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## FOR IMMEDIATE RELEASE

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### The Firefly Group Named 2023 Outstanding Small Business Philanthropist

Palm City, FLA - The Firefly Group, a marketing and public relations firm based in Palm City, was awarded the honor of **2023 Outstanding Small Business Philanthropist Award** from the Treasure Coast Chapter of the Association of Fundraising Professionals (AFP) during their National Philanthropy Day luncheon in November. The recognition was especially rewarding as Firefly celebrates its 20th anniversary.

“When I started Firefly twenty years ago, I was convinced that well-crafted communications and strong storytelling could go a long way to solving problems,” explained Firefly president, founder and Chief Illuminator Stacy Weller Ranieri. “While our diverse client base includes small businesses, government agencies and landowners, it is the nonprofit organizations that nourish our souls and give our work the deepest satisfaction. Giving back to our community is still at the heart of our business model. I’m so grateful and humbled that Firefly and my team have been recognized for living out our values.”

Each year the Treasure Coast AFP solicits nominations from the community for individuals, organizations, and large and small businesses that give generously to nonprofit organizations through financial gifts and volunteer support. Each National Philanthropy Day, the group honors those who have been judged by an independent panel as worthy of the coveted awards. The Firefly Group impressed the judges with two decades of support for charitable organizations throughout the Treasure Coast. Firefly’s gifts of time, talent and treasure include pro bono work for a number of nonprofits each year, a reduced fee schedule for all of their

nonprofit clients, outright gifts in the form of sponsorships and donations, and ongoing encouragement of staff to take on leadership roles and participate as volunteers in strategic planning, special events and fundraisers.

During the past year alone, Firefly gained national media recognition for House of Hope; staged successful events for the HANDS Clinic, One Martin, and Keep Martin Beautiful; created engaging annual appeals and reports for Martin County Healthy Start Coalition, Equestrian Rescue and Adoption Foundation, and Helping People Succeed; designed new collateral materials for Impact100 Martin; worked with the Council on Aging of Martin County's board and staff on new branding initiative, and helped launch the new Martin County Forever Conservation Initiative.

The Firefly Group has won many awards during its 20-year history, including nearly 90 Image Awards from the Florida Public Relations Association, Addy Awards from the American Advertising Federation, and multiple years of being recognized as a Best Place to Work in Martin County.

"While I am profoundly grateful for this honor, the greatest reward is knowing the work we do in support of our nonprofits is making a difference in the lives of the people they serve - and lifting up our community. Giving back feels good!"

### **About The Firefly Group**

The Firefly Group is a marketing and public relations firm serving businesses, non-profit organizations, landowners and government agencies. Recognized with nearly 90 awards since its founding in 2003, The Firefly Group focuses on providing comprehensive, strategic and creative solutions for its clients through effective storytelling, branding and communications. Connect with The Firefly Group at [facebook.com/TheFireflyGroup](https://facebook.com/TheFireflyGroup), [instagram.com/fireflygrouppr](https://instagram.com/fireflygrouppr) and [linkedin.com/company/the-firefly-group/](https://linkedin.com/company/the-firefly-group/). For more information visit [www.fireflyforyou.com](http://www.fireflyforyou.com), call 772-287-5272 or email [info@fireflyforyou.com](mailto:info@fireflyforyou.com).

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Attachment

*Stacy Weller Ranieri, President, founder and Chief Illuminator of the Firefly Group, holding the Outstanding Small Business Philanthropist Award presented by the Treasure Coast Chapter of the Association of Fundraising Professionals (AFP) during their National Philanthropy Day luncheon in November.*