

STAFF BIO



Laura Croft CHIEF ADVANCEMENT OFFICER

Laura Croft is chief advancement officer for the CDC Foundation. She leads the Advancement Department with overall responsibility for the CDC Foundation's resource mobilization efforts and donor relations strategy. Through cross-departmental collaboration, Croft and her team work strategically with the Centers for Disease Control and Prevention (CDC) and other public health leaders to address public health priorities and critical needs through philanthropic and public-private partnership engagement. Additionally, Croft leads fundraising efforts for public health emergency response and readiness needs.

She previously served as vice president for advancement and joined the Foundation in 2011. She serves on the CDC Foundation's C-Suite and Executive Teams.

Croft joined the CDC Foundation in 2011 with a combination of nonprofit and private sector expertise in institutional advancement, management, strategic planning and business development. During her tenure at the CDC Foundation, she was instrumental in launching the development of the first U.S.-based longitudinal data collection system for sickle cell disease allowing unprecedented insight into the devastating course of the disease and its burden on the health of Americans.

Croft also successfully managed private resource mobilization efforts for the national Million Hearts® Initiative to prevent one million heart attacks and strokes. As primary lead for emergency response resource mobilization and crisis preparedness, she has led and supported past efforts including the Ebola, Mpox and Zika outbreaks, multiple hurricane disaster responses, the Afghan evacuee crisis and the COVID-19 global pandemic. Partnership examples include the Zika Contraception Access Network where she forged more than 40 partnerships to provide all forms of free, reversible contraception to more than 30,000 women in Puerto Rico, reducing access barriers and protecting those at greatest risk. Following hurricanes Irma and Maria, Croft forged partnerships to stand up an island-wide vaccination campaign and restore critical public health infrastructure and operations. Most recently, Croft led fundraising strategy for the COVID-19 pandemic mobilizing hundreds of millions of dollars in resources to meet domestic and global public health needs.

Prior to joining the CDC Foundation, Croft served as director of development of the Children's Museum of Atlanta leading programmatic and capital advancement initiatives. Her career also includes development work as a major gifts officer with the Atlanta Botanical Garden and director of Tocqueville Society and Ivan Allen Circle of the United Way of Metropolitan Atlanta.

Croft serves on the Board of ACAP (Adult Children of Aging Parents) and Industry Council for Georgia Bio. She holds a Bachelor of Business Administration with a major in Finance and a minor in Spanish from the University of North Georgia where she has been honored with a Women of Leadership Recognition Award.