



Cresha Reid

South Florida Institute on Aging (SoFIA)



I am a purpose-driven leader, strategist, and advocate with over 15 years of experience advancing equity, wellness, and opportunity for older adults, marginalized families, and underserved communities. As President & CEO of the South Florida Institute on Aging (SoFIA), I lead a mission-driven team delivering 120,000+ hours of volunteer service annually, supporting more than 1,700 individuals through digital inclusion, companionship, mentoring, community center programming, and veteran services.

Throughout my career, I've built and scaled high-impact programs, shaped public policy, and secured funding to sustain critical services. From launching virtual intergenerational tutoring during the pandemic to increasing national AmeriCorps Seniors funding through advocacy, I'm passionate about leading change at both the systems and community level. My leadership is strategic, collaborative, and rooted in empathy.

I'm currently focused on expanding SoFIA's reach through cross-sector partnerships, integrating technology into aging services, and building sustainable revenue models. I'm also the founder of There's Hope Services, a consulting firm that helps nonprofits grow their infrastructure and amplify their mission.

Beyond my professional roles, I serve in faith-based ministries and service organizations such as The Charmettes, and I remain active on several local and national committees. I find joy in nature, learning new languages, engaging in ministry, and exploring creative outlets like immersive art and anime. I believe in leading with purpose, showing up with integrity, and building community through care.