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Goodwill of the Finger Lakes Appoints Sarah M. O’Brien as Director of Development & Marketing

ROCHESTER, N.Y. — [Goodwill of the Finger Lakes](#) is pleased to appoint Sarah M. O’Brien to its leadership team as director of development and marketing. She brings to the position more than 20 years of experience in corporate and nonprofit communications, fundraising and community relations.

As director of development and marketing, O’Brien will oversee the planning, execution and evaluation of marketing and advancement strategies to support fundraising, development and public engagement for the organization. She will also work in close partnership with Goodwill of the Finger Lakes President & CEO Jen Lake and the board of directors to ensure effective brand strategy and to foster strong donor relationships.

“I’m excited to join the Goodwill team and become part of such a great organization,” O’Brien said. “This new role allows me to stay actively involved in the community, aligning my passion for non-profit development with my marketing and advertising background. I look forward to strengthening Goodwill’s presence and impact in the communities we serve.”

Prior to joining Goodwill of the Finger Lakes’ leadership team, O’Brien spent more than 13 years at East House in various development and community relations roles. Most recently, she served as associate vice president of advancement and, throughout her tenure, helped establish the East House brand and development program to advance the agency’s mission to reduce stigmas for people with mental health and substance use disorders. O’Brien’s extensive experience also includes several years in advertising, public relations and higher education. She previously served as public relations and events manager for the High Falls Women’s Film Festival, taught various film and multimedia courses as an adjunct professor at Rochester Institute of Technology, and served as an account executive for local advertising and communications agencies.

“We’re delighted to welcome Sarah to our team,” Goodwill of the Finger Lakes President & CEO Jen Lake said. “Not only does she bring a wealth of knowledge and experience, but she also possesses the unique skillset, proven track record and strategic mindset to drive our mission forward and amplify brand awareness in the communities we serve. I look forward to supporting her success in this essential role.”

Outside of the office, O’Brien is active in the community and has volunteered with a variety of local nonprofit organizations throughout the past decade. She sits on Memorial Art Gallery’s Council Program Committee and previously served on the Association of Fundraising Professionals Genesee Valley Program Committee, the Reel Mind Film Series steering committee and as chapter vice president of Women in Film & Television Rochester.

O’Brien earned her bachelor’s degree from SUNY Purchase and her master’s in fine arts, film from Rochester Institute of Technology. She resides in Rochester with her husband, Brian.

About Goodwill of the Finger Lakes

A 501(c)(3) charitable organization, Goodwill of the Finger Lakes positively impacts the lives of more than 184,000 people each year through its commitment to elevating people, community and planet for a good today and a better tomorrow. Headquartered in Rochester, New York, the organization’s unique social enterprise model takes an innovative approach to workforce development and job creation opportunities for individuals with barriers to employment while also generating revenue to support its many community impact programs and services. Goodwill of the Finger Lakes’ community impact programs, including Goodwill Vision Enterprises (formerly ABVI, Association for the Blind and Visually Impaired), 211/LIFE

LINE/988 and Goodwill Learning Academy have a long and successful history of providing essential services to the Finger Lakes region, and the organization's more than 750 individuals use their passion and expertise to find innovative solutions to address pressing social needs. Learn more at goodwillfingerlakes.org.

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