



To our community,

With tremendous appreciation, a heart filled with love, and a deep sense of gratitude, we would like to formally announce to all of you that we made the bittersweet decision to sunset Small Can Be Big Inc. on June 22, 2018.

Small Can Be Big was founded with a simple solution to a complex problem: connecting online communities of caring individuals to numerous families on the verge of homelessness and serious financial crises all throughout Massachusetts. By harnessing the power of social media and technology, we became a community-led, community-based initiative powered by donors, volunteer writers, and supporters from all corners of America. We came together with one common goal: making a difference by giving a little bit of hope to an anonymous family in need. We dared to cut the bullshit, to think differently, to act courageously, and to provide a platform where we could directly give 100% of every dollar raised – *Every. Single. Time.*

Our collective efforts created a lasting impact that was truly remarkable. Small Can Be Big has raised thousands of dollars and served hundreds of families. Most important, we averted hundreds of would-be evictions. We provided resources for families to overcome crippling medical bills and expenses. We kept the lights and heat on during numerous nor'easters and cold winters. We aided victims of domestic violence and offered them a fresh start. We fought for immigrants and refugees coming to a new country, escaping war-torn homelands, economic despair, and oppressive regimes. We invested in countless children and their immense potential. We believed in the resiliency of families and the strength of the human spirit. Together, we moved *mountains*.

We proved that small, focused operations alongside young, talented leadership leveraging resources from an ad agency filled with amazing, mission-driven folks could become the change we wanted to see in the world. During our existence we witnessed firsthand how the dark ravages of cyclical poverty, systemic oppression, and decades of failed social policies affected so many members of our community. We also learned that in a time of crisis, people's innate nature is to do what comes naturally, and that is *help one another*. A shining light and a network of individuals, from case managers to volunteer writers to online donors, cared enough to make a difference, day after day.

A special thanks to our partners for being the wheels on the ground, advocating for families day and night, fighting and working around the clock to create sustainable pathways forward. Thank you for being the direct link to so many amazing people.

We cannot end this message without taking the time to acknowledge all of you, our online donors and volunteer writers, who dared to get involved, to support, to rally friends and family online, to gather together and make a difference through countless online campaigns. Thank you for being our engine propelling us forward year after year. Thank you for being a part of the Small Can Be Big family.

Sincerely,

Vetto Casado

Executive Director