

NEWS RELEASE



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UNITED WAY NAMES NEW DIRECTOR OF RESOURCE DEVELOPMENT

Mike McKenna Retires; Beth Shafer Takes Director Role

JACKSON, MI (April 24, 2014) – Beth Shafer, formerly Campaign Manager, has been named Director of Resource Development for United Way of Jackson County. Shafer succeeds Mike McKenna, who retired on March 28.

Shafer joined UWJC in 2012 after a long career in sales, marketing and volunteer administration, including work with Simon & Schuster Communications, World Vision and School Specialty. She has served in a support role in the organization’s annual fundraising campaign.

McKenna retired after 14 years at UWJC in a variety of roles, including as Resource Development Director and as interim CEO.

“Beth has built strong community relationships and demonstrated outstanding leadership as part of the United Way team,” said Ken Toll, President and CEO. “We’re excited to see her take on this role.”

Toll also hailed McKenna’s years of service. “Mike oversaw 14 campaigns and raised over \$34 million for community programs in education, financial stability and health,” Toll said. “He’s a great leader who will be sorely missed. We wish him all the best in his well-earned retirement.”

About United Way of Jackson County

United Way of Jackson County mobilizes the caring power of the community to provide opportunities for a better life for all Jackson County residents by focusing on helping children succeed in school, making sure families are financially stable, and helping people achieve and maintain good health.

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