

## Longtime fund-raiser puts training on group's agenda



**Michelle King**, of Jensen Beach, is the president for the **Association of Fundraising Professionals' Treasure Coast chapter**. King also is the director of development for Planned Parenthood of South Florida and the Treasure Coast.

(Photo: Sarah Grile/The Post)

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STUART — Michelle King's career goal once involved becoming a court reporter. But after taking a temporary position with the United Way, she eventually found another task that she loved - helping nonprofit organizations.

The Jensen Beach resident recently began a term as the president of the Association of Fundraising Professionals' Treasure Coast chapter.

The chapter has about 50 members representing various nonprofit agencies in Martin and St. Lucie counties. Members generate philanthropic support for organizations.

"We couldn't exist as nonprofits without the generosity of the philanthropists on the Treasure Coast," King said.

King, 41, has been involved with the Treasure Coast chapter for eight years and was a member of the West Palm Beach chapter for a year before that.

She is the director of development for Planned Parenthood of South Florida and the Treasure Coast, a position she's held since April, and before that she held positions with the United Way of St. Lucie County and the Hibiscus Children's Center.

King, who moved to South Florida from Louisville with her family nine years ago, said it was work with the United Way in Louisville, Ky., that got her interested in working for nonprofit agencies.

As president for the Association of Fundraising Professionals' Treasure Coast chapter, King said one of her goals will be to provide more educational seminars to help members in their fund-raising activities.

"We know that budgets are tight for each individual nonprofit this year and what gets cut are the professional development and the conferences and the educational things that you're able to attend," she said. "And then, secondly, to make sure that our philanthropists in this area are proud of the work that we do as nonprofits and they feel confident in us and they're willing to support us."

When King isn't involved with her fund-raising activities, she enjoys coaching with the Jensen Beach Falcons Pop Warner cheerleading program, where her daughter cheers.

"I love that," she said. "We've been to regionals the last four years and it's pretty exciting. ... Just watching what those girls do, it's amazing."

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