

For Immediate Release

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The Community Foundation Expands Professional Staff with New Innovation Grants Program Officer and New Marketing and Communications Director

SPRINGFIELD – Community Foundation of Western Massachusetts (CFWM) has welcomed Nicole Bourdon as its new Innovation Grants Program Officer, and Sara Talcott as its new Marketing and Communications Director. The new hires underscore CFWM’s commitment to further develop the emerging Innovation Grants Program, and to create robust brand communications platform to elevate awareness of and engagement in CFWM’s role in the Pioneer Valley.

Bourdon brings experience in both program management and grants management, and has served programs that create positive, measurable impact for individuals and communities. Prior to joining the Community Foundation, Bourdon was Program Director of Mass in Motion for the City of Springfield. Bourdon also worked for the New York City Department of Health and Mental Hygiene on programs addressing access to healthy food for low-income communities. A native of the Pioneer Valley, Nicole now lives Florence with her husband and three children.

Talcott brings mission-driven brand and consumer communications expertise to CFWM from over eight years in the natural packaged goods arena, including disruptive dairy brands Chobani and Maple Hill Creamery. Prior to her time in the private sector, she worked at Boston-based Oldways Preservation Trust, a nonprofit dedicated to promoting healthy traditional diets, and in grants management for Harvard Medical School researchers. Talcott lives in Easthampton with her two children.

The Community Foundation of Western Massachusetts encourages charitable giving throughout the Pioneer Valley and helps improve life in the region through endowed and donor-advised funds, grant programs, scholarships, and Valley Gives. For more information, visit www.communityfoundation.org.

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