



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

Lenora A. Ritchie, APR, CFRE, is an accredited communicator and fundraising professional with more than 25 years of experience in public relations, fund development and foundation management. A Managing Director for Carter since 2012, she was named as the company's Vice President in April 2017.

Prior to joining Carter full-time, Lenora served as Executive Director of The Robert F. and Eleonora W. McCabe Foundation for 17 years. She directed the Foundation's grantmaking, with a focus on nonprofit capacity building, strategic partnerships and funding collaborations. In 2009, she led a campaign to establish a groundbreaking model for psychiatric fellowship training that leveraged public and private funds, including a dedicated endowment, to establish the University of Florida Center for Psychiatry and Addiction Medicine in Vero Beach, Florida.

Previously, Lenora served as Foundation Director of the Visiting Nurse Association of the Treasure Coast and Executive Director of the Indian River Community College Foundation (now Indian River State College). She also worked as a major gifts officer for the University of Florida.

Lenora is a graduate of the University of Florida, where she earned a Bachelor of Science Degree in Journalism. She is Accredited in Public Relations (APR) from the Universal Accreditation Board, is a Certified Fund Raising Executive through CFRE International, and holds a Certificate of Nonprofit Board Consulting from BoardSource.

Lenora believes effective governance practices and sound strategic planning are a springboard for building strong cultures of philanthropy and successful, sustainable fund development programs. Her style with clients is highly interactive and focused on creating a learning environment and a transfer of knowledge. She approaches each engagement as a partnership to advance philanthropy and improve the world.

**Client Experience**

Lenora has worked shoulder-to-shoulder with hundreds of nonprofit organizations and private foundations throughout her career to build organizational capacity and foster

volunteer leadership. She leverages this experience with Carter clients through engagements that range from building governance and fund development programs for start-ups to inspiring effective board engagement for organizations experiencing challenging transitions. Her work in assessing governance and organizational infrastructure has helped position Carter partners for successful strategic planning and capital campaigns, as well as build a culture of collaboration between the board and professional leadership.

Some of the clients Lenora has counseled during her career include *Bethany Christian Services, Grand Rapids, MI; Bishop Museum of Science and Nature, Bradenton, FL; City Theatre, Pittsburgh, PA; Gifford Youth Achievement Center, Vero Beach, FL; Laffey-McHugh Foundation, Wilmington, DE; Roundup River Ranch, Vail, CO; The Mayor's Fund for Las Vegas Life, Las Vegas, NV; and World Vision Canada, Toronto, ON.*

### **Board and Volunteer Leadership**

Lenora often aligns her volunteer work with her passion for advancing the philanthropic sector. 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 was re-elected to serve as the 2019 President of the chapter.

Lenora has previously served on the board of directors for the Indian River County Healthy Start Coalition, the Boys and Girls Clubs of Indian River County, the Vero Beach Museum of Art, and as Chair of the Grants Committee for the Indian River Community Foundation. She helped establish two successful community collaborations: The Mental Health Collaborative of Indian River County and the Kindergarten Readiness Collaborative, and she continues to serve on both boards.

### **Personal**

Lenora is an enthusiastic runner, which she uses to fuel her newest passion – serving as a volunteer coach for Girls on the Run, a nonprofit organization dedicated to inspiring young girls to be joyful, healthy and confident. She and her husband, Bill, live in Vero Beach, Florida, and have two sons, Jackson and Liam.