

The Generosity Bet Fact Sheet

With more than 25 years of legal and nonprofit experience, William F. High (Bill) is a generosity entrepreneur:

NATIONAL CHRISTIAN FOUNDATION – HEARTLAND, Founder and CEO

In 2000, Bill High was a founding member of the National Christian Foundation Heartland. William was the first full-time employee. Today, NCF Heartland has over 1,500 donor advised funds; he's been part of facilitating over \$1 billion in contributions to those donor advised funds while distributing more than \$900 million to ministry organizations around the world.

iDONATE.COM, Founder

In 2008, Bill started iDonate after he saw that nonprofits were having trouble handling noncash donations. Although noncash assets comprise 90 percent of the world's wealth, this area of giving is largely untapped. Bill thought there must be a better way to process those donations so ministries could spend their time focusing on their calling. As iDonate grew, it became clear that nonprofits also faced another challenge: online giving demands were growing at double-digit rates and donors wanted a simple online experience. In 2010, Bill's unique vision was combined with additional forms of online giving to create the one-of-a-kind iDonate technology that is available today.

GENEROUS LIFE, Founder and CEO

As Bill worked with many financial advisors and families through his work at the National Christian Foundation, he began having families ask for assistance in helping them plan a lasting family legacy. As he worked with those families, he saw how vital it is that families tell their stories and pass along their mission, vision, and values. Generous Life was established as a consulting firm to walk families through the 7-Generation Legacy Process that facilitates family meetings and conversations to help families create a lasting legacy.

FAMILYARC, LLC, Founder and Chairman

As an outgrowth of Generous Life, Bill saw the need for families to have a lasting way to pass down their stories and values. Family photo albums and scrapbooks can only belong to one person, will disintegrate over time, and can easily be lost or destroyed. FamilyArc is an online private archival software that allows families to create an ongoing record of their stories, photos, and memories while at the same time providing a daily communication feed and thus improving family communication.

LEGAL EXPERIENCE

Prior to joining the National Christian Foundation, Bill was in the private practice of law. He became a partner with the law firm Blackwell Sanders LLP, a national and international law firm. He remains Of Counsel with the law firm Sanders Warren & Russell LLP.