



United Way of Southwestern Pennsylvania



EMPLOYEE SPOTLIGHT

LYDIA LOGUE

What is your name, title, and department?

Lydia Logue, Next Generation Engagement Manager, Major Gifts

Can you tell me about your role at United Way?

I've worked at United Way since late July 2023. My role at United Way is to lead the next generation of young professionals into finding their passion and purpose. I primarily lead two young professional groups at United Way. Our Next Gen Ambassador Circle Program includes individuals 35 and under who give back to their community through time and treasure. And our Bridges Society is comprised of young professional leadership donors that give more than \$1,000 annually. My responsibility is to steward these donors by exposing them to the work of United Way while creating pathways for them to deepen their engagement.

What do you love about working here?

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?

My favorite part about working here is getting the chance to empower young professionals by educating them about the issues our community faces and by showing them how they can actively make change through volunteerism and giving. I strongly value the work that we get to do here. United Way really does bring together all sectors of the community: people in need, businesses, nonprofits and donors. It's great to see how collaboration in the community makes impactful change. I also value giving back to my community personally. Growing up and especially in college, I experienced financial and food insecurity. There were people and organizations around me who were generous enough to help me along the way and showed me how to succeed. So the fact that I can give back, serve our community and teach others of the importance is a huge blessing and honor to be a part of.

SPEED ROUND: CHOOSE ONE!

Morning person **or** night owl?

Breakfast **or** dinner?

Coffee **or** tea?

Dog person **or** cat person?

Lydia says: I've never had animals growing up, so it's hard to choose one. I'm more of a plant lady and definitely have a love for gardening!

Beach **or** mountains?

Lydia says: Some of my favorite and most memorable places are beach vacays. I'm not much of a morning person, but when I'm at the beach, one of my favorite things to do is watch a sunrise. It's like heaven on earth for me! Plus that's where my husband proposed to me: Virginia Beach during sunrise, so it's a special place and moment in time!