



United Way
of Broome County

United Way of Broome County, Inc.
PO Box 550
Binghamton, NY 13902-0550

NEWS MEDIA RELEASE

For more information:
Maria Rodriguez
Marketing & Communications Senior Director
607-341-8823

UNITED WAY OF BROOME COUNTY ANNOUNCES NEW EXECUTIVE DIRECTOR

VESTAL, NY – December 12, 2022 – United Way of Broome County is pleased to announce that Paula Perna has been named the organization's Executive Director.

Perna will step into the role held by former Executive Director LoriAnne Welch, who announced her retirement after serving in various roles since 2016.

Paula Perna is a United States Navy Veteran. She has worked in the higher education, nonprofit, and government sectors to support the needs of families, youth, and seniors across Broome County and statewide. Her expertise lies in developing, analyzing, and communicating business models to guide decisions, promoting data-driven strategic change, and facilitating discussions among multiple stakeholders to achieve a cohesive, quality approach to planning that meets community and organizational needs.

Perna has worked at United Way of Broome County since 2017 as the Senior Director of Community Initiatives and Planning. She has built strong relationships with partners, staff, volunteers, and community stakeholders to create a shared community vision for Broome County and supports the development of strategies and plans necessary to deliver on that vision.

Perna has been a long-time community member. She holds a Master of Science in Community Education from Elmira College and a Bachelor of Science from Binghamton University. Her life and work are rooted in the heart of the community.

Paula recently graduated from the United Way Worldwide Advanced Leadership Program (ALP). The ALP program is a year-long leadership development course designed for senior-level professionals who are strong performers and have demonstrated leadership capacity. Selection for ALP is based on an individual's performance, mastery of skills and core competencies, and leadership potential. Applications come from the nearly 13,000 people serving in local United Ways worldwide and across all departments. Admission to the program is highly selective, with participation limited to just 18 applicants each year.

"I am thrilled to continue my journey at the United Way of Broome County and am honored to have the opportunity to lead this organization in continuing to work collaboratively across the community to create real positive change," shared Perna. "I feel fortunate to be starting this role with a committed, passionate staff and dedicated Board of Directors. I look forward to working with our generous donors, nonprofits, and other stakeholders and believe that the sky is the limit for all we can accomplish together."

Nicholas Spencer, President, United Way of Broome County Board of Directors, noted that, "United Way of

Mail: PO Box 550, Binghamton, NY 13902 | **Location:** 101 S Jensen Road, Vestal, NY 13850
P: (607) 240-2000 | **F:** (607) 240-2002 | **Web:** www.uwbroome.org



United Way
of Broome County

Broome County plays a unique role as a backbone organization convening cross-sector partnerships among government agencies, businesses, foundation, and nonprofit organizations to support the efforts to meet the needs of the community we serve. Paula's extensive experience and knowledge make her the perfect person to move United Way of Broome County forward to even stronger success as a trusted partner. We must select a leader with engrained knowledge of the community's culture and dynamic. She has devoted herself to this community, understands the problems that Broome County's neighborhoods face, and is poised to work with our partners to find equitable solutions."

###

United Way of Broome County unites donors, volunteers and community organizations in a common mission to drive change that will have a positive impact on the critical needs of our community by strategically leveraging the collective resources of community partners. Our focus is on Basic Needs, Health, Education, and Financial Stability. These are the building blocks for a good life and the cornerstones of a strong community. By combining contributions from individuals and organizations, United Way generates a larger pool of dollars and expertise to tackle the issues that matter most, to help those who need it the most, in ways that achieve the greatest impact. Our work is personal enough to change lives and powerful enough to improve conditions across the community we serve. United Way invites people to come together, LIVE UNITED and create the change we want to see.