



FOR IMMEDIATE RELEASE

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AREA REALTORS® SUPPORT NEIGHBORHOOD COMMUNITY PROGRAMS

ROCHESTER, NY – February 17, 2010 - Officials of the REALTORS® Charitable Foundation (RCF) announced its most recent grant award of \$30,000 to NeighborWorks® Rochester, a non-profit organization that collaborates with people and partners to strengthen, sustain and promote city neighborhoods. The grant monies are used specifically to fund the organization's targeted neighborhood initiative known as the Healthy Blocks Program, which has expanded to include the East Main/Atlantic area, known as the Pocket. Healthy Blocks works with residents in transitional neighborhoods to make exterior housing improvements, address quality of life issues, support business development, and assist with neighborhood marketing and branding.

Cindy B-Rosato, chair of the REALTORS® Charitable Foundation and Ryan Tucholski, CEO of the Greater Rochester Association of REALTORS® were both on hand on February 12 to present a ceremonial check to Kim Brumber, Chief Executive Officer of NeighborWorks® Rochester and Tom Emerson, a resident and leader in the Healthy Blocks neighborhood.

“Our support of programs like NeighborWorks® Rochester is a testimony to the generosity of area REALTORS®,” stated B-Rosato. “We believe that by taking an on-going, consistent, and synergetic approach toward philanthropy, we can make the biggest difference by helping to change lives.”

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NeighborWorks® Rochester CEO Kim Brumber stated that the support they receive from the REALTORS® Charitable Foundation allows the organization to have greater impact than they could make on their own.

“This support is critical to our work in the community on many levels. First, because it is difficult to find support for community-building; second, because it allows the organization to build capacity; and third, not only is the funding critical, but it also comes with a core of enthusiastic and engaged REALTORS® that volunteer in the neighborhood on various projects,” Brumber remarked.

RCF officials estimate that individual REALTORS® have contributed more than 260 volunteer hours in neighborhood cleanup and beautification programs since 2008.

The foundation has also supported many other local organizations over the years. Most recently, in 2009, the RCF awarded the following grants: The Center for Youth Services - \$2,000; Dimitri House - \$5,000; Pathstone Corporation - \$2,500, Rochester Area Interfaith Network - \$5,000, and NeighborWorks® Rochester - \$22,500. Since 2004, RCF has contributed more than \$400,000 to area non-profit organizations.

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Founded in 2001, RCF serves as the catalyst for increasing affordable home ownership opportunities, building healthy neighborhoods and mitigating critical housing needs.