



BECAUSE YOUNG PEOPLE CAN NO LONGER BE LOST TO VIOLENCE AND POVERTY.
TRUTH, TRUST & TRANSFORMATION

News Release

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FOR IMMEDIATE RELEASE

Roca Wins Prestigious Bank of America Neighborhood Excellence Initiative Award

One of only two recipients selected from 140 applicants in the Greater Boston area (Chelsea, MA) – Roca has won the prestigious Bank of America Neighborhood Excellence Initiative (NEI) Award for their commitment to community development it was announced today. The award provides Roca with a \$200,000 grant, over two years, as well as specially designed leadership development programs for its staff. The announcement of the award was made at a breakfast honoring recipients at the Boston Public Library.

“We are grateful to Bank of America for this grant as it will improve our programs and enhance our leadership skills to better serve at-risk young people,” said Molly Baldwin, Executive Director at Roca. “We are dedicated to keeping high-risk young people alive and providing them with the support and professional training necessary for them to make important life changes and this grant will make a big difference.”

Roca is a performance-based and outcomes-driven organization that helps young people to change their behavior and shift the trajectories of their lives through a High-Risk Youth Intervention Model. Roca serves very high-risk young people in Chelsea, Revere and East Boston. The mission is to help disengaged and disenfranchised young people move out of violence and poverty and become productive members of society. In its 21 year history, Roca has helped more than 15,000 young people change their lives.

The Bank of America Charitable Foundation’s Neighborhood Excellence Initiative annually recognizes organizations, individuals and students who have shown a commitment to improving their communities. In its sixth year, the Bank of America Charitable Foundation has committed more than \$110 million globally to the NEI program since its inception.



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By the end of 2009, more than 800 leaders from the nonprofit awardees will have participated in the Neighborhood Excellence Leadership Program®, which builds a network of community leaders across the country to share learning and insight in areas including strategic communications, financial management, succession planning, and long-term development. Through NEI, Bank of America has also encouraged community leadership at the grassroots level by recognizing more than 1,200 high school students and 1,200 community leaders over the last six years.

For more information about Roca visit www.rocainc.org.

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