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FOR IMMEDIATE RELEASE

Local United Way Announces New President and New Name

The United Way of Greater Augusta is making some major changes, with the first being the selection of a new President and CEO, Kristi Williams. Kristi has been with the United Way since 2018, serving as both the Donor and Community Relations Coordinator as well as the Director of Operations. She brings with her years of nonprofit experience, serving as former Director of Marketing and Communications for the Greater Augusta Regional Chamber of Commerce as well as the former Director of Hospitality for the Santa Barbara International Film Festival. Williams also has 8 years of experience in the healthcare industry, working as a Registered Nurse specializing in cardiac care and cardiac electrophysiology. Born in northern California and receiving her B.A. from the University of California, Santa Barbara, Kristi has called Virginia her home since 2004. She currently resides in Waynesboro with her husband of 10 years and two young children. "I love the Staunton, Augusta, Waynesboro area, and I am passionate about the needs of all of our community members" Williams said. "I am excited to lead the United Way and work towards helping our community members to receive equitable opportunities. It's a challenging time right now, and I am honored to be able to help our community move forward together."

"The board of directors voted unanimously to promote Kristi Williams to the position of CEO of our United Way," explained Dwight Johnson, current board chair. "Her enthusiasm for the mission of the United Way and her dedication to the community are unparalleled." Margaret Hersh, oncoming board chair added, "Kristi has risen to the challenges of our recent past and helped chart a future which benefits our entire community. We could not be more pleased to have her in this position."

One of the first actions Williams has put into place is a new name for the organization, changing it to the United Way of Staunton, Augusta County & Waynesboro (SAW). "I feel like our new name more clearly represents the localities that we serve – Staunton, Waynesboro and Augusta County. I want our community to see their home listed in our name and know that United Way SAW is here to support *them*" Williams said.

"Right now our community is living in a time of uncertainty, and UW SAW is focused on hearing their individual needs and addressing them directly" Williams said. "The SAW community is strong, and with the support of each other, we will get through this together."

A list of local community resources can be found on United Way of Staunton, Augusta County & Waynesboro's new website – www.unitedwaysaw.org. The former website, www.unitedwayga.org will also lead to the same community resources.

For more information or to schedule an interview, please contact Kristi Williams at 540-885-1229 or by email at kristi.williams@unitedway.org.

About United Way of Staunton, Augusta County & Waynesboro

United Way of Staunton, Augusta County & Waynesboro (SAW) is part of a national network of more than 1,300 locally governed organizations that work to create lasting positive changes in communities and people's lives. Building on more than a century of service as the nation's preeminent community-based fundraiser, United Way engages the community to identify the underlying causes of the most significant local issues, develops strategies and pulls together financial and human resources to address them, and measures the results. United Way SAW tackles issues based on local needs. Common focus areas include helping children and youth succeed, improving access to health care, promoting self-sufficiency, and strengthening families. For more information about United Way of Staunton, Augusta County & Waynesboro (SAW), please visit: www.unitedwaysaw.org