

## Media Contact

**Stephanie Swanson**, Chief Marketing and Communications Officer, Oregon Community Foundation | [sswanson@oregoncf.org](mailto:sswanson@oregoncf.org)

## Oregon Community Foundation Promotes Two Executive Leaders to Lead Foundation's Community and Awareness-building Efforts

**PORTLAND, Ore.** – September 13, 2023 – Oregon Community Foundation (OCF) has promoted Marcy Bradley and Stephanie Swanson to lead key strategic functions for the foundation. As Chief Community Engagement and Equity Officer, Marcy Bradley will lead a new 'Community Engagement and Equity Division' at the foundation, lending her deep expertise building trusted community relationships and working collaboratively to expand OCF's reach into new and underserved communities. Additionally, in the role of Chief Marketing and Communications Officer, Stephanie Swanson will lead strategic brand, marketing and communications operations for the foundation to broaden the reach and influence of OCF's mission.

Both Ms. Bradley and Ms. Swanson previously served on the OCF executive leadership team.

In making the announcement, President and CEO Lisa Mensah said, "It's critically important for us to be working in true partnership across the state. Marcy and Stephanie – as well as their teams – play vital roles for OCF in building relationships. Their continued work will propel us farther as a foundation, reaching even more people in service to our mission."

### About [Marcy Bradley](#)

Marcy Bradley has three decades of leadership experience, including the design and deployment of complex programs and the development of successful teams. Ms. Bradley previously led esteemed regional nonprofits including *Elevate Oregon and Self Enhancement Inc.* Throughout her career, Ms. Bradley has committed to improving educational outcomes for Oregon's most vulnerable children for more than 25 years. Most recently she served as OCF's [vice president of equity and culture](#), and before that as the program officer for OCF's Black Student Success initiative.

"There are so many organizations and individuals who are doing impressive work in communities, and I am eager to learn from them, to hear what they have experienced, and to help them leverage their deep expertise to make a bigger difference," said Ms. Bradley.

During her tenure with OCF to date, a few of Ms. Bradley's key accomplishments include:

- **Black Student Success** — Since its start in 2018, the Black Student Success initiative has evolved from a small pilot to a national model for lifting up Black students through improved access to education, resources, as well as policy and advocacy to rewrite the systemic barriers that impede their ability to achieve their potential. In the past 3 years, this *one initiative alone* has granted more than \$4M to 39 organizations across Oregon.

- **Equity** — In service to OCF’s strategic plan, Ms. Bradley has led OCF’s work in equity, diversity and inclusion, focusing on both internal systems, processes and mindsets that encourage staff learning, development and new ways of working – with an emphasis on creating a culture of belonging; as well as exploring ways that OCF can center work in community in a more equitable way.
- **Albina Arts Center** — Most recently, Ms. Bradley was part of a community-wide effort to identify a new owner and steward for the [Albina Arts Center in Portland](#). A Black-led coalition of business, arts, and civic leaders led a community-driven process – facilitated by OCF and Ms. Bradley – to create a vision for the future of this beloved community hub.

Some of Ms. Bradley’s new responsibilities include building fresh approaches to further OCF’s grantmaking; expanding OCF’s culturally-specific programming and deepening an organizational commitment to equity, diversity and inclusion.

### About [Stephanie Swanson](#)

Stephanie Swanson is a longstanding marketing and communications leader for national and regional companies, government agencies and nonprofits to develop strong brands, provocative marketing campaigns, and transparent communications practices. Ms. Swanson is an Emmy-award winning journalist, led brand communications efforts for the City of Portland, ran her own marketing consultancy working with multiple clients in the utility and clean energy and retail product categories. She most recently held the role as OCF’s vice president for marketing and communications.

“During my time at OCF, I’ve had the pleasure of meeting donors, nonprofits and volunteers all across Oregon, and a common refrain I hear consistently is how powerful it is that, through OCF, one person can make an exponential difference by joining forces with other generous individuals who see hope and opportunity in their community,” said Ms. Swanson. “Now more than ever, we have an opportunity to choose to invest in Oregon, in our communities and our neighbors’ well-being.”

During her tenure with OCF to date, a few of Ms. Swanson’s key accomplishments include:

- **OCF Brand Stewardship:** Ms. Swanson introduced a formal brand strategy to OCF in 2018, which has enhanced OCF’s ability to reach more donors and nonprofits making transformational impact across the state.
- **Marketing and Communications Function** —Ms. Swanson led the growth and delivery of a centralized marketing and communications team within OCF – now numbering six members – and secured external marketing, brand, web, design and communications partners to deliver OCF’s mission message throughout Oregon.
- **Foundation Reach** —Over the past five years, OCF’s awareness has increased significantly, with thousands of generous Oregonians newly discovering OCF’s ability to respond quickly and effectively to Oregon’s most pressing challenges – while investing for the long-term. Swanson has also led the Foundations 50<sup>th</sup> anniversary milestone celebration in 2023 with year-long activities and campaigns.

Some of Ms. Swanson’s new responsibilities include expanding the Marketing and Communications department for next stage growth, exploring new market opportunities to inspire more charitable contributions and clarifying OCF’s strategic brand position for future growth.

## **About Oregon Community Foundation**

Oregon Community Foundation (OCF) was founded in 1973 with a big mission: to improve the lives of all Oregonians through the power of philanthropy. In partnership with donors and volunteers, OCF works to strengthen communities in every county in Oregon through research, grantmaking and scholarships. In 2022, OCF distributed more than \$180 million, supporting 3,500 grantees and awarding more than 3,000 scholarships. With OCF, individuals, families, businesses, and organizations create charitable funds that meet the needs of diverse communities statewide.

Celebrating 50 years this year, OCF has distributed more than \$2.2 billion in community investments, including grants to 10,850 nonprofits and 53,375 scholarships to students since 1973. Individuals, families, businesses and organizations can work with OCF to create charitable funds to support causes important to them. To learn more, please visit: [oregoncf.org](http://oregoncf.org).

###