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Homeward Bound Pet Adoption Center Partners to Increase Fundraising Capacity

Top development consultant, Nicole DeFeo, partners with Center to increase the development programs of the leading open admission shelter in the region.

BLACKWOOD, NJ – Homeward Bound Pet Adoption Center, the region’s leading open admission shelter with one of the the highest save rate – 95%, has engaged the services of South Jersey native and hyper-successful non-profit growth specialist, Nicole DeFeo. With over 25 years’ experience leading local, regional and international organizations, DeFeo brings a wealth of knowledge and skills imperative to championing Homeward Bound to grow the fundraising and development programs to support the growth experienced in the programs.

“I knew from the moment we first met, Nicole and I were going to partner in great things. Her energy is contagious. She knows her stuff and we are really excited to have her working with us on our development processes and programs. Over the past five years, the programs of Homeward Bound have grown 10-fold. Our donors have continued to be as generous as they can, but we need to do more to find and keep new support. We believe that together with Nicole, we will build on our solid foundation.” says Jill Rawlins, Executive Director of Homeward Bound.

As an accomplished strategist and marketer, DeFeo has used her vision and drive to take small to mid-sized programs and build them into thriving multi-million dollar organizations in short periods of time. Her performance has been recognized in the national market of non-profits through awards for marketing, mentoring and exceptional achievement. She has led in well-known non-profits like Ronald McDonald House and Boys & Girls Clubs.

“We have thousands of animals to save. Raising funds to supplement the program is an imperative. We know animals and Nicole knows development. We need Nicole’s expertise, to bring us to the next level.” says Michelle Zebrowski, Board President of Homeward Bound.

DeFeo will consult for four months with Homeward Bound. She will be working directly with the board, committees and staff of the organization. “When you see that all the programmatic parts of the non-profit are functioning at the top level, like they are at Homeward Bound, it becomes easy to tell the story and create the ground swell of support. I am from South Jersey. To have an opportunity to work so close to home and with such an important cause is part of the appeal. I am looking forward to serving our community through this partnership.” Said DeFeo.

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Homeward Bound is a 501 (c)(3) charitable Organization whose mission is to end companion animal homelessness in Camden County through community awareness and responsible ownership.