

DANBURY -- FOR IMMEDIATE RELEASE

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Launch of New Firm -- Danosky & Associates -- Empowers

Non-Profits to Succeed Despite Challenging Economic Times

SHERMAN, CT – (August 19, 2008) -- **Sharon J. Danosky, an executive with** over thirty years of leadership experience in the non-profit sector, has launched Danosky & Associates, a new full-service consulting firm offering a forward-thinking, proven approach to transforming organizations through philanthropic engagement and strategic empowerment.

“The decision to launch my own firm deliberately coincides with the current need for not-for-profit organizations to be optimally strategic and pro-active so they may thrive in today’s challenging economic climate,” Ms. Danosky said.

“The reason non-profits exist is because there is a societal need. And those ‘needs’ are at their greatest when times are most difficult,” notes Danosky. Because of the belt-tightening on the parts of corporations, foundations, governments and individuals – many non-profits will talk about the fact that their own organizations are ‘in trouble’. “My goal is to shift the conversation – non-profits are not in trouble – they fix trouble.

They are the ones who have the short-term band-aids and the long-term solutions to today’s problems. And for that reason, they are worthier than ever of financial support,” Danosky said.

“In addition to fund-raising, we also see the need for realistically-priced, targeted marketing support services for non-profits,” she said. “While many firms offer one-size-fits all services to support the marketing and communications needs of organizations in our area, they often are plain-vanilla products at premium prices. Our goal is to offer attentive, customized services that cater to an organization’s specific fund-raising and marketing needs.”

“Letting people know about the work you do and the change you bring about is critical,” Danosky continued. “People do not give to “needy” organizations – they give to lofty causes that can make a difference. And they will give more generously, even when the economy is in a downturn, if they believe they can make a difference. That is the job of the non-profit during an economic downturn – that is the work I do.”

Danosky & Associates plans to host a 2-hour forum on this topic in the fall.

DANOSKY ASSOCIATES

Engaging Philanthropy... empowering your cause

www.danosky.com

About Sharon Danosky

Danosky has worked on both sides of the not-for-profit and for-profit sector – as a senior professional working on the executive management team of several highly effective non-profits and as a skilled consultant, helping grassroots organizations, advising political candidates, businesses and leading major campaigns for established non-profit organizations. In 1999 she was part of a ten-member delegation that worked with non-governmental organizations in Russia.

As both a consultant and a senior executive for numerous charitable organizations, she has transformed organizations into highly effectively charities of choice in their communities. Through a well-honed skill set that includes strategic planning, fund-raising and tactical marketing, coupled with her passion and vision, she has guided not-for-profits in their quest for achieving that “next level”, thereby fulfilling their mission and their promise to the community.

She is passionate about philanthropy and its ability to transform our communities, our society and our world. She believes that by leveraging the energy and momentum within an organization non-profits can affect the change they are looking for, creating an environment where philanthropy thrives to fuel the success of your vision.

In addition to the numerous clients and organizations Danosky has worked with over the years, she has also served on numerous not-for-profit Boards. Currently, she is a member of the Board of The Hord Foundation in Danbury, CT; Clearpool Education Center in Carmel, NY; The Sherman Library and The Sherman Chamber Ensemble. She is a member of and has served on the Boards of NEAHP and AFP and as a member of ADO. She is also a sought-after presenter at regional, national and international conferences.

Danosky & Associates is an action-oriented; results driven consulting firm equipped with the strategic, fund-raising; planning, marketing, Board-building and leadership skills needed to bring not-for-profit organizations to the next level of achievement. D&A has gathered together a team of highly-experienced professionals offering a broad range of support services to execute the strategies designed to meet the specific needs of our clients.

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