

GULFSHORE BUSINESS

SOUTHWEST FLORIDA'S BEST VIEW OF BUSINESS

Women in Business 2024

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Jaclynn Faffer

Baker Senior Center Naples

CEO/President



Ten years ago, when Jaclynn Faffer founded the nonprofit Baker Senior Center Naples, a comprehensive one-stop shop for senior services and programs, the center began with just 80 members. Today, the facility counts more than 2,500 residents over age 60 in Collier and southern Lee counties as members. Faffer cited good advice, and the passion of those around her, as the keys to the center's growth and success.

"As a leader in the nonprofit world, the best advice I ever received was: 'Operate your nonprofit like a business ... otherwise you will be out of business.' I am inspired by people who are energized by what they do," Faffer says. "Early in my career, I had the opportunity to be surrounded by leaders in the sector who made enormous contributions to the field. I learned to be data-based in my decisions, but also learned if I did not have a passion for what I was doing those decisions would lack luster. I still seek to surround myself with people who exude that passion, that commitment, to the business of what we do. Today it is the board, the staff, our donors and our constituents, and I am still energized."