



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

**Making An Impact, Inc.**

**August 29, 2023**

### **MAI Unveils Innovative Web App for Disaster Recovery Assistance** *Nonprofit Empowers Southwest Residents to Prepare, Respond, and Recover*

**[LAKEWOOD RANCH, FL]** - Making An Impact (MAI) has proudly launched an innovative web app version of its Disaster Recovery Resource Guide, strategically timed to address the escalating risks faced by residents during the peak of hurricane season in Southwest Florida. Renowned for its Community Connections Resource Guide, a trusted reference tool for essential needs, the organization originally introduced its Disaster Recovery Guide in both print and flipbook formats last year in response to Hurricane Ian. Following a comprehensive update for the 2023 hurricane season in June, MAI has now unveiled the new web format, poised to assist the community in preparation for impending Hurricane Idalia.

The **MAI Disaster Recovery Resource Guide** is a comprehensive resource encompassing 29 categories, housing over 100 listings of organizations and agencies offering services and programs frequently sought after major disasters. This vital resource is now accessible around the clock through a user-friendly searchable web app. Additionally, limited quantities of printed guides, QR code wallet cards, and informative signage are available to further support the community.

*“ Making An Impact is a locally driven, all-volunteer nonprofit with a mission to connect residents with essential services in their region. In response to Hurricane Ian last year, we swiftly leveraged our expertise to gather and disseminate crucial information required during times of crisis. Beyond aiding affected residents, our guides found utility within FEMA, as well as numerous local first responders and emergency management teams,”* remarked Board Chair and Co-founder Victoria Kasdan. *“It was only natural for us to update our Disaster Recovery Guide for the 2023 hurricane season and create more accessible avenues for people to find the assistance they need. Hurricanes throw communities into chaos, and the new web app version of our Disaster Recovery Guide is designed to provide the support required during such tumultuous times. Yet, since recovery can be an extended journey, our other Community Connections Resource Guide, which features over 300 organizations addressing both urgent and non-urgent needs, serves as an invaluable long-term resource. Florida’s vulnerability to hurricanes, coupled with the intensifying effects of climate change, means we anticipate growing demand for all our guides. Despite high guide demand and online utilization, securing financial support to sustain our mission remains challenging. We hope that as the community continues to find value for our guides, they will rally behind us to ensure our long-term viability,”* she added.

**Making An Impact’s Disaster Recovery and Community Connections Resource Guides** are available both in print and online, providing critical emergency and essential need information for Sarasota and Manatee counties.

For immediate access to the new online MAI Disaster Resource Guide via a user-friendly web app. Please visit <https://disasterrecovery.making-an-impact.org/> or explore the organization's website at [www.Making-An-Impact.org](http://www.Making-An-Impact.org)

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## About Making An Impact

*Making An Impact, Inc. is a local 501 (c)(3) social benefit nonprofit empowering residents in need with information on local services that can help. Our comprehensive Community Connections Resource Guide, now available in print and online, lists over 300 agencies providing essential need services in Sarasota and Manatee counties. With more than 5,000 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.*

### **Mission:**

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

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