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UNITED WAY NAMES JAIME SAUNDERS PRESIDENT & CEO
Saunders to join United Way prior to launch of 100th Anniversary

Rochester, NY – Today the United Way of Greater Rochester Board of Directors has appointed Jaime Saunders as the organization’s new President and CEO. Saunders will begin on January 10, 2018. The following week, United Way will launch its year-long centennial celebration on January 18 with Saunders at the helm.

Saunders brings 20 years of experience in human services, nonprofit administration and fundraising to United Way. She previously served as President & CEO of Willow Domestic Violence Center (formerly Alternatives for Battered Women), leading a staff of 75 employees and overseeing a 49-bed emergency shelter, 24/7 crisis hotline, court services and counseling center. During her five-year tenure, Saunders grew the agency 40%, expanded programs and services, and recently completed an \$8 million capital campaign to open a new state-of-the-art facility. Prior to Willow, Saunders served in various leadership positions including Associate Director for Center for Governmental Research (CGR) and Chief Operating Officer/VP of Operations for Foodlink.

“We are thrilled to bring Jaime’s passion for our community to United Way,” said Dan Burns, United Way Board Chair and Regional President of M&T Bank. “Her experience in serving those most in need will bring a welcome perspective to the work that United Way does to identify the greatest local challenges and invest in preventative, evidence-based solutions—both at the program-level and in community-wide initiatives. We are confident that Jaime will hit the ground running to lead the United Way team into our next generation of service to the Greater Rochester community.”

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“United Way is an incredible organization whose impact can be seen every day in our community,” said Saunders. “To be part of something so meaningful is very humbling. This is an exciting time in our region as we address critical and complex challenges by collaborating on effective solutions. I look forward to working with the Board, staff, volunteers, program partners and donors toward a brighter future for our entire community.”

Saunders holds a Masters of Public Administration from the Maxwell School of Public Citizenship at Syracuse University and a Bachelor of Arts degree in Business Administration and Sociology from Whittier College in California. Jaime has been featured as a *Democrat & Chronicle* Women to Watch, *Rochester Business Journal* Forty Under 40, honored as Syracuse University Rochester Alumni of the Year and the Carl S. Hallaeur Award from the Rochester Police Department’s Rosewood Club.

Saunders will assume her role on January 10, 2018. Fran Weisberg, who served as United Way President & CEO since 2015, will support the leadership transition into the organization’s 100th Anniversary.

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United Way of Greater Rochester’s mission is to unite the good will and resources of the Greater Rochester community so that everyone can thrive. We address critical challenges by connecting local people in need with evidence-based programs, strategic funding investments, community initiatives, volunteer support and community leadership to direct resources and solve problems. Please visit us online at uwrochester.org.