



**BOYS & GIRLS CLUBS  
OF BOSTON**

**FOR IMMEDIATE RELEASE**

**BGCB ANNOUNCES ALEXANDRA FUCHS AS  
CHIEF ADVANCEMENT OFFICER**

December 21, 2009 (Boston, MA) – Alexandra Fuchs will join Boys & Girls Clubs of Boston (BGCB) on January 26, 2010 as the new Chief Advancement Officer, Josh Kraft BGCB’s Nicholas President and CEO announced.

Fuchs has most recently served as the Director of Annual Funds and Donor Relations at the Boston Symphony Orchestra (BSO), where she managed a team of development professionals, oversaw in excess of \$9 million in annual support from 12,000 individual donors for the BSO, Boston Pops and Tanglewood; and created and managed a variety of donor stewardship and solicitation initiatives.

At BGCB she will lead a 12-member development team in the implementation of a comprehensive fundraising strategy. The strategy will encompass all donor sectors and related activities to support current operating expenses, the full implementation of BGCB’s strategic plan, future capital campaigns and new strategic initiatives.

“In Alexandra we found a strong leader with a track record for success that is directly applicable to the responsibilities of the Chief Advancement Officer position,” Kraft said. “Thanks to the involvement of a half-dozen Board members we were able to attract and evaluate an impressive and diverse pool of qualified candidates without incurring the expenses of an executive search firm.”

"It will be a great privilege to collaborate with colleagues and volunteer leaders who share a like-minded passion for improving the lives of thousands of youths in our community," Fuchs said. "The role of the organization in helping kids rise above the

challenges that confront families today is more critical than ever. I am honored to help lead the team supporting this amazing work, and to find ways to strengthen funding sources and relationships with those who give, to have the greatest and most lasting impact possible."

Before moving to Boston in 2002, Fuchs held a number of consumer product marketing positions at Unilever, including Director of Global Marketing for cosmetic brands and Brand Manager for several home and personal care products. She received a B.A. from Stanford University and an M.B.A. and M.A. from The Wharton School and The School of Arts and Sciences at the University of Pennsylvania.

**About Boys & Girls Clubs of Boston**

Boys & Girls Clubs of Boston helps young people, especially those who need us most, build strong character and realize their full potential as responsible citizens and leaders. We do this by providing a safe haven filled with hope and opportunity, ongoing relationships with caring adults, and life-enhancing programs. We serve more than 14,000 children and teens, ages 6 to 18, in our 10 Clubs, and through Camp Harbor View, and Youth Service Provider's Network, our program in partnership with the Boston Police Department. Our approach focuses on six core initiatives: Arts; Education; Leadership; Life Skills; Sports, Fitness and Recreation; and Technology. During the summer, many of our Clubs run summer camp programs for children and leadership programs for teens. BGCB is an affiliate of Boys & Girls Clubs of America and The United Way of Massachusetts Bay and Merrimack Valley. For more information, visit us on the web at [www.bgcb.org](http://www.bgcb.org).