

Member Spotlight:

ProKids
Tracy Cook
Executive Director

ProKids

Tell me a little about your agency, yourself, your career, and your current position.



Tracy Cook

At ProKids, we recruit, train and support committed people from every walk of life to do something extraordinary: give a voice to an abused and neglected child who needs an advocate. Our passionate staff and these volunteers – who are Court Appointed Special Advocates – work with others in the child protection system to help these children move to safe, permanent, nurturing homes where they can thrive.

I became a part of ProKids in 1992 as a recent law school graduate. After serving as a volunteer, I joined the staff as an attorney and became the executive director in 1998. I'm proud that our volunteers and staff have expanded our reach over the years to serve more children in our community, giving more than 1,000 of them a powerful voice in 2020 alone.

How long have you been a LC member and what prompted you to join?

ProKids has been a part of Greater Cincinnati's nonprofit community since our founding in 1981. We grew out of the efforts of two other nonprofits: the Junior League and the Cincinnati Bar Association. We've always valued the collaboration that comes between organizations that promote the welfare of the most vulnerable among us and mobilize our community to make a difference.

How has membership in Leadership Council been of value to you?

The Leadership Council, which ProKids joined in 2005, has helped ProKids develop our leaders, find new talent and collaborate with others in our community. We also appreciate benefits like the compensation survey, the workers compensation program and other workplace resources.

Has your agency developed any notable partnerships, initiatives, and/or collaborations with other organizations (for profit or not for profit) to further your agencies work?

We are constantly looking for ways to collaborate because, together, we can lift everyone up. ProKids is a founder of an effort called the Hamilton County Training Alliance, for example, which provides deep learning on child protection topics.

Please feel free to share any additional information, announcements, or news with the Leadership Council community.

ProKids is currently gearing up for its virtual fundraiser, the 2021 Call for Community, on Wednesday, May 19. Please join us to learn more about the children and families we serve, the challenges they face and how – as a committed community – we can make a difference.

We continue, even during this difficult time, to recruit and train volunteers. A recent Enquirer article highlighted how our volunteers can take a stand for children.