

## NEWS BRIEF

### FOR IMMEDIATE RELEASE

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### **MAKING AN IMPACT LAUNCHES FREE COMMUNITY RESOURCE GUIDE**

*A comprehensive tool to help local referring agencies meet the needs of those they serve*

**LAKWOOD RANCH, FL SEPTEMBER 9, 2020** – Today, in the midst of the COVID-19 pandemic and resulting mass unemployment, there is no shortage of people in need, many who are experiencing this level of crisis for the first time. The stress and challenges associated with any crisis can quickly deplete financial, physical, and social resources, making individuals and their families more vulnerable and also more likely to need or seek community services for help. New local nonprofit, Making An Impact, believes the more ways communities can connect residents with the resources they need, the better.

The organization's new Community Connections Resource Guide contains information on over 200 area agencies in Sarasota and Manatee counties, organized into 17 unique categories of service. Created by locals for locals, the comprehensive tool complements existing referral resources, responds to the different ways people seek information, and enhances the quality and quantity of community information available to those who need it most.

One major point of difference, according to Victoria Kasdan, Board Chair at Making An Impact, "our directory is a reference tool designed to help those who help others. It will provide hundreds of nonprofit and social agencies with quick and easy access to information on other community resources their clients may need. With the guide, they have access to all the information right at their fingertips. Color coding helps identify resources by county at a glance. Although quantities are limited, the printed guide is free to these organizations because we all play a critical role in helping others to navigate and connect with a wide array of resources available in our community."

Making An Impact's free Community Connections Resource Guide fills the gap and addresses the increased need for information on community resources in Sarasota and Manatee counties. "At Making An Impact, we believe equitable access to community resources will result in longer, healthier, and happier lives," said Kasdan.

Printed versions of the guide are currently being distributed to local agencies. For more information about the guide or Making An Impact, email [administrator@making-an-impact.org](mailto:administrator@making-an-impact.org) or visit Making An Impact at [www.making-an-impact.org](http://www.making-an-impact.org)

### **About Making An Impact, Inc**

*Located in Lakewood Ranch, FL, Making An Impact is a 501(c)(3) charitable nonprofit organization working to reduce disparities and address unmet needs for disadvantaged people in Sarasota and Manatee counties.*

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