. By providing quality information services, Wall Watchers seeks to contribute to the enlightenment of the philanthropic community while empowering donors with charity-specific knowledge that will lead to increased giving and enhanced accountability.

To learn more about Wall Watchers or to search for ministries, visit www.MinistryWatch.com.

- 30 -

To speak with Mr. Pitzer or for any questions regarding this or other Wall Watchers activities, please contact Rodney Pitzer at 866-364-9980 or email rpitzer@wallwatchers.org.