

For Immediate Release

New Humanitarian Foundation Introduces Techno-philanthropy to Improve the Quality of Life for Millions by Bridging the Digital Divide

The Digital Alliance Foundation to work with the United Nations, the private sector, NGOs, academic institutions, aide agencies and governmental entities, providing capacity-building, vocational IT/ICT skills to marginalized populations around the world.

September 1, 2007, Alpine, Utah – According to Wikipedia, the digital divide is the gap between those with regular, effective access to digital and information technology, and those without this access. It encompasses both physical access to technology hardware and, more broadly, skills and resources which allow for its use¹.

“The digital divide is more about people than cell phones and computers,” commented Quinn Sutton Executive Director of the Digital Alliance Foundation. “We are helping those who are struggling to gain the access and the skills necessary to use IT/ICT to transform their lives. This means food, shelter, medicine, education and the opportunity to transform their lives - not pocket protectors, cables or wires.”

By collaborating with multinational organizations dedicated to this cause and utilizing best practices gained from decades in the private IT/ICT Education sector, the Digital Alliance is able to mobilize global training solutions to address the needs of emerging economies

“The Global Alliance for Information and Communication Technologies and Development (GAID), an initiative approved by the United Nations Secretary-General in 2006, was launched after comprehensive worldwide consultations with governments, the private sector, civil society, the technical and Internet communities and academia,” said Sarbuland Khan, Executive Coordinator for UN-GAID. “We realize that no single actor is capable of achieving the Millennium Development Goals in isolation, the creation of an open and inclusive platform that can broaden the dialogue on innovative ways of harnessing ICT for advancing development is crucial. The Digital Alliance is an important stakeholder in this effort.”

In addition to multinational organizations such as the UN, the Digital Alliance works with established humanitarian organizations to improve their productivity.

“Helping our in-country staff to become more productive is very important to us,” said Kevin Clawson, president of Reach the Children. “We have staff all across Africa and when they are better able to use simple ICT technologies they can not only help us keep track of what they are accomplishing but they are in a better position to make each donated dollar go that much further in achieving our

¹ http://en.wikipedia.org/wiki/Digital_divide

strategic objectives. In a very real way, ICT education makes a significant difference in our focus on Community Empowerment by helping us improve our core programs of Aids Prevention, Education, Health, Micro-enterprise, Orphan Care, and Water and Agriculture.”

“The digital divide is not just a philosophical irritant but a tangible problem,” said Martha Branigan-Sutton founder of the Digital Alliance. “It is literally costing aid agencies millions of dollars in inefficiencies and ultimately distracting them from their core missions including: making water more clean, treating disease and illness, or distributing needed food, clothing and shelter to name a few. When an in-country aid agency struggles with a word processor, spreadsheet or e-mail – they are pulled away from achieving their core mission and driving up the costs of administering their needful programs. We are changing that.”

The Digital Alliance is making a difference one person at a time and is currently working in collaboration with multinational organizations to leverage existing multimedia centers for training purposes, creating a global digital literacy program, helping in-country aid organizations in Africa become more productive and assisting Leprosy-affected colonies in India. To find out more or to support the activities through a tax deductible donation, visit www.ictefa.org

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About the Digital Alliance Foundation

The Digital Alliance Foundation is a non-profit, humanitarian organization dedicated to providing capacity-building, vocational ICT skills to marginalized populations, in-country aid organizations, NGO's and appropriate governmental agencies around the globe. Through collaboration with strategic partners in the private and public sectors with multinational organizations and individuals the Digital Alliance is in the unique position to make a meaningful and measurable difference and play an instrumental role in bridging the digital divide. www.ictefa.org

About UN GAID

The UN Global Alliance for ICT and Development provides a multi-stakeholder cross-sectoral platform and forum that brings together all stakeholders representing relevant constituencies including: in governments - development cooperation, foreign policy, finance, social, sectoral (health, education) and regulatory agencies; in the private sector - industry and workers associations, producers and consumers of ICT, the media; in civil society – NGOs, CSOs, foundations, scientific, academic and ICT communities and individuals providing advocacy and oversight on Information Society issues and implementing programs addressing Millennium Development Goals . www.un-gaid.org

About Reach the Children

Reach the Children, Inc. is a not-for-profit organization that facilitates self-reliance in communities dedicated to the well-being of underprivileged children. We accomplish this mission through a community empowerment approach, incorporating elements from our areas of focus: AIDS Prevention, Education,



Health, Micro-Enterprise, Orphan Care, and Water & Agriculture. We strive to empower the people of Africa, so they can build a brighter tomorrow.

www.reachthechildren.org

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