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The Up Center Taps Devan MacConnell as New Development Director
MacConnell brings diversified fundraising experience to regional non-profit

Norfolk, Va., July 20, 2011 – [The Up Center](http://www.theupcenter.org) announced today that Devan MacConnell has been named Director of Development. In this role, she will implement strategic fundraising initiatives, such as major gift solicitations, planned giving and corporate sponsorships programs, to expand and maintain The Up Center’s base of private support.

“I am pleased to have Devan on board,” said Ed Welp, president & CEO. “She brings a results-oriented and personal approach to fundraising, which is key to our agency’s success. In utilizing Devan’s skills and the efforts of our marketing and development team, we look forward to a financially strong fiscal year so that we can continue to provide services to those in need and meet the increasing demands of our growing region,” added Welp.



Prior to joining The Up Center, MacConnell served as the Director of Marketing and Special Events for Seton Youth Shelters, where she managed the fundraising efforts for four annual events. From 2008-2010, she honed her marketing, sales and customer service skills as a Property Manager for S.L. Nusbaum Realty. Adding to her non-profit resume, MacConnell did a two-year stint as Event Marketing Representative at ALSAC/St. Jude, the fundraising organization of St. Jude Children’s Research Hospital, where she worked from 2005-2007. MacConnell actively volunteers for The American Cancer Society and The Downtown Norfolk Council. She graduated from Radford University with a bachelor’s degree in Media Studies; and although she hails from Florida, MacConnell spent most of her life in Virginia Beach and refers to the city as her home.

About The Up Center

The Up Center, headquartered in Norfolk, Va., is a regional non-profit social services agency dedicated to helping improve the lives of children and families; people with disabilities; and, adults in crisis. Since its founding in 1883, the agency has responded to the needs of our community’s most vulnerable citizens. The Up Center has seven locations throughout Hampton Roads and serves over 10,000 people each year. For more information, visit www.theupcenter.org or call 757-622-7017.

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