

AVANCE-North Texas names new Executive Director

Dallas, TX – (May 4, 2020) – After a competitive search, the AVANCE-North Texas Board of Directors has named Vanessa Maldonado as its new Executive Director. Maldonado will assume leadership of the Dallas-based nonprofit organization May 4th, filling the vacancy left after the departure of the previous Executive Director in January.

“Vanessa Maldonado is the perfect person to lead AVANCE-North Texas in these challenging times,” said Richard Heffernan, AVANCE-North Texas Board Chair. “With her wealth of experience and her passion for our mission, Ms. Maldonado is sure to guide the organization in expanding its reach into our community.”



Maldonado joins AVANCE-North Texas with a degree in nonprofit management from St. Edward's University and more than a decade of experience in nonprofit leadership and development. Most recently, she served as the Chief Engagement Officer for Easterseals, a nonprofit organization that promotes independence and creates opportunities for people with disabilities. In this previous role, Maldonado managed the organization's fundraising activities, retail operations, communications, marketing, and advocacy in Central and North Texas.

“I'm thrilled to serve as the Executive Director of AVANCE-North Texas!” Maldonado said. “I look forward to not only leveraging my experience as nonprofit leader but also working with the Board, staff, funders and community partners in North Texas, to continue to grow and inspire Hispanic families and children so they are school ready.”

Maldonado's leadership comes at a critical time, as AVANCE-North Texas continues to serve some of the most vulnerable children and families in North Texas, even amid the COVID-19 pandemic. AVANCE educators have quickly adapted the organization's Parent-Child Education Program for virtual delivery and have been continuing to provide families with education and support. Staff are also providing resources such as food and household products. Maldonado shares the passion for helping families and the community. With her experience, Maldonado is well-situated to successfully lead AVANCE-North Texas to continue to be one of the leading service providers ensuring that Latinx families have the resources, education, and social capital needed to thrive.

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*Established in 1973, **AVANCE** (Uh-vahn-say) is a leading national non-profit organization working to transform the lives of underserved, under-resourced families. Derived from the Spanish word meaning "advance" or "progress," AVANCE is dedicated to breaking the cycle of intergenerational poverty through innovative, two-generation education and support for families with young children. **AVANCE-North Texas** has served the Dallas-Fort Worth area for over 23 years, making an impact in the lives of more than 35,000 local families since opening*