

# [PRESS RELEASE]



## Dana Brown Charitable Trust Announces Executive Director

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### RHAE YANCEY TAKES THE HELM OF THE BELOVED ST. LOUIS TRUST

ST. LOUIS, MO (June 8, 2022) The Dana Brown Charitable Trust (DBCT) announced Rhae Yancey has been named executive director of the trust devoted to awarding grants to St. Louis non-profits that focus on disadvantaged children and animal welfare.

The former executive director, Dan Watt, retired from DBCT on December 31. Watt, who held the post for six years, launched an aggressive strategic plan to streamline the grant application and award process.

Yancey, a seasoned marketing executive and public relations professional, began her career in the non-profit sector and has committed her volunteer time as a dedicated board member and committee chair on a variety of non-profits in St. Louis and in her former community in Roswell, Georgia. Yancey, a U.S. Bank Private Wealth Management marketing manager for the east region for over 15 years, will retire from the bank to take this new role.

"Rhae brings compassion, business acumen with a deep understanding of the trust, and love for our community to this role. We are incredibly excited to welcome her as the new director of the Dana Brown Charitable Trust," said DBCT chairman Scott Schmid in a statement.

Yancey has helped with many local organizations, including St. Patrick Center, Safe Connections, Society of St. Vincent DePaul St. Louis, and Ranken Jordan Pediatric Bridge Hospital.

She is an alumnus of FOCUS, Leadership St. Louis 2011-12 class, she holds an associate degree from Florida State University and bachelor's degree from University of Missouri, St. Louis.

Yancey becomes the second (2<sup>nd</sup>) executive director hired for this role with the DBCT since it was established in 1994. The grant chairman has tasked her to lead the development for phase two of a strategic DBCT plan and to immediately provide enhanced reporting, increased site visits and a strategy to improve the filing of required performance reports from awarded nonprofits.

"I am beyond thrilled to have this opportunity. I'm honored and humbled to lead this generous and innovative trust and look forward to serving our community in this role," Yancey said. Rhae Yancey will formally assume the position in early July but will join the DBCT grant committee to review the applications and allocate the Spring awards on June 15, 2022.

**About the trust:** The Dana Brown Charitable Trust provides for the health, education, and welfare of disadvantaged children and the health and welfare of animals. The trust has awarded, through a grant process, more than \$88 million dollars, to over 451 non-profit organizations serving the St. Louis metropolitan area in the 27 years it has been in place.

The Dana Brown Charitable Trust honors the legacy of St. Louis entrepreneur, philanthropist, and adventurer, Dana Brown. When Dana passed away on October 21, 1994, he established the Dana Brown Charitable Trust at Mercantile Trust Company (now U.S. Bank). For the last 27 years, the Dana Brown Charitable Trust has continued Dana Brown's personal mission to share his self-made fortunes to enrich the lives of his fellow St. Louisans.

U.S. Bank Private Wealth Management serves as the sole corporate trustee for the Dana Brown Charitable Trust. Scott Schmid, Senior Vice President, Missouri & Arkansas Market Leader, is the chairman of the grant committee. This committee and the executive director work as a team to review and award \$3.5 - 4.1 million on an annual basis during Fall and Spring grant cycles.

<https://www.danabrowncharitabletrust.org/>

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