



Executive Biography: Heather Reynolds

Heather Reynolds is the President and CEO at Catholic Charities Fort Worth (CCFW). Reynolds oversees the strategic direction for the Fort Worth based, \$30 million non-profit. With nearly 400 employees and four locations throughout the 28-county diocese, CCFW serves tens of thousands each year through its diverse services, poverty solutions, and income-generating social enterprises.

A 15-year veteran at Catholic Charities Fort Worth, Reynolds has extensive experience in strategic planning, fundraising, and social enterprise. She's an expert speaker on poverty - both the modern issues and the new solutions - as well as non-profit strategy. She has presented nationally on industry topics, with a focus on moving non-profits forward. In 2014, Reynolds was invited to Capitol Hill by Congressman Paul Ryan to provide congressional testimony on poverty reform before the House Budget Committee. Congressman Ryan later cited Reynolds in his white paper about how to reform welfare in America and used the CCFW model as the example to follow for effective anti-poverty practices.

Under her leadership, CCFW has embodied Catholic teaching and continually takes action to answer the needs of the poorest and vulnerable among us. During the 2014 border crisis, Reynolds doubled the amount of beds in the CCFW shelter in order to house more children. Because of these efforts, the work of CCFW was featured both locally and nationally. This platform allowed CCFW to meet the needs of over 200 vulnerable children.

Reynolds is self-labeled as crazy, always pushing staff to innovate, create, and change more. She challenges employees to end poverty in the North Texas community. (She knows that it's a failing mission, but that's the exciting part.) And in going after the impossible, she's become the driving force behind some of the most spectacular changes in the agency's 107-year history.

Reynolds has introduced for-profit business ventures to the portfolio of CCFW services, including a translation and interpretation network (TIN). And as a woman who never stops seeking fresh solutions, Reynolds has partnered with Catholic Charities USA and the Lab for Economic Opportunities research team at the University of Notre Dame to launch a new project, the Padua Pilot. Padua is a bold research initiative aimed at demystifying assumptions about poverty and rigorously evaluating the effectiveness of poverty-ending practices.

Reynolds acts as the National Advisor to the USCCB's Committee on Migration and serves on the Catholic Charities USA Executive Council of Diocesan Directors. In 2012, she was honored as the Center for Nonprofit Management's Nonprofit CEO of the Year. In 2011, Reynolds was awarded the Benemerenti Medal from Pope Benedict XVI, which is the highest honor a layperson can receive in the Catholic Church. She was listed as one of the Fort Worth Business Press' "40 under 40" in 2010, and received the TCU Social Work Alumnae of the Year award in 2007.

Reynolds holds a Bachelors of Social Work from Texas Christian University, a Masters of Social Work from The University of Texas at Arlington, and an Executive MBA from Texas Christian University.



Heather Reynolds, MSW, EMBA

Non-profit strategist with a zealous goal to end poverty in the community, overseeing the strategic direction for Catholic Charities Fort Worth (CCFW), a \$30 million non-profit that serves tens of thousands of people each year.

PROFESSIONAL EXPERIENCE

Catholic Charities Fort Worth

President and CEO

June 2005-Present

- Oversees dozens of programs, nearly 400 staff members, and a budget of \$30 million
- Implemented & executed capital campaigns to raise up to \$50M to fund construction of CCFW's Fischer Family Campus, service sites in Arlington and Wichita Falls, the Bishop Vann Dental Clinic, and significant agency expansion and growth
- Added multiple new programs designed to broaden scope of business, including profit-generating business ventures, a "no wrong door" entrance to services called the Hope Center, a vocation program, homeless services, international foster care, veterans services, and general case management
- Established an in-house, ready-to-test research and innovation department to find the most effective methods for ending poverty
- Partnered with the University of Notre Dame's prestigious Lab for Economic Opportunities to launch two research pilots, *Padua* and *Stay the Course*
- Created and implemented an agency-wide strategy map, measurement system, and plan to define and track the goal of ending poverty in CCFW's community
- Initiated organizational leadership in serving evacuees of Hurricane Katrina/Rita, FLDS children, families and individuals impacted by the economic crisis of 2008-2010, and the influx of unaccompanied migrant children in 2014

Interim/Associate Executive Director

January 2005 – June 2005

- Oversaw 28 programs, 150 staff members, and a budget of \$10 million

Director of Development & Public Relations

2004

- Led department in the achievement of a 40% increase in contributions

Associate Director of Development

2002-2004

- Implemented the Raising More Money model, moved office from operating in red to black, raised more than \$1 million in general operating funds

Clinical Counseling Therapist

2002

CREATE. ERADICATE. TRANSFORM.

ACADEMICS

Texas Christian University

2008

- Executive Master of Business Administration (EMBA)

University of Texas at Arlington

2002

- Master of Science in Social Work, focus on Direct Practice
- Magna Cum Laude
- Phi Alpha Honors
- Thesis: *Effect of play therapy in decreasing trauma symptoms with children who have experienced abuse and neglect*

Texas Christian University

2001

- Bachelor of Science in Social Work
- Cum Laude
- Phi Alpha Honors
- TCU Leadership Excellence Award

TEACHING

Texas Christian University

2004

- Adjunct Faculty Member
- Taught an upper-level social work class, *Generalist Social Work Practice with Communities*

BOARD & CIVIC INVOLVEMENT

- Catholic Charities USA Executive Committee of the Council of Diocesan Directors Member; Convening Committee Chair
- United Way of Tarrant County Council of Executives Member
- Notre Dame LEO Advisory Committee Member
- United States Council of Catholic Bishops (USCCB) Migration and Refugee Services National Consultant

PERSONAL AWARDS/RECOGNITIONS

- Fort Worth Business Press' Great Women of Texas (2013)
- Fort Worth Hispanic Heritage Foundation's Amiga Award (2013)
- Center for Nonprofit Management's Nonprofit CEO of the Year (2012)
- Tarrant County Medical Society's May Owen award (2012)
- Papal Benemerenti Medal in recognition of her service to the Catholic Church (2011)
- Stay Classy Young Non-profit Leader of the Year Finalist (2011)
- Fort Worth Business Press' "40 Under 40" (2010)
- TCU Social Work Alumnae of the Year (2007)

ORGANIZATIONAL AWARDS/RECOGNITIONS UNDER LEADERSHIP

- Fort Worth Sister Cities International Global Citizen Award (2017)
- Vision 20/20 Awards - Best Large Company for young professionals (2012)
- Charity Navigator 4 Star Rating (seven years in a row)

CREATE. ERADICATE. TRANSFORM.

PRESENTATIONS, TESTIMONIES, & WHITE PAPERS

- Presented on innovative services to the poor at FADICA (Foundations & Donors Interested in Catholic Activities) symposium (2014)
- Testified before the House Committee on the Budget on the importance of case management in ending poverty (2014)
- Presented on developing and sustaining organizational strategy at Catholic Charities USA's Annual Gathering (2014)
- Presented on CCFW's *Stay the Course* pilot at Catholic Charities USA's Social Policy Institute (2014)
- Testified before the House Ways and Means Committee on ideas for welfare reform (2015)
- Presented on comprehensive case management's role in addressing poverty at The University of Notre Dame's Lab for Economic Opportunities *Improving Evidence, Improving Outcomes* conference (2015)
- Submitted white paper on hunger and poverty in America to the National Commission on Hunger (2015)
- Presented on cultivating organizational sustainability at Catholic Charities USA's Annual Gathering (2015)
- Presented on CCFW's goal to end poverty at The Philanthropy Roundtable's Annual Meeting (2015)
- Presented on faith-based organizations that help people get jobs at American Enterprise Institute conference (2015)
- Presented on the importance of case management in addressing poverty at The University of Notre Dame's Lab for Economic Opportunities *Combining Research and Practice to Serve the Poor* conference (2015)
- Testified before the Texas Health and Human Services Committee in support of local refugee resettlement (2016)
- Presented on the importance of investing in research at FADICA annual conference (2016)
- Presented *Using Data to Strengthen your Voice* at Independent Sector's New Frontiers conference (2016)
- Presented on the pathway out of poverty at Opportunity America's This Way Up conference (2016)
- Continued consulting with other non-profit organizations on fund development, strategic planning, program design, and research and innovation.