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**Community Foundation Announces Marketing and Communications
Officer**

Vancouver, WA – November 20, 2009. Erin Althoff joined the Community Foundation for Southwest Washington as the organization’s Marketing and Communications Officer. Althoff will be responsible for expanding the Community Foundation’s profile in southwest Washington, promoting the tools available to help residents shape the region and the Foundation’s impact on the area.

“Erin is capable, accomplished and passionate about the dynamics of charitable giving,” said Sarah Nevue, Vice President of Development. “She has a deep belief in the transformative power of philanthropy and a true commitment to giving back to her community.”

Althoff has a depth of experience in marketing and fundraising, developing national campaigns for over 40 clients annually at her previous job with RuffaloCODY, a premier national fundraising firm. She brings to the Community Foundation a broad knowledge of fundraising theory in several core areas, including donor cultivation and acquisition, planned giving marketing and major gift lead generation. Althoff worked directly with a wide variety of organizations, including colleges and universities, hospitals, public broadcasting stations, fraternities and sororities, religious groups and cultural organizations. Additionally, she utilized a wide range of media, including e-solicitations, telephone appeals and direct mail.

“As a resident of Vancouver, I am thrilled to be a part of an organization that matches the passions of our philanthropic citizens and businesses with the needs of our community,” Althoff said in response to her new position. “The Community Foundation does incredible work, and I am proud to play a role in broadening its impact on the region.”

The Foundation created this position as a part of its effort to meet critical local needs and shape the future of the region through philanthropy. “In these challenging economic times, it’s crucial that every philanthropic dollar is stretched to its fullest potential,” said Richard Melching, President. “The Community Foundation can help donors maximize their charitable giving, while directing funds to the urgent and rapidly growing needs in our community. We want to make sure we’re reaching out to everyone who wants to improve the quality of life in southwest Washington.”

“My job will be to ensure that everyone – donors, nonprofits, residents – understands what we do, why we’re here, and how we can help,” said Althoff. “One of the Community Foundation’s strongest assets is its local connections and partnerships, and I want to increase awareness of the many tools the Foundation has available to truly transform our community.”

About the Community Foundation for Southwest Washington:

The Community Foundation for Southwest Washington was founded in 1984 by a group of concerned citizens, for the purpose of improving the quality of life through philanthropy. Since the Foundation’s inception, more than \$84 million has been infused back into our community. Over 230 individuals, families and local organizations have established charitable funds with the Foundation, awarding scholarships, gifts and grants nationally and throughout Clark, Cowlitz and Skamania Counties. The Community Foundation is a publicly supported philanthropic institution organized to channel gifts from individual and corporate donors to a variety of charitable organizations, locally and nationwide. It is governed by a local board of private citizens who represent the needs and well being of the community.

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