



MARY FRANCES COLLEY, MBA
VICE PRESIDENT OF DEVELOPMENT

Mary Frances Colley became The Arc of Central Alabama's Vice President of Development in 2017 after roles as Assistant Director of Development and Director of Development. She oversees all fund and resource development, stewardship, donor, community and volunteer relationships, and marketing and public relations efforts.

Prior to joining The Arc, Mary Frances spent three years fundraising for the American Cancer Society. In that time she exceeded assigned fundraising goals by 115%, was ranked the #4 fundraiser in the Mid-South Division out of 165 staff, and was awarded the ACS Associate Commendation of Excellence twice.

Mary Frances graduated from Auburn University with a bachelor's degree in Biomedical Sciences. During her time at Auburn, Mary Frances's passion for leadership and community involvement began through participation in AU Mentors, SGA, Student Counseling, and Auburn University Panhellenic, serving as the Director of New Member Education for all Greek life, after roles as Alpha Gamma Delta's VP of Recruitment and New Member Educator. Through a campus-wide nomination and interview process, she was selected as a Top Five candidate for Miss Auburn, official hostess of Auburn University, and ran a campaign on the platform of student-to-student mentorship. These experiences taught her the skills to lead and engage large groups of volunteers, and to inspire philanthropy and community involvement in others.

Mary Frances recently graduated from UAB with a Masters of Business Administration. Her passion for philanthropy continues through her community involvement in Birmingham. Mary Frances spent three years as a weekly second grade reading tutor in the Avondale STAIR program. She is an active member of Canterbury United Methodist Church, and leads a weekly high school bible study. A great deal of her community involvement is through her membership in the Junior League of Birmingham, where her Community Placement is "Can You Dig It?", a field trip program for underserved schools at the Birmingham Botanical Gardens. Mary Frances served as Co-Chair of the program in 2016, Chair in 2017 and 2018, and was named BBG's "Educator of the Year" in 2017. Mary Frances also served the League in 2018 as a member of the Community Research Team, and received a JLB "Bloom Where You Are Planted" award that same year. She joined the Junior Executive Board of the Birmingham Botanical Gardens in 2017 to help the gardens raise funds and awareness. She is a member of the Association of Fundraising Professionals, a group in which she now serves on the Executive Board as Secretary, as well as member of the National Philanthropy Day Committee.