



For Immediate Release

United Way announces new leadership! Moving forward with new vision and vitality

Barrie, ON. March 31st, 2010 It is with great pleasure and enthusiasm that the United Way of Greater Simcoe County's Board of Directors announce the appointment of Ms. Alison Pickard, to the position of Chief Executive Officer, commencing April 1st, 2010.

Alison Pickard has extensive knowledge and experience as a senior leader in the United Way movement with a proven track record in leading and building community relationships.

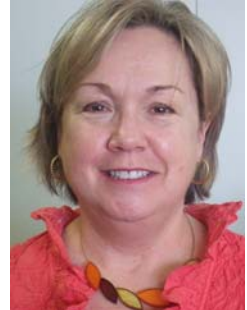
Alison's professional background includes 14 years working within Community and Social Services, Municipality of Metropolitan Toronto, as a Fundraiser at United Way of Toronto, CEO at United Way of Oakville for 6 years and most recently as a consultant for the Not for Profit Sector. She has a Bachelor of Arts (Political Science & Environmental Studies) degree from the University of Toronto, Victoria College and a certificate in Gerontology from Sheridan College in Oakville.

Joanne McPhail, Chair of United Way of Greater Simcoe County shared, "We are extremely excited to have Alison aboard, as she brings a wealth of experience and expertise to our organization. The Board is looking forward to working with Alison on growing our annual campaign and our ongoing community impact agenda."

United Way of Greater Simcoe County's Board, Cabinet, staff and volunteers welcome the new leadership, experience and passion that Alison will surely bring to our organization and to the community.

Additionally:

- *United Way is the one of the largest non-government sources of social service funding in Simcoe County.*
- *Over 80% of funds donated to United Way of Greater Simcoe County are raised in the workplace, most through payroll deduction programs. More than 150 employers in Simcoe County support their community through United Way.*
- *United Way of Greater Simcoe County has been making a difference in our community for 50 years by assessing local needs and distributing resources to help those most in need.*
- *Every dollar raised by United Way in Simcoe County stays in Simcoe County, helping those most in need.*



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