

“mach73” drives a new breed of philanthropy consulting; blending business, fundraising and strategic services with a for-profit mindset

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For Immediate Release

Defiance, OH - Moving beyond traditional fundraising services, **mach73** launched today as a philanthropy consulting firm with a 10-year vision of helping strengthen 500+ charity organizations across the nation. The company’s key focus will be accelerating impact through improved agency infrastructure and driven pursuit of mission. **mach73** will market its products to charitable organizations, financial and wealth advisors, and the nation’s donor community.

“Charitable organizations in the United States continue to perform incredible work, delivering programs and resources that are critically needed in our communities and neighborhoods. But the unfortunate reality for too many of these organizations is they are literally operating hand-to-mouth on a month-by-month basis,” said Gary M. Cates, President & Founder of **mach73**.

“Sparking innovative conversations with not-for-profit leaders and their boards is the goal, along with major donors and supporters, and with the financial and wealth advisors who are working with those donors,” Cates said. “The time is right for promoting a for-profit mindset in the not-for-profit world. We should start talking about doubling down on mission through improved operations, renewed strategic vision, and creation of multi-year fundraising plans that are forward-focused and aspirational. That’s how we will accelerate impact.”

At the same time, Cates says donors can benefit from assistance in making more strategic decisions about their donations and investments in their favorite charities.

“Too often, donor agreements are built around a set of short-term, activity-based metrics instead of adopting overarching, higher-level, longer-term impact goals. Transitioning to those type of goals can yield better outcomes but also will require some one-time infrastructure investments to help charities - philanthropic investments over and above annual gifts. Donors have the opportunity, and the power, to drive positive change in how we are conducting philanthropic work in this country,” Cates said.

“Drawing from years of experience in both the for-profit and not-for-profit sectors, at **mach73** we plan to work with all three constituencies – charitable organizations, donors and wealth advisors – to break that hand-to-mouth cycle that is limiting impact,” he said.

Cates recently retired from a 43-year career which included executive level work in the business and not-for-profit industries. A former reporter, congressional press secretary, business manager, hospital president and healthcare operations leader, Cates’ last 10 years were spent as a Chief Philanthropy Officer, leading a Midwest-based hospital and social determinants of health philanthropy team to raise some \$250 million.

To learn more about **mach73**, visit www.xxxx