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FOR IMMEDIATE RELEASE

September 6, 2011

Kids Connections Selected to Receive \$10,000 in Market Research Services

PAW PAW, Mich. – Kids Connections, Inc. will receive market research services valued at over \$10,000 as the recipient of the 2011 Nonprofit Research Assistance Program offered by Perspectives Consulting Group, Inc. This program, in its seventh year, provides valuable information to a nonprofit organization that positively impacts the community.

“We at Kids Connections are very excited to have been selected for this wonderful grant,” said Penny Allen, President/Director of Kids Connections, Inc. “The professional data collected from the community survey will most certainly enable us to secure substantial grants and allow Kids Connections to grow and ‘connect more kids to success.’”

Kids Connections, Inc. is a nonprofit organization that has been “connecting kids to success” in Vicksburg since 2008. Kids Connections, Inc. was created to provide positive enrichment opportunities for children who need a little extra help, and they strive to provide children with a safe, caring environment in which to learn.

“Selecting one nonprofit organization to receive our research assistance is always difficult, since there are numerous organizations that would greatly benefit from conducting research, that are unable to afford market research services,” said Kasey McGill, Director of Client Relations for Perspectives Consulting Group, Inc. “We selected Kids Connections because we not only see their need for research, but hope that with our research, they will be able to grow their organization to serve kids throughout the entire South County area.”

Kids Connections, Inc. intends on using the data from the research conducted to demonstrate the need for their organization’s programs in the South County area, in order to attain grants. They currently serve a limited number of children in a small house and their biggest need is space and room to grow their programs. Their goal is to create an educational facility and recreational center large enough to assist hundreds of kids in the South County area.

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Perspectives Consulting Group, Inc. specializes in conducting market research, strategic planning, and training to empower the mission and focus the vision of nonprofit organizations. Perspectives Consulting Group, Inc. has been serving nonprofit organizations since 1987, and has experienced first-hand how market research can enable a nonprofit organization to meet their goals and deliver quality services to the community in the most efficient and effective manner.

For more information on the Nonprofit Research Assistance Program, visit www.perspec.com or call (800) 724-9994.