

For Immediate Release

Philanthropy's Real Opportunities for Real Impact

NCRP journal looks at the 2010 Census, Native American philanthropy, trends in general support and more

Washington, D.C. (02/02/2010) - The [National Committee for Responsive Philanthropy](#) (NCRP) released today the winter 2009/2010 issue of *Responsive Philanthropy*

. This issue of the quarterly journal encourages reflection on where philanthropy has been, what it can do better, and opportunities for positive impact on our communities.

In the cover story, Wade Henderson writes about the importance of the 2010 census and those communities whose civil rights are at risk if they are left uncoun ted. According to Henderson, president and CEO of the [Leadership Conference for Civil and Human Rights](#) , "Philanthropy has been criticized for failing to offer sufficient support to African-American, Latino, Asian American and other organizations led by and serving people of color. The census offers a win-win opportunity for everyone."

Kathleen Enright, executive director of [Grantmakers for Effective Organizations](#) , looks at some preliminary data on the use of general support grants in response to the recession. She makes the case for "normalizing" general operating support as a concrete step towards strengthening nonprofit organizations.

Joy Persall, executive director of [Native Americans in Philanthropy](#) looks at the state of philanthropic giving for Native communities. She shares her vision of a successful foundation approach to investing in Indian Country.

NCRP interviewed James E. Canales, president and CEO of the [James Irvine Foundation](#) regarding the foundation's comprehensive foundation-wide assessment. He talks about the

reasons behind the assessment, the impact on the organization and its grantees, and more.

Finally, meet the [Southern Mutual Help Association](#) , a nonprofit that works to build strong and thriving rural communities in Louisiana. The SMHA has been in the frontlines of recovery and rebuilding efforts after Hurricanes Katrina and Rita devastated the area.

Free to NCRP members, Responsive Philanthropy is also available to non-members for \$25 annually. To subscribe, please visit www.ncrp.org . For a complimentary media copy, contact [Yna Moore](#)

The National Committee for Responsive Philanthropy in Washington, D.C. is a national watchdog, research and advocacy organization that promotes philanthropy that serves the public good, is responsive to people and communities with the least wealth and opportunity, and is held accountable to the highest standards of integrity and openness. Visit www.ncrp.org .

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