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**CONTACT:**

Abby Mathieu  
abby@blenderadv.com  
412-709-6149  
304-281-8097 (cell)



**United Way announces Jerry MacCleary, Diane Holder as  
2016 Annual Campaign Co-Chairs**

*Co-Chairs encourage donors to focus on United Way's work, impact areas*

Pittsburgh, Pa. (Sept. 20, 2016) – United Way of Southwestern PA, recently announced this year's annual campaign co-chairs: Jerry MacCleary, president, Covestro LLC, and Diane Holder, president and CEO, UPMC Health Plan. Achieving six consecutive years of campaign growth and a decade of success, nearly \$34.8 million was raised during last year's workplace campaign.

"Each year, United Way selects strong corporate leaders to spearhead the campaign across the community in workplaces of all sizes. This year, as campaign co-chairs, we are hoping to set the tone by reaching out to encourage the community to support what they are passionate about," Holder said. "Whether a person or organization is passionate about helping young students reach their goals, supporting senior citizens, finding safe housing for veterans, making a difference for people with disabilities, and more, United Way can help make the biggest impact."

For the 2016-2017 workplace campaign, United Way is rolling out a new online giving platform, UPledge for Good, which allows donors to make a more personalized gift. The new platform allows each employee to see the impact they will make by designating their gift to United Way's Impact Fund, a local agency or a United Way initiative they care deeply about.

Corporations will have the ability to customize the site to align with their philanthropic giving focuses, allowing them to further understand the impact they are making in the community. Ultimately, UPledge will improve the experience for workplace donors and corporations by providing a more meaningful, user-friendly platform.

"Allowing donors to give to causes they have a personal investment in and are passionate about will make their gift more meaningful, both to the donor and United Way," MacCleary said. "This year, we want the community to focus on and take a personal interest in the great work United Way is doing in our neighborhoods. By emphasizing that, we hope to see another record year of campaign dollars."

Both MacCleary and Holder share a passion for United Way's work in the community and value the impact made in the lives of seniors, people with disabilities, veterans, children and more. Covestro and UPMC encourage their employees to get involved with hands-on activities and participate throughout the year in United Way's workplace campaign. Their goals this year are to expand that emphasis on the work and rally more businesses and community members to align themselves with United Way to make the region stronger.

Also new this year, the campaign's cabinet has been strategically selected to align each volunteer with an impact area for which they are personally passionate. With family members with disabilities, Jack Barbour, Executive Chairman, Buchanon, Ingersoll & Rooney, and Craig Tillotson, Vice Chairman, Hefren-Tillotson, Inc., both have a personal investment in helping people with disabilities thrive in the community. They will serve together on the 2016 United Way Campaign Cabinet as advocates for people with disabilities.

Karen Larrimer, 2015 campaign co-chair and executive vice president, head of Retail Banking and chief customer officer, PNC, has made a personal commitment in helping struggling women in the community thrive through United for Women. In spring 2017 she will become the first female board chair at United Way and serve on this year's campaign cabinet as the United for Women representative.

Other cabinet members include Dmitri Shiry, managing partner, Deloitte LLP; Stacy Juchno, general auditor, PNC; Geoff Kasse, wealth management advisor, JKS Financial; Kelly Gray, senior vice president, FedEx Ground; Mary Richter, shareholder, Schneider Downs; Matt Garland, associate director, Deloitte LLP; Tracy Kucera, director, Tiffany & Co.; Patrick Gallagher, chancellor, University of Pittsburgh; David Holmberg, president and CEO, Highmark Health; Morgan O'Brien, president and CEO, Peoples Natural Gas; Scott Lammie, chief financial officer, UPMC Health Plan, and senior vice president, UPMC Insurance Services Division; Raymond Betler, president and CEO, Wabtec Corporation; Dave Malone, president and CEO, Gateway Financial; Raymond Buehler, CEO, Schneider Downs; Dan Onorato, executive vice president, public policy, chief government relations and community affairs officer for Highmark Health; Michael Denove, partner, Ernst & Young; Shakita Trigg, project manager, FedEx Ground; Chuck Urtin, retiree, Irwin Bank, and Greg Callahan, vice president and general manager, ABB, Inc. will assume the role of campaign co-chairs for Westmoreland, Fayette and Southern Armstrong counties.

As part of its annual initiative, United Way's fall workplace campaigns engage more than 700 local businesses each year, representing more than 60,000 donors. In addition, several thousand individuals in the community donate and volunteer. Last year, donations to United Way's Impact fund assisted more than 208,000 people in need across the region.

“People make the biggest impact on the community when they are passionate about how they are giving back,” MacCleary said. “United Way is a change-maker in so many critical areas in need throughout the community, making it easy to find something you’re passionate about. We hope this year, more than ever, people are eager to lend both their time and dollars to help make a difference throughout our community.”

For more information about becoming a volunteer, donating or starting a workplace campaign, visit [www.uwswpa.org](http://www.uwswpa.org).

**About United Way of Southwestern PA** – United Way of Southwestern Pennsylvania, serving Allegheny, Westmoreland, Fayette and Southern Armstrong counties, leads and mobilizes the caring power of individuals, the business community and organizations to help local people in need measurably improve their lives. United Way creates long-lasting change for the betterment of our community.

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