



**Jennifer Wolbrecht**  
**Director of Development & Outreach**

Jennifer Wolbrecht is named as Holden Village's new Director of Development & Outreach. Wolbrecht comes to Holden after serving in the development field for Pierce College, located in the Pierce County area of Washington State.

Jennifer Wolbrecht was born in Washington State, but spent most of her growing up years in a suburb of Denver, CO. She and her family moved back to Washington when she started high school. After graduation, she attended and graduated from Luther College in Decorah, IA, where she earned a Bachelor's degree in Theatre/Dance (dance emphasis) with a Specialization in Non-profit Management and a Minor in Spanish.

Wolbrecht received her Certified Fund Raising Executive (CFRE) credential in June 2018. Wolbrecht joins only 6,700 professionals around the world who hold the CFRE designation. Individuals granted the CFRE credential have met a series of standards set by CFRE International, which include tenure in the profession, education, and demonstrated fundraising achievement. They have also passed a rigorous written examination testing the knowledge, skills, and abilities required of a fundraising executive, and have agreed to uphold Accountability Standards and the Donor Bill of Rights.

Wolbrecht has been involved in nonprofit development work in the Tacoma/Pierce County, WA area since 2003. Over twelve years of her fundraising career were spent working for the Metropolitan Parks District of Tacoma, an organization that manages more than 65 parks and recreational facilities for the City of Tacoma's residents as well as the greater Puget Sound region. There, Wolbrecht helped build a whole new development operation including creating an employee giving campaign and a district-wide sponsorship initiative, expanding non-profit board development, conceiving and implementing a youth-led community educational partnership for park and program design as a part of the fundraising process, and two large impact capital campaigns.

Wolbrecht most recently worked at Pierce College for the past three years, which has campuses located in Puyallup and Lakewood, WA. In 2019, Pierce College was named one of the Top 5 Community Colleges in the country. Wolbrecht started her career at Pierce as their Director of Development and ends it as the Executive Director of the

Pierce College Foundation and Director of College Development. During her tenure at the college, Wolbrecht implemented a major relationship management (CRM) database conversion to help better support fundraising efforts and analysis, as well as a new scholarship process and software system that resulted in doubling the amount and number of scholarships given to students in one year. Wolbrecht also launched the Pierce College Foundation's Student Success Campaign, a multimillion dollar fundraising effort to provide critical support to help students navigate breaking points (like changes in family, financial, or employment status) and help them stay on track, and in school — no matter what life throws at them. Wolbrecht was also tapped by the college to facilitate a district-wide effort to create a consolidated and collaborative one-stop resource center to help students find the nonacademic support they need to succeed.

Wolbrecht likes to shake things up and try new ideas and creative approaches to fundraising within the tried and true framework. She is passionate about continuous learning and looks forward to learning as much, if not more, than she's sharing! She's excited to join the Holden Village staff and considers it an honor to serve an organization that has personally meant so much to her family for decades, and to so many others around the world.

Wolbrecht was introduced to Holden Village in 2007, when her then boyfriend, Steve, invited her to come up with his family to the village for a week in the summer. Though Steve may deny it now, her opinion of the village was a major deciding factor on whether or not marriage was in the picture. Luckily for both of them, Jennifer fell in love with the village and has been coming up every year, and sometimes multiple times a year, since then. Wolbrecht lives in Tacoma with now husband Steve, and their two young children. They have often been seen in the Village with Steve behind the piano as Village Musician, Jennifer singing or dancing, and the kids embracing Holden hilarity.

As the Village's first full-time Director of Development & Outreach, Wolbrecht will oversee the Development team and be responsible for planning the fundraising strategy, working with the Board of Directors and Development Committee to determine priorities, and direct the implementation of all fundraising activities. She will represent the goals and vision of Holden Village to the public and build awareness of the Village outside of its current community by fostering relationships, identifying new supporters and partners, assisting with recruitment and promoting opportunities to serve and support the Village.

The Wolbrechts are members of St. Mark's Lutheran by the Narrows and serve in various volunteer capacities there. Jennifer also is President of the Association of Fundraising Professionals South Sound Chapter, and on the board of her local Rotary club. As Jennifer often says, there's never a dull moment in the Wolbrecht household!

If you'd like to connect with Jennifer, email [jennifer.development@holdenvillage.org](mailto:jennifer.development@holdenvillage.org).