



For Immediate Release
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LYNNE ROCHE APPOINTED TO AVESTA HOUSING BOARD OF DIRECTORS

PORTLAND, Maine — Avesta Housing, the largest nonprofit affordable housing provider in northern New England, is proud to announce that **Lynne Roche** has been appointed to the Avesta Housing Board of Directors for a three-year term effective Oct. 1.

A professional fundraiser for more than 25 years, Roche is a Boston College graduate who began her career as a development officer at Harvard University and later joined the team at Brigham and Women's Hospital in Boston. She then served as a vice president for Ketchum Inc. before founding her own fundraising firm.

Roche has counseled numerous schools, colleges, universities and healthcare institutions and has been an advisor and spokesperson for many organizations (including as a faculty member for the New England Association for Healthcare Philanthropy, the National Society of Fund Raising Executives and the Council for Advancement and Support of Education), and has taught classes on fundraising at Harvard University and Lesley College.

Roche retired from professional fundraising in 2004 to focus on raising her two daughters and growing a manufacturing company that she acquired with her husband in Maine. She joined the Avesta Housing Advancement Committee as a community representative in 2019 and was named co-chair of the committee in 2021 and chair in 2022.

PHOTO: Lynne Roche

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About Avesta Housing

Avesta Housing is a nonprofit affordable housing provider with more than 50 years of experience as a leader in affordable housing development and property management in Maine and New Hampshire. The organization is headquartered in Portland, Maine, and operates more than 100 affordable properties, more than 3,000 apartments and two assisted living facilities, providing safe, affordable homes for more than 4,000 people every day. Avesta's mission is to improve lives and strengthen communities by promoting and providing quality affordable homes for people in need. www.AvestaHousing.org