



For Immediate Release:

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Kristin Craven joins Perkiomen Valley School District Foundation

(Collegeville, PA June 1, 2021) - The Perkiomen Valley School District Foundation has named Kristin Craven their new Executive Director. Craven formerly was the Special Events & Marketing Manager at Special Olympics Pennsylvania.

“Kristin’s experience and skill set are exactly what we have been looking for to help increase the exposure of the Foundation in the greater Perkiomen Valley community and to move the Foundation into the next level of fundraising to support the School District and its students,” stated Allison Petersen, Foundation Board President. “We are extremely excited to welcome her to our organization and to see what the future holds.”

In her previous role, Craven was responsible for the planning and implementation of fundraising events as well as marketing Special Olympics PA and their athletes in the Philadelphia region. Her expertise in both fundraising events and marketing will help excel The Foundation’s mission of promoting and enhancing educational opportunities throughout the district.

In the past, many of the Executive Director’s responsibilities were performed by the all-volunteer Board of Directors, but as The Foundation continued to grow, so did the need for a dedicated person to assist with the management. In the Executive Director role, Craven will be building a greater social media presence, expand fundraising events and opportunities, and improve upon the organizational structure and grant process. Craven will be leading the charge in the Harlem Wizards basketball fundraiser, annual Dodgeball Tournament, and other established Foundation events with the continued assistance of the Foundation Board.

“Education and equality have always been a guiding principle for me,” Kristin Craven, Executive Director stated, “and I am excited to jump in and bring The Foundation to the next level to ensure Perkiomen Valley teachers and staff are able to continue providing the best educational experience for their students.”

A resident of Royersford, PA, she earned her BS in Business Administration from Drexel University, Philadelphia, PA in 2011. She received her MS in Hospitality Management from Drexel University in 2013.

Be on the lookout for her in the community. Kristin Craven can be reached at foundationED@pvsd.org.

About the Perkiomen Valley School District Foundation (PVSDF):

The Perkiomen Valley School District Foundation is an independent 501(C)(3), non-profit organization created to encourage excellence by enhancing and enriching the educational opportunities offered to the students of the Perkiomen Valley School District. Our mission is to provide funding for programs that would not otherwise be available through tax dollars or other traditional sources. For more information about PVSDF, visit our website: www.PVSDFoundation.org.

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