

For Immediate Release

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## FOR RURAL AMERICA DAY FORUM REVEALS HUGE RURAL PHILANTHROPY GAP

### Challenge Foundation Leaders to Give More and More Equitably

WASHINGTON-Fifty-five million people, or 20 percent of the U.S. population, live in rural America, but "Rural America lags behind the rest of the nation in nearly every measure of success-housing, employment, Rick Cohen, executive director of NCRP and author of Beyond City Limits: Philanthropic Needs in Rural America. Not surprisingly, a handful of big foundations and regulated financial institutions do the best job. Bank of America Rural America also has far fewer foundations than urban areas. "The research we did with L& M Associates

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all non-metro counties, have no foundations or foundation assets at all. Our research also indicates that Bob Warwick, chairman of the Steering Committee for Stand Up for Rural America, a campaign to help rural America. "It is easy to think of rural America as poor and lacking in capacity - but in fact it is growing in philanthropy