



For Immediate Release:

Media Contact: Danielle M. Velkoff, Senior Director of Marketing & Communications
c: (570) 360-5009 | w: (570) 988-0993 | e: marketing@svuw.org
w: <https://svuw.org> | Social Media: @SusquehannaValleyUW

Susquehanna Valley United Way Announces Leadership Transition

CEO to step down after 10 years of dedicated service.

Sunbury and Bloomsburg, PA, January 16th, 2025 – Susquehanna Valley United Way’s CEO, Adrienne Mael, has announced that she will step down from her role on January 31, 2025, after 10 years of dedicated service to the organization and the communities it serves.

During Mael’s tenure, Susquehanna Valley United Way has undergone a remarkable transformation, achieving key milestones and expanding its impact across the region. Under her leadership, the organization successfully merged two United Way entities, uniting their boards and operations into a cohesive organization that now serves five counties with 56 funded partners. She spearheaded innovative community initiatives, including *United in Recovery*, which educates the public, reduces harm, and improves access to treatment for substance use disorders. Mael also launched the *Revolving Car Loan* program to provide reliable transportation to individuals in need and advanced housing initiatives that supported stability for vulnerable populations by addressing critical gaps in affordable housing and homelessness prevention.

Mael’s visionary leadership has strengthened United Way’s ability to address pressing community needs and positioned the organization for a future of continued growth and meaningful impact. Today, the organization is on track to reach its annual campaign goal, having raised 50% of its \$665,000 target and has secured over \$2.23 million in grants, supporting ten grant-funded positions across the region.

"The organization Adrienne leaves behind is stronger than ever, having guided us through a transformative decade as we grew from a local United Way to a robust regional force for change," said Steven Keifer, Board President. *"With a dedicated staff, engaged board, and robust partnerships across our five-county region, we're positioned to begin an exciting new decade of impact. Our strategic priorities are clear, our funding is stable, and we're well-positioned to welcome a new visionary leader who will write the next chapter of our story while ensuring uninterrupted service to our community."*

The Board of Directors is forming a hiring committee to guide this process and uphold the organization’s stability and momentum during this time of change. Mael has committed to playing an active role in ensuring a smooth and effective leadership transition. The committee will collaborate closely with staff and key stakeholders to support the ongoing operations of Susquehanna Valley United Way while identifying a visionary leader who will build on the organization’s strong foundation and drive its mission forward into the next chapter.

"As we reflect on Adrienne’s leadership, we are also energized about the future," said Eric Martin, member of the Board and Hiring Committee. *"Our recent mergers have strengthened our*

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organizational efficiency and positioned us for greater impact. Now, we look ahead to the next phase of growth, focusing on addressing our community's most pressing issues, including youth opportunity, mental health, food security, transportation, and housing. It's an exciting time to join our United Way and be part of this meaningful work."

Adrienne reflected on her time with the organization, saying, *"Leading Susquehanna Valley United Way has been one of the greatest privileges of my career. I am immensely proud of what we have accomplished together and deeply grateful to the staff, volunteers, and community partners who have made our work possible. While this is a bittersweet moment, I am confident that the organization will continue to thrive and drive positive change in our community."*

Susquehanna Valley United Way remains steadfast in its mission to address pressing community needs and is excited to continue this important work with the ongoing support of its donors, volunteers, and partners.

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About Susquehanna Valley United Way:

The United Way fights for the Health, Educational, and Financial Stability of every person in Columbia, Montour, Northumberland, Snyder, and Union Counties. We do this by addressing the root cause of social issues and serving as a leader, partner, and catalyst to identify and address areas of need by engaging communities to develop long-term social change. We are located at 228 Arch Street in Sunbury, PA, and in the new Mulberry Mills Building at 160 W. 6th Street in Bloomsburg, PA. To learn more, please visit www.svuw.org.