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FOR IMMEDIATE RELEASE

ReSERVE LAUNCHES GRANT WRITING PROGRAM BY
MATCHING JOURNALISTS FROM *THE NEW YORK TIMES* WITH
NONPROFITS

ReServe, the New York City based nonprofit that matches retired professionals with compensated service assignments at nonprofits launched its Grant Writing Residency Program (GWRP) this morning at the Robin Hood Foundation.

Eight current or retired journalists -many who wrote for *The New York Times* – and other professionals were matched and began training to be grant writers with eight nonprofit agencies on September 11, 2009. Participating organizations include Getting Out and Staying Out (GO&SO), Flushing Town Hall, SingleStop USA and the Zicklin School of Business at Baruch College of the City University of New York.

The GWRP recruits stellar journalists and other writing professionals over the age of 50 who are retired or semi-retired and want to use their skills to help nonprofits raise needed funds. ReServe collaborated with the Community Resource Exchange to deliver grant writing training that is being funded by New York City's Department for the Aging.

“The GWRP is a targeted response to a need for grant writers in the nonprofit sector,” said Mary S. Bleiberg, ReServe’s Executive Director. “At the same time, many journalists and other writers were contacting ReServe about our opportunities. We hope that this program, which unites these two groups, is a straightforward approach to meeting two demands for a mutually beneficial match.”

Jack Rosenthal, President of The New York Times Foundation and the Board Chairman and co-founder of ReServe, and Karen L. Rosa, Vice President and

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Executive Director at the Altman Foundation made remarks to more than 30 guests that included foundation representatives and nonprofit organizations.

“Persuasive grant applications are always important, especially for smaller non-profits,” said Mr. Rosenthal. “That's all the more true in this time when philanthropic grants are down 25 percent.”

“Meanwhile, a rising number of skilled writers are looking for constructive activity,” he said. “ReServe's grant-writing program can help both agencies and writers. It's a win-win.”

The journalists and writers who are participating in the pilot program include: David Creed, a former editor, managing editor and writer for *The New York Times* and *The Louisville Courier-Journal*; Christine Doudna, who writes for *The New York Times Magazine*, *Investment Vision* and *Vogue*; Grace Lichtenstein, a former report and national correspondent for *The New York Times*; Joan Motyka, a former writer for *Business Week*, *The New York Times*, *The Boston Globe* and the *International Herald Tribune*; Mary Jo Patterson, currently a freelance reporter for *The New York Times* and several magazines; Alan Rosenbloom, a senior corporate/commercial attorney and former senior executive for the Chubb Corporation and Gab Robins North America; Sheila Rule, a former reporter, senior editor and newsroom manager at *The New York Times*; and Warren Wechsler, a former public affairs officer, speechwriter and press spokesperson.

Mark L. Goldsmith, President and CEO and founder of GO&SO, which is one of the organizations participating in the pilot, also spoke.

“Getting Out and Staying Out is pleased to be part of ReServe's GWRP,” he said. “With limited resources available for fund development we see this program as an opportunity to boost our fundraising efforts at a reasonable cost.”

Participating writers, also known as ReServists, are veterans of a variety of news organizations including *The New York Times*, *Business Week*, *The Boston Globe* and *Vogue*.

Sheila Rule, a journalist with *The New York Times* for more than 30 years joined the program and was matched with Mr. Gold's organization at GO&SO.

“ReServe's grant writing program is a perfect fit for my desire to dedicate this chapter of life to serving others,” she said. “I look forward to using the skills I learn to better the world a little, one grant at a time.”

To design and administer the GWRP and to recruit participants, ReServe turned to Linda Amster a former staffer at *The New York Times*, and Amy

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Kantrowitz, who has an extensive background in grant writing and fund development. Both Kantrowitz and Amster will supervise and mentor the ReServists throughout the 10-month pilot.

ReServists are retired or semi-retired professionals who want to work in part-time assignments that offer personal satisfaction, social impact and modest compensation. ReServe arranges a stipend of \$10.00 per hour for all ReServists and participants of the GWRP will work approximately 15 hours per week.

ReServe, was founded four years ago as a nonprofit organization and to date has connected more than 950 ReServists into high-value assignments with over 200 NYC nonprofit organizations and public agencies.

ReServe offers a new model of civic engagement, one that is creating new options for retirement by changing the way employers think about and use retirees.

For more information about ReServe, please visit www.reserveinc.org.

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