



PRESS RELEASE
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**The Sharpe Group and The College of William and Mary
Announce New Opportunity**

MEMPHIS, TN – The Sharpe Group, a leading source of charitable gift planning consulting and support services for the nation’s nonprofit community, and The College of William and Mary today announced a new development in their long-standing relationship.

The Sharpe Gift Planning Institute offers training for development officers and their staff. The curriculum includes the fundamentals that every gift planner must know to succeed, as well as topics pertaining to advanced gift planning, marketing, and cultivation strategies. The latest knowledge, research, and trends in all aspects of planned giving are also incorporated into the program. Under the new relationship, the College of William and Mary will award continuing education units (CEUs) to attendees of the Sharpe Seminars.

The Sharpe Group and William and Mary have a successful history of working together. In 1993, The Sharpe Group gave what was then known as The National Planned Giving Institute (founded in 1967) to the College of William and Mary to commemorate the career of its founder, Robert F. Sharpe, Sr. The proceeds of the Institute established the Robert F. Sharpe and Jane A. Sharpe Professorship in Civic Renewal. The Sharpe Professorship formed the basis of the Sharpe Community Scholars Program. (see www.wm.edu/sharpe.) The Scholars Program allows approximately 75 students per year the opportunity to connect their academic studies with community engagement. Proceeds from the CEUs offered by the Institute will continue to support the Sharpe Community Scholars Program.

“The Sharpe Gift Planning Institute will afford us the opportunity to combine the highly respected education standards of William and Mary with the real-world expertise of our faculty and consultants in delivering unparalleled training to nonprofits across the country,” stated Thomas R. Dyer, CEO of The Sharpe Group. “Robert Sharpe, Sr. believed that everyone has the capacity and obligation to give back to society and I know he would be proud that we are helping nonprofit professionals broaden their knowledge and abilities. Most importantly, he would be glad to know we are doing this in partnership with a college that was so near and dear to his heart.”

The Sharpe Gift Planning Institute begins offering classes in January 2008. CEU credits will be offered through William and Mary. A program calendar is available via the web at: www.sharpenet.com/seminars.

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ABOUT THE SHARPE GROUP

Founded in 1963, The Sharpe Group enjoys wide recognition as a leading source of charitable gift planning consulting and support services for the nation’s nonprofit community. Over its 45-year history, Sharpe has served more than 15,000 nonprofits in the fields of education, healthcare, religion, social services, arts and culture, conservation, animal protection, and others. More information can be found at www.sharpenet.com.

ABOUT THE COLLEGE OF WILLIAM AND MARY

America’s second oldest college, the College of William and Mary was chartered in 1693 by King William III and Queen Mary II and is regarded as one of the nation’s premier state-assisted liberal arts universities. The College provides superior undergraduate, graduate, and professional education that prepares students to make significant contributions on their chosen fields of endeavor. More information may be found at www.wm.edu.