

Brooke It Forward Foundation Names Jessica Valladares as New Executive Director

For Immediate Release

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Covington, LA - The Brooke It Forward Foundation is thrilled to announce the appointment of **Jessica Valladares** as its new Executive Director. With over a decade of nonprofit leadership and a proven track record in strategic growth, community engagement, and operational excellence, Jessica steps into this role during a dynamic time of expansion and impact.

The Brooke It Forward Foundation is a nonprofit organization dedicated to celebrating children facing abuse, neglect, foster care, and homelessness by providing joy-filled and party-packed birthday boxes, ensuring every child feels seen, valued, and celebrated.

Most recently, she served as Executive Director of *At Your Service by Christwood*, where she led the division's development, growing a 400+ client base and executing over 900 home improvement jobs in just one year. Under her leadership, the program also launched the "Seniors Safe at Home" project, funded through key grant partnerships.

Previously, as Chief Administrative Officer at Christwood Retirement Community, Jessica implemented systems that improved operations, empowered teams, and strengthened community impact. Notably, she spearheaded the creation of the "Seniors Helping Seniors" initiative, which evolved into a recurring, community-wide food drive.

"On behalf of the Board, we are honored to welcome Jessica to lead the Brooke It Forward Foundation," said Marie Gregory, Founder and President. "Brooke It Forward began with a simple mission: to ensure every child feels special on their birthday. Jessica's deep commitment to service and her innovative spirit make her the perfect leader to carry that mission forward into our next chapter."

As a graduate of Leadership St. Tammany and the Chevron Fellows program, Jessica's dedication to service extends beyond her professional work. She is an advocate for her community and has volunteered and supported several local nonprofits including Habitat for Humanity St. Tammany West and the Northshore Food Bank.

"I am deeply honored to join Brooke It Forward and to be part of a mission that brings healing and hope to children", said Jessica. "I'm inspired by the heart of this organization and excited to work with such an incredible team and community of supporters to grow the impact of the foundation."

As the Foundation continues to grow, Jessica will lead efforts to deepen community partnerships, expand volunteer engagement, and ensure more birthday magic reaches the children who need it most.