

# Bethany Lynn Richards

New Bern, NC | 571-215-9282 | [bethany@bikeboxproject.org](mailto:bethany@bikeboxproject.org) | [bikeboxproject.org](http://bikeboxproject.org)

## Professional Summary

Visionary nonprofit leader with a proven record of founding, developing, and leading impactful organizations. Exceptional fundraising skills, team leadership, and developing and sustaining community partnerships and engagement. Passionate about health and care of individuals and creating sustainable goals and programs for their well-being. Adept at cultivating relationships with team members and clients, managing operations, presenting and networking, and inspiring coaches, volunteers, and participants, providing funds and awareness for a needed community and cause.

## Professional Experience

Bike Box Project, New Bern, NC

Founder/CEO 2018 - Present

Established Bike Box Project, a nonprofit dedicated to giving hope to people with Parkinson's Disease, particularly those in our local community, by raising awareness and funds to meet their needs and the needs of their caregivers.

Developed the organization's vision, securing \$1.5 million in funding within 6 years.

Pioneered operations, overseeing a Board of Directors of 11 professionals to build robust fundraisers, grant writing, donor plans, event planning, and support groups for people with Parkinson's Disease and their caregivers.

Partner with agencies and fellow non-profits to conduct community fundraisers and worked with local media outlets for marketing and advertising campaigns.

Design and launch multiple, original fundraising events, resulting in over \$1 million revenue and earning seats at the annual Michael J. Fox Foundation Gala consistently for 6 years.

Rock Steady Boxing New Bern, New Bern, NC

Founder/Head Coach 2019 - Present

Instituted Rock Steady Boxing New Bern, a beneficial and research-based exercise program proven to delay the progression of Parkinson's Disease.

Spearheaded operations, managing a team of 7 coaches and 40+ volunteers to deliver impactful and supportive programs and services to over 100 people with Parkinson's disease and their caregivers.

Manage and oversee assessments of referred patients and develop protocol and programs to mitigate the progression of a debilitating, incurable disease.

Creatively develop fundraisers that consistently motivate participants, caregivers, families, and the public.

## Key Achievements

"Citizen of the Year" award by NC Education: 2024

Michael J. Fox Foundation annual Gala, including seat at Fox's table: 2018-Present

# Bethany Lynn Richards

New Bern, NC | 571-215-9282 | [bethany@bikeboxproject.org](mailto:bethany@bikeboxproject.org) | [bikeboxproject.org](http://bikeboxproject.org)

"Cash, Sweat, & Tears Award" by Team Fox: 2020

"52 Faces" award in Sun Journal regional publication: 2018

WNCT-9 "Southern Star" award: 2017

## Additional Experience

City of Alexandria Fire Department, Alexandria, VA

Firefighter (2003 - 2013)

Hazardous Materials Technician

Extrication Engine Driver/Operator

BLS First Responder

## Education

Bachelor of Science in Broadcast Journalism

Appalachian State University, Boone, NC, 2000

## Certifications

Head Coach: Rock Steady Boxing

CPR/First Aid

## Skills

Fundraising & Leadership

Donor Relations & Grant Requests

Program Development & Management

Public Speaking & Advocacy

Community Engagement & Partnership Building

Event Planning, Organization, & Oversight

Marketing, Advertising, & Social Media Campaigns

Logistics, Meetings, & Travel Itineraries

Equipment & Space Arrangement

Logo Design, Branding, & Wearable Order Placement