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THE Y IN CENTRAL MARYLAND
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April 26, 2022

Dear Colleagues,

As you know, we have been working to develop an optimal approach for the functions Deborah Crites held on our team as Senior Director of Stakeholder Engagement. In that role, she had some responsibilities for member-focused fundraising such as Send a Kid to Camp and the End of Year campaigns, and she served as primary relationship manager for a number of corporate partners. These roles have now been handed off to Suzanne Green as our Senior Executive Director of Community Development and Joel Gamble as our Senior Executive Director of Corporate Development, respectively. We look forward to the growth of these two important segments as a result of the focused attention Suzanne and Joel are bringing to those relationships.

The bulk of our Stakeholder Engagement portfolio relates to operational strategy for philanthropy: specifically the planning and execution of donor-centered events, including community events such as Antrim, corporate partner events such as Flavor for Life, and volunteer leadership events such as our Board socials and annual meetings; as well as co-design/facilitation, with Marketing, of our community campaigns including promoting monthly giving, BBBSY campaigns, and other e-mail/direct mail campaigns. I am thrilled to announce that **Heather Dye has been promoted to Executive Director of Development** in which role she will assume responsibility for these functions as well as overall database management, analysis, and reporting. Heather's enlarged role gives her centralized responsibility for development operations and reflects our organizational goal to recognize and develop our associates and to maximize operating efficiencies. Heather has served on the Health & Wellness, Finance, Marketing, and Development teams over the last twenty years in a Y career of well-rounded and consistent professional growth. I am pleased she is taking this next step with us and know you share with me in wishing her well on this promotion!

For the time being, Heather will also continue to manage gift entry, acknowledgement, and weekly reporting. Sherrie Rovnan and I are discussing integrating these functions into one of the open positions she is filling on her team, at which time Heather will continue to serve as the primary liaison between the Development and Finance teams.

All the best,

Matt Freedman
Chief Development Officer

A charitable, cause-driven organization working for community well-being.
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