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Making An Impact Launches New Web App and Digital Marketing Program with Knight Foundation Technology Grant

(Bradenton, FL) ---Making An Impact, Inc., (MAI) recently enhanced their online resource guide platform and community outreach efforts, thanks to a \$15,000 technology grant from the Knight Donor Advised Fund of the Manatee Community Foundation. The grant helped underwrite the cost of transitioning the organization's online Community Connections Resource Guide from a Flipbook format to a more advanced and user-friendly web-based application platform. It also helped facilitate a year-long marketing campaign on MCAT buses with QR-coded ads that allow Manatee transit riders an opportunity to quickly access MAI's online resource guide using a mobile phone or device.

Making an Impact's Community Connections Resource Guide is a comprehensive tool for finding information on over 250 local agencies and organizations providing essential need services in Sarasota and Manatee counties. Conveniently divided into 17 categories of basic services and color-coded to identify different geographic regions at a glance, the Guide is also known for being easy to use and understand. As a result, demand for the resource guide remains high, and today close to 3000 printed guides are in circulation, and thousands have viewed the Guide's online version.

"With no shortage of need in our communities, it's important nonprofits leverage use of new technology to better reach, engage, and encourage people to get help. Unfortunately, high costs are often a barrier to using advanced technology, particularly for many small and mid-sized nonprofits. We are grateful to the Knight Donor Advised Fund for recognizing the importance of empowering people with information to get the help they need and providing the financial support that allows us to use newer technology to do just that," said Victoria Kasdan, MAI co-founder and Board Chair. "Our resource guide was created by locals for locals, to address the different ways people seek information, enhance the quality and quantity of community information available to those who need it, and complement existing referral

resources. As we launch the third edition of our resource guide this month, demand for printed copies and online access remains high. That high demand and the ongoing positive feedback we get confirms the unique value and usefulness our Guides have in helping residents locate community services."

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Making An Impact, Inc. is a 501 (c)(3) charitable nonprofit founded in 2020 to address disparities often caused by limited knowledge and access to essential need services in Sarasota and Manatee counties. With a list of over 250 local helping agencies, Making An Impact's Community Connections, Resource Guide is one of the most comprehensive and widely used references for law enforcement agencies, nonprofits, and residents in underserved areas. Today, nearly 3000 printed Guide copies are in circulation, and thousands have viewed this valued resource online. For more information or to view the online version of the Guide visit www.Making-An-Impact.org or email info@Making-An-Impact.org

Learn More About:

Knight Foundation's work in Bradenton at www.KnightFoundation.org/communities/bradenton/

Manatee Community Foundation at www.ManateeCF.org