

**FOR IMMEDIATE RELEASE**  
**July 15, 2026**

**SAFE Alliance Welcomes Jayden Beatty as Chief Development Officer**

**Austin, Texas** — SAFE Alliance, the Austin-based nonprofit serving survivors of family violence, sexual assault, child abuse, and trafficking, announced today that Jayden Beatty has joined the organization as Chief Development Officer, effective July 15, 2026.

Beatty brings more than a decade of nonprofit fundraising and leadership experience to SAFE. She has led the completion of a \$10 million capital campaign, launched planned giving and peer-to-peer fundraising initiatives, and secured multi-million-dollar gifts, including six-figure contributions from corporate and individual donors and seven-figure foundation grants. Her background spans major gifts, development strategy, donor engagement, communications, board relations, and team leadership.

Beatty most recently served as the inaugural Executive Director of the Association of Fundraising Professionals' Greater Austin Chapter, where she trained nonprofit fundraisers and organizational leaders and partnered with donors to advance philanthropic best practices across the Austin community. She has also held senior fundraising and leadership roles with organizations including AGE of Central Texas.

"Jayden is a respected and proven leader in Austin's philanthropic community, and her arrival comes at a pivotal time for SAFE," said Pierre Berastáin, CEO of SAFE Alliance. "Her experience in strategic communications and fundraising will help SAFE increase awareness of our work — so more people in our community know who we are, understand why our services are critical to public safety and community health, and know how to get involved, so that more survivors can find the help they deserve."

"I've spent my career working to help communities understand that generosity on a long-term basis is the only way to solve long-term issues — and that's exactly the work SAFE does every day," said Beatty. "Violence and abuse are not isolated problems. They are connected to food insecurity, financial insecurity, and nearly every other long-term challenge we face as a community. SAFE's comprehensive model — from immediate crisis intervention to prevention to long-term stability — is what drew me here, because it reflects that understanding. When SAFE says we change lives, we actually change an entire life. I'm honored to help more people in our community understand why that matters and how they can be a part of it."

Beatty holds a degree in Political Science from Southwestern University and has lived in the Greater Austin area for 13 years.

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### **About The SAFE Alliance**

*SAFE is an Austin-based nonprofit serving survivors of child abuse, domestic violence, sexual assault, and sex trafficking. Through shelter, advocacy, prevention, and integrated support services, SAFE advances safety, stability, and healing for individuals and families across Central Texas. Learn more at [safeaustin.org](http://safeaustin.org).*

*If you or someone you know needs help, contact SAFE for free resources and specialized care through the **confidential, 24-hour SAFeline. Call: 512-267-SAFE (7233), Text: 737-888-7233, or Chat: [safeaustin.org/chat](http://safeaustin.org/chat).***

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