



NEWS RELEASE

FOR IMMEDIATE RELEASE

Making An Impact, Inc.

May 3, 2023

Local HR Executive, Joins Making An Impact Board of Directors.

(Lakewood Ranch, FL) – Making An Impact, a leading nonprofit dedicated to empowering individuals, families, and communities with information for action and resilience, is pleased to announce the addition of Cynthia Keaton to its Board of Directors.

Keaton is a highly accomplished HR executive with over 20 years of human resource leadership in various public and private organizations ranging from start-ups to Fortune 500 companies. Before joining Prescott HR, headquartered in Maryland, Cynthia was Vice President of Human Resources for Dobbs Equipment in Riverview, Florida. She holds a master's degree in HR from the University of South Carolina and multiple certifications, including Senior Professional in Human Resources (SPHR), Certified Benefits Professional (CBP), Group Benefits Associate (GBA), and Senior Certified Professional from the Society of HR Management (SHRM-SCP). Her past Board experience includes serving in Charleston, SC as a member of the Trident Technical College Foundation, CPM Federal Credit Union, and SCbio.

“I am honored to join Making An Impact’s Board of Directors and to work alongside such a dedicated team of individuals,” said Keaton. “I believe everyone deserves access to opportunities that can help them thrive, and I am excited to contribute my skills and experience to an organization making a real difference in people’s lives.”

“We are delighted to have Cynthia join our Board of Directors,” said Victoria Kasdan, Board Chair and co-founder of Making An Impact. “She has a proven track record of leading diverse teams and delivering innovative solutions to complex business challenges. In addition, her expertise in human resources and her commitment to social impact make her an invaluable addition to our team. We look forward to working with her to advance our mission and make a lasting impact in the community.”

For more information about Making An Impact or to view their online resource guides, visit www.Making-An-Impact.org.

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About Making An Impact

Making An Impact, Inc. (est. 2020) is a local 501 (c)(3) nonprofit empowering residents in need with information on local services that can help. Our comprehensive Community Connections Resource Guide, available in print and online, lists over 300 agencies providing essential need services in Sarasota and Manatee counties. With over 5000 printed copies in circulation and thousands of views online, our resource guide has quickly become one of the area's most trusted and widely used references for where to go to get help. Guide users and advocates include most of the areas social service nonprofits, law enforcement agencies, and faith-based institutions. The organization also curates a well-known Disaster Recovery Resource Guide, which is available in print and online.

Mission

We empower people with information and insight to guide those who need help to organizations that provide it.

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