



October 28, 2005

Phil Tobin
American Endowment Foundation
P.O. Box 911
Hudson, OH 44236

Dear Phil Tobin:

I write today to congratulate **American Endowment Foundation for receiving Charity Navigator's highest 4-star rating for sound fiscal management.**

The nonprofit sector has ballooned to 1.5 million organizations. At the same time, donors are more discriminating about the charities they choose to support, demanding accountability, transparency and quantifiable results. In this increasingly competitive philanthropic marketplace, Charity Navigator, America's premier evaluator of charities, aims to give donors confidence in their charitable endeavors by shining a light on efficient charities, like yours.

The New York Times, *The Chronicle of Philanthropy*, and *NPR*, among others, have profiled and celebrated our method of applying data-driven analysis to the charitable sector. Our website attracts more visitors than all other charity rating groups combined, making us the largest charity evaluator in America. We have irrefutable data showing that users to our site give more than they planned to before viewing our findings. Last year, visitors to our site subsequently gave over a billion dollars in charitable gifts.

This month we have calculated a new rating for your organization based on the most current financial information available. We are happy to announce that American Endowment Foundation has earned its fourth consecutive 4-star rating for its ability to efficiently allocate and grow its finances. Less than 12% of the charities we've rated have received at least two consecutive 4-star evaluations, indicating that American Endowment Foundation outperforms most charities in America in its efforts to operate in the most fiscally responsible way possible. This 'exceptional' rating from Charity Navigator differentiates American Endowment Foundation from its peers and proves that it's worthy of the public's trust.

We believe our service will enhance your organization's fundraising and public relations efforts. Our updated review of American Endowment Foundation's fiscal health will be visible on our website as of November 1st and to help you share this significant accomplishment with your donors, we will be sending you a direct link to American Endowment Foundation's rating page and our 4-star logos. We will email these links on November 4th to the following email address, philtobin@aefonline.org. If you would like this forthcoming email sent to an email address other than the one listed above, please contact Matthew Viola at mviola@charitynavigator.org and identify your organization in the subject heading. Should you have further questions, feel free to email or call Matthew at (201)818-1288, extension 107.

Sincerely,

Trent Stamp
Executive Director



BY:.....