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**FOR IMMEDIATE RELEASE**

**Parent to Parent of Southwest Michigan to Receive \$5,000 in Research Assistance**

PAW PAW, Mich. – Parent to Parent of Southwest Michigan will receive \$5,000 in market research services as the recipient of the 2009 Nonprofit Research Assistance Program offered by Perspectives Consulting Group, Inc. The program, in its fifth year, was designed to provide valuable information to a nonprofit organization that positively impacts the community.

“We are very excited about the opportunity to work with Perspectives Consulting Group, Inc. on our important mission of promoting opportunities for children with disabilities and special needs to fully participate in society through the support and education of families and communities,” said Candi Bush, Executive Director at Parent to Parent of Southwest Michigan.

Founded in 1998 and incorporated in 2004, Parent to Parent of Southwest Michigan is a nonprofit organization that serves families who have children with disabilities or special needs throughout all of Southwest Michigan. Since their inception, they have assisted over 4,000 families through mentor support, referrals, information, recreation opportunities, a bi-monthly newsletter, parent network meetings and social events.

“We had an overwhelming response to the program this year,” said Kasey Sylvester, Director of Client Relations at Perspectives Consulting Group, Inc. “With such a high number of applicants, it definitely made the decision difficult. While every nonprofit organization that applied was deserving of the research assistance, we feel confident about our decision to help Parent to Parent of Southwest Michigan. Not only will the research benefit their organization, but it will benefit local families as well.”

Parent to Parent of Southwest Michigan will be working with Perspectives Consulting Group, Inc. on research to evaluate the efficacy of their current programs and services and to find out what other programs and/or services they could offer to better support families. Parent to Parent of Southwest Michigan hopes to use the information gained from the research to apply for funding to implement requested programs and/or services.

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Perspectives Consulting Group, Inc., specialists in nonprofit market research, has been serving nonprofit organizations since 1987. Perspectives Consulting Group, Inc. 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](http://www.perspec.com) or call (800) 724-9994. To learn more about Parent to Parent of Southwest Michigan, visit [www.p2pswmi.org](http://www.p2pswmi.org).

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Perspectives Consulting Group, Inc. has provided information and planning that make the difference since 1987. By combining market research services like surveys and focus groups, with analysis and strategic planning, Perspectives Consulting Group, Inc. has met the needs of nonprofit and public sector organizations throughout the United States.