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FOR IMMEDIATE RELEASE

Finally, a user friendly guide to nonprofit finance:

Finance Arts Guide to Nonprofit Cash Flow

A Guide for You and Your Nonprofit Organization

(Princeton, NJ, October 28, 2010) With recent declines in overall charitable giving as a result of the current economic recession, managing cash flow is increasingly vital to the stability of America's 1,000,000+ nonprofit organizations. To help nonprofit board members, and staff members understand this vital part of fiduciary management, Finance Arts, LLC, has created a user friendly guide to nonprofit finance using every-day personal finance concepts to explain how money works in nonprofit organizations. The **Finance Arts Guide to Nonprofit Cash Flow** is available on Amazon.com and is suitable for nonprofit board members, administrators, grant-makers and students.

Author David Gray, President of Finance Arts, LLC, uses his experience as both a nonprofit administrator and a personal financial planner, to guide the reader using familiar personal finance topics and explains how they relate to their nonprofit organizational equivalents. Including real-world examples from his own experience, and that of his wife, former New York City Ballet Principal Dancer Kyra Nichols, Gray provides insights that can change the way you understand and approach your organization's finances – and perhaps your own. The result is an informative and entertaining guide to how money flows in nonprofit organizations, and how that money can be managed to improve sustainability.

Gray also introduces a new method for determining the appropriate cash reserve for nonprofit organizations, based not on outdated rules-of-thumb, but targeted to the specific operational model of the individual organization.

David Gray is a Certified Financial Planner® and a Certified Divorce Financial Analyst™ who has also served as executive director of several nonprofit organizations. Gray also conducts training sessions on nonprofit issues for groups as diverse as the United Way, the New Jersey Theatre Alliance and the

– MORE –

Watershed Institute. Finance Arts, LLC, offers consulting services to nonprofit organizations and personal financial planning. (Finance Arts, LLC, is a Registered Investment Advisor in New Jersey and New York.)

Review copies of The Finance Arts Guide to Nonprofit Cash Flow are available through Finance Arts, LLC, P.O. Box 1125, Princeton, NJ 08542, dgray@financearts.com, 609-924-0040.

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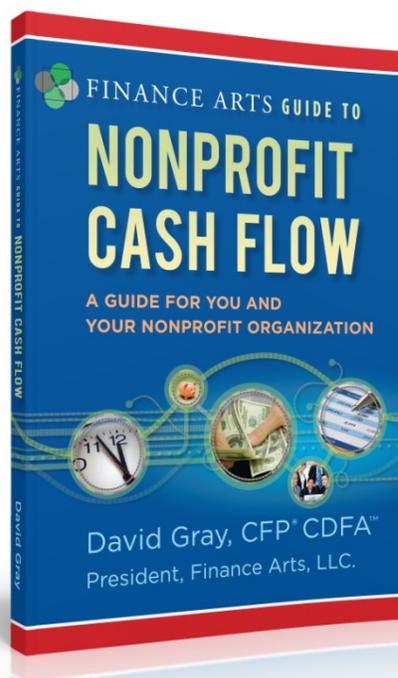
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