



CEO Announces Departure from United Way

Red Deer, Alberta – Monday, May 16th, 2011 – Joe Deutscher, President, United Way of Central Alberta Board of Directors, announced this morning that he has accepted with great regret, Heather Gardiner’s resignation as Chief Executive Officer.

“Heather has been a strong and focused leader for United Way over the past seven years. Her experience in the non-profit sector spans 20 years, and we have been fortunate to have had someone lead our organization with such knowledge and professionalism. Heather has been a persistent driver in strengthening the whole of the organization through policy development, implementing national standards of excellence, launching a new brand framework, and developing key strategies for revenue growth. We are indebted to her for the passion which she has brought the organization and the commitment she has invested into this community,” says Deutscher.

Heather moved from Calgary to Red Deer in 2004 to take the helm of United Way as it prepared for regional growth. During her tenure, she oversaw the organization’s transformation from being a traditional fundraising agency, to becoming an organization focused on community impact and social change. Under Heather’s guidance, United Way has developed a framework for long-term, investment strategies that focus on addressing priority issues in the community, and increasing the knowledge and capacity of the non-profit sector.

In addition to working on regional initiatives such as Red Deer’s Vision to End Homelessness, the Human Care Network, Funders Forum and Welcoming and Inclusive Communities, Heather was appointed for two consecutive terms to the President’s Advisory Council for United Way of Canada. Comprised of CEOs from across Canada, this group advises the president on movement-wide issues, including the 211 initiative and strengthening the collaboration of United Ways across Canada.

“This community cares so deeply about its people and well-being, said Heather. I have been honoured to work alongside so many great people who have a passion for change, and to witness the remarkable results we have achieved in making our communities stronger. This commitment to action is at the essence of everything United Way stands for, and it has been a privilege to invite and inspire more people to become involved,” added Heather.

Heather will remain with United Way until June 30, after which she plans to move to the west coast to pursue her love of sailing and other career interests.

The Board of Directors is finalizing details on a regional and national recruitment strategy which will commence shortly.

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