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**St. Matthew's House Expanding Leadership Role to
Drive AI Strategy Aligned with Core Mission**

Matt Seluk named senior director of individual giving & AI initiatives to guide organization-wide AI adoption

Naples, FL — May 6, 2026 — St. Matthew's House announced today that Matt Seluk, director of major gifts & individual giving, has been named senior director of individual gifts and AI initiatives. His leadership role has been expanded to include directing the application of organization-wide artificial intelligence strategy in service of the St. Matthew's House mission. He will continue his successful leadership of the organization's individual giving and development operations while also guiding how AI is thoughtfully applied across the organization.

Seluk will work closely with departmental leaders across programs, administration, volunteer engagement, fundraising, and retail operations to identify specific administrative challenges and design practical AI tools that support staff and strengthen outcomes. The emphasis is on targeted, real-world applications that save time, reduce friction, and allow teams to focus more fully on the people they serve.

Seluk is partnering with St. Matthew's House's technology leadership to ensure innovation remains responsible and aligned with organizational values. "AI gives us the capacity to know the people we serve and our partners more fully so our team can show up for them more completely," says Seluk. "When applied thoughtfully, technology can remove barriers behind the scenes and help ensure that more of our resources, including time, energy, and donor dollars, flow directly to mission-critical work. The technology is only as valuable as the relationships and outcomes it makes possible."

"Human oversight and values remain central to this new initiative," says St. Matthew's House Senior Director of Technology Andrew Sroka. "By working side by side with Matt and departmental leaders, our role is to ensure these tools are secure, ethical, and implemented in ways that responsibly improve efficiency while protecting trust and mission integrity." St. Matthew's House expects to share measurable outcomes from its AI efforts within the first year of implementation.

"St. Matthew's House is a human services organization," says President & CEO Ben Bridges. "Everything we build — including the technology we adopt — must help us direct more care, more attention, and more resources to the people we serve. We serve thousands of men, women, and families each year through emergency shelters, food assistance, residential recovery, workforce development, and transitional housing. Sustaining and growing that work requires strong operational stewardship alongside deep, durable relationships with the community supporters who make fulfillment of our mission possible. The application of AI will be designed to support both — strengthening internal efficiency while enhancing care, responsiveness, and accountability," he adds.

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About St. Matthew's House

St. Matthew's House is a faith-based 501(c)(3) not-for-profit organization that, for over 37 years, has provided innovative solutions to help those experiencing hunger, homelessness, and addiction in Southwest Florida. The work of St. Matthew's House includes the five pillars of food assistance, homeless shelters, addiction recovery, transitional housing and workforce development. St. Matthew's House has developed a unique social enterprise model as part of their job training and workforce development initiatives. Social enterprises include thrift stores throughout Southwest Florida, Delicious by Design commercial catering and LuLu's Kitchen, an open to the public restaurant. Social enterprises also generate income to help fund operations. For more information, visit www.stmatthewshouse.org, call 239-774-0500 or follow the organization's social media and YouTube pages.

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