



FOR IMMEDIATE RELEASE

Heron Foundation Names Felecia Lucky as New President

Lucky to assume leadership position on October 1

NEW HAVEN, June 10, 2025 – The [Heron Foundation](#) today announced that Felecia Lucky will be the foundation's next President and CEO effective **October 1, 2025**. A nationally respected philanthropic leader and community advocate, Lucky brings more than two decades of experience in community development, nonprofit leadership, and social impact to Heron, an organization long recognized as a trailblazer in mission-aligned investing and place-based philanthropy.

Lucky is currently the President and CEO of the Black Belt Community Foundation (BBCF) in Selma, Alabama, where she leads transformative initiatives across twelve of Alabama's most underserved counties. Her leadership at BBCF is marked by a deep commitment to equity, grassroots advocacy, and sustainable community development—principles that align closely with Heron's mission to help people and communities help themselves. She will step down from her current position on September 30.

"Felecia Lucky is a visionary leader whose work has consistently demonstrated the power of community-driven change," said **Buzz Schmidt**, Chair of the Heron Foundation Board. "Her unwavering commitment to community, deep knowledge and expertise, and her ability to lead with the courage of her conviction make her the ideal person to guide Heron during the next chapter."

A native of Livingston, Alabama, Lucky holds a B.S. in Accounting from Tuskegee University and an M.B.A. from the University of Alabama. Her career spans corporate finance, economic development, and philanthropic leadership. She has served on numerous national boards and commissions, including the Council on Foundations Community Foundation Leadership Team and the Southeastern Council on Foundations, and is a graduate of Leadership Alabama and the Delta Regional Authority's Delta Leadership Institute.

"I am honored and thrilled to join the Heron Foundation at this pivotal moment," said **Felecia Lucky**.

"Heron has long been a beacon of innovation in philanthropy, boldly reimagining how capital can better serve people and the places they call home. I look forward to building on that legacy as Heron embarks on this next chapter and to working alongside communities across the nation to co-create a more just and inclusive future."

Lucky's appointment signals Heron's continued commitment to advancing community-led solutions and rethinking the role of philanthropy to effect greater positive change.

About the F.B. Heron Foundation

The F.B. Heron Foundation is a private, national foundation dedicated to helping people and communities help themselves. Founded in 1992, Heron is known for its pioneering work in impact investing and its commitment to deploying all its assets—grants and investments alike—in service of its mission. Heron partners with communities across the United States to support inclusive community building and development, systems change and a more just society.

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