



CONTACT: Shalina Rankin
Marketing and Communications Manager
(734) 728-3400 ext. 3498
srankin@sfish.org
www.starfishfamilyservices.org

FOR IMMEDIATE RELEASE:

STARFISH FAMILY SERVICES WELCOMES HEATHER RINDELS AS CHIEF DEVELOPMENT OFFICER

INKSTER, Michigan, January 5, 2015—Heather Rindels has joined the Starfish Family Services (Starfish) executive team as Chief Development Officer. (Effective January 2, 2015) Rindels will lead the agency's fundraising, marketing and volunteering programs. She will ensure the development and implementation of strategies that raise the philanthropic resources necessary to support the many services Starfish, a nonprofit dedicated to creating brighter futures for the children of at-risk families in metropolitan Detroit, offers the community. Previously, Rindels held the role of Interim Chief Development Officer for Starfish.

Starfish CEO Ann Kalass said, "We are thrilled to have Heather as a permanent addition to our team. We've already benefited from her strategic thinking, community outreach and marketing communications skills to advance our fundraising. Having the opportunity to work beside her the past 10 months has allowed us to see firsthand that she is a great fit with the organization and truly embodies our core values."

Rindels has served as a leading fundraising professional on campaigns, ranging from \$150M to \$2.5B. She has held key positions with Altarum Institute, Boys & Girls Clubs of Southeastern Michigan, the University of Michigan, Henry Ford Health System and University Hospitals of Cleveland, Ohio. She earned a B.S. in Management and an MBA in Marketing from Case Western Reserve University in Cleveland, Ohio.

"I'm excited to join the Starfish team. I'm looking forward to increasing philanthropic support to help Starfish continue its high impact work with children and their families", said Rindels. "The Starfish mission aligns well with my passion for helping vulnerable children and families."

Rindels is a volunteer for numerous organizations and is a Board member for Get Real for Kids and the Rudolf Steiner School of Ann Arbor.

Heather and her husband Len Krichko live in Novi with their daughter Lucy and dogs Jasper, Annabelle and Savannah.

About Starfish Family Services Founded in 1963, Starfish Family Services is an Inkster-based nonprofit organization serving thousands of vulnerable children and families annually in metro Detroit. Starfish's passion is early childhood development. The organization strives every day to prepare young children for a successful start to school. Starfish programs and services uniquely recognize and respect the important role of parents and other caregivers in the long term success of children. For more information, please visit www.starfishfamilyservices.org.

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