

NEWS



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URBAN CORPS OF SAN DIEGO COUNTY JOINS “TRU GIVES BACK” CAMPAIGN

Urban Corps of San Diego County has announced a partnership with TRU, a local Carlsbad-based payment processing company, in a corporate philanthropy campaign known as “TRU Gives Back.” According to Urban Corps Chief Operating Officer Anne Bernstein, the partnership is part of the non-profit’s strategic plan to diversify fundraising methods and raise public awareness about the Urban Corps mission.

“We recognize that we need to look beyond private donors and foundation grants to sustain our mission,” said Bernstein, noting that current giving trends show corporate giving is on the rise. According to the National Philanthropic Trust, a charity dedicated to increasing philanthropy in society, corporate giving rose 5.5% in 2009 to \$14.4 billion, while foundation giving dropped 8.4% in 2009 to \$42.9 billion.

“At TRU, we are encouraged to support non-profits we believe in,” said Joe Wogoman, a TRU consultant. “I chose to support the Urban Corps in particular because they are not only protecting the environment, but they are also helping troubled young men and women get their high school diploma while providing them with job skills and a path to a brighter future. Helping Urban Corps is giving a young adult a second chance in life.”

TRU designed their campaign with non-profits in mind. TRU pledges to donate up to \$250 upfront and an ongoing percentage of every credit and debit card sale from participating businesses each month, out of TRU’s profit, with no additional cost to the business or their customers. Businesses select what non-profit they’d like to support while TRU guarantees savings on payment processing products and services. Businesses enjoy guaranteed low rates, receive free promotional materials, free consulting and equipment, and get the added benefit of promoting to their clientele that a percentage of every credit and debit card transaction supports their organization of choice. There are no costs for the non-profit or business to start, and participation raises public awareness of both the business and the cause.

“By dining out, we can fight hunger. By purchasing items for our home, we can help the homeless.

By redirecting the money we spend to a participating business, we can show other businesses how to do the same, and collectively change our community for the better” says TRU President and founder Matthew Focht.

“While reading articles about how individuals gave away their fortunes towards the end of their life, I thought, ‘Why wait?’” Focht goes on to say. “Today we encourage all of our consultants to spend at least 10% of their time helping non-profits much like we would an association or buying group. Teaching servant leadership and encouraging our staff to give is not only the right thing to do but it also creates a better, more positive, work environment.”

According to Urban Corps COO and Director of Development Anne Bernstein, the TRU partnership is part of the Corps’ strategic plan to diversify the non-profits’ development department. The Urban Corps is primarily a fee-for-service organization, however it relies on fundraising efforts to cover overhead and offer additional support services to the youth Corpsmember population.

“It is exciting to work with a corporate partner who is so obviously dedicated to supporting its community and has embedded a culture of giving back into its very foundation,” said Bernstein. “We look forward seeing what is to come out of this partnership.”

Since 1989, the Urban Corps has served as a bridge to a better life for thousands of inner-city youth. The organization provides paid green job training in the fields of recycling, conservation and community service while offering young people a second chance to earn their high school diploma at their onsite John Muir Charter School.

For more information on Urban Corps, contact Communications Manager Klara Arter at 619-235-6884 or visit www.urbancorpssd.org. For more information on the “TRU Gives Back” Campaign, or to get started and sign up to support Urban Corps, contact Joe Wogoman at (877) 878-1777 or via email at jwogoman@itstru.com.

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