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Gulf Coast JFCS Announces Record Growth and Appointment of Additional Agency Leaders

(CLEARWATER, FL – October 13, 2022) – Gulf Coast Jewish Family and Community Services (Gulf Coast JFCS) has significantly increased their service reach in three years from a \$35 million budget in 2019 to more than \$50 million in 2022 and announces a growing senior leadership team as the social services non-profit extends their capacity to serve Floridians in need.

Dr. Eliza McCall-Horne has been appointed to the newly established role of Senior Vice President.

Melanie Brady has been promoted to the newly established role of Vice President for Child and Family Services.

Nicole Guincho has been promoted to the newly established role of Vice President for Clinical Services.

“Dr. McCall-Horne, Melanie and Nicole will join the outstanding leadership team in place at Gulf Coast JFCS as we work to strengthen our capacity to mentor and coach new, front-line leaders who will be ready to take on greater roles resulting from our dramatic growth” says president and CEO, Dr. Sandra Braham. “I am very excited to welcome these proven leaders to the agency and their new roles.”

Dr. Eliza McCall-Horne joins Gulf Coast JFCS with over two decades of social services experience, including more than 16 years in executive leadership. Her past role included managing an \$87 million budget as the Executive Director of Eckerd Connects. A child welfare expert, Eliza’s leadership has resulted in successfully establishing community programs, effective relationships, and agency partnerships. She is known for her comprehensive community outreach, leadership, and budget oversight. Prior to joining Eckerd Connects, she served as Executive Director for Children’s Home Society of Florida (CHS) overseeing Circuits 10 and 13 where she was instrumental in the development of the Community Partnership School in Hillsborough County. Eliza obtained her bachelor’s degree in Criminology, a master’s in Counseling and her doctorate in education.

Melanie Brady has been with Gulf Coast JFCS for 18 years and provides operational support for Child Welfare and related programming, which includes oversight for Case Management, Family Reunification, Kinship Support Services, Heart Gallery of Pinellas and Pasco, and Family Services Initiative. Melanie is a former co-chair of the Florida Coalition for Children Statewide Case Management

Subcommittee and remains an active member of the COO Council. Melanie received her Bachelor of Science degree in Psychology and is a Certified Child Protective Professional. She has over 19 years of experience, including 17 years of direct level management, in providing oversight to child protection, licensing, intervention, and diversion programs. She is currently pursuing a master's degree in Human Services and Organizational Leadership.

Nicole Guincho has been in the behavioral health field for more than 20 years and with Gulf Coast JFCS since 2004. Nicole oversees several residential treatment centers, elder services and the Community Assistance and Life Liaison Program. She holds master's degrees in Human Behavior and Mental Health and Rehabilitation Counseling from the University of South Florida. She is Licensed Mental Health Counselor and a Certified Addictions Professional. Nicole serves as an instructor for law enforcement Crisis Intervention Team (CIT) training programs in Pinellas and Pasco counties. In addition, she serves on the Pinellas National Alliance on Mental Illness (NAMI) board and the University of South Florida's Rehabilitation & Mental Health Counseling advisory board.

ABOUT GULF COAST JFCS: Protecting the vulnerable, strengthening families, and empowering individuals throughout the state of Florida since 1960, Gulf Coast Jewish Family and Community Services (Gulf Coast JFCS) is a 501(c)3 supporting nearly 37,000 diverse individuals and families of all backgrounds annually through its numerous programs across Greater Tampa Bay and beyond. Learn more about Gulf Coast JFCS at www.gcjfccs.org.

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