

LIVE UNITED



United Way of the
Eastern Upper Peninsula
UnitedWayEUP.org



MEDIA RELEASE

FOR IMMEDIATE RELEASE
June 21, 2018

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ARANDA, REED TO STAND AT THE HELM OF UNITED WAY

SAULT STE MARIE- After much anticipation over the last three months, United Way's Board of Directors announced new management this week. In a special meeting held Thursday morning, the Board unanimously voted in new Chief Executive Officer Raulaniesa Aranda and new Chief Financial Officer Barbara Reed, replacing the Executive Director position left open when predecessor Suzanne Prell moved back to the Muskegon area to be closer to family.

Reed, a 25-year employee of the office, was a natural fit after having assisted in keeping the books for the last two decades; while Aranda brings a community network already familiar with her United Way passion and a drive to grow their overall reach in the EUP. "The experience we bring to United Way gives stability for the future, and also a clearer vision," shares Reed.

The announcement comes just as program funding is being settled for the upcoming fiscal year. While many traditionally funded organizations will be receiving their award letters, Aranda cautions the new titles won't be the only thing that looks different, there is change on the horizon for our United Way. "I am grateful to have the support of both our Board and our community partners. This restructure of the way our office looks heralds other changes we'll be making over the next year. While we remain a nonprofit organization, it's imperative that some of the work we do reflects more of a business feel. To fund lasting change across the EUP we need to continue to grow as an organization. I'm looking forward to stepping out of our comfort zone a bit," says Aranda.

Reed and Aranda step into their new positions right away, and both echo the sentiment that teamwork is important in an office serving such a large area. United Way covers Chippewa, Luce and Mackinac counties with much of its own programming as well as its impact funding. The duo has no plans to sit idle, already working to kick off a new fundraising campaign, hire on new staff and bring new ideas to fruition for next year's funding cycle. "The Board conducted an exhaustive search. We're pleased and excited to have Raulaniesa and Barb in these new positions," Greg Rathje, Board President stated. "We have expectations that they will both move our United Way forward and create new opportunities for growth in coming years," he shared.

For more information, contact United Way at 906-632-3700 or follow them on Facebook @UnitedWayEUP. To live better, we must LIVE UNITED.

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Raulaniesa Aranda (right) and Barbara Reed (left)

About United Way of the Eastern Upper Peninsula

United Way of the EUP serves Chippewa, Luce and Mackinac counties. It has been governed by a volunteer board of directors since its inception in 1956 - local volunteers oversee every aspect of the organization even today! The UWEUP Volunteer Center helps to facilitate corporate groups, local organizations and individual volunteers to create an impact in our Eastern Upper Peninsula communities by hosting various service projects and events. If you are interested in volunteer opportunities, or would like more information about our programs, call 906.632.3700, email volunteer@unitedwayeup.org, or visit www.unitedwayeup.org.