



## **Barbara Blalock Joins The Empty Stocking Fund as its New Executive Director**

**Atlanta, GA / February 20, 2024** — The Empty Stocking Fund (ESF) Board of Directors announced today that Barbara Blalock has joined ESF as the organization's new executive director. In this role, Blalock will be responsible for developing and executing the organization's strategic plan, managing ESF's staff and shaping the organizational culture, and overseeing all operations including connecting with the community and donors. She replaces Manda Hunt who stepped down in 2023 after 13 years as executive director.



Blalock, who relocated to Atlanta from Phoenix, is an experienced nonprofit leader who is dedicated to driving positive social change. As the founder and former executive director of Treasures 4 Teachers, Inc., she led and oversaw end-to-end operational processes, fundraising, and volunteer management. Her commitment to community engagement and innovative program development resulted in substantial growth for Treasures 4 Teachers, with the organization generating over \$6 million in monetary and in-kind donations over 10 years.

"The level of leadership, resourcefulness, and commitment to community service that Barbara has demonstrated throughout her career make her an ideal fit for The Empty Stocking Fund," said Kristine Jordan, board chairperson at ESF. "We are confident that her extensive experience will drive continued growth and success, and we are excited about the positive impact she will make in advancing our mission."

The Empty Stocking Fund has been an Atlanta staple for nearly 100 years, distributing more than two million holiday gift packages to disadvantaged children. With the addition of two programs targeting academic success in 2019, the organization is committed to increasing student interest in learning by ensuring that every child has access to the essential and necessary tools they need to succeed academically.

"I am honored and excited to join the Empty Stocking Fund as executive director. My passion for community service aligns seamlessly with the organization's mission to make a meaningful impact on the lives of children in need," said Blalock.

Blalock's career has spanned a variety of roles, including senior regional preschool director at Valley of the Sun YMCA, adjunct early childhood college instructor at Central Arizona College, and regional community education program supervisor at Kyrene School District.

Notable achievements in Blalock's career include the successful establishment and operation of a social enterprise thrift store, the implementation of the *T4T on Wheels* mobile program, and the expansion of Treasures 4 Teachers with a satellite location in the West Valley.

### **About The Empty Stocking Fund**

The Empty Stocking Fund supports economically disadvantaged children throughout metro Atlanta by equipping them with essential supplies to succeed in school, providing classroom supplies to their teachers to create engaging learning environments, and empowering their parents and guardians with an opportunity to give them gifts at Christmas time.

For more information, please visit [www.emptystockingfund.org](http://www.emptystockingfund.org) or contact: [joy@emptystockingfund.org](mailto:joy@emptystockingfund.org)