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## **CAF America Hires Leading Social Impact Consultant**

**Industry-leading CSR expert Sue Norton joins America's leading domestic and international grantmaker**

**Washington, DC - February 24, 2021** – [CAF America](#), America's nonprofit leader in international grantmaking with a network of more than 1.8 million charities in 110 countries, today announced [Sue Norton](#), President of Norton Associates Consulting, LLC, will join the CAF America team as an adjunct global impact strategist. As an expert in strategy, change leadership, and social impact, Sue will draw on her 30-plus years in the corporate, foundation, and nonprofit sectors to guide and grow CAF America's disaster and crisis relief practice.

"Sue Norton is well known as an expert in corporate philanthropy, while CAF America is an expert in corporate domestic and international regulatory compliant grantmaking. Sue joining our team brings the 'corporate' voice inside CAF America allowing us to add even greater strength to corporate grantmaking as we work together to meet the many challenges resulting from this global pandemic's impact across the globe," said **Ted Hart, CAF America President and CEO**. "Her insights, vision, and proven track record will help us mobilize the tremendous resources needed to generate enduring, positive social impact in communities around the world."

Prior to founding Norton Associates, Sue spent 27 years with PepsiCo, Inc., most recently as Vice President of Global Citizenship & Sustainability where she led the corporation's global social impact agenda for nine years as Vice President of the PepsiCo Foundation. While in this role, she grew the Foundation's size five-fold, culminating with global impact investments of more than \$100M in 2020. Under Sue's leadership, the Foundation provided more than 50 million people with safe water access, delivered more than 225 million meals to food-insecure communities, benefited more than 16 million women and girls with the knowledge and skills

needed for economic advancement, and committed over \$65M to support racial equity for Blacks and Hispanics in the United States.

“I am thrilled and humbled to join forces with the CAF America team at a time when so many communities, and the organizations that serve them, are feeling the profound social and economic effects of COVID-19” said **Sue Norton**. “I feel compelled to do more professionally and personally to bring new thinking, solutions, and inspiration to the many challenges nonprofits are experiencing, and I know CAF America is uniquely suited not only in knowledge and skills, but in values and conviction, to bring focus and attention to this critical work.”

Sue joins CAF America as the organization is experiencing exponential growth, and will partner with Ted Hart and his team to significantly transform and expand the organization’s mission to strengthen the capacities of charities worldwide. Since 2012, CAF America has grown over 600% and now oversees more than \$500 million in annual charitable contributions and has granted more than \$1.5 billion dollars throughout the United States and in 110 countries around the world, in just the last few years.

### **About CAF America**

A leader in international philanthropy, since 1992 CAF America (Charities Aid Foundation of America) has been assisting corporations, foundations, and individuals in making strategic, effective, and tax-advantaged gifts internationally and domestically. Whether supporting organizations working worldwide, providing swift responses to major disasters, or helping build connections between global communities, CAF America turns donors' visions into impact. CAF America’s worldwide reach translates into more than \$1.5 billion in donor funds and over 1.8 million eligible organizations in 110 countries.

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*To schedule an interview with CAF America President & CEO Ted Hart, ACFRE, CAP® or Sue Norton, please contact Jessica Sklar at [jessica@curleycompany.com](mailto:jessica@curleycompany.com).*