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***For Immediate Release***

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**UNIQUE FUNDRAISING EVENT RAISES NEARLY \$125,000  
FOR NEIGHBORHOOD HOUSE ASSOCIATION**

**SAN DIEGO** -- Neighborhood House Association (NHA), San Diego's oldest and largest nonprofit social service agency, announced today that its 2010 Virtual Gala raised nearly \$125,000 for agency programs and services. This unique fundraising event, which ran from July 13 through August 5, allowed donors to support NHA from the comfort of their home or office and avoid the often hurried rush to prepare for a traditional black-tie gala. All the action took place online at [www.nhagala.org](http://www.nhagala.org).

"Over the last four years, many kind-hearted San Diego business and individuals have come together to raise more than \$500,000 to support local communities through NHA's programs and services," said local business leader Jack McGrory, 2010 Virtual Gala Chair. "The Virtual Gala presents an ideal opportunity to give back in these tough economic times."

Neighborhood House Association helps thousands of individuals and families every day improve their quality of life by providing vital social services within the community. This year, Neighborhood House Association (NHA) will provide hope to San Diego County residents who are in need of vital social services such as child development, health, emergency food and other human services.

In addition to sponsor donations, the 2010 Virtual Gala raised more than \$5,500 through its online auction. Donors had an opportunity to bid on any of several great auction packages, including a trip by private jet to Las Vegas, a luxury box suite at Qualcomm Stadium during football season, a dream vacation to Hawaii, coveted golf clubs, passes to some of the most exciting San Diego attractions and a new flat screen TV.

“Today, thousands of individuals in our area live below the federal poverty threshold,” said Rudolph A. Johnson, III, NHA President and CEO. “Many of these underserved individuals and families are in need of child care, family support services, access to medical assistance and educational opportunities. We rely on community members to continue to make an impact in the quality of life for the underserved.”

NHA founded the Virtual Gala in 2007 when looking for a cutting-edge and cost-effective way to raise funds to continue providing vital services to the people of San Diego County. This new and exciting signature fundraising event makes it possible for larger portions of the event proceeds to go to service underprivileged individuals in the community.

2010 Virtual Gala platinum sponsors included Barney & Barney LLC, Sysco Food Services of San Diego, Union Bank of California and Zenith Insurance. NHA also recognizes Gold Sponsor Torrey Pines Bank and Silver Sponsor On Hit BBQ Pit.

To learn more about NHA programs and year-round donation opportunities, visit [www.neighborhoodhouse.org](http://www.neighborhoodhouse.org).

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**About Neighborhood House Association (“Committed to Excellence”)**

NHA helps thousands of individuals and families improve their quality of life through a network of nine programs throughout San Diego County. Further information is available at [www.neighborhoodhouse.org](http://www.neighborhoodhouse.org)