



News Release

United Way Waterloo Region Communities

For Immediate Release – August 6, 2021

United Way Waterloo Region Communities welcomes new volunteer Board Members

Five new members join United Way Waterloo Region Communities' Board of Directors

Waterloo Region – United Way Waterloo Region Communities (UWWRC) is pleased to announce the appointment of five new members to the Board of Directors, elected at the Annual General Meeting on June 23, 2021.

“United Way Waterloo Region Communities could not operate without all our volunteers. Our new Board members have joined forces with us as we continue to recover and rebuild a stronger Waterloo Region. The wide range of talent and experience on our board allows us to move forward with skilled guidance, diverse perspectives, and a shared commitment to our community. We are so thankful these members have come forward and selflessly dedicated their valuable free time to helping United Way and those in our community who need it most”, said Joan Fisk, UWWRC CEO.

Joining the board is Alexandria Sheehan, Jason Daly, Katherine Metcalfe, Lara Swift and Kelly Dick. Karen Wilkinson replaces Samson Ling as Board Chair. The new volunteers will be joining existing members Neena Gupta, Bryan Larkin, Donald Paddock, Ken Seiling, and Heidi Sevcik.

Karen Wilkinson (Board Chair)

Karen Wilkinson is a self-employed tax and family business advisor and has served on numerous boards over the years, including the University of Waterloo, KW Symphony Association and United Way Cambridge & North Dumfries. Karen has lived in Cambridge for 30 years. Karen’s financial acumen and experience is a major asset and her past roles in United Way and the community will provide valuable insight and guidance during her term as board chair.

Kelly Dick

Kelly Dick is the current president of the Waterloo Region Labour Council and union representative with UFCW Local 175/633. She is deeply rooted in our community and continues to push all levels of government for social and economic changes and a just economic recovery that is centred around workers and our community. As a past member of the United Way team, giving back to her community and helping others has always been at the core of what Kelly does each day. Her many years of experience as a fundraiser and as a community leader in the labour movement will help her bring more of a workers' lens and perspective to the board.

Alexandrea Sheehan

Alexandrea is a manager in the Assurance group at EY Waterloo and has lived in Waterloo for almost 10 years, after moving here to attend Wilfrid Laurier University. Alexandria's focus on community involvement and enrichment will be a welcome addition to the UWWRC board. By joining the Board, Alexandria is looking forward to learning more about the needs of the community and how we can continuously adapt and shift to support those needs. She hopes to use her knowledge and background in accounting and finance as well as other experiences to bring a different perspective to the table.

Katherine Metcalfe

Katherine currently holds the position of Legal Counsel at Shopify, and previously practiced as a commercial litigator at a top-tier international law firm. She received an Hons. Bachelor of Arts from Wilfrid Laurier University and a Juris Doctor from Queen's University. Katherine lives in Waterloo with her family and they are deeply connected to Waterloo Region. Katherine hopes to leverage her experience and skills to assist the United Way in achieving its mission and empower others to make a difference in our community.

Jason Daly

Jason brings over 20 years of financial services experience across multiple large organizations and has held executive leadership roles in the areas of product development, digital transformation, brand and marketing, strategy and operations. He is passionate about digital innovation and customer-focused product, marketing and service disruption using Human-Centred Design and Agile delivery methodologies. Jason hopes to provide guidance to United Way, helping them traverse the ever-evolving digital landscape while giving back to the community.

Lara Swift

Lara Swift is the CEO of Swift Labs, a Wireless Hardware Technology Company based in Kitchener. With over 20 years in tech, spent at Nortel and BlackBerry, Lara then founded Swift Labs in 2014 to keep key engineering talent in Canada. She is a graduate of the University of Waterloo, with an Honours BA in Literature, and a Masters in Engineering. Lara loves to find ways to engage tech and community. Lara wants to help raise awareness and leverage the tech community about what United Way offers and make the connection of how important this organization is to the success and wellbeing of our greater community. Her first experience with the United Way was in the mid-90's, taking a day to support her company's United Way goals. This created a lasting impression about how a small connection can support so many.

Digital Assets:

Please visit www.uwaywrc.ca/about-us/communications/ to download our digital assets and further information, including photos, CEO bio and photo, and other United Way materials.

- 30 -

About United Way Waterloo Region Communities

United Way Waterloo Region Communities is dedicated to helping people during times of crisis and in building a stronger future. We are fundraisers that support a network of programs and services that are locally focused, informed, connected, and deeply invested in helping people reach their full potential.

For more information or for media interviews, please contact:

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