



PRESS RELEASE

FOR IMMEDIATE RELEASE

Date: February 21, 2023

CONTACT: Katherine DiPierro

Development and Communications Associate

267-536-0616

katherined@upliftphilly.org

Uplift Center for Grieving Children appoints Keri Salerno as next Executive Director

Uplift Center for Grieving Children, Philadelphia's largest provider of free grief and bereavement services for youth and their caregivers, has named Keri Salerno as its new Executive Director. Salerno will assume responsibilities on March 8, and succeeds Darcy Walker Krause, who stepped down as Executive Director in July of 2022 following nine years of service.

Salerno brings more than 20 years of experience in the non-profit, public, and political sectors to Uplift. A skilled fundraiser, manager, and advocacy specialist, she has raised an estimated \$60M from government, philanthropy, corporations, and individuals on behalf of non-profits, government, and political and issues-based campaigns.

"Keri Salerno will bring strong leadership, new energy, and a clear sense of urgency when it comes to ensuring the young people of Philadelphia receive the kind of support they need to heal in the wake of loss," said Eryn Santamoor and Ryan Conner, members of Uplift's Board of Directors who co-chaired the nonprofit's Executive Search Committee. "The next chapter for Uplift will be about building on our clinical strengths and reinforcing how Uplift meets the growing needs of Philadelphia children and their families, and we have great trust in Keri's ability to deliver."

Salerno comes to Uplift from Public Health Management Corporation's (PHMC) Health Promotion Services division, where she oversaw its work in the built environment, workforce development, and sexual health. She also worked as HPS' Senior Director, Strategic Initiatives, where she oversaw the portfolios related to nutrition and safe streets.

Prior to joining PHMC, Salerno served under New Jersey Senate President Stephen Sweeney as Aide to the Law and Public Safety Senate Committee. During Philadelphia Mayor Michael A. Nutter's term, she served as Director of Reentry Strategies and Outreach as well as Director of Philanthropic Relations. In these roles, she created programs and policies to aid vulnerable populations, with a focus on those who have been justice-involved and affected by gun violence. Salerno has also worked as a fundraiser and grassroots organizer for local, state, and federal issue-based and electoral campaigns.

In addition to her professional experience, Salerno is civically engaged as a member of the Board of Directors of Philadelphia250 and is Committeeperson for the 2nd Ward 9th Division. She has also held leadership positions with the Philadelphia Social Innovations Journal and Philadelphia Young Non-profit Leaders. Early in her career she was a member of several young professional organizations.

“Uplift Center for Grieving Children provides a critical service to youth in Philadelphia by supporting them through a difficult time in their lives,” said Salerno. “I look forward to working with the staff, board of directors, stakeholders, and interested others to continue this important work.”

About Uplift Center for Grieving Children

Uplift Center for Grieving Children was founded in 1995 by the Bereavement Program at St. Christopher’s Hospital for Children and incorporated as an independent nonprofit in 2000. Annually, Uplift directly supports more than 2,500 children in Philadelphia through no-cost peer support grief services offered across the City. Its mission is to help children grieving a death to heal and grow through their grief while strengthening families, communities and professionals’ understanding of how best to respond to their needs.

###