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**Greenlights Launches New *Survive and Thrive* Services and Resources to Keep Central Texas Nonprofits Going Strong through Tough Times**

**June 10, 2009 (Austin, TX).** In response to increasing pressure on local nonprofits to meet increased demand for services with fewer resources, Greenlights for NonProfit Success is launching a new line of services and resources to help these valued organizations continue to work smarter and meet the growing needs of our community.

“We have heard the stories of local nonprofits that are struggling, and we unfortunately believe that many will continue to struggle through 2010. We are taking proactive steps to provide a safety net for our community’s safety net,” Executive Director Matt Kouri said. “To protect and continue to improve our quality of life in Central Texas, we need to make sure that our nonprofits have the right resources not just to survive, but to truly thrive during this downturn.”

Greenlights began addressing the economy and its impact on nonprofits last fall when the organization held a Town Hall Meeting to paint a clear picture of the economic and philanthropic forecast for 2009 – 2010. Since that time, Greenlights has helped many nonprofits struggling to keep up with increased demand for services, and it has now created a new line of services designed to help nonprofits through the recession.

“We want to help nonprofits use what resources they currently have at their disposal more effectively,” Kouri said. “That includes understanding the best ways to bring more funds in the door, looking for increased efficiencies in the organization, and sometimes making hard decisions that are in the best long-term interest of meeting an organization’s mission.”

Making these services available at a low cost to nonprofits has great support within the funding communities. The *Survive and Thrive Initiative* is largely supported by the Meadows Foundation, and also through a new effort by technology company Applied Materials to increase the capacity of nonprofits in the communities in which the company works.

“These nonprofits are providing the safety nets for the Central Texas community, and Greenlights’ role is to help patch the holes, fortify the ropes, and find the best way to catch those in need,” Kouri said.

Greenlights has already started to reduce the cost of its skill-building workshops related to three main service areas: fundraising, financial management, and strategic planning, and Greenlights has packaged new consulting services that will help organizations focus their work and take hard looks at areas for improvement or change. Greenlights will also hold a second Town Hall Meeting on June 25<sup>th</sup> for updates on the economic climate as well as new ways to

navigate these hard times. More information on these events and services is available online at [www.greenlights.org](http://www.greenlights.org).

### **About Greenlights for NonProfit Success**

Greenlights for NonProfit Success is a 501(c)(3) nonprofit that catalyzes extraordinary nonprofit performance in Central Texas. Focusing its services on five key “pain points” felt by nonprofits – Financial Management, Resource Development, Strategy & Planning, Board Excellence, and Leadership Advancement – Greenlights serves 800 organizations and more than 2,500 individuals annually through low-cost, high-quality professional development workshops and conferences, customized management consulting services, and by serving as the “help line” for any and all nonprofit management questions.

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