



Media Advisory
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Kingdom Quality Communications

RISE Foundation Awarded National Grant to Help Elderly Memphians Gain Financial Stability

RISE is One of Five Awardees in National Neighbors Silver Campaign

The RISE Foundation aims to bring a better way of life to economically vulnerable elderly citizens in the Memphis community. Committed to helping Memphians build and sustain assets since 1999, RISE can strengthen its efforts for older adults as an awardee in the National Community Reinvestment Coalition's (NCRC) *National Neighbors Silver* campaign. The multi-year campaign was launched by NCRC to safeguard the financial security of today's seniors and future retirees. RISE is one of only five organizations in America to be awarded this year.

National Neighbors Silver is uniquely positioned to work with the banking industry, aging network and housing experts to build policy and program solutions for economic security and wealth preservation in aging America. Local partners, like RISE, are a critical component to the overall impact of the national campaign.

"Through *National Neighbors Silver*, NCRC is deepening the capacity of community-based organizations to help older adults achieve economic security, moving from 'you're on your own' to 'we're all in it together,'" said John Taylor, President and CEO of NCRC.

RISE Foundation President and CEO Linda Williams and her team identified older adults as greatly underserved with respect to financial education and, as a result, at-risk of being targeted by scammers.

"Being a part of *National Neighbors Silver* provides a great leverage opportunity to connect our *Bank On Memphis* campaign to affordable financial products for seniors," Williams said.

RISE will work closely with the Aging Commission of the Mid-South and Memphis Area Legal Services to carry out this project. The RISE National Neighbors Silver project seeks to institutionalize financial education for older adults in a manner that capitalizes on our extensive network of senior centers and nonprofit senior service providers. The project will serve four counties: Fayette, Lauderdale, Shelby and Tipton.

Representatives from RISE and the other *National Neighbors Silver* awardees will have an opportunity to examine the unique challenges facing older Americans as invited participants in the annual NCRC conference in Washington, DC April 18-21.

For more information about *National Neighbors Silver*, contact Stacy Sanders, Director of National Neighbors Silver, (202) 393-8305 or ssanders@ncrc.org.

About the RISE Foundation: Founded in October 1999, the RISE Foundation was the brainchild of the Community Foundation of Greater Memphis, the Memphis Housing Authority and the United Way of the Mid-South. The mission of RISE is to empower people to become self-sufficient by building and sustaining human and financial assets. By offering a solid foundation of financial literacy skills, RISE is able to help individuals and families enjoy a sense of freedom and security they may otherwise never know. RISE provides: adult programs that educate and incent families to make the right decisions regarding their money; youth programs that promote positive behavior in school and give at-risk children an opportunity to meet their educational aspirations; and advocacy programs that work in collaboration with other organizations to address the issues of prevalent predatory lending practices in our community. For more information about the RISE Foundation, visit www.risememphis.org.

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. For more information, visit www.ncrc.org.