



FOR IMMEDIATE RELEASE
July 27, 2009

Media Contacts:
United Way Capital Area
John Turner
512.225.0359

Greenlights
Matt Kouri
512.477.5955 x 248

UNITED WAY CAPITAL AREA AND GREENLIGHTS FOR NONPROFIT SUCCESS, PARTNER TO SURVEY LOCAL NONPROFITS

AUSTIN, Texas – United Way Capital Area (UWCA) and Greenlights for NonProfit Success (Greenlights) today launched a survey that takes aims to take the pulse of the local nonprofit sector.

The survey will be sent Monday July 27, to more than 1,100 senior nonprofit executives in Central Texas, who will be invited to complete the short online survey on behalf of their respective organizations.

The purpose of the study is to find out how nonprofit organizations are faring in this current economic climate, and provide valuable insight to increase awareness of any issues, and encourage more advocacy and financial support for the sector as a whole.

Debbie Bresette, interim President and CPO of UWCA, said “we are partnering with Greenlights on this important study, as both organizations felt it was necessary to take a close look at how all nonprofits are coping in this difficult economic climate. Having these results will identify specific areas where help is needed, and hopefully spur more investment and available resources for all Central Texas nonprofits.”

Matt Kouri, Executive Director of Greenlights, added “we’ve experienced a significant increase in calls from foundations, donors and the media wanting to know how the nonprofits we serve are being impacted. Hence we decided to go beyond anecdotes to collecting hard data.”

The study will be open to any nonprofit organization from Monday July 27 through Friday August 7. The findings, which will be anonymous, will be published and made available later in August.

About United Way Capital Area

United Way Capital Area (UWCA) is working to advance the common good by focusing on the building blocks of a better life, education, financial stability and health. UWCA aims to create long-lasting changes that prevent problems from happening in the first place. Our vision in Central Texas is a caring community where the opportunity to fulfill human potential is always within reach.

About Greenlights For NonProfits Success

Greenlights focuses on serving nonprofits in Central Texas, which includes Travis, Caldwell, Hays, Bastrop, and Williamson counties. Greenlights directly support over 800 organizations and 2,500 individuals annually through a wide range of programs and services focused primarily on five key pain points felt by nonprofits: Financial Management, Resource Development, Board Excellence, Leadership Advancement, and Strategy & Planning.

#