

FOR IMMEDIATE RELEASE: 9/24/2020

Contact Information:

Susan Perri
Vice President, Marketing & Communication
United Way Fox Cities
Cell: 920-574-5862



United Way Fox Cities

Peter C. Kelly, President and CEO at United Way Fox Cities to retire May 2021

September 24, 2020—Fox Cities, Wisconsin: United Way Fox Cities announced today that Peter C. Kelly, the organization’s president and CEO will retire, effective May 2021 after serving 23 years in the position. He began his distinguished career at United Way Fox Cities in April 1998.

“Peter’s achievements and contributions to our community will not soon be forgotten,” said Jeff Curtin, United Way Fox Cities’ Board Chair. “His passion and commitment to filling United Way’s mission of building a stronger, more caring community for everyone was evident during his time with United Way and we sincerely thank him and wish him well.”

During Mr. Kelly’s tenure, he played a critical role in transforming the organization to a *Community Impact Model*: focusing collective action on establishing goals, identifying strategies, measuring outcomes, and mobilizing the resources (people and financial) to find and deliver solutions to the community’s most pressing challenges. In the process, he served as a champion for establishing new partnerships and signature United Way programs serving needs unmet by other community services, which include:

- **United Way’s 2-1-1** connects more than 12,000 people each year to local health and human services through free, confidential phone calls available 24/7.
- **United Way’s Fox Cities Diaper Bank** provides 900 little ones with diapers each month, giving families hope and dignity and babies healthy, dry bottoms. United Way’s Fox Cities Diaper Bank has distributed more than 3,000,000 diapers since its inception in 2011.
- **United Way’s PATH (Providing Access to Healing) for Students** provides 200 children each year access to school-based mental health counseling in 37 schools throughout all 10 Fox Cities’ school districts. To date, more than 2,000 students have been served by United Way’s PATH.
- **The Connector, a United Way partnership with Valley Transit** provides rides to those who need affordable transportation outside of normal bus routes or operating hours. The Connector provides 20,000 rides per year; 92 percent of rides get employees to work.
- **United Way WORKS (Workplace Options, Resources, and Knowledge for Success)** supports workforces in the Fox Cities through connections to health and human services, small-dollar loans, and financial wellness workshops. United Way WORKS began its pilot year in 2019, with Onsite Resource Coordinators in two local companies.

- **Fox Cities LIFE (Leading Indicators for Excellence) Study** provides a data-focused overview of the quality of life in the Fox Cities area. First conducted in 2001 in partnership with the Community Foundation for the Fox Valley Region, the purpose of the LIFE Study is to spark data-driven conversations, leading to action and transformative change. www.FoxCitiesLifeStudy.org
- **Be Well Fox Valley** creates the community conditions necessary to advance a culture of health and well-being for all in the Fox Valley. United Way Fox Cities is the backbone organization, leading a collaboration of partner organizations. www.BeWellFoxValley.org

Mr. Kelly was also instrumental in overseeing growth in the United Way Fox Cities community campaign. When he started, the yearly fundraising efforts garnered \$4.6 million. Over the course of more than 20 years, the campaign goal has doubled, raising nearly \$9 million in 2019 to benefit the Fox Cities community, including 84 funded programs at 38 local nonprofits.

“Peter’s leadership over the past two decades is evident in the continued success of United Way’s campaign and the deep trust he’s built in the community,” said Kim Underhill, Group President, Kimberly-Clark North America and current United Way Campaign Co-Chair. “Our community thrives, in part because we have such a strong United Way presence that uplifts local nonprofits and has an impact on issues, not only through funding, but also through collaborations and partnerships.”

In addition to leading United Way Fox Cities, Mr. Kelly has been very involved in community boards, clubs, and initiatives including the Governor’s Early Childhood Advisory Council, U.S. Venture’s POINT Initiative, Imagine Fox Cities, ThedaCare’s Community Health Action Team (CHAT), Voices of Men, Rotary Club of Appleton, City of Neenah Parks and Recreation Commission, Fox Cities Kurgan Sister Cities Program, and many more.

United Way Fox Cities’ Board of Directors has established a transition committee that will be responsible for hiring Mr. Kelly’s successor. The committee has engaged Sharon Hulce, president Employment Resource Group, to lead the search. Parties interested in applying for the position of president and CEO at United Way Fox Cities are encouraged to contact Ms. Hulce at sharon@ergsearch.com.

United Way Fox Cities is a tax-exempt, donor-supported organization improving lives by fighting for the health, education, and financial stability of every person. Through United Way, more than 100 funded programs positively impact the lives of 1 in 3 people in the Fox Cities and build a stronger, more caring community for everyone. Learn more at UnitedWayFoxCities.org

###