



**Lenora A. Ritchie, APR, CFRE**  
**Vice President**

Lenora A. Ritchie, APR, CFRE is a degreed, accredited communicator and nonprofit professional with more than 20 years of experience in public relations, fund development and foundation management.

Lenora has been a Managing Director for Carter since 2012, assisting nonprofits primarily in the areas of board development, philanthropic assessment, campaign readiness and strategic planning. In April of 2017 she was appointed Vice President of Client Services, broadening her impact to support client teams in not only meeting, but exceeding expectations.

Prior to joining Carter fulltime, for 17 years, Lenora served as Executive Director of The Robert F. and Eleonora W. McCabe Foundation, a private foundation dedicated to improving the continuum of care for people with mental illnesses. She directs the Foundation's grant making, with a focus on nonprofit capacity building, strategic partnerships and funding collaborations.

Previously, Lenora served as Foundation Director of the Visiting Nurse Association of the Treasure Coast, where she was responsible for all fund development, marketing and public relations. She also served as Executive Director of the Indian River Community College Foundation (now Indian River State College) and worked in a major gifts role for the University of Florida College of Medicine.

For more than a decade, Lenora has focused her professional work on transformational philanthropy, particularly in the field of mental health care. In 2006 she coordinated a special event that generated over \$1 million in net revenue to support mental health programs. In 2009, she led a consortium of private foundations and individual philanthropists in a major gifts campaign to establish a groundbreaking model for a psychiatric fellowship training program in Vero Beach, Florida. The campaign generated \$4.2 million to establish the University of Florida Center for Psychiatry and Addiction Medicine.

### **Client Experience**

Through her role with the McCabe Foundation, Lenora has worked shoulder-to-shoulder with a multitude of nonprofit organizations and private foundations to build organizational capacity and foster volunteer leadership. She leverages this experience with Carter clients through engagements that have ranged from assisting start-up organizations in developing governance practices to helping established nonprofits ignite Board engagement. Her work in assessing

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governance and organizational infrastructure has helped position Carter clients for successful strategic planning and capital campaigns, as well building a culture of collaboration between the Board and professional leadership.

Lenora believes effective governance practices and sound strategic planning are a spring board for building a strong culture of philanthropy and a sustainable fund development program. Her style with clients is highly interactive and she approaches each engagement as a partnership to advance the philanthropic sector and improve the world. Some of the clients Lenora has provided counsel include: Father Martin's Ashley; Greater Latrobe Partners in Education; RunWell; South Florida Museum; City Theatre; Museum of Science and Industry; and United Against Poverty.

## **Board and Volunteer Leadership**

Lenora often aligns her volunteer work with her passion for advancing the philanthropic sector, strategically seeking organizations and opportunities that can benefit from her experience, talent and skills. In 2006, Lenora co-founded the Association of Fundraising Professionals, Indian River, Florida Chapter. Under her leadership as President in 2008, the chapter earned its first designation as a 10-Star Chapter and was also recognized as one of the fastest growing chapters in the country. She has previously served on the Board of Directors for the Indian River County Healthy Start Coalition, the Boys and Girls Clubs of Indian River and the Vero Beach Museum of Art. She helped establish two successful community collaborations: the Mental Health Collaborative of Indian River County in 2004 and the Kindergarten Readiness Collaborative in 2015 and continues to serve on both Boards. She is a member of the Indian River County Literacy Leaders, a group of civic volunteers advocating for improving third grade literacy rates and provides ongoing pro-bono consultation for The Learning Alliance, a nonprofit organization dedicated to bringing the most cutting-edge scientific practices in teaching literacy to public schools. Since 2008, Lenora has served as Chairman of the Indian River Community Foundation Grants Committee, an organization she has advised in the areas of governance, grantmaking and infrastructure development since its formative years.

## **Personal**

Lenora is a graduate of the University of Florida. She holds a Bachelor of Science Degree in Journalism, is Accredited in Public Relations (APR) from the Universal Accreditation Board and is a Certified Fund Raising Executive through CFRE International. Lenora also earned a Certificate of Nonprofit Board Consulting from BoardSource, specifically designed to help consultants respond more effectively to the diverse governance needs of nonprofit boards. She and her husband, Bill, live in Vero Beach, Florida with their two sons, Jackson and Liam.