

# NEWS RELEASE

Contact:  
Karen Knavel  
Community Relations Director  
New Avenues to Independence  
216-481-1909 ext. 224  
kknavel@newavenues.net

## **Linda Malicki named Development Specialist for New Avenues to Independence**

### FOR IMMEDIATE RELEASE

CLEVELAND, OH, July, 2011 -

New Avenues to Independence has announced Linda Malicki as its new Development Specialist. Ms. Malicki has been working in non-profit management and fundraising for nearly 15 years. Most recently she served as the Director of Financial Development for the Lorain County Chapter of the American Red Cross. She directed and implemented the fund development plan that included special events, major donor recognition and solicitation, direct mail solicitation, corporate sponsorship and on-line giving.

She has been trained in the donor centered fundraising principles of Penelope Burk and believes that relationship building is at the heart of all successful fundraising. Creating bonds with others based on a belief in the mission of the organization is her goal for increasing donor participation for New Avenues.

"Linda has the experience and skills in fundraising that we have been looking for," states Tom Lewins, Executive Director. "We are very excited about bringing her on board and supporting her in her philanthropic efforts."

Ms. Malicki will be able to use her community-building experience by meeting with local businesses and civic leaders to discuss the benefits of financially supporting the many diverse programs New Avenues has to offer the community.

Her duties will also include the upcoming Holiday Ball that takes place every year in early December. This is an opportunity for donors to see how their funds are being used by interacting with the individuals with disabilities at this festive holiday event.

### **About New Avenues to Independence**

New Avenues to Independence, Inc., is an organization that proudly provides support

services, programs and opportunities for people with disabilities to become more independent and productive members of the community. For more information, contact Karen Knavel, 216-481-1909 ext. 224, [kknavel@newavenues.net](mailto:kknavel@newavenues.net), [www.newavenues.net](http://www.newavenues.net).