

## News Release

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FOR IMMEDIATE RELEASE

### ***SPECIALIZED ALTERNATIVES FOR FAMILIES AND YOUTH (SAFY) ANNOUNCES NEW PRESIDENT AND CHIEF EXECUTIVE OFFICER***

*SAFY Board of Directors names William “Will” Matt as the next President and CEO*

(Columbus, Ohio)---Specialized Alternatives for Families and Youth (SAFY) and its Board of Directors is pleased to announce the selection of William “Will” Matt, and his acceptance to become SAFY’s President and Chief Executive Officer, effective June 15, 2017.

Matt brings to the position over 25 years of financial, operational, and executive leadership experience. At SAFY, he fuels a strategic direction for empowering vulnerable families and children utilizing child and family serving policies, practices and procedures. His experience in transformational and adaptive leadership articulates a vision which addresses larger societal issues and reaches a common goal of Preserving Families and Securing Futures.

“Matt is a dynamic leader who is deeply committed to increasing SAFY’s capacity to serve more families and children through the use of technology, innovative service delivery, and effective philanthropy,” said Carter Papke, Chairman of the SAFY of America Board of Directors. “His strong business acumen, experience on nonprofit boards, and passion for helping families and children impacted by trauma will help guide SAFY in its next phase of growth. The board of directors and executive leadership team have confidence in Will Matt being a great leader, not only for SAFY, but for the communities we serve across eight states. We’re thrilled to have him join the SAFY family.”

Prior to joining SAFY, Matt was the Chief Financial Officer of Popeyes Louisiana Kitchen, Inc. in Atlanta, GA. Matt and his wife Natalie of 29 years, along with their five children are eager to reconnect with the Columbus, Ohio community where from the years 2000-2014 he served in executive level positions as Chief Operating Officer of La Senza Global and Chief Administrative Officer, Victoria Secret at L Brands Inc. Matt was the Trustee of Columbus Museum of Art for over eight years, where he was involved in the \$94 million expansion campaign.

“With the heart of a servant, I am honored and humbled to take on the leadership of SAFY,” Matt says. “I look forward to working with my dedicated colleagues to continue the positive impact SAFY has on families and children experiencing trauma. Our goal will be to build on the great work done to date and to expand SAFY’s reach to more and more families and children in need.”



To learn more about SAFY, call 800-532-7239 or visit [SAFY.org](http://SAFY.org).

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**About SAFY.** Specialized Alternatives for Families and Youth (SAFY) of America is a national non-profit organization creating healthy youth and families through community-based solutions. Building upon our reputation as a leader in treatment foster care services, our comprehensive home- and community-based programs serve those with social service and behavioral health needs in eight states including Alabama, Colorado, Indiana, Kentucky, Nevada, Oklahoma, Ohio, and South Carolina. To learn more about our programs and services, call 800.532.7239 or visit [www.safy.org](http://www.safy.org).

