Pet Care Trust Appoints Association Industry Veteran as New Executive Director

Board of Directors announces the change in leadership of the Pet Care Trust and its Pets in the Classroom grant program.

Abingdon, MD (February 17, 2021) - The Board of Directors of the Pet Care Trust, a non-profit, private foundation that promotes the public understanding of the joys and benefits of pets through education, support and interaction, is pleased to announce the appointment of Matt Coffindaffer as Executive Director. Coffindaffer, MBA, CAE, will be taking over for Jackie King, J.D., who has been the Executive Director for the past two years.

Coffindaffer, who holds a BFA from West Virginia University (WVU) and an MBA from the John Chambers College of Business & Economics of WVU, has over 13 years of association and non-profit industry experience and has served as executive director for several other organizations. He brings with him expertise in strategic planning, governance, business development, member and volunteer engagement, financial management and government affairs, and has been recognized by his peers in the association industry as a recipient of the Association Forum/USAE Forty Under 40 Award in 2016 and as a member of the American Society of Association Executives (ASAE)’s NextGen class of 2015.

“TThe Board of Directors is pleased to announce the appointment of Matt Coffindaffer as the new Executive Director for the Pet Care Trust,” commented King. “Matt’s proven skills as an association executive and his passion for the Pets in the Classroom program will serve him well in his role with the Trust. He will bring the needed fundraising and development skills to the position that will allow the Pets in the Classroom program to grow and thrive in the years to come.”

Pets in the Classroom is an educational grant program that provides financial support to pre-kindergarten through 9th grade teachers in private and public schools to purchase and maintain small animals in the classroom. Established in 2010 by the Pet Care Trust, the program’s mission is to provide school-aged children throughout the U.S. and Canada with the opportunity to interact with pets—an experience that can help to shape their lives for years to come. The program has brought classroom pets to over 171,000 classrooms, helping nearly 7 million students nationwide and in Canada experience the joys and benefits of companion animals.
“I am honored to have this opportunity to serve the Pet Care Trust and thank the Board for their confidence,” said Coffindaffer. “The Trust is poised to develop and refine its vision for the future and build on the tremendous momentum and success of the past ten years. Together, we can take the Trust to the next level and continue making a positive and lasting impact on the lives of the students, teachers and communities that the Trust serves through its Pets in the Classroom program.”

For more information on the Pet Care Trust and its Pets in the Classroom grant program, visit www.petsintheclassroom.org.