

FOR IMMEDIATE RELEASE

11/10/2025

Much to celebrate - Families Flourish Northeast Announces Hiring of Inaugural Executive Director and secures \$1 million appropriation

Lebanon, NH – Families Flourish Northeast (FFNE) had much to celebrate this week. A named inaugural Executive Director and securing \$1 million in congressional directed spending for the purposes of constructing a residential treatment facility for 12 women and their children.

The Families Flourish Board is proud to announce Bethany Cottrell as its inaugural Executive Director, marking a major milestone for the organization. Families Flourish plans to construct and operationalize a residential treatment center for pregnant and parenting women experiencing substance use disorders with their children.

With more than 15 years of nonprofit and public-sector leadership across New Hampshire, Cottrell brings extensive experience in program and fund development, strategic partnerships, and trauma-informed organizational design. She previously served as the founding Executive Director of Brigid's House of Hope, a long-term safe house for adult survivors of human trafficking, where she successfully led a capital campaign and built a sustainable, cross-sector model of care for vulnerable women and families.

“Bethany’s leadership, compassion, and deep understanding of the systems that impact families make her the ideal person to lead Families Flourish Northeast into its next chapter,” said Courtney Tanner, Chair of the FFNE Board of Directors. “Her experience in building trauma-informed programs and navigating complex funding and policy environments will be invaluable as we move from planning to operations.”

As Executive Director, Cottrell will oversee the organization’s strategic development, capital project completion, program design, and community partnerships across New England. Under her leadership, FFNE will continue working with local, regional, and federal partners to strengthen the continuum of care for mothers in recovery and their children—advancing the organization toward sustainability and long-term success.

In addition to securing Cottrell, Families Flourish also celebrated securing an additional \$1 million to construct the forthcoming facility, to be located at 424 Mount Support Road in Lebanon, NH. Earlier this year, Families Flourish and Dartmouth Health executed a long-term ground lease for the lot.

“Dartmouth Health shares a commitment with Families Flourish to promoting the health and wellness of the families and communities we serve,” said David Duncan, Dartmouth Health’s vice president of facilities management. “By establishing a facility on Dartmouth Health-owned property, we’re able to continue our collaborative relationship in this important work. Between the creation of this treatment center, and the outstanding selection of Bethany to lead the organization, 2026 is set to be a landmark year for Families Flourish.”

Wednesday’s Congressional vote and Presidential signature to open the government advanced a few small spending packages, one of which Agriculture. Sen. Jeanne Shaheen (D-N.H.) championed the \$1 million appropriation in the Agriculture – Rural Development allocation. “We have a \$9.5 million construction budget to build our trauma-informed facility. This appropriation brings us to \$5 million secured to date. It is critical as we work toward putting a shovel in the ground,” said Lisa Baldez, board member of Families Flourish.

Families Flourish Northeast is dedicated to breaking intergenerational cycles of trauma, substance use, and family instability. The organization aims to provide comprehensive support for mothers, children and their families, integrating healthcare, addiction medicine, mental health, parenting, workforce readiness, and reintegration services into a modified therapeutic community model of care.

For more information about Families Flourish Northeast and its mission, please visit [www.familiesflourishne.org](http://www.familiesflourishne.org) or email [info@familiesflourishne.org](mailto:info@familiesflourishne.org)

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