

## **2011 Press Release**

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### **Montgomery Countryside Alliance Chosen for 2011-12 Catalogue for Philanthropy: Greater Washington**

[Montgomery Countryside Alliance](#) (MCA) is proud to announce that we have been selected to be featured in the 2011-12 Catalogue. A panel of 110 expert reviewers from area foundations, corporate giving programs, and peer non-profit organizations evaluated 270 applications; MCA is one of 70 outstanding nonprofits to be featured this year. MCA is known as an effective and innovative non-profit whose efforts to preserve and promote Montgomery County's nationally recognized 93,000 acre Ag Reserve have brought increased public and governmental support of local food production and farmland and open space preservation. Most importantly, MCA's efforts are putting more farmers on the ground and keeping them there.

Now in its ninth year, the Catalogue's mission is to generate visibility and resources for the best community-based nonprofits. According to Barbara Harman, President and Editor of the Catalogue for Philanthropy: Greater Washington, "We know that nonprofits have had another very difficult year, and the economy continues to create challenges: dollars are down and need is up. Individual donors can continue to make a real difference – as they did last year -- keeping great organizations afloat during these tough times."

The Catalogue raised \$2.4 million in 2009-10, \$1.5 million to date in 2010-11 (and counting), and nearly \$14.7 million since its inception in 2003.

The Catalogue enables smaller non-profits to tell their stories to individuals who would otherwise never hear them, and to encourage those individuals to get engaged and to give. It also provides charities with a stamp of approval that tells donors they can invest with confidence because the Catalogue vets its family of nonprofits with great care.

25,000 individuals and hundreds of family foundations will receive copies of the print Catalogue in November, and others will visit the Catalogue website ([cfp-dc.org](http://cfp-dc.org)) – the only regional philanthropy site of its kind in the country. It includes a gift registry, gift cards, a section especially for kids, and other great giving options. The website also connects donors with volunteer opportunities, events, news, videos, and more.

"Charities were selected for excellence, cost-effectiveness, and impact" Harman said. "These are certainly among the best community-based nonprofits in the Washington region." MCA Executive Director Caroline Taylor says of the honor, "We saw the urgent needs of the County's farm families and rural communities during the economic downturn and knew that we needed to ramp up our efforts. With a paid staff of just two and an energetic Board and Advisory Committee, we are lean but productive, and very glad to be recognized as such."