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San Diego's Floresta Honored with Prestigious Awards

- Project Concern International places Floresta on the "Latin America Honor Roll"
- Floresta earns 4-star ranking from leading charity evaluator

San Diego, Calif. – The faith-based San Diego Charity Floresta has been named to the "Latin America Honor Roll" by Project Concern International (PCI). Honored for its sustained commitment to the region, Floresta (www.floresta.org) is one of 30 honorees to be recognized at PCI's 17th Annual "Hands Across Borders" event on November 3, 2007. The event is designed to raise awareness and engage more people in global change initiatives.

In addition, Floresta just received its second consecutive 4-star ranking from Charity Navigator, America's leading charity evaluator. This is the highest ranking a charity can receive based on the ability to efficiently and effectively utilize and grow the funds that donors have entrusted to them. "Only 14 percent of charities have received 4-star ratings for two or more consecutive years, so we are very proud to be awarded this honor," said Scott Sabin, Floresta's executive director.

Floresta was founded in San Diego 23 years ago to help rural farmers break the cycle of poverty by stopping the deforestation that was destroying the land and robbing farmers of their livelihoods. They have planted over three million trees, revitalized thousands of small farms, and made over 3,500 small business loans, bringing empowerment and hope to thousands of rural villagers. Floresta has expanded from one village in the Dominican Republic to dozens in Haiti, Mexico, Thailand and Tanzania.

"We are thrilled by our exponential growth and expect it to continue. More people are recognizing our effectiveness at permanently reversing the vicious cycle of deforestation and poverty," added Sabin.

About Floresta

An international Christian charity that works in areas where poverty is caused by deforestation, Floresta (www.floresta.org) restores the environment and empowers the poor. For more than 20 years, Floresta has provided solutions to meet the complex economic, environmental and spiritual needs of impoverished farmers in developing countries by planting millions of trees, revitalizing thousands of small farms, and making over 3,500 small business loans.