

The SHINE Initiative Names Paul Richard New Executive Director

LEOMINSTER, Mass. – Paul Richard has been named Executive Director of the SHINE Initiative, a Leominster-based nonprofit that leads the fight against mental illness in children and young adults. Richard, of Worcester, has held numerous fundraising, resource development and community relations positions with several non-profit organizations in Central Massachusetts over the past 23 years.

Richard has served on the Shine Initiative Advisory Board since its inception and has provided guidance on many of the SHINE Initiative's projects, including the development of the "Keep Your Mind Open" program. Richard's appointment drew praise from Edward F. Manzi, Chairman and CEO of Fidelity Bank, which is a strong supporter of the Shine Initiative.

"Paul's extensive experience will help with Shine's fund development program and its pursuit of strategic alliances to improve mental health awareness by way of research, education, public policy, and programming," Manzi said.

Among other initiatives that Richard will be involved in are two major fund-raising activities. They are the Quarter Mile Campaign and Keep Your Mind Open, which will be held Nov. 3. You can learn more about this event by visiting Shine's website at <http://www.shineinitiative.org/events.html>.

Prior to leading the SHINE Initiative, Richard served for 10 years as director of resource development and community relations for Community Healthlink, one of the largest non-profit mental health agencies in Massachusetts. During his tenure there he directed numerous annual and capital fundraising campaigns and special events on behalf of Healthlink's mental health, addiction recovery and homeless programs.

Previous to working at Community Healthlink, Richard was vice president of marketing for the United Way of Central Massachusetts, and director of marketing and community relations for the United Way of Tri-County. He has also held development positions with the Worcester County Food Bank, Alternatives Unlimited, and St. Bernard Central Catholic High School, Fitchburg.

He attended Fitchburg State College and is a graduate of Holy Name High School, Worcester.

Richard has been a youth baseball and basketball director and coach in Worcester for more than 20 years. He has also served for many years as the chair of the St. Peter Central Catholic Elementary School development committee, and has served on numerous committees at St. Peter's Church in Worcester.

About the SHINE Initiative

The SHINE Initiative is a leader in the fight against mental illness in children and young adults, developing funding and strategic alliances to improve mental health awareness, research, programming and public policy. The SHINE Initiative promotes the fact that mental illness is a mainstream issue and that recovery from mental illness is possible.

The SHINE Initiative was established in partnership with Fidelity Bank in 2004 when the Bank made the choice to focus half of their annual giving on a single area of need in order to make a real impact. With the help of the United Way of North Central Massachusetts, Fidelity Bank identified the cause of mental illness as needing corporate leadership and the Shine Initiative was born.



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