

News & Notes



Vol. I, No. 1

July 2008

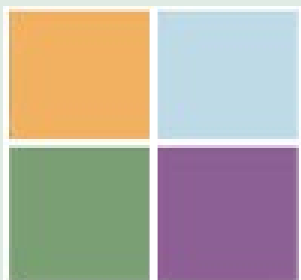
Greetings!

Welcome to our first issue of News & Notes from Montgomery Alliance. It will keep you informed in a timely way about the people, activities and projects of your Montgomery Alliance for Community Giving. We hope you will find it interesting and informative.

Please let us know what you think, particularly if there are topics you believe we should add for our readers.

You can contact us at montgomeryalliance.org, or call and leave your comments and suggestions at 301-990-3005.

Thank you!



Something New in Giving

I want to announce Something New in Giving at Montgomery Alliance! You no longer have to contribute the entire amount of your gift all at once. The newest feature of our on-line giving now permits you to make installment payments on your credit card contribution.

You can split this amount in equal portions once a month, for as many as 12 months, or

select any combination of payment giving that's most convenient for you! Just follow the prompts on your computer screen, and we'll do the rest. As always, thank you for your generosity and support!

—Harriet Guttenberg, President
Montgomery Alliance
Board of Directors

“BOOK Buddies” is Financial, Literary Success

More than 150 adults and youngsters joined in a “Sweets & Treats Celebration” at Rockville’s Glenview Mansion on May 21, spotlighting their efforts to put books into the hands of Montgomery County children who are growing up without them.

More than \$13,000 was raised through earlier contributions and donations at the door, in addition to the more than 500 new books brought to the event. It is expected that about 5,000 books will be purchased or donated for distribution to children enrolled in local early literacy programs.

“BOOK Buddies was a special project developed and sponsored by Montgomery Alliance for Community Giving, designed to achieve two goals,” Chairwoman Lorraine Rogstad said.

“First, we wanted to recognize the dedication and work of the late County Councilwoman Marilyn J. Praisner, who was such a committed advocate for childhood literacy and the importance of reading. We also wanted to give the community an opportunity to join us personally in seeing that local children actually had the books in their hands to help set the stage for their readiness for school and life. I think Marilyn would have been proud of our



Arva Jackson, rear, and children from Centro Familia, one of the agencies to receive books from the BOOK Buddies project.

success in achieving both goals,” Rogstad said.

“We were fortunate to have the full support of County Executive Isiah and Mrs. Catherine Leggett, Co-Chairs of the Honorary Committee, and the committee’s many distinguished members,”

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Who We Are & What We Do



Montgomery Alliance was chartered as a Montgomery County, IRS approved 501 (c) 3 Charitable organization in July 2005. It conducts an annual fundraising campaign in workplaces throughout Montgomery County, and also gives individual contributors the ease of giving to hundreds of county non-profit agencies on-line, at work or home.

Through its Montgomery Alliance Fund, monies are granted to agencies in Montgomery County for continuing, expanded or new programs addressing targeted needs areas in the community. The Alliance also conducts special projects and events that highlight a primary health and/or human services need. You can read about our most current project, "BOOK Buddies," elsewhere in this issue.

The all-volunteer Board envisions that: The most significant health and human services needs of our community will be addressed through the work of this leading funding organization.

Our Mission is:

To strengthen the Montgomery County community by supporting non-profits in effectively respond to the needs of the community through fundraising and increasing awareness.

The work of Montgomery Alliance in meeting its organizational goals will be based on these Values.

- ▲ Integrity
- ▲ Transparency
- ▲ Cost-Effectiveness
- ▲ Guided by All-Volunteer Board at Lowest Possible Cost
- ▲ Respond to Identified and Documented Needs
- ▲ Strive For Defined Outcomes
- ▲ Support only Effective Non-Profit Organizations
- ▲ Accountable for Resources



“BOOK Buddies” is Financial, Literary Success

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Harriet Guttenberg, President of Montgomery Alliance, said.

Committee members included Sharon DiFonzo, Gail Ewing, Susan Hoffman, Michael Knapp, Kathy Lally, Connie Morella, Nancy Navarro, Joy Nurmi, The Praisner Family, Carol Trawick, Chris Van Hollen and Jerry Weast.

Mrs. Leggett spoke to assembled participants, highlighting Mrs. Praisner’s work and her dreams of advancing childhood literacy. She noted that their efforts were helping to make this work become a reality.

Alliance President Guttenberg recognized several County leaders present including Donald Praisner, widower of Councilwoman Praisner and newly-elected representative of District 4 on the Montgomery County Council.

Financial donations will buy new books to augment those brought to the event, which were distributed to children and parents participating in early literacy programs of Centro Familia, Crossway Community, Family Services, Head Start, Housing Opportunity Community Partners, The Lourie Center, Mental Health Association and Montgomery County Early Childhood Learning Parties.

On display at the celebration was a Certificate signed by Maryland Governor Martin O’Malley. It lauded Mrs. Praisner’s work for children and families and the efforts of Montgomery Alliance to bring continuing public attention to this important issue.

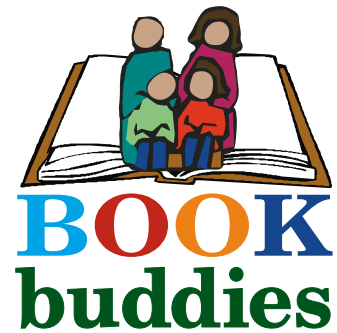


Mrs. Catherine Leggett, Honorary Committee Co-Chair for the Montgomery Alliance BOOK Buddies program, Ambassador Connie Morella and Susan Heltemes enjoy the desserts at the recent “Sweets & Treats Celebration,” highlighting childhood literacy.

Community sponsors and donors were generous in their BOOK Buddies support. A \$100 gift certificate donated by Booktopia was won by a family served by one of the eight agencies receiving books for their early literacy programs.

Richard Turner of Montgomery County Television produced a moving video honoring Mrs. Praisner. Lending his musical talent to the event was Andrew Vu, Sherwood High School pianist.

Event organizers added a special note of appreciation to the following local firms that provided an attractive array of delicious desserts for invited guests: Ridgewell’s, Praline Restaurant, Edible Arrangements of Rockville, Whole Foods of Rockville and Restaurant Associates at Strathmore. A unique Montgomery Alliance “Thank You,” in the form of a chocolate crayon box, created by



Lorraine Rogstad, Chair BOOK Buddies Project and Harriet Guttenberg, President of Montgomery Alliance at the BOOK Buddies Memorial for Council President Marilyn Praisner at the Glenbrook Mansion in Rockville.

Mary Brennan and Chairwoman Rogstad, was presented to departing guests.

Montgomery Alliance made its own significant financial contribution to the BOOK Buddies program. For contributions, the organization would usually deduct 8% for any associated administrative costs. However, for all gifts to Montgomery Alliance for BOOK Buddies, this charge was waived.

Kudos to the hardworking Planning Committee:

- ▲ Mary Brennan
- ▲ Elizabeth Frazier
- ▲ Carol Garvey
- ▲ Julie Grohovsky
- ▲ Harriet Guttenberg
- ▲ Susan Heltemes
- ▲ Arva Jackson
- ▲ Joan Kenney
- ▲ Jerry Matthews
- ▲ Lorraine Rogstad
- ▲ Joseph Wilson