



**FOR IMMEDIATE RELEASE**

Release Date: 10/30/2023

Media contact: Cheryl Diday, [cdiday@knitwell.org](mailto:cdiday@knitwell.org)

## Project Knitwell Hires New Executive Director and Volunteer Coordinator

*Lexi Keogh brings extensive nonprofit experience and creative passion to Project Knitwell*

**WASHINGTON, D.C.** --- Project Knitwell has hired **Lexi Keogh** as its new Executive Director and **Kim Shaffir** as the new Volunteer Coordinator in October.

Board President Cheryl Diday shared, “After an extensive search, we are excited to bring Lexi to Project Knitwell. Her extensive experience in nonprofit leadership, development, and strategic planning will be a tremendous asset to the future of the organization. Coupled with Kim’s strong collaborative and organizational skills, they are poised to help Project Knitwell continue to meet its mission of providing wellness, comfort, and community through knitting instruction.”

Lexi is a nonprofit professional with over 20 years of experience in communications, fundraising, membership, and special events. She most recently served as the Executive Director of UpCycle Creative Reuse Center in Alexandria, VA. She also served as Development Director at Alice Ferguson Foundation. Prior to leading the environmental education nonprofit’s fundraising efforts, she spent 15 years in a variety of roles at the Alaska Wilderness League in Washington, DC. She has extensive nonprofit experience with an eye towards implementing organizational sustainability in all aspects of a nonprofit – from fundraising to organizational development and programs.

Lexi says, “I am thrilled to step into the role of Executive Director at Project Knitwell, where we bring community and support to those navigating times of change. I am looking forward to working together with the board and staff to knit a stronger and more resilient community.”

Kim retired as a production manager for CBS News, Washington News Bureau, and a producer/editor for Face the Nation. She is an active volunteer with Project Knitwell.

In Kim’s words: “When I saw the posting for the Volunteer Coordinator position, I thought it would be the perfect job for me because I’d get to help and support an organization whose mission I wholeheartedly support.”

### **About Project Knitwell**

*Founded in 2010, Project Knitwell is a 501(c)(3) nonprofit organization helping people facing challenges by providing knitting instruction and shared community opportunities that promote wellness and resilience. All of Project Knitwell’s programming is provided by volunteers. With minimal paid staff and nearly 50 volunteers, Project Knitwell has proudly served more than 6,000 participants in its first decade.*

**Lexi Keogh**  
Executive Director



**Kim Shaffir**  
Volunteer Coordinator



###