



# What's NEXT



## AN EXPRESSION OF GRATITUDE FOR OUR COMMUNITY

Authored By: Carole Peters



Reflecting on the past six months, I am grateful for our Community of United Way Leaders. Transitioning into my role has been like moving into a new neighborhood. My favorite part is meeting all the amazing people who make up this community. Like new neighbors, you have welcomed me with open arms, and for this I am grateful.

Launching into this role with support from interim CEO, Keith Barsuhn, brought great value. Our first month together provided clarity around the day-to-day and a clearer sense of the organizational foundation. A special thank you to Keith for his leadership this past year.

Next, I extend appreciation to our exception-

al board members who have shared insight, provided guidance, and added support. These individuals have huge hearts and a passion for UW NEXT. A special thank you to Deborah Bayle, Board Chair; Susan Gilmore, Outgoing Chair; and Barbara Edmond, Chair-Elect for their leadership in 2022. These amazing women have done an excellent job of leading through tremendous change; from hiring an interim CEO to supporting the search for a permanent CEO, all the while rebranding the organization. Thank you to these three women for their exceptional leadership.

Thank you to Ed Rivera who led the CEO search committee made up of Susan Gilmore, Mary E. Tyler, Jeffrey Wilcox, Deborah Bayle, and Barbara Edmond. The countless hours spent working to ensure a successful organizational transition have not gone unnoticed. Thank you to this team for your commitment to UW NEXT. Upon arrival, I met Joe and Terry Tolan who

shared their plans to host the Gathering in Louisville, KY at the end of September. What a huge undertaking and successful event. As I expressed to our members when we gathered in the hospitality suite the first evening, these two beautiful souls provided a road map to success. Thank you, Joe and Terry.

To our members, thank you for your emails, calls, cards, and kindness. I met with several members in person at the Gathering and across the country while on Zoom calls. The stories and wisdom shared has touched my heart. It really is clear that this Community of United Way leaders cares about the work we are doing, wants to connect to make a difference and contributes because they see the value of UW NEXT. As we launch into 2023, I look forward to meeting with more members and finding more ways to connect, contribute and make a difference. Happy New Year!



Pictured left to right Barbara Edmond, Susan Gilmore and Deborah Bayle.

## LOOKING AHEAD TO 2023

Authored By: Chair-Elect Barbara Edmond



2023 is just around the corner and I look forward to the honor of serving as the upcoming Board Chair of United Way NEXT. But first, heartfelt thanks and a shoutout to Deborah Bayle, our 2022 Board Chair. Her amazing and outstanding leadership has brought us through a year of

significant organizational change with grace, vision, and steadfast dedication. No matter what the circumstances, Deborah can always be counted on to bring just the right words of wisdom and calm guidance to the table. She has led us through strategic planning, rebranding, a name change, and the selection of a new CEO. The results speak for themselves! We will be forever grateful. I know that everyone will join me in saying ... Thank You, Deborah. – You're the BEST!!

Inspired by Deborah's exemplary leadership, the potential of the United Way Next name, and the energy and enthusiasm of our new CEO Carole Peters, what lies ahead is an all-out effort to Be The Brand. This next year is about living up to the promises we have made and working to make our many aspirations come alive. We truly want to be the go-to place for each of our diverse member segments (United Way alumni, current employees, and retirees) to find connections, resources, and opportunities to engage in service for the betterment of each other, local United Ways, the network at large, and our own communities. To better accomplish this, we will continue to intentionally engage with both current and potential members and learn:

1. What connections do you seek and how do you best want to stay connected?
2. What are the best array of services, programs, and opportunities that would make it possible for you to continue to share with and benefit from this amazing community of United Way leaders?

My hope is that you will each think of the answers to these questions for yourselves and be ready to share those thoughts as we explore a variety of strategies for feedback, input, and communication.

Over the next year, I look forward to reconnecting with those of you with whom I may have crossed paths on our professional journeys and to making new acquaintances with those of you whom I have not yet had the pleasure to meet. Regardless of where life finds you, I know that we each share that profound sense of purpose and belonging that drew us to United Way in the first place. Together, let's be the brand and harness that amazing spirit! I am at your service and will always be delighted to hear from you.

Best,  
Barbara  
BTEdmond27@Gmail.com

## INAUGURAL INTERIM LEADERSHIP PLACEMENT PARTNERSHIP LAUNCH

Co-Authored by: Carole Peters, CEO-UW NEXT and Remound Wright, Interim Executive Director-UW of Howard and Tipton Counties



Pictured left to right Carmen Toler, Remound Wright, Amber Broman, Cheryl Grahman, Kisha Fairchild, Debbie Norris, Madonna Johnson, Willie Oliver (Loaned Associate).

UW NEXT and Third Sector Company are celebrating the inaugural interim leadership placement for the United Way of Howard and Tipton Counties in Kokomo, IN. Through this partnership, Interim Executive Director Remound Wright, an Interim Executive Academy graduate and nonprofit professional, was placed and started on November 1st. Remound recently shared his excitement about his "WHY" for serving in this interim position. "I chose this interim opportunity specifically because I wanted to make a difference. I grew up in Gary, IN. My father, a veteran who served in the second World War, suffered with post-war stress and fell into alcoholism. He was alive, but as a child I felt he was absent most of the time. My family didn't have a United Way in our community for my mother to call on in times of our greatest need." Remound also reflected on the programs available through United Way of Howard and Tipton Counties that he feels were

ones as a child he could have benefited from. Remound remarked, "I am grateful for the UW staff for their work in serving in programs like Mission United that helps veterans overcome the challenges of alcoholism and homelessness and the Buddy Bags program, which was able to provide more than 54,536 meals and 9,349 Buddy Bags to children during the 2021 – 2022 school year." UW NEXT would like to thank Remound Wright for his passion for serving, openly sharing about his "WHY" and saying YES to this incredible opportunity to positively impact this local UW through an interim position.

For Local United Ways who may need support with interim leadership in the future, please reach out to UW NEXT CEO, Carole Peters, at [Carole.Peters@UWW.UnitedWay.org](mailto:Carole.Peters@UWW.UnitedWay.org) to learn more about this valuable service.

## A YEAR OF TRANSITION, CHANGE AND OPPORTUNITY

Authored By: Board Chair Deborah Bayle



As we near the end of what has been a year of great change, I want to thank you for your support and commitment to United Way NEXT.

When I began my term of Chair of the Board in January, I was excited about the possibilities that this year presented. Our CEO had recently left us, and we knew it would take some time to find a new CEO, so we were able to hire an Interim CEO, Keith Barsuhn, who stepped in and kept us operating smoothly for several

months. We put together an outstanding Search Committee, led by Ed Rivera, that guided and helped us find the right person to lead our organization. The Search Committee worked together for eight months while we did a thorough search, vetted many candidates, and interviewed, evaluated, and conducted due diligence on several final candidates. We were fortunate to find an exceptional leader to serve as our President and CEO, Carole Peters. Carole started in August and has brought tremendous skill, talent, and energy to the position. Her ability to grasp complex situations and dig deeply to find answers to challenging circumstances is marvelous to see. Carole has the capacity to draw people to her and is warm and engaging. UW NEXT is in good hands with Carole at the helm!

Also, this year, we finalized our rebranding efforts. What a huge undertaking, but what a huge success! The Branding Committee, led by Barbara Edmond, spent hundreds and hundreds of hours working to make sure every single item had been thought of and thought through. The rebranding culminated in a new name and a new focus on ensuring that all our member segments would feel that United Way NEXT is an inclusive and vital organization. Whether a member is a retiree, an alumnus, a current UW employee, or is part of a local United Way or State Association, we want to make sure that United Way NEXT is providing the programs and services that meet and exceed the needs of our members. I am so

proud to have been part of this journey and to be able to see the culmination of so much work and so much love for United Way.

While we were dealing with these two major ventures this year, we also knew that we must continue to provide meaningful programs and services to our members and that nothing could fall through the cracks. Thanks to our Program Committee, chaired by Susan Dunn, we were able to offer programs that filled the needs of our members and gave them opportunities to connect with one another. We were also able to provide significant services in the areas of interim executive placements, planned giving coaching, and mentoring of CEOs and other local UW staff. Our Resource Development team, led by Rob Reifsnnyder and Paul DeBassio, worked diligently to make certain that we have the necessary resources to sustain us. Our DEI work group, led first by Carol Burger and now by Deborah Zuloaga and Jeffrey Wilcox, is developing a comprehensive strategy for how United Way NEXT can be most effective with this complex issue.

It has been a great honor for me to serve as Board Chair this year. It has been such a pleasure to get to work with the committed group of leaders who serve on the board. It has also been a privilege to get to know many of our members. Thanks to each of you for your service to United Way NEXT and for enriching my life. Warmest wishes for a happy and healthy 2023!

## NEW MEMBER SECTION

**Tim Allison** Kittery, ME  
**Tuck Barclay** Scarborough, MA  
**Amy Bronston** Alexandria, VA  
**Juliet Clothier** Petaluma, CA  
**Tim Deutch** St. Paul, MN  
**Kittie Fahey** Minneapolis, MN  
**Edwin Goutier** Springfield, VA  
**Shelley Hanisch** Sioux Falls, SD  
**Margaret Hulbert** Cincinnati, OH  
**Mary Kay Leonard** Boston, MA  
**Kristi Long** Waukegan, IL

**Ann Murtlow** Indianapolis, IN  
**Eve Powell** Simpsonville, SC  
**Jenn Ring** Alexandria, VA  
**Cynthia Round** New York City, NY  
**Larissa Rydin** Manassas, VA  
**TD Smyers** Kyle, TX  
**Andrea Sok** Washington, DC area  
**Traci Wickett** Brownsville, TX  
**Geneva Williams** Detroit, MI  
**Keith Woods** Dublin, OH



## INSIGHTS OFFERED FROM A GROUP OF SEASONED UNITED WAY PROFESSIONALS TO NEW COLLEAGUES IN OUR NETWORK

Authored by: United Way NEXT members

In September, UW NEXT Board Member and Chair-Elect, Barbara Edmond facilitated a session for our members to gain insight to share with United Way colleagues. This request came from Renee Moe, President and CEO at UW of Dane County in Madison, WI who later shared this information at the United Way new executive leader's forum. This resource, from our UW NEXT members, is full of rich insight, which we thought would bring value to all our members. A special thank you to Barbara for taking the lead on this project and our members for providing such wonderful insight. This will be shared in three parts due to the length of the article. Watch future What's NEXT newsletters for parts 2 & 3.

### Part 1

#### TOP TIP

*Continually pay close attention to the local/current news of your key communities and personally reach out via handwritten notes, emails, or phone calls to both good and bad happenings. Be your authentic self in everything you do or say. Be seen as a good community member and friend, not just someone who cares about people or organizations for United Way business purposes. Always say "Thank You."*

#### With Corporate and Community Partners...

- Send a personal welcome to new community leaders. First, do your research. Try to find

something that you might have in common. Then, when you reach out, you can have at least one point of connection to share and talk about. The connection can be almost anything. (e.g. I see you went to a big 12 school...so did I.) Invite them, once they get settled, to join you for coffee or lunch and the opportunity to welcome them in person.

- Treat early meetings as simply an opportunity to get to know them person to person. New leaders are often inundated by people who only want to meet them for business reasons. Be the one who just wants to meet them as a friend in their new community and then let the conversation just go where it goes from there.
- When meeting a new community leader, ask them if there is another leader in the community that they particularly would like to meet. Hopefully you might know that person and be able to arrange for a personal introduction or joint meeting. The newcomer instantly learns that UW provides a way to connect with other leaders and members of their new community.
- Host a welcome reception for new CEOs/C-suite if no other organization (e.g. your Chamber) currently does it ... or, offer to co-host the reception.
- Promote and attend the community events of others. Be seen actively engaged in the community
- Ask for 5 minutes on the agenda of board meetings of your community partners to thank the agency for its work, acknowledge their leadership team, and give a shout out to those companies represented on the board. It's a good way to affirm others and also to note how the agency benefits from UW support.
- Reach out to the media in an informal manner. Think through who you want to talk to (reporters, editors, variety of media – dailies, weeklies?). Get to know these folks personally, find out what you might have in common, and build a relationship, before you need to reach out to them for official business.
- Within a corporation or an organization, it is important to establish multiple relationships and at various levels. In this world of transition, people are coming and going, it is never a good idea to rely on only one relationship, typically with the person at the top or with HR. Try to figure out who might be up and coming and build at least two relationships deep. Also, don't let an organizational relationship be dependent on solely the connections of one volunteer.
- Look to meet and encourage leadership and participation by reaching out to communities of color and different ethnic groups in your new community. Seek out people who can make introductions or reach out yourself as an interested and curious newcomer. Start right away to help increase the equity within your community.
- After getting settled, consider creating an advisory group of youth and older adults to provide rich generational conversations and counsel to use as a sounding board and to better inform the future of your United Way.
- Be a connector of good. Make introductions to people across your area to help all feel engaged, included, and supported.
- Congratulate community partners for successes, awards, and other good news (maybe even of family members!). When others are having tough times, a loss, or an illness, reach out to let them know you care and are thinking about them.



## INTERIM EXECUTIVE ACADEMY GRADUATES

UW NEXT is proud to partner with Third Sector Company which provides an eight-week interim executive leadership training program throughout the year for individuals who are interested

in learning about this viable career option and want the opportunity to serve the UW network. Whether interested in learning about interim leadership or simply developing your skills, this training provides excellent tools for any nonprofit professional. The training program is offered to United Way NEXT members as a benefit at a 30% discount. Interested in learning more about the cohort forming in February 2023? Contact

Joan Baumgartner Brown at [JBrown@ThirdSectorCompany.com](mailto:JBrown@ThirdSectorCompany.com) to learn more.

#### Congratulations to the recent Interim Executive Academy graduates:

*Patricia Clary, Juliet Clothier, DJ Hampton Kerri Strauss, Molly Wertz.*



# GIFTS THAT KEEP ON GIVING; UNITED WAY NEVER WAITED FOR THE HOLIDAYS TO SAY “THANKS”

Authored By: Dick Aft, United Way Historian and United Way NEXT Emeritus Board Member



Staff members were known by lapel pins that proclaimed pride in being part of the place where community, civic, labor, and other leaders came together to:

- identify gaps and duplications in human services
- plan what to do about them
- conduct their community’s largest annual fund-raising campaign
- provide information and referral services
- recruit, train, and place volunteer service positions

“Push for United Way” or “Pull for United Way” stickers instructed shoppers how to enter and exit stores of all sorts. The glass windows in the front doors of homeowners boasted stickers that read, “We Gave” or “I gave at the office.” Woe be to the door-to-door volunteer solicitor who asked for more.

While plaques, statuettes and reception desk displays became less visible as the 20th century neared its end, framed certificates of appreciation and lapel pins survived. Many morphed into gold leafed parchment documents that attested to the philanthropic generosity of those who displayed them. Crayoned renderings of children served by United Way agencies brightened office walls with their “Thanks!” The United Way Sales & Service Gift Catalogue sparkled with bargain-priced glass, plastic and wooden tchotchkes, swag and bling that served purposes from telling the time to opening letters. Decorative paper weights and jewelry expressed United Way’s appreciation for longevity, volunteer service or generous contributions. Books like the 1977 coffee-table publication, *People & Events, A history of the United Way* or the 2004 *Grassroots Initiatives Shape an International Movement* occupied prominent positions on bookshelves and coffee tables. Catalogue Sales even supplied Secret Santas with logo-mono-grammed neckties, as well as engravable “thank you” gifts for all occasions.

While many gifts that said, “Thank you!” have come and gone, their message has stayed the same. At its root, United Way is a volunteer movement that was created and continues to serve people in need. For that, everyone whose life has been touched by it is thankful. We share the year-round spirit of giving, even when gifts are just paper certificates, suitable for hanging!



This season of giving served as a reminder that United Way never waited to hear Santa’s “Ho, ho, ho!” to express appreciation to contributors, volunteers, agency affiliates and staff. While inexpensive, most tangible forms of appreciation and recognition served two purposes: 1. To say, “Thank you!” and 2. To provide a visual year-round message for all the world to see.

Walls surrounding corporate reception desks greeted 20th century visitors with illustrations of good citizenship. Framed certificates, yellowed with age, attested to decades of Community Chest support, Chamber of Commerce membership and Better Business Bureau recognition. Beginning in the 1930s, gold and silver “genuine injection-molded plastic” expressions of appreciation decked the halls through which visitors entered. Hung with ornamental bars like Sunday School medals, they signified years of

achievement. Like relics of Dickens’ “Christmas past,” each reminded visitors of the significance of the slogan, “Everyone gives, and everyone benefits.”

The desks of executives and employees held mementos of United Way appreciation won through volunteer service. Their inscriptions cited service as door-to-door solicitors, budget or planning committee volunteers and members of boards of directors. Many displayed red feathers, the symbol of Community Chests since 1930. Campaign donors could be recognized by the tin metal fold-over pins that decorated their lapels, necklines, and hatbands. Composition wood statuettes of the “Little Good Guys angels and befeathered Robin Hoods” decorated the desks of those special few people whose exceptional leadership helped achieve goals and objectives.

## THE IMPACT THE WAR IN THE UKRAINE HAS HAD ON NONPROFITS AND THEIR WORK IN POLAND

Authored By: Emilia Gromadowska,  
TEIP Program Director-The Kosciuszko  
Foundation, Inc.

The Russian invasion in Ukraine has had an impact on many aspects of Polish nonprofit organizations and their activities. Boards, executive leadership, employees, and volunteers at once started to reorganize the everyday work and adjust to the new challenges. Apart from duties connected with ongoing programs, staff immediately responded and got involved in voluntary service to Ukrainian refugees. They assisted thousands of confused and terrified refugees flowing to the country, mostly women with children, who just crossed the border. At railway and bus stations volunteers during day and night were helping them find the accommodation offered by citizens and sharing homemade food.

At the same time many community members decided to travel directly to the border to help at the reception, providing food, clothing, medical help, and transportation to refugees. The refugees mostly had very limited personal items carried in small bags with them. The reception period has been very difficult, intensive, and overwhelming because we all felt the responsibility for refugees.

In the meantime, nonprofits launched fundraising campaigns and involved experts who consulted in strategic ways to support the launch of new programs to help Ukrainians. The Kosciuszko Foundation's members and friends demonstrated unstinting generosity, and by the end of July, we raised nearly \$1.5 million USD! We established several new programs such as *Freedom Starts with your Mind*, a grant program for scholars, *Flying University for Ukrainian Students*, and four summer camps, *Teaching English in Poland* for 140 Ukrainian kids with 65 American volunteers. We are still providing humanitarian help in cooperation with local organizations close to the border.

The grassroots initiatives cause the registration of new nonprofits to help in the most efficient way. One new nonprofit, the BRDA

Foundation is collecting windows in Poland and transporting them to small villages and cities for the citizens who need windows installed before winter arrives. The crisis boosted the development of already existing nonprofits like Homo Faber Foundation from Lublin, which now partners with the local administration by sharing human rights ex-

pertise to ensure best practices are followed when dealing with migration in the region. Only five days after the war started, Helping Center for Ukraine in Warsaw opened their doors with 200 volunteers on board welcoming 700 refugees every day. We stand with Ukraine!





Big Hearts make a Big Difference

## BIG HEARTS MAKE GIVING TUESDAY A BIG SUCCESS

Thank you to the very generous members who made an EXTRA gift to UW NEXT this past Giving Tuesday, November 29th, in honor of our 32-year anniversary. With your help we were able to raise in total \$8,412. We are especially grateful to Maria Chavez-Wilcox, Jeffrey Wilcox, Susan Dunn, and Carole Peters for providing a matching donor gift of \$3,200. THANK YOU for your generosity and support!

## UNITED WAY NEXT UPCOMING EVENTS

**Member Meet Up: Great Rivers Regional Conference Connecting UW NEXT to the Network**  
**Wednesday, January 18**  
**4-5pm ET**

Facilitator: Carole Peters  
Panel: UW of Wisconsin Staff/Co-Hosts of the Conference

**United Way Worldwide Town Hall**  
**Thursday, January 26**  
**3-4pm ET**

Guest Speaker: Angela Williams, UWW CEO and the Executive Leadership Team

**CEO Circles**  
**Cohorts are forming for January/February**

For information contact:  
Katelyn.Guest@UWW.UnitedWay.org

**United Way National Interim Executives Roundtable**  
**Thursday, February 2**  
**10:30am-12pm ET**

The National Roundtable includes United Way NEXT members and colleagues who have completed the Interim Executive Academy through Third Sector Company.

**History Hangout: Recycle or Retain? How to decide what United Way materials to save and how to preserve them.**

**Wednesday, February 15**  
**3-4pm ET**

Hosted by United Way's historian Dick Aft, connect with United Way colleagues while learning about how United Way's rich history impacts the events of today.

**Planned Giving Office Hours**  
**Thursday, February 23**  
**4-5pm ET**

NEW in 2023 each session will include a valuable topic led by one of the UW NEXT Endowment and Planned Giving Faculty.

**Diversity, Equity, Inclusion: Learning Session**  
**March 2023**

**History Hangout: Silver Anniversary - A Salute to the Volunteer and Professional Leadership of United Way NEXT**  
**Wednesday, April 19**  
**3-4pm ET**

Hosted by United Way's historian Dick Aft, connect with United Way colleagues while learning about how United Way's rich history impacts the events of today.

**Planned Giving Office Hours**  
**Thursday, April 27**  
**4-5pm ET**

NEW in 2023 each session will include a valuable topic led by one of the UW NEXT Endowment and Planned Giving Faculty.

**United Way National Interim Executives Roundtable**  
**Thursday, May 4**  
**10:30am-12pm ET**

The National Roundtable includes United Way NEXT members and colleagues who have completed the Interim Executive Academy through Third Sector Company.

**Diversity, Equity, Inclusion: Learning Session**  
**May 2023**

**CEO Circles**

Cohorts are forming for May/June  
For information contact:  
Katelyn.Guest@UWW.UnitedWay.org.

**Please join us at any of our upcoming events!**

To learn more, check out our "Events" tab at UnitedWayNEXT.org or email Katelyn Guest, Program Marketing Associate, at Katelyn.Guest@UWW.UnitedWay.org.

# LOUISVILLE, KENTUCKY UNITED WAY NEXT GATHERING

Gathering in Louisville was a fun and meaningful time for the 35 UW NEXT members who celebrated together. Connecting with old friends and meeting new ones was very rewarding. The excursions were well planned with interesting activities to experience and enjoy. **A Special Thank You to Joe and Terry Tolan for serving as our gathering hosts.**

