

NEWS RELEASE

Sept. 21, 2016

CSPRC Honors Rolanda Finch, Nonprofit Professional of the Year Award Recipient

(St. Louis) CSPRC distinguished Rolanda Finch, founder of [It's Your Birthday, Inc.](#), as this year's Nonprofit Professional of the Year. The award presentation and celebration took place during the organization's monthly luncheon on Sept. 13 at the Sheraton Clayton Plaza Hotel.

The award honors an individual for outstanding work in the nonprofit sector, backed by his/her body of work and specific successful outcomes.

"When reading through the nominations for this year's award, it was inspiring to read about some of the amazing work being done to help others in our community," said Ryan Farmer, chairperson of CSPRC's Membership Committee, which was tasked with selecting the winner of this year's award. "Rolanda saw a need and came up with a creative way to improve the lives of local children and their families."

After volunteering at a homeless shelter, Rolanda had a strong desire to help restore a sense of normalcy to children forced into this situation, through no fault of their own. It was this desire that led her to found It's Your Birthday, Inc. The mission of the organization is to create fun and memorable birthday experiences for children, ages 5 through 12 who reside in homeless and domestic violence shelters. When she's not busy being the "birthday lady," she is currently employed full-time as a leadership development business leader with Boeing.

When asked what led her to starting a nonprofit, she replied, "I felt it was the right thing to do for children who are away from their homes, friends and, sometimes, their families."

April Dzubic, senior director of community engagement at the American Cancer Society – High Plains Division and CSPRC board president, presented Finch with the award.

(MORE)

CSPRC provides professional and organizational development opportunities for those working in nonprofit management, marketing communications, public relations, fundraising, and volunteer management. CSPRC hosts monthly networking and professional development programs and presents the annual Spectrum conference in May.

CSPRC Nonprofit Professional of the Year
Add one

CSPRC's Nonprofit Professional of the Year award is the only award in St. Louis honoring public relations, communications and development professionals working in the nonprofit arena.

CSPRC congratulates Rolanda Finch for receiving this well-deserved honor. We look forward to all the future smiles that she will create in this community.

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