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Goodwill of Greater Washington names Kent Sneed Director of Diversity, Equity & Inclusion

Washington, DC: Goodwill of Greater Washington (Goodwill) is pleased to announce that Kent Sneed will be taking on the newly created role, Director of Diversity Equity and Inclusion. Kent will transition to this role on July 19, 2021.

Kent has been with Goodwill since February of 2020. He is currently part of the Development Team where he serves in the role of Senior Development Officer for Business Development. In this role, he is responsible for planning and leading a comprehensive corporate relations program to generate revenue and resources for Goodwill.

Kent has had many accomplishments in his time at Goodwill. He has increased the organization's reach and community impact by helping Goodwill partner with organizations like the Capital Area Food Bank, MGM, and Comcast to name a few. Notably, Kent was part of the committee that wrote Goodwill's Diversity Equity and Inclusion statement. Kent's interest and commitment to DEI and creating an inclusive workplace is evident.

Before coming to Goodwill, Kent held various development and programmatic positions with several youth-serving organizations. He served as District Director for Boy Scouts of America where he managed efforts in membership recruitment, volunteer engagement, and special events. Additionally, Kent served as the Director, Partnerships and Development for Junior Achievement of Greater Washington (JA), where he maintained strategic partnerships and implemented JA's efforts in fundraising and community relations strategies in the region.

Kent grew up in Cincinnati, Ohio and attended Ohio Northern University. He holds a Bachelor of Arts degree in Criminal Justice and is a proud alumnus of immersive internship program, The



Washington Center. Kent is dedicated to supporting underprivileged youth and social justice initiatives. He volunteers as a mentor for Capital Partners for Education and serves as Co-Chair for the Association of Fundraising Professionals, Race and Discrimination Task Force. On a personal note, Kent enjoys watching sports, staying active and spending time with his fiancée and his Labradoodle.

“I believe Kent's skills, temperament, and his clear passion for issues of social justice and DEI make him the right person to be GGW's first Director of Diversity Equity and Inclusion,” says Judy Adams, Goodwill of Greater Washington's Vice President of People & Culture. “As we move forward on this journey of culture change, and becoming the best organization we can be, we will lend our support, ideas, and encouragement to Kent as we work our way through establishing DEI as an everyday part of GGW's culture.”

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ABOUT GOODWILL OF GREATER WASHINGTON: As a nonprofit, charitable agency, Goodwill transforms lives and communities through the power of education and employment. Goodwill operates a chain of retail stores, custodial, grounds maintenance, and pest control businesses, and a DC charter high school serving adult students, The Goodwill Excel Center.