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## NG: RURAL NONPROFITS MUST OVERCOME SIGNIFICANT HURDLES TO ATTRACT FUNDING

### Disparity in giving between urban and rural nonprofits, suggests ways to bridge gap

Washington, D.C. - Grantmakers' perceptions of rural nonprofits, building dialogue with isolation and ca  
Other obstacles highlighted are the desire of foundations to target densely populated areas, as well as '

"Compared to their urban counterparts, rural nonprofits are significantly disadvantaged," said Rachael S

*Rural Philanthropy* expands on a 2004 NCRP report titled *Beyond City Limits: the Philanthropic Needs of Rural America*

The report defines areas as "rural" based on U.S. Census definitions. "Rural nonprofits" are those tax-e

NCRP conducted focus groups with nonprofit leaders serving rural parts of California, Florida, Kentucky

"Many perceive rural America as a place where tight-knit communities work together to overcome adver

Nonprofits typically strive to develop meaningful relationships with geographic isolation potentially reduces oppo

*Rural Philanthropy* offers substantive recommendations on ways to make philanthropy more respo

*Rural Philanthropy* is available for free download [here](#) on the NCRP Web site. Hard copies are also available.

NCRP is a national watchdog, research and advocacy organization that promotes public accountability in rural nonprofits.