



Kelli Smith, President & CEO, UMRC-Porter Hills Foundation

Kelli Smith, CFRE was appointed in 2023 to lead the UMRC-Porter Hills Foundation, the fundraising arm for Brio Living Services. Kelli leads the Foundation team in its fundraising initiatives to support older adults, including the Foundation’s cornerstone—Benevolent Care—as well as Team Member Support Services, Life Enrichment programming for older adults, and Capital and growth opportunities for the organization.

An accomplished fundraising professional, Kelli comes to the Foundation with more than 25 years of philanthropic experience in healthcare, education, and the zoological sectors. She has a demonstrated track record of leadership and fundraising success and of developing thriving relationships and programs in the Metro Detroit area and Grand Rapids, which Brio Living Services serves.

Most recently, Kelli served as Chief Development and Engagement Officer on John Ball Zoo’s executive team. She spearheaded an \$18.5 million campaign in this role and led teams responsible for philanthropy, marketing, government affairs, community engagement, and membership.

In addition, Kelli has led major and planned gift efforts to complete a multi-million dollar campaign as Director of Philanthropy at Saint Mary’s Foundation, Mercy Health. Her experience includes roles at the Beaumont Health Foundation, the American Heart Association, Detroit Country Day School, and University Liggett School.

Committed to civic, professional, and community service, Kelli serves on the Grand Rapids Chamber’s Create Great Leaders Council (CGL) and the Board of Directors for the Children’s Advocacy Center. She is also Immediate Past Board Chair of the National Association of Charitable Gift Planners and past board member of the East Grand Rapids School Foundation Board of Directors. We are grateful to have Kelli’s expertise and leadership at the helm of the UMRC-Porter Hills Foundation.