

FOR IMMEDIATE RELEASE

America's Charities Welcomes Lindsay Nichols as Vice President of Marketing and Communications

Former Leader of GuideStar's Communications to Expand America's Charities Market Presence

Washington, D.C.—June 23, 2015 – America's Charities, a leading provider of charitable giving solutions and consulting services for employers and nonprofits, today announced that [Lindsay J.K. Nichols](#) has officially joined America's Charities as Vice President of Marketing and Communications. Her addition expands the deep expertise already embedded at America's Charities and strengthens its marketing focus and strategy.

Nichols brings to America's Charities more than 15 years of experience in sustainable communications, inbound/outbound marketing, social and traditional media, public relations, and branding strategies with firms including Ogilvy PR Worldwide, Metropolitan Group, Manning, Selvage & Lee and Levick Strategic Communications. For the last five years, Nichols served as Senior Director, Marketing and Communications at GuideStar, the world's largest source of nonprofit information, where she played an integral role in shaping GuideStar into the nationally acclaimed brand it is today. Nichols was central to the launch of the Overhead Myth campaign, which inspired a nationwide dialogue to move beyond overhead ratios and evaluate nonprofits based on their accountability, transparency, governance, and impact.

"Lindsay comes to America's Charities at a crucial time in our evolution as an organization," said Steve Delfin, President and CEO, America's Charities. "Her strategic marketing, branding, and nonprofit experience will help us leverage our focus on the intersection of philanthropy's corporate giving, employee engagement and charitable impact. [Our research](#) has revealed one of the most dramatic shifts in employee giving, including the rising tide of nonprofit expectations. Corporations, employee donors and the public expect nonprofits to demonstrate greater accountability, transparency, and evidence that their work is making a significant, measurable impact. Lindsay's experience, leadership, and focus on implementing integrated and impactful marketing strategies will be instrumental in driving outcomes that align with America's Charities' mission and goal to facilitate greater giving and impact."

"I am excited to put my expertise in philanthropy, stakeholder engagement, and business development to good use for America's Charities," stated Nichols. "The future is bright for the organization, and I look forward to joining the great team already in place."

Nichols is tasked with enhancing awareness, understanding, and support of America's Charities and its family of federations through workplace philanthropy. A member of the leadership team, Nichols will also guide and direct the organization's marketing and communications strategy and execution.

About America's Charities

America's Charities is a national mission-driven organization that connects public and private sector employers with charities to engage employees in greater giving. The organization operates as a strategic consulting partner for philanthropic organizations, nonprofits and the business community to increase social impact, and has been at the forefront of employee giving since 1980. America's Charities' experience combined with an accountable and transparent process has resulted in raising more than \$650 Million for over 10,000 charities addressing a range of causes including education, human rights, hunger, poverty, research, animals, veterans, disaster relief and health services. Information about America's Charities can be found at www.charities.org, as well as on our [social media networks](#).

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