

NEPONSET RIVER WATERSHED ASSOCIATION

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FOR IMMEDIATE RELEASE

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NEPONSET WATERSHED ASSOCIATION RECOGNIZED BY MASSACHUSETTS-BASED PHILANTHROPIC GROUP

Canton, Mass. – November 23, 2004 – The Neponset River Watershed Association has been selected as a featured charitable organization in the Massachusetts 2004 *Catalogue for Philanthropy*. This year's edition will profile 69 of Massachusetts' outstanding environmental, cultural and human service agencies as examples of excellence in program accomplishments, cost-effectiveness, and philanthropy (defined by the *Catalogue* as "initiatives for public good, focusing on quality of life.") The Association was chosen from an applicant pool of over 150 organizations.

Since 1967, the Neponset Watershed Association or "NepRWA" has worked to promote the sustainable use and enjoyment of the Watershed by protecting and restoring its many natural resources. One of our primary goals is to educate the public about our valuable, yet fragile, ecosystem and to motivate citizens, businesses, government and other stakeholders to become active stewards of local environmental assets. Because water purity hinges on local as well as watershed-wide factors – from household water consumption and yard care to efficiency of our water and sewer systems to patterns of land use, NepRWA addresses water quality from all these angles. NepRWA serves nearly 400,000 residents, in 14 Neponset Valley communities.

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The *Catalogue for Philanthropy*, the first of its kind anywhere, was created under the leadership of several Massachusetts foundations in 1997 to help close the gap between the Commonwealth's ranks in income versus its level of charitable giving – then the largest such disparity in the country. The project has expanded from the *Catalogue* production itself to the now widely-recognized “Generosity Index”™, a website (www.catalogueforphilanthropy.org), and *Giving Massachusetts Day* that was instituted on the day after Thanksgiving in 2001 by Governor Swift, and is still supported by Governor Romney, in order to promote “Giving Thanks by Giving.” The *Catalogue* project is nationally-known as a model in donor education, spawning similar catalogues in other philanthropic markets including Polk County, NC, St. Louis, Mo. and Washington, DC.

According to George McCully, President of the *Catalogue for Philanthropy*, “The *Catalogue* is designed as a showcase of Massachusetts philanthropy, and a one-stop-shop for a family's charitable giving. A single check, electronic transaction over the web or stock transfer can be allocated to as many charities as the donor pleases, and because the *Catalogue* is sponsored and paid-for by its philanthropic sponsors, 100% of every donation goes to the designated charities.”

For more information on the Neponset River Watershed Association or to get involved in NepRWA's programs, go to www.neponset.org or call 781-575-0354.

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