



REALTORS®
Charitable
Foundation

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REALTORS® CHARITABLE FOUNDATION ANNOUNCES GRANT AWARDS

Rochester, New York – April 26, 2010 - The REALTORS® Charitable Foundation (RCF), the philanthropic arm of the Greater Rochester Association of REALTORS® (GRAR), recently announced its First Quarter grant awards totaling \$37,000, to local non-profit organizations. The foundation supports charitable organizations that help to increase affordable home ownership opportunities, build healthy neighborhoods, or mitigate critical housing needs.

NeighborWorks® Rochester was granted \$30,000 to continue its Healthy Blocks partnership in the Main/Atlantic neighborhood, known as “The Pocket.” The Healthy Blocks initiative targets transitional neighborhoods and offers support to train community leadership, improve housing stock through neighborhood clean ups and provide low interest rate loans for home improvements. GRAR members have volunteered hundreds of hours to conduct community surveys, plant gardens, and build community leaders. Healthy Block efforts made in other Rochester area neighborhoods, most notably in the Swillburg neighborhood, have resulted in higher levels of owner occupancy and appreciated home values.

The Rochester Area Interfaith Hospitality Network (RAIHN) received \$5,000 for its Homeless Family Emergency Housing Fund. RAIHN is a largely a volunteer organization whose goal is to increase the quality of life for homeless families in Rochester by enabling them to become self-sufficient and independent. Since 2004, 90% of the families that RAIHN placed in housing remained for at least a year.

The Providence Housing Development Corporation “Financial Literacy Program” was awarded \$2,000 to support its Financial Literacy Program, which teaches tenants better management of day-to-day expenses and helps them prepare for long-term goals, including home ownership.

“These are good examples of how REALTORS® are giving back,” said Cindy B-Rosato, an area REALTOR® and chair of the RCF Board of Directors. “As real estate professionals, we recognize that a vital aspect of doing business is taking responsibility for helping to preserve and enhance the quality of life in our community,” she continued. “It’s a role that we take very seriously.”

Since its inception in 2001, the RCF has awarded over \$430,000 in grants to 35 local non-profit agencies. The organization receives its support from area REALTORS®, the Greater Rochester Association of REALTORS®, proceeds received from the annual RCF Golf Classic held in July, and various other fundraisers.

To learn more about the REALTORS® Charitable Foundation and how you can support its efforts, visit www.rfoundation.org.

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