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**Ilana R. Ormond and Catherine Lee Join  
Ventura County Community Foundation in Donor Development &  
Planned Giving Expansion**

**Ilana R. Ormond Named Director of Planned Giving and Catherine Lee  
Named Director of Donor Relations**

(CAMARILLO, CA – August 7, 2007) — VCCF announced a significant expansion of its donor relations and development staff, with two additions: Ilana R.Ormond has joined the Ventura County Community Foundation as the Director of Planned Giving and Catherine Lee has joined VCCF as the new Director of Donor Relations.

“We’re delighted to welcome Ilana and Catherine to the VCCF,” said VCCF President and CEO, Hugh Ralston. “They both bring a wealth of experience with them that will help VCCF to move forward in further enhancing its work of developing and enhancing philanthropy in the County.”

As the Director of Planned Giving, Ilana Ormond will serve as the VCCF liaison to the planned giving community and provide leadership to the newly established VCCF Planned Giving Initiative, as well as support for its charitable gift annuity program to attract capital to local nonprofits. She will also be a member of the faculty with the Resource Center for Nonprofit Management, with dedicated programming around planned and deferred giving on a regular basis

Prior to joining VCCF on August 1, Ormond served for 8 years as the Director of Planned Giving for the Los Angeles Jewish Home for the Aging in Reseda, California. In this capacity, she expanded the planned giving effort into a \$45 million program; grew the agency’s gift annuity program and secured additional deferred gifts in excess of \$15 million. She also developed a new marketing campaign for the agency. In addition, she worked as the Senior Development Officer for the National Jewish Medical and Research

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Center's Western Region office in Sherman Oaks, and served as the Gift Planning Coordinator for the Motion Picture and Television Fund Foundation.

After serving as a consultant to VCCF for several months, Catherine Lee was appointed Director of Donor Relations effective July 16<sup>th</sup> to replace the departing Susan Walker. In her responsibilities, Catherine Lee will be responsible for sustaining VCCF donor relations efforts for its nearly 500 funds, as well support of VCCF's Associates and Century Circle annual support groups.

Lee will also provide staff support for VCCF's field of interest funds, including Destino: The Hispanic Legacy Fund, the Women's Legacy Fund, the Heritage Fund and other funds and initiatives as appropriate.

Lee comes to VCCF from The River Valley Club, Adult Day Program in Santa Paula, where she served as Executive Director. Lee has also served as Director of Community Relations for the Rubicon Theatre Company in Ventura and she was Executive Director of the Montecito Association and Montecito Community Foundation.

The Ventura County Community Foundation is a family of charitable funds whose combined assets now exceed \$100 million, with 2006 grants and pledges of \$8.5 million. The Foundation's mission is to promote and enable philanthropy to improve our community and to build long-term capital to benefit Ventura County. For more information, visit [www.vccf.org](http://www.vccf.org).

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