



United Way Peterborough & District

Change starts here.

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UNITED WAY ANNOUNCES NEW CEO

PETERBOROUGH, ON – The United Way Board of Directors announced Jim Russell as the organization's new Chief Executive Officer today at the United Way office on Stewart Street. He will assume the role on October 17, 2011.

David Martin, Chair United Way Board of Directors made the announcement saying, "the Hiring Committee considered many extraordinary candidates during the search for the United Way's new CEO. We are thrilled with Jim's level of experience and the skills he brings to this position. He was a unanimous choice for the Committee."

With an undergraduate degree and a masters degree in social work, Jim has been a social worker for more than 20 years. He has held a variety of positions in both clinical social work and as an executive director, having worked for the Centre for Addictions and Mental Health, the Daily Bread Food Bank, ThinkFirst Canada and most recently with the United Way of York Region as the Senior Director of Community Involvement, overseeing a record breaking campaign that raised more than \$9 million.

"Jim brings more than 20 years of experience in the non-profit sector and has earned a reputation as a trusted and respected leader. Equally important, he shares our passion for social issues and for continuing our work to build a great culture at the United Way. Jim is the right CEO to lead the strategies we have in place to address the root causes of social issues and to change lives in the City and County of Peterborough," added David Martin.

"Joining the United Way of Peterborough & District is an honour and a once-in-a-lifetime opportunity to focus on improving the lives of others," said Russell. "This award winning United Way is a remarkable organization. I am thrilled to join David Martin and his team because I'm convinced that through strong partnerships, ambitious goals, and a commitment to impact, we can change people's lives for the better."

"Jim steps into this role at a good time," said Dave Wills, 2011 Campaign Chair. "This year's Campaign Cabinet has been busy building a volunteer team designed to exceed this year's Campaign goal of \$2,558,500. I believe we have chosen a leader who embodies the characteristics essential to accomplishing this goal: a compassionate mind and an uncompromising commitment to getting the job done."

Here are just a few ways United Way of Peterborough & District helped locally in 2010.

Over 1,300 children were kept warm through Coats for Kids and Mitts for Kids

Homelessness was prevented for over 500 households through access to emergency housing funds

More than 7,800 people used our local food banks every month – 40 % were children

Over 750 seniors enjoyed and benefited from the delivery of over 37,000 nutritious meals helping them to remain in their homes longer

531 children with learning disabilities received one to one specialized tutoring which improved their skills in both reading and writing

Over 500 children received adult mentoring

5,500 bed nights were provided last year ensuring youth and families had a place to sleep

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For more information, please contact;
Lisa Kouri, Director Resource Development
United Way of Peterborough & District
T: 705-742-8839
E: lkouri@uwpeterborough.ca

United Way of Peterborough & District seeks to enhance community life and build stronger, healthier communities by connecting community needs to community resources. Through an annual fundraising campaign, United Way maximizes available financial resources to enable 32 member agencies to improve our community's quality of life. Currently, funds raised through the United Way campaign directly support 152 programs and services in the County and City of Peterborough.

United Way relies on community support through individual donations, fundraising events and other partnership opportunities.