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## FOR IMMEDIATE RELEASE

### **[Sexually Abused Children's Relief Endeavor (SACRED)] Announces New Board Appointments to Strengthen Efforts in Providing Financial Support to Families Impacted by Child Sexual Abuse**

**Overland Park, Kansas — November 8, 2024:** Sexually Abused Children's Relief Endeavor (SACRED) is pleased to announce the appointment of Nancy Zielke, Managing Director, Alvarez & Marsal and Smoke Wallin, Managing Director and Partner, STS Capital Partners to its Board of Directors. Nancy and Smoke bring a wealth of experience and a shared dedication to SACRED's mission: providing immediate financial assistance to families in crisis due to child sexual abuse.

Nancy Zielke is a highly regarded public finance leader providing innovative solutions and strategies to improve financial and operating results and navigate through financial difficulties. With over 45 years of government finance experience, Nancy has demonstrated experience and a proven record leading state and local governments to improve financial and operational results and navigating through fiscal uncertainty. She has made significant contributions to community development and governance through her service on various community planning and government policy oversight committees, as well as several nonprofit boards helping drive positive change in the communities she serves.

Zielke said, "I am deeply honored to join the board of SACRED and to contribute to an organization that provides critical, immediate support to families affected by child sexual abuse. SACRED's mission is incredibly close to my heart, and I am committed to helping ensure that children and families in crisis receive the resources and assistance they need during the most challenging times of their lives".

Smoke Wallin is a CEO, entrepreneur, M&A leader, investor, naturalist and humanitarian with extensive leadership and board level experience across industries, including consumer products, beverage, cannabis, finance, hospitality, health and wellness, distribution, and technology. He is co-founder and director of Dignity Moves, which aims to end unsheltered street homelessness by building interim supportive housing with rapid, cost-effective, scalable solutions.

Smoke said, "SACRED's work in supporting families who experience the trauma of child sexual abuse is so important. These blessed children and the families who support them need all the help they can get on their road to recovery. I am honored to lean in to assist SACRED's efforts to expand their reach, awareness and support."

The expansion of SACRED's board underscores its steadfast commitment to broadening its reach and resources to support families navigating one of the most challenging experiences imaginable. With the support of the new board members, SACRED is ready to strengthen its assistance for families across the country, helping them navigate the unforeseen financial strain that often accompanies the loss of a primary income due to child sexual abuse.

"We are thrilled to welcome these visionary leaders to SACRED's Board of Directors," said John D'Attoma, SACRED Co-Founder and President/CEO. "Their experience and insights will be invaluable as we work to expand our impact, ensuring that no family feels alone or unsupported during a crisis caused by the sexual abuse of a child or children."

#### **About SACRED**

Sexually Abused Children's Relief Endeavor (SACRED) is a nonprofit organization dedicated to providing immediate and temporary financial assistance to families in crisis due to child sexual abuse. Working directly with accredited Children's Advocacy Centers (CACs), SACRED offers essential support to address families' urgent needs, helping them navigate critical moments of financial hardship.

For more information, visit [www.kidsaresacred.org](http://www.kidsaresacred.org) or contact Gina McCord, Executive Director at 913.204.0158.

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