



## Former Nonprofit Executive Helping Other Organizations Reach Their Next Level of Success



**By Mark Hostutler**

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Bob Madonna, the former CEO of Surrey Services for Seniors, has formed Diversified Services LLC, which provides advisory, training, and coaching services for businesses, nonprofits, and individuals.

Bob Madonna may have retired from his position of CEO of Surrey Services for Seniors in January 2020 – after elevating the Devon-based nonprofit’s profile and helping it capture several awards – but he’s still hard at work, propelling other organizations to their next level of success.

In a region saturated with thousands of nonprofits – more than 43,700, according to Madonna – he believes that educating the community on the value and benefits of a nonprofit’s services is essential for it to grow and prosper.

“A lot of nonprofits don’t understand the importance of marketing,” said Madonna. “You might have a great mission, but if nobody knows about it, it doesn’t do you any good. You have to get the word out.”

Madonna has taken his 40-plus years of experience and formed Diversified Services LLC, which provides advisory, training, and coaching services for businesses, nonprofits, and individuals. He is now working with [Sow Good Now](#).

Founded in July 2018 by three mothers who are former collegiate athletes, Sow Good Now is a Devon-based nonprofit that utilizes organized youth sporting activities as a platform for philanthropic education and inspiration. It partners with sports teams and other nonprofits to increase community collaboration and intentional giving.

By bringing diverse community members together through the sports they love, and by integrating a spirit of generosity with active volunteerism and participatory grantmaking, a new and sustainable ecosystem of philanthropic giving can be established. Sow Good Now’s model transforms the individual athlete by inspiring passion, providing philanthropic education, and developing leadership skills. Those who donate to the organization are lifting youth voices and applying innovation to address social issues for a better tomorrow.

Madonna and Sow Good Now will be reaching out to various high schools and colleges in the area to secure their interest in participating in programs later this year.

"I believe that the earlier we can teach kids about giving back, the more of a difference we can make," Madonna said.

To contact Bob Madonna, e-mail bobmadonna@verizon.net.

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