



FOR IMMEDIATE RELEASE

Contact: Bobbie Fleming
Central Sierra Resiliency Fund Director
bobbie@sierrahistorical.org | 559-955-6766

Central Sierra Resiliency Fund Hires Fund Director

SHAVER LAKE, CALIFORNIA – January 3, 2022. The Central Sierra Resiliency Fund (CSRF) is excited to announce that Bobbie Fleming has been selected for the role of Director effective December 1, 2021. Ms. Fleming will manage all day-to-day operations, coordinate community workdays and events, oversee working groups, collaborate with local organizations, lead marketing and community engagement efforts, provide fundraising assistance and lead the Fund's long-term strategic planning.

Ms. Fleming brings a wealth of knowledge having served in the non-profit industry in a variety of leadership roles including associate executive director of the Clinical TMS Society, California Association of Business Brokers, Certified Access Specialist Institute, and Association of Medicine and Psychiatry. Ms. Fleming is a mountain resident and Sierra High School and Fresno State Craig School of Business alumni. Her deep passion for the central Sierra community, combined with her expertise, will help to further advance the mission of the Central Sierra Resiliency Fund.

In addition to serving as the CSRF Director, Ms. Fleming will serve as the Business Manager for the Museum of the Sierras and act as a liaison between the two entities, further unifying them under the Central Sierra Historical Society.

"We are thrilled to have Bobbie join the Resiliency Fund team at a time when we are moving our focus into long-term Creek Fire recovery efforts. There are exciting projects on the horizon for 2022, so hiring a Director was a strategic decision and will help further the program and project success of the Fund." – Sahara Saude-Bigelow, CSRF Councilmember

About Central Sierra Resiliency Fund

The Central Sierra Resiliency Fund's mission is to support the revitalization of the forests and communities surrounding Shaver Lake through land restoration, local stewardship, and economic efforts that honor the historical legacy of the Central Sierra region. CSRF is a community initiative held at the Central Sierra Historical Society and Museum. Local community members and concerned professionals have collaborated to create a Resiliency Council to administer the restricted fund and determine funding recipients. The Council is partnering with other local, state, and national organizations to ensure resources to empower the mountain community to get people living, working, and recreating on the mountain again. For more information, visit: <https://museumofthesierra.org/resiliencyfund> or follow the Resiliency Fund on Facebook (@sierraresiliencyfund) and Instagram (@resiliencyfund).