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FOR IMMEDIATE RELEASE:

ERIE COUNTY COMMUNITY FOUNDATION ANNOUNCES NEW BOARD AND STAFF MEMBERS

Sandusky, Ohio, February 16, 2023 — Erie County Community Foundation is pleased to announce two new Board of Directors members and its new Director of Development & Marketing.



New Board of Directors member Jarvis Cole-Caston is a Business Instructor with Sandusky City Schools. He advises high school organizations including SHS Pep Club, Class of 2024, and United Black Students.

Cole-Caston is also the co-chair of the Minority Business Empowerment Team (MBET), a grassroots collaborative that provides resources and support to minority-owned businesses in the community. MBET recently received the 2022 Silver Award for Excellence in Economic Development from the International Economic Development Council (IEDC).

Cole-Caston is a 2008 graduate of Sandusky High School. Raised in a single-parent household, his mother stressed the importance of education. During his junior year, he lost his mother to a life-threatening disease. Cole-Caston continued to work hard and pursue higher education.

In 2013, he earned his BS in Marketing from Wilberforce University, the first private Historical Black College and University (HBCU). While attending Wilberforce, he participated in the study abroad program, Semester at Sea, where he traveled to 17 countries.

He began his professional career at Cintas Corporation in Cincinnati, where he successfully completed the Management Trainee Program. He later worked in Sales Management for Mattress Firm Family of Brands in Cincinnati. Upholding the principles of Brotherhood, Scholarship, and Service, Cole-Caston is a proud member of Phi Beta Sigma Fraternity.



New Board of Directors member Dr. Lonny J. Rivera is the Director of Innovation North Point ESC in Sandusky. He began his career as an elementary special education teacher in Toledo Public Schools. Over the course of his career, he has served as principal of Sherman Elementary School in Toledo, Coy Elementary School in Oregon City, and Wayne Trail Intermediate School in Maumee. He also served as chief of staff for Toledo Public Schools and superintendent of Oregon City School District.

In 2015 Dr. Rivera became an associate state superintendent for the Ohio Department of Education, where he led the Divisions of Accountability and the Teaching Profession. On January 1, 2016, he was selected as the Interim State Superintendent of Public Instruction.

Dr. Rivera attended the University of Toledo and Cleveland State University on a wrestling scholarship. He holds a BA in special education from Cleveland State University and a master's degree in educational administration and supervision, as well as a doctorate in education, from the University of Toledo.

Erie County Community Foundation's new Director of Development & Marketing, Paul Freeman comes to the Community Foundation after working in communications and brand consulting with nonprofits and other organizations throughout Ohio for the past decade.



In Freeman's new role at the Community Foundation, he will work with current and prospective donors, manage communications, marketing, outreach, event, and public relations efforts.

Freeman is an experienced communications and marketing professional who has significant work experience in sales, marketing, advertising, communications, branding, and public relations.

He previously owned Lower Bridge Marketing, a communications consultancy that helped contracted clients increase revenue, build and protect their brand identities, and streamline their go-to-market strategies. Throughout his career, Freeman has also held communications, marketing, and sales leadership positions in the healthcare, logistics, education management, and high-tech manufacturing industries.

Freeman earned his BS in Journalism/Public Relations from Ohio University in Athens, OH.

"We are extremely excited to welcome Jarvis, Lonny, and Paul to the Erie County Community Foundation," said Elizabeth Maiden, Executive Director. "Their wealth of experience and deep commitment to improving their community make them ideal additions to our team."

About Erie County Community Foundation

Erie County Community Foundation is a 501(c)(3) non-profit dedicated to building a thriving and vibrant Erie County, Ohio by addressing community needs, providing leadership, and cultivating resources for a lasting impact. The organization's primary purpose is to provide a means for people to make permanent gifts of assets to enhance the quality of life in Erie County and Sandusky, Ohio—today, tomorrow, and forever.



News Release

An independent Board of Directors and Officers governs Erie County Community Foundation, comprised of Erie County business, civic, and non-profit leaders. The Board of Directors employs Foundation staff, establishes policies and priorities, and directs final grantmaking decisions. The Board's strength lies in the diverse range of knowledge and expertise of its members, and in their shared commitment to improving the quality of life in Erie County, Ohio.

Since the Erie County Community Foundation's founding in 1995, the Foundation has grown from assets totaling \$1.8 million to more than \$36.6 million in 2022. During this time, the Foundation has distributed over \$20.5 million to area non-profits for local projects, programs, scholarships, services, and initiatives to improve the quality of life in Erie County, Ohio.

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