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FIND Outdoors Welcomes Chief Development Officer

Pisgah Forest, NC – FIND Outdoors, a 49-year-old local nonprofit with a mission of education, recreation and public land management, welcomes Lee Henderson-Hill as FIND’s Chief Development Officer.

Tad Fogel, FIND’s Board of Directors Chair, is thrilled with the new hire. “I’ve known and respected Lee for a number of years going back to her positions both with the Henderson County Chamber of Commerce and Community Foundation of Henderson County,” explains Fogel. “I’m so pleased to welcome her to our ever-growing FIND Outdoors family!”

A native of western North Carolina, Henderson-Hill grew up making memories and enjoying the forests and waterways of the Great Smoky Mountains with her family. A connector of place and a believer of growing where you are planted, Henderson-Hill has spent the past 25 years as a community and nonprofit professional in the Blue Ridge Mountains at various local organizations before finding her way to FIND Outdoors.

“For me, this is the perfect job at this point in my career,” said Henderson-Hill of the new position. “I’m able to blend my love of the outdoors with my passion for making a difference in our mountain communities. I couldn’t be more thrilled for this opportunity.”

As the Chief Development Officer, Henderson-Hill comes on board FIND’s staff as the catalyst to lead FIND’s fundraising efforts that includes a strong focus on annual giving in addition to major and planned gifts. Cultivating donors, community partners and sponsors for special events will be an ongoing process each year when the visitor center and campground season open up at FIND sites.

In addition, Henderson-Hill will work with the FIND Communication Team to create a development strategy and priorities that align with its strategic plan of serving its mission, as well as its partners and stakeholders at the highest standards possible.

“We’re so lucky to have someone so invested in the nonprofit world,” said Adam DeWitte, FIND’s VP of Development and Communications. “Lee is the epitome of a hardworking professional who is looking to make a true difference. She already fits in perfectly with our communication team and our overall mission at FIND.”

As FIND Outdoors continues to move towards a period of unprecedented growth and prosperity, the focus for staff has shifted to the community at-large and how the nonprofit’s mission can benefit its partners and visitors. Through the hiring of Henderson-Hill as CDO, FIND will continue to engage and work more effectively with stakeholders, partners and organizations that share like-minded values in outdoor recreation, education and a passion for our public lands.

For more information on FIND Outdoors recreational opportunities in North Carolina, Georgia and Indiana, visit the FIND website at www.gofindoutdoors.org or visit our Facebook and Instagram pages. Go FIND Outdoors!

About FIND Outdoors

FIND Outdoors, formerly the Cradle of Forestry in America Interpretive Association, is a 49-year-old 501(c)(3) nonprofit based in Pisgah Forest, NC. We serve over 850,000 visitors annually with a mission that promotes educational, recreational and interpretive opportunities about forest and water resources, natural history and the Cradle of Forestry in America. FIND Outdoors proudly manages campgrounds, visitor centers, sales outlets and educational facilities in four National Forests in North Carolina, Georgia and Indiana and the Northwest Trading Post on the Blue Ridge Parkway. FIND accomplishes its mission by providing exceptional outdoor experiences through partnership opportunities for the health, safety and education of all visitors to local and regional public and private lands.