

## Immediate Release

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## United Way of R.I. announces new organization structure

*Staff reductions a response to economic downturn; United Way maintains commitment to employ donor dollars to serve those in need*

Providence, R.I. (June 9, 2009) – Organizational changes and staff reductions were announced today by United Way of Rhode Island President & CEO Anthony Maione. These actions reflect both the realities of the current economic climate and United Way’s commitment to continue to employ donor contributions to meet community needs.

“We have taken steps to streamline our organization to reduce personnel costs, while positioning ourselves to emerge from the current economic downturn in a stronger position to serve our communities,” said Maione. “Equally important, we are taking these proactive and fiscally responsible actions to avoid using donor contributions to support fundraising and administrative expenses – all the more important when donor dollars are desperately needed to fund important community programs during this time of escalating need.”

Historically, United Way of Rhode Island’s administrative and fundraising expenses have been covered in full by the proceeds of the Rhode Island Charities Trust and income from the operations of clay mines bequeathed to United Way by Textron founder Royal Little. Revenue streams from both sources have decreased as a result of the economic downturn.

In total, United Way’s employee headcount was reduced by eight. “While we are very saddened to let people go, particularly in tough economic times, we had to face the reality of declining trust revenues, while doing the best we can to preserve the resources we provide to the community,” Maione said. Severed employees will receive severance payments based upon years of service and assistance in preparing for future employment.

To gain effectiveness and efficiencies, United Way combined its Public Policy and Community Services departments into one. The merged function reports to United Way Executive Vice-President Allan Stein. Mr. Stein has held positions of increasing responsibility with United Way over a 25-year career. In his new role, he will set the strategic direction of United Way’s impact agenda, which seeks to advance the common good of all Rhode Islanders by promoting children’s success in schools, advocating for the development of affordable housing and the eradication of homelessness and facilitating the financial stability of working Rhode Islanders. Stein will also continue to oversee UWRI’s Public Policy efforts through which the nonprofit collaborates with government to gain support for its programs.



“As our impact work has evolved over the past few years, we have seen the natural linkages that exist between Public Policy and our Community Services functions,” said Stein. “Our advocacy and public policy initiatives engage important voices in the community to leverage public opinion and resources to advance our work. In parallel, Community Services conceptualizes the initiatives that create impact and partners with others to carry out the day-to-day work that benefits those who rely on us for help. It’s an effective alignment from which the entire community will benefit.”

Going forward, UWRI Executive Vice President & COO Armeather Gibbs will focus her attentions on resource development. In her role, Gibbs has oversight responsibility for United Way’s annual Workplace Campaign as well the Major Donor and Planned Giving fundraising functions. Gibbs joined United Way in 2004 after a lengthy career in the financial services industry and a stint as former Governor Lincoln Almond’s Community Development Director.

Commenting on her new role, Ms. Gibbs said, “While the current economic downturn has created a difficult fundraising environment, United Way is fortunate to be supported by a generous and faithful constituency.”

Last year, United Way raised nearly \$16 million. Four-hundred-forty Rhode Island-based companies conducted United Way campaigns, while some 230 major individual donors each contributed \$10,000 or more to the annual campaign and another 2,005 contributed between \$1,000 and \$10,000. The combined gifts of these individual donors aggregated to nearly \$8.7 million.

“We must continue to be vigilant to maintain the strong relationships we enjoy with our current donors, Gibbs added. “And we will work extra hard to cultivate relationships with new supporters. I look forward to working with United Way’s team and the community to garner the resources needed to continue our work.”

United Way has added a Volunteer function to its Communications Department to encourage the engagement of volunteers across the community. The Volunteer function will report to United Way’s Executive Vice President of Communications Alan Neville.

Rounding out the organization’s senior management team, Richard Voccio and Lynn Corwin will continue in their respective roles of EVP & Chief Financial Officer and AVP of Human Resources.

### **About United Way of Rhode Island**

United Way of Rhode Island has been working to improve the quality of life in Rhode Island communities for over 80 years. UWRI’s mission is to mobilize the caring power of the community to improve the lives of people in need and address the issues Rhode Islanders care most about. United Way’s goal is to create long-lasting changes that prevent problems from happening in the first place. We believe that all Rhode Islanders deserve the opportunity to have a better life, as when any one of us succeeds, we all succeed. At United Way, we refer to this as advancing the common good. For more information, visit [www.LIVEUNITEDri.org](http://www.LIVEUNITEDri.org).