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**NW Children’s Foundation names C-Suite to reflect organization’s accelerating growth and scope**

Foundation focuses efforts on leading-edge concept of trust-based philanthropy

Seattle, WA (Nov. 2, 2021): [NW Children’s Foundation](https://nwcf.org/), which works to end the intergenerational cycle of child abuse, neglect and trauma through grants and education, has restructured and expanded its executive leadership team to reflect its accelerating growth and scope.

The non-profit organization promoted Executive Director Victoria Peattie Helm to Chief Executive Officer, and Associate Director/CFO Lori Leff Mueller to Chief Operating Officer. NW Children’s Foundation also hired Adrienne Heile to fill the new position of Chief Program Officer.

“Our organization has evolved,” Helm said. “We started as a grantmaker. We’ve expanded our scope and now provide educational outreach on topics related to childhood trauma and healing. The new organizational structure reflects the fact that we’re expanding and broadening our reach to a significantly broader audience that includes practitioners, caregivers, policy makers, and more.”

The new Chief Program Officer position will support this programmatic growth. Helm said she is excited that Heile will fill that position. Recently retired as an executive with State Farm Insurance, Heile started as a volunteer on NW Children’s Foundation’s board in 2020. It was a natural evolution for the Oklahoma native, who in her 32-year career at State Farm volunteered for numerous non-profits. She served on the board of Symphony Tacoma, on the Advisory Council of Directors of the UW Milgard School of Business Women’s Initiative, was strategic planning chair of Seattle Links Inc., and was a board member of both Junior Achievement of Central Illinois and Domestic Violence of Saratoga Springs, NY. She led many equity, diversity, and inclusion initiatives in her professional and volunteer work, often relying on her lived experience to guide her.

“It feels really good to be able to come on board and make a significant impact helping children and families have better lives,” said Heile, who looks forward to amplifying NW Children’s Foundation’s efforts at mitigating childhood trauma. “Research shows when kids face Adverse Childhood Experiences (ACEs), it impacts their brain and development and can impede their ability to reach their potential as adults. We work to keep that from happening.”

While NW Children’s Foundation started as a grantmaking organization supporting non-profits focused on children, it has in recent years gained national attention for its annual Forum on childhood trauma. The Forum has grown from 220 local attendees in 2015 to about 1,600 attendees from around the world at this year’s virtual event. The last several Forums have focused on community trauma and racial inequity issues, and their impact on child well-being.

Forum participants have asked the organization to follow up with additional educational curriculum – something NW Children’s Foundation is working on to expand its impact and value as a resource to the child welfare community. “We have been bowled over by the response. There is such a thirst for what we’re doing,” Helm said.

Through its grantmaking, NW Children’s Foundation invests about $1 million annually to roughly 60-70 Western Washington child-serving organizations. NW Children’s Foundation continues to embrace the cutting-edge concept of [trust-based philanthropy](https://www.trustbasedphilanthropy.org/), which elevates the voice of grant seekers in the grantmaking process, in service of a healthier and more equitable sector.

Trust-based philanthropy aims to redistribute power more equitably between funder and grant seeker. It involves making multi-year unrestricted grants, streamlining applications and reporting, and building relationships based on transparency, dialogue, and mutual learning.

**NW Children’s Foundation** is a leading voice in child welfare – aligning resources, organizations and passionate individuals committed to ending child abuse and neglect. NW Children’s Foundation awards grants to effective prevention and intervention programs in the region that address childhood trauma and demonstrate success at breaking the intergenerational cycle of child abuse, neglect and trauma. The focus is on healing children, empowering youth, and strengthening families. The organization convenes and educates those working in the field of child welfare through its annual Forum and offers additional educational opportunities. Find more information at <https://nwcf.org>.