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Gulf Coast JFCS Announces New Leadership Appointments

(CLEARWATER, FL -- July 15, 2020) -- Gulf Coast Jewish Family and Community Services has announced three key appointments to its leadership staff.

"These leadership changes strengthen Gulf Coast JFCS delivery of critical services to our community including enhancing outreach to assist the needs of underserved populations, especially during these unprecedented times," said Dr. Sandra Braham, CEO. The organization provides services for child welfare, behavioral and mental health, Jewish Family Services and Holocaust survivors, refugee resettlement and support for survivors of torture, elder services and employment services. Throughout the state of Florida, Gulf Coast JFCS has provided help to 30,000 people in the past year alone.

The new appointments include:

Susan Farley has joined Gulf Coast JFCS in the newly created position of vice president for development and marketing outreach.

Ms. Farley brings more than 30 years of leadership experience in the areas of philanthropy, communications, and marketing in the nonprofit sector. She worked for more than two decades with the American Heart Association at local, regional, and national levels, and more recently as senior vice president for mission advancement for the international humanitarian organization, World Pediatric Project. Ms. Farley raised tens of millions of dollars to launch new or expand existing annual campaign and major gift fundraising initiatives, enhance strategic planning and establish organization wide connectivity to year-round stewardship of philanthropic contributions.

Ms. Farley graduated from Kent State University with a bachelor's degree in communications.

She is relocating from Richmond, Virginia to Clearwater with her husband.

Lloyd De France has been named chief human resource officer of Gulf Coast JFCS and will provide leadership in all aspects of human resources, employee engagement, organizational development, strategic change, and diversity for the organization.

Mr. De France has more than 25 years of experience leading human resources for organizations in a variety of industries, including travel, media, entertainment, facilities, security, and marketing.

He is past chair of the Childcare Field of Service for the United Way of Greater Tampa, and past board member of several charitable organizations including Alpha House, Tampa Marine Institute, Junior Achievement and Tampa Area Safety Council, and is an alumnus of Leadership Tampa.

He earned his bachelor's degree in mass communications and master's degree in business administration from the University of South Florida.

He lives in Clearwater with his wife, Tasha.

Elke Cumming joins Gulf Coast JFCS as the new vice president of programs and administration. She is the past executive director of the Paso del Norte Center of Hope where she led a team serving survivors of labor and sex trafficking in El Paso, Texas.

Ms. Cumming has had diverse work and volunteer experiences over the past 13 years, and has held a variety of positions, supervising homeless services, teen leadership, supportive housing for elders and domestic violence survivors, facilities development and ultimately served as COO and Interim CEO at the YWCA El Paso del Norte Region.

She holds a master's degree in public health from the University of Texas, School of Public Health.

Ms. Cumming lives in Clearwater.

ABOUT GULF COAST JFCS: Gulf Coast Jewish Family and Community Services (Gulf Coast JFCS) supports diverse individuals and families of all backgrounds through its numerous programs, across 40 Florida counties. Agency values are rooted in the Jewish tradition and include repairing the world, welcoming the stranger, peace, freedom, compassion, charity, respect and truth. Learn more about Gulf Coast JFCS at www.gcjfcc.org.

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