



To: Crouse Health
From: Heather Waters, Executive Director, Crouse Health Foundation
Date: January 27, 2025
Re: **Foundation Team Updates**

The Foundation is pleased to announce the promotion and role expansion of key staff members to prepare for future campaign fundraising in support of Crouse Health:

Barb Karas, celebrating her 10th anniversary this year, is promoted to Development and Marketing Director at the Foundation. In this role, Barb leads our annual giving and affinity programs (including Crouse Health Society and Caduceus Circle), planned giving (including donor-advised giving and estate planning), and individual campaigns, including the Crouse Clocktower Restoration project. She also oversees the Foundation's marketing to expand its reach and impact.

Breanna Peltier-Amborn, Special Events Manager, recently marked her first anniversary and has led highly successful events over the past year, including the Crouse Health Classic Golf Tournament, Polo for Premies, and Tribute Evening Gala. She continues to cultivate relationships by providing exceptional event and sponsorship experiences.

Jeffrey Loope, a valued Foundation team member for nearly three years, serves as Advancement Services and Data Systems Coordinator. In this expanded role, Jeff ensures the accuracy and security of donor information and provides data reporting and analysis to support fundraising initiatives. He also collaborates with colleagues to optimize technology and software for fundraising effectiveness.

Selena Nicholson, who joined the Foundation in July 2024, is Development and Alumni Relations Coordinator. In this expanded role, Selena continues to manage daily on-site Foundation operations and supports Crouse departments with funding requests. She fosters relationships with the Board, Pomeroy College of Nursing alumni, and the broader community through her work in alumni relations and marketing.

You may find this quick-contact guide helpful:

- **Special Events:** Breanna Amborn x7006
- **Donor Information/Data:** Jeff Loope x8076
- **Donating/Fundraising:** Barb Karas x7469
- **Crouse Department Funding/PCON Alumni:** Selena Nicholson x7003
- **Foundation Strategy/Crouse Health Collaboration:** Heather Waters x7664