



FOR IMMEDIATE RELEASE
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NCRC Announces Request for Proposals for Initiative to Empower Older Adults

Regional advocacy groups to address economic security of elderly communities

Washington, DC - The National Community Reinvestment Coalition (NCRC), with support from Atlantic Philanthropies, is pleased to announce its 2011 Request for Proposals (RFP) for *National Neighbors Silver*, an initiative to support and empower older adults nationwide.

As the United States suffers from historically high rates of foreclosure and unemployment, older adults across the nation are not only more numerous than past generations, but also more susceptible to financial insecurity and instability. Many older adults who lost their jobs during the economic crisis have been pushed out of the workforce and into early retirement.

“Many older Americans face new challenges in this economic environment. The sharp reduction in the value of most seniors' primary asset -- their home -- means that many are now especially susceptible to financial insecurity. The *National Neighbors Silver* initiative will support participating regional organizations to directly tackle the root causes of the unique economic challenges faced by America's older citizens,” said John Taylor, president and CEO of NCRC.

“We're pleased that Atlantic Philanthropies has recognized the contribution of NCRC to this issue. We all have a stake in ensuring that older citizens, one of America's most vulnerable populations, don't fall prey to hardship. Now is a critical time to address these issues, because many older Americans were severely affected by the recent cycle of irresponsible lending,” Taylor said.

National Neighbors Silver will bring community, public, and private sector partners together utilizing structured, neighborhood-focused outreach, education, and advocacy to benefit older adults. The National Neighbors Silver grant will fund regional advocacy networks, facilitated by local organizers. NCRC will select 5 organizations over three funding cycles, for a total of 15 organizations. Each funding cycle for this program will last three years.

Edward Gorman, NCRC's Chief Membership and Workforce Officer, said “Along with our community based member organizations, NCRC fights tirelessly for inclusion, opportunity, economic stability, and empowerment for all Americans. We are pleased that the *National*

Neighbors Silver initiative will advance this fight, focusing on the financial health and wellbeing of America's older citizens.”

The full Request for Proposals (RFP) can be found online line at: <http://bit.ly/fV0pVM>

Unless otherwise specified, all documents should be formatted and submitted as PDF files by 5 pm EST on Friday March 4th, 2011. Applications should be sent electronically via email to nns@ncrc.org. Direct any inquiries about the program or the proposal submission process to nns@ncrc.org. Please direct all media inquires to Jesse Van Tol at (202) 464-2709 or jvantol@ncrc.org

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About the National Community Reinvestment Coalition (NCRC):

The National Community Reinvestment Coalition is an association of more than 600 community-based organizations that promote access to basic banking services, including credit and savings, to create and sustain affordable housing, job development, and vibrant communities for America's working families. To find out more, please visit: <http://www.ncrc.org/>.

About the Atlantic Philanthropies

The Atlantic Philanthropies are dedicated to bringing about lasting changes in the lives of disadvantaged and vulnerable people. Atlantic focuses on four critical social problems: Ageing, Children & Youth, Population Health, and Reconciliation & Human Rights. Programmes funded by Atlantic operate in Australia, Bermuda, Northern Ireland, the Republic of Ireland, South Africa, the United States and Viet Nam. To learn more, please visit: www.atlanticphilanthropies.org.