



FOR IMMEDIATE RELEASE  
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**Giving Grove Announces New Collaborative Approach to Leadership for the Kansas City Nonprofit**  
*Giving Grove orchards provide free fruits, nuts and berries for neighborhoods facing food insecurity*

**Who:** The Giving Grove National Network  
**Where:** Kansas City Metropolitan

**What:** Kratofil & Williamson New Co-Leaders  
**When:** Effective Immediately

Kansas City, MO- **Newly appointed Co-Executive Directors Erica Kratofil and Ashley Williamson bring fresh eyes and a new approach to leading one of Kansas City's fastest-growing national nonprofits.** Founded in 2013, the urban orcharding nonprofit began expanding nationally in 2017 and now supports programs in 13 cities across the U.S. in collaboration with a robust network of local partners.

**"Since the inception of The Giving Grove National Network, our goal has always been to work collaboratively with our affiliate partners. It feels natural to now transition to a shared co-leadership model where two inspiring and accomplished leaders draw on their collective experiences to propel The Giving Grove program,"** says Greg Finkle, Giving Grove Board Chairman.

**"To ensure the success of this approach, we are investing in personal and professional development and emphasizing our collaborative philosophies,"** says Ashley Williamson, Co-Executive Director. **"Since adopting co-leadership, we have grown our affiliate and supplier network, secured new funders and completed a rebranding process. With community vitality at the front of mind, we are excited to continue strengthening this organization."**

**"While Ashley and I have different backgrounds and life experiences, we draw on our training as social workers to guide our ethos, which is rooted in equity,"** says Erica Kratofil, Co-Executive Director. **"I am always inspired working with innovative program managers across the U.S. who are helping neighborhood advocates make lasting change through community orchards. It is an exciting challenge to grow and improve our model."**

Together, Kratofil and Williamson have big plans for this Kansas City-grown urban agriculture nonprofit. We invite the media to meet with these two women who are literally changing food landscapes in cities nationwide. **Learn about their paths from social work to running an agriculture nonprofit and what they envision for the future of Kansas City's own Giving Grove.**

To schedule time with Kratofil and Williamson, please contact Sarah Sikich, Giving Grove Communications Manager, at [sarah@givinggrove.org](mailto:sarah@givinggrove.org) or 816-269-9941.

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Giving Grove's vision is thousands of little orchards in food-insecure urban neighborhoods nationwide, creating a local food production system that feeds people for decades. Learn more at [www.givinggrove.org](http://www.givinggrove.org).