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New Non-Profit Organization Breaks the Mold with Its Unique Structure Philanthropy Inspired by the Needs of our Community (PINC) will have the flexibility to benefit a variety of non-profits

FRESNO, CALIFORNIA, MAY 20, 2009...In a year of economic uncertainty and change, a determined and inspired new non-profit organization charges forward with making their dream of helping other non-profits in the Central Valley a reality. Philanthropy Inspired by the Needs of our Community (PINC) was first established in 2008 by Analiese Friesen, who wanted to create a non-profit organization that would benefit other non-profits in need. Fast-forward to 2009, PINC now boasts more than 25 members – all young, professional women who are dedicated to aiding those individuals most in need of a helping hand and giving back to our community.

The true uniqueness of PINC is that it does not benefit only one non-profit; it was established on the premise that through holding fundraising events, PINC could raise funds for a different non-profit each year. PINC recognizes that the charitable needs of a community are constantly evolving and changing, which is why it was structured with the flexibility to help a variety of non-profit organizations. PINC members also give of their time and talents to participate in service projects throughout the year. These projects encompass five areas: community, animals, seniors, children and education. The organization also strives to promote philanthropic awareness among young women, and give them opportunities to help their communities

“There are so many great non-profit organizations in the Central Valley that are doing really amazing things. I wanted to create my own organization that had the flexibility to help as many of them as possible,” said Analiese Friesen. “Our goal is to select a non-profit each year as the beneficiary from one of our annual events.”

On June 6, 2009, PINC will hold its inaugural fundraising event, which will be held at San Joaquin Hotel. The non-profit organization that was selected to receive all proceeds from the event is the Hinds Hospice Angel Babies Program. The Angel Babies Program has been in operation since 2001 and helps families to cope with the loss of their baby. Since then, Angel Babies has cared for over 2,000 families coping with a loss of their child.

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“The Angel Babies Program of Hinds Hospice is so grateful to PINC for hosting this event and naming us the benefactor,” said Kathy Cromwell, Director, Hinds Hospice Center for Grief & Loss. “Funds raised will be used towards support groups and counseling services for families whose baby has been diagnosed with a life limiting condition or who has died. The death of a baby or child brings such incredible grief for parents and families. Organizations such as PINC send a message of hope and support for families through efforts such as these. For this we are eternally grateful.”

Tickets for PINC event benefiting the Hinds Hospice Angel Babies Program can be purchased before the event or at the door. Cost is \$65 per person. The evening will feature drinks, hors d'oeuvres, music, dancing and a silent auction. Tickets can be purchased at the San Joaquin Hotel or by calling 559.285.2921. For those individuals and business who wish to be part of this inaugural event, there are sponsorship and donation opportunities still available. For more information please contact Analiese Friesen at (559) 285-2921.

About PINC

Philanthropy Inspired by the Needs of our Community (PINC) is a non-profit organization founded in 2008. Its mission is to raise funds for other Central Valley non-profit organizations based on the evolving needs of our community and do so by hosting unique fundraising events. Further, PINC strives to cultivate compassionate leaders through volunteer service projects and hands-on education and awareness of the multitude of issues and organizations within our local community that can benefit from organized philanthropy. PINC will organize and host one to two fundraisers per year. Each will generate monetary donations for a pre-designated charity. For more information, go to www.pincfresno.org, call 559.285.2921, or send your inquiries to P.O. Box 3413 Pinedale, CA 93650.