



## FOR IMMEDIATE RELEASE

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# The Center for Family Resources (CFR) Welcomes New Chief Development Officer

**Marietta, Ga. (September 16, 2009)** –The Center for Family Resources is pleased to announce the appointment of Mrs. Gayle Popham as its new Chief Development Officer.

As Chief Development Officer, Popham will design, implement and manage all fundraising and communication activities including annual giving, endowment and capital campaigns, special projects and events, and other community-related activities for CFR. She will also serve as a member of CFR's Management Staff.

"We are pleased to welcome Gayle to CFR, Jeri Barr, CEO said. She brings talent, energy and experience to our organization. Her addition to our staff will strengthen our efforts as we head into our 50<sup>th</sup> year of serving the Cobb County community."

Originally from Alabama, and a graduate from Auburn University, Popham moved to the Atlanta area in 1987. With more than 20 years experience in fundraising, she comes to CFR equipped with extensive nonprofit fundraising experience including service with Historic Oakland Foundation, The Adaptive Learning Center, Reinhardt College and Mount Paran Christian School. Most recently, she served as Vice President for Development and Communications for the Georgia Conservancy.

"Working to strengthen families and individuals is such an important part of the community, and CFR has been at the core of that in Cobb County for 50 years, Popham said. I am thrilled to become a part of that during this exciting anniversary year, and look forward to being on the team that will take CFR into the future."

Popham earned the designation of Certified Fundraising Executive (CRFE) in 1994. CRFE status, conferred by The Certified Fundraising Executive International Credentialing Board of Alexandria, Virginia, indicates that an individual has achieved a standard of tenure, performance, education, knowledge and service to the profession. She has also been involved with the Greater Atlanta Chapter of Fundraising Professionals through board service and committee work.

*Since 1960, CFR has helped thousands of low-income families with employment, education, and housing services; leadership development programs; mentoring opportunities; and temporary financial and food assistance. **Guided by organizational values of Family, Integrity, Results, Service and Teamwork**, the staff at CFR is committed to breaking the cycle of poverty by helping families acquire the resources they need to become independent and self-sufficient.*

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