



September 10, 2021

Dear Friends,

On behalf of the Trickle Up board, I am writing to share the news that Nathalie Laidler-Kylander will become our organization’s next President. Effective October 19, she will succeed Bill Abrams, who is retiring after 16 years leading Trickle Up.

Nathalie brings to Trickle Up 18 years’ experience in the international sector in an impressive array of roles. Since 2015, she has been a Managing Director at Draper Richards Kaplan Foundation, where she advised and served on boards of 18 emerging, innovative nonprofits in countries including India, Zimbabwe, Tanzania, Peru, and the US. From 2007-2016, Nathalie was a lecturer at the Fletcher School at Tufts University and the Kennedy School at Harvard University on nonprofit management and leadership. Through her research, teaching, and consulting, Nathalie is recognized as a leading expert on nonprofit brand management. Her work has been published in the *Stanford Social Innovation Review* and the *Harvard Business Review*, and she is the co-author of *The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity*.

Earlier in her career, Nathalie held positions with the United Nations Development Program in Senegal and Doctors Without Borders in Armenia, as well as management roles in the medical field. She holds a BS in Biochemistry from Imperial College at London University, an MBA from Harvard Business School, and a PhD from the Fletcher School at Tufts University.

We believe Nathalie is the right leader for these times of profound global change. Her extensive experience in international development will help us meet the challenges of the future, both for our program participants and our organization. She is committed to the mission that has been our North Star since 1979 — helping women and their families escape extreme poverty, vulnerability, and marginalization. Nathalie is a nurturer of people and ideas, with a deep understanding of diverse cultures and contexts, and will be a passionate and effective ambassador for Trickle Up.

Throughout his 16 years with us, Bill has been a transformative leader, guiding Trickle Up to levels of unprecedented scale and impact. We helped hundreds of thousands of families successfully start on a pathway out of extreme poverty. During his tenure, Trickle Up became a truly global organization with strong teams in Central America, South Asia, and the US. We established partnerships with the National Rural Livelihoods Mission in India, national governments in West Africa, the World Bank, municipalities in Guatemala, and the UN High Commission for Refugees, as well as such prominent funders as the Ford Foundation, MetLife Foundation, USAID, and the US State Department.

Bill also has been a leader in the global development community, both through his leadership roles at InterAction, the association of US-based international NGOs, and the World Bank’s Partnership for Economic Inclusion, a community of practice of development agencies, funders, and researchers that work together to increase the scale and impact of the Graduation Approach. It is fair to say that his imprint on Trickle Up is second only to that of our founders Glen and Mildred Robbins Leet.

Thanks to Bill’s tireless leadership and the commitment of our global team, the Trickle Up that Nathalie will join is well-positioned to face the challenges of rising numbers of people in extreme poverty, climate

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**FOUNDERS**

Glen Leet  
(1908 - 1998)  
Mildred Robbins  
Leet (1922 - 2011)

change's impacts on the poorest families and places, the disruptions of the Covid-19 pandemic, and new approaches for effective international development. Over the coming months, we will host a series of online and in-person events where you will have an opportunity to meet Nathalie and discover for yourself why our board has enthusiastically and unanimously chosen her to lead Trickle Up forward.

Sincerely,

A handwritten signature in cursive script, reading "Penny Foley". The signature is written in black ink on a white background. The word "Penny" is written in a flowing, connected cursive style, and "Foley" is written in a similar style with a large, sweeping flourish at the end.

Penny Foley

Chair, Trickle Up Board of Directors