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NEWS FROM

FIFTH WARD ENRICHMENT PROGRAM, INC.

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Amidst a Poor Economy, Area Non-Profit looks to lead the way toward collaborative fund raising.

Houston, TX-Houston area youth service organization, Fifth Ward Enrichment Program, Inc., (**FWEP**) is launching its 2009 Annual Giving Campaign Series to combat the tough funding market that currently exists for area non-profit organizations. Despite its long-standing of cost-effective service to nearly 2,500 Houston male youth, this 25-year **organization** knows the value of collaboration. "It is not just about the dollars, but also the sharing of resources tangible and intangible that make the difference," says Mr. Charles Savage, executive director.

Fifth Ward Enrichment Program intends to raise awareness to the benefits gained through collaborations with other community-based organizations seeking to strengthen their operations capacities. Technology, personnel development and training are just some of the issues organizations like FWEP are addressing, as Mr. Savage explained, "Organizations like ours that are in position to impact more lives must be in position to compete with the other workforce sectors for bright, enthusiastic, compassionate and selfless people if we are to maintain our high standard of service. We must become unassailable financially if we are to continue our respective missions in the twenty-first century." As the philanthropic community begins to tighten its belt and becomes more keen in its giving, collaborations are, and will be, the future of development, argues Savage.

Although FWEP will partner with several area agencies to host a series of fundraising breakfasts and an inaugural golf tournament, it's the Heart of Houston Luncheon, entering its 11th year, that will remain FWEP's solo annual-giving event. The purpose of the luncheon is to recognize individuals for their tremendous commitment to Houston and its citizens through giving. Previous recipients include the former Houston Mayor Lee P. Brown and Houston Texans owner-president, Bob McNair. "The Heart of Houston is our signature gesture to show those enduring citizens albeit, philanthropist, public officials, business, and community leaders that Fifth Ward Enrichment Program appreciates them. Their commitment and appreciation for what we do each day is evident in their investment of resources and time," said Savage.

Information about the annual event series will be provided in the upcoming weeks.

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