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Common Impact Partners with Genworth Financial, Partnership for Nonprofit Excellence, Southside Community Partners to Rebuild New Virtual Nonprofit Resource Center and Civic Hub in the Richmond Region

Hub will foster connections, build relationships and strengthen community engagement

RICHMOND, VIRGINIA -- March 8, 2011 (PRWEB) – Common Impact, a nonprofit organization that brings together global companies and local nonprofits to build stronger communities through skills-based volunteering partnerships, announced today the launch of a virtual nonprofit center rebuild project led by Fortune 500 global financial security company Genworth Financial.

The project will restructure the virtual nonprofit resource center and civic hub and merge the websites of ConnectRichmond, ConnectSouthside and ConnectRappahannock, the three sites within ConnectNetwork, to create a shared platform that will upgrade the technology, create system efficiencies and bridge informational and resource gaps across the region. The system strives to strengthen individuals, organizations and the community by building relationships, facilitating connections and sharing information to drive positive, sustainable and local community change.

ConnectRichmond was first launched in 2001 by Dr. Nancy Stutts, staff and students at the University of Richmond in response to the local nonprofit sector's request for a web-based communications tool. ConnectRichmond became the first affiliated program of the Partnership for Nonprofit Excellence in 2006, which operates the program in conjunction with Virginia Commonwealth University (VCU). Over its ten-year history, the three Connect sites have been viewed as an essential resource and information tool for both the nonprofit sector and those who seek to be engaged in community change efforts.

Genworth Financial will provide the team of volunteers that will bring their technical skills to the project, providing expertise in website design, brand management and communications to the Connect team. The Genworth team is led by Chief Information Officer Scott McKay.

"As a committed corporate citizen headquartered here in Richmond, with operations all across the globe, Genworth is extremely proud to play a leadership role in this initiative," notes Chief Information Officer Scott McKay. "Through Common Impact, we have found an opportunity to leverage the talents of our people in order to strengthen the communities in which we work and live, and we look forward to implementing this project successfully."

"Our commitment to supporting nonprofits and service organizations in the Richmond area is about helping our neighbors – not just because it is the right thing to do, but also because it helps make the community that we share stronger and more vibrant, from the inside out," adds Genworth Financial

Community Relations Leader, Heidi Crapol. “We’re very pleased to kick off this latest effort in our skills-based volunteering initiative and anticipate seeing great results from our employee-volunteer efforts.”

Developing the virtual nonprofit center and civic hub will take about four to six months and will include the complete redesign and launch of a website to support these three communities in their efforts to engage citizens and deliver programs and services to those in need.

“This project presents an unprecedented opportunity for our three affiliated organizations to rethink how we communicate across sectors to increase community engagement,” notes Wendy Austin, Director of Southside Community Partners and ConnectSouthside.

“We are grateful to Genworth and Common Impact for helping to build the fourth generation of the Connect system and are eager to collaborate on this vital initiative with them and our program partners in Southside and Rappahannock,” says Melissa Hough, Executive Director, Partnership for Nonprofit Excellence. “We are also grateful for the ongoing commitment of our region’s leading funders who have supported this vision since 2001.”

“Richmond is a unique community defined by its tight ties between nonprofit organizations and the business community,” notes Jenne Griffin, Common Impact’s Chief Operating Officer and the head of the organization’s Richmond operations. “We are thrilled to help design and facilitate this project between Genworth, a leading corporate partner to Common Impact, and the Connect team of nonprofit organizations, and have the utmost confidence that the result will help strengthen the community bonds that make Richmond so special.”

In addition, the following leading funders have provided unwavering commitment and support since the project’s beginning in 2001: The Community Foundation *Serving Richmond and Central Virginia*, Virginia Commonwealth University, Richmond Memorial Health Fund, Jessie Ball duPont Fund, The Cameron Foundation, Jackson Foundation, Cabell Foundation, Knight Foundation, John Randolph Foundation Altria, Dominion, McGuire Woods, First Market and University of Richmond.

About Common Impact

Common Impact is a nonprofit organization that connects skilled professionals from global companies to high-potential local nonprofits. Our employee engagement programs match employee-volunteers with nonprofits that need help overcoming key business challenges. This innovative approach to corporate community service enables companies to realize a positive return on their social investment while building stronger teams and developing employee skills. At the same time, this access to private sector talent enables nonprofits to amplify their impact on the constituents they serve. Ultimately, our work helps foster stronger communities wherever those companies operate. Learn more at <http://www.commonimpact.org/>.

About the Partnership for Nonprofit Excellence

Greater Richmond area nonprofits need strong infrastructure and leadership to deliver essential social services and cultural enrichment, contribute to economic growth and improve the quality of life across the region. In this economic environment, it also requires attention to leveraging resources, promoting efficiencies, eliminating duplicative efforts and meeting collective needs. Effective capacity-building requires a dual focus on building the capacity of the organization and the individual. The Partnership

uniquely provides capacity-building programs that help local nonprofits maximize their impact in the community, make the best use of funding dollars and develop nonprofit leaders. We provide access to affordable (often free) and high quality leadership and professional development, networking and training opportunities, volunteer management, technical assistance and other resources critical for nonprofit success through Nonprofit Learning Point, ConnectRichmond, HandsOn Greater Richmond, Consulting Solutions, and support initiatives including BoardLink. Learn more at <http://www.pnerichmond.org/>.

About Southside Community Partners

Southside Community Partners invests in the people and systems that work to solve the complex social problems of our community. By delivering high impact resources and services we help build the capacity of nonprofit organizations so they more effectively deliver programs and activities that improve the quality of life for residents in the Southside Virginia region. Our three focus areas include human resource development through *Learning & Leadership* professional training programs, organizational/institutional strengthening through pathways to funding and management resources in the *Nonprofit Resource Center* and community engagement through *ConnectSouthside.org*. Southside Community Partners is a program of the Appomattox Regional Library System. Learn more at www.ConnectSouthside.org.

About ConnectRappahannock

ConnectRappahannock is designed for citizens who want to strengthen our community. We provide information, resources and access to nonprofits, civic leaders, volunteers and others interested in improving the Northern Neck and Middle Peninsula areas. Learn more at www.ConnectRappahannock.org.

About Genworth Financial

Genworth Financial, Inc. (NYSE: GNW) is a leading Fortune 500 global financial security company. Genworth has more than \$100 billion in assets and employs approximately 6,500 people with a presence in more than 25 countries. Its products and services help meet the investment, protection, retirement and lifestyle needs of more than 15 million customers. Genworth operates through three segments: Retirement and Protection, U.S. Mortgage Insurance and International. Its products and services are offered through financial intermediaries, advisors, independent distributors and sales specialists. Genworth Financial, which traces its roots back to 1871, became a public company in 2004 and is headquartered in Richmond, Virginia. For more information, visit Genworth.com. From time to time Genworth releases important information via postings on its corporate website. Accordingly, investors and other interested parties are encouraged to enroll to receive automatic email alerts and Really Simple Syndication (RSS) feeds regarding new postings. Enrollment information is found under the "Investors" section of Genworth.com.

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