



United Way of
San Luis Obispo County



What's raised in SLO County stays in SLO County!

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NEWS RELEASE

FOR IMMEDIATE RELEASE
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United Way of SLO County Announces New Leadership

San Luis Obispo, Calif.- United Way of San Luis Obispo County recently appointed Rick London as Chief Executive Officer and Charlene Rosales as Chief Operations Officer. Both have been serving in these roles on an interim basis since last summer. They each bring a wide range of local nonprofit experience and community involvement to the organization.

Mr. London, a resident of Nipomo since 1993, was previously United Way's Chief Financial Officer, a position he held for 8 years. As CEO, Mr. London will provide professional leadership to carry out the mission of United Way and implement Board policies and strategies to accomplish the organization's goals. He possesses a strong background in accounting practices and fiscal procedures and will work to bring individuals and community groups together to address the root causes of some of the county's most challenging health and human service issues.

Mr. London holds a B.S. in accounting from California State University Northridge. He is a member of the Foundation for San Luis Obispo County Public Libraries and former CFO for the San Luis Obispo County YMCA. "I find the idea of inspiring unity in community exciting and that's what United Way is all about. I'm dedicated to the United Way movement of creating sustainable, local change which we can achieve in partnership with other agencies, the business community, government entities and our donors. United Way has a rich history in San Luis Obispo County and will continue to mobilize our communities to make a difference in people's lives".

Ms. Rosales, a resident of San Luis Obispo since 1985, has been with United Way since 2004. She will oversee the efficiency and delivery of services of the organization as well as continue to manage the various fundraising campaigns and ongoing cultivation of resources to fulfill the mission of United Way.

Ms. Rosales is a member of the SLO Chamber of Commerce Board of Directors, an officer with the Rotary Club of San Luis Obispo Daybreak and a commissioner serving on the City of SLO Human Relations Commission. Her volunteer involvement also includes the American Cancer Society, American Red Cross, I Care International and the San Luis Obispo County YMCA. "I'm proud to be a part of an organization that does so much meaningful work. We have a fantastic staff at United Way that works alongside dedicated volunteers to serve the needs of SLO County. I look forward to broadening our visibility and reach in addition to growing our relationships with members of our community."

United Way of SLO County is an independent, nonprofit organization governed by a board of volunteers. It is affiliated by membership with United Way of America and addresses health and basic human service needs as determined by SLO County's local communities.

For more information about United Way of SLO County, visit www.unitedwayslo.org or call (805) 541-1234.
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*This news release is available on the United Way of San Luis Obispo County website at
<http://www.unitedwayslo.org/News/index.html>.*