



United Way of
Southwestern Pennsylvania



EMPLOYEE SPOTLIGHT

ELISHA SEROTTA

What is your name, title, and department?

Elisha Serotta, Volunteer Coordinator, Volunteer Initiatives

How did you end up working at United Way?

I first learned about United Way when I did a short-term AmeriCorps program at a homeless shelter one summer in college. After college, I moved to Pittsburgh to do a year of service with a national nonprofit called Repair the World. While I was there, I organized volunteers and served in partnership with two local nonprofits, Just Harvest and Assemble. Both organizations are funded through United Way's Impact Fund which meant that I learned a lot more about United Way through working with them. Stepping into my current role at United Way seemed like a great way to better get to know Pittsburgh, as well as do one of my favorite things: volunteering!

Can you tell me about your role at United Way?

As a Volunteer Coordinator, I help organize volunteering events at United Way. I started in August of 2021, so I have been here for about two and a half years. Between planning, coordinating and setting up volunteer events and creating new volunteer opportunities, I have a hand in every aspect of volunteer events. I spend a lot of my day working on event logistics, ordering materials, communicating with volunteers and partner agencies and other behind the scenes tasks. My role is all about bringing people together to support each other. Volunteering is a great way to engage donors and talk about big issues in our community.

What do you love best about working here?

It might sound a little cheesy coming from a Volunteer Coordinator, but my favorite thing really is volunteering. It is so exciting to look out at the end of a project and see something that we made that wasn't there before. An example of this is Big Book Drop, where over the course of two days, volunteers come together and pack more than 30,000 books for students in our community. At the end of the event, before all the partner agencies come to pick up their boxes and distribute the books, there are hundreds of boxes lining the Great Hall in Acrisure Stadium. It is kind of spectacular to look out and think about how many children will be receiving books because of the work that we put in.



SPEED ROUND: CHOOSE ONE!

- ☐ Morning person **or** night owl? ☒
- ☐ Breakfast **or** dinner? ☒
- ☐ Coffee **or** tea? ☒
- ☒ Beach **or** mountains? ☐
- ☒ Dog person **or** cat person? ☒

Elisha says: I love cats and dogs equally! I don't know at what point everyone decided we had to pick a team, because I am team both!