



GIVE. ADVOCATE. VOLUNTEER.

United Way
of Pennsylvania

DEI Committee Members:

- **Aiza Ashraf – Director of Equity, United Way of Lancaster County**
- **Alena Anderson – Community Impact Manager, United Way of Southwestern PA**
- **Beck Moore – CEO, Community Action Association of PA**
- **Daysha Illarza – Community Impact Associate, United Way of York County**
- **Karen Struble Myers – President and CEO, United Way of the Laurel Highlands**
- **Maggie Feinstein – Director, 10.27 Healing Partnership**
- **Michael Tukeva – President and CEO, Pocono Mountains United Way**
- **Reese Clark – Founder, Ecwiti Group**
- **Pedro Romero - Director, Technology and Public Policy, State Government Affairs, Verizon**

United Way of Pennsylvania Staff:

- **Kristen Rotz – President**
- **Amanda McNaughton – Member Services Manager**

I. Introductions (20 Minutes)

- a. Name, Organization and:
- b. Why is DEI important to you personally?
- c. What does DEI work bring to nonprofits and your organization in particular?

Unable to be present today:

Theresa (Reese) Clark is the Principal of the Ecwiti Group, LLC. At the Ecwiti Group, she provides public health consultative services to faith-based, governmental, nonprofit, private, public, grass-roots and community based organizations. The Ecwiti Group's mission is to eliminate socioeconomic and health disparities by delivering culturally competent, linguistically appropriate and evidence-based interventions to ultimately empower individuals to be active members of their socioeconomic and health decision-making process. These services focus on the three core areas of strategic planning, capacity building and evaluation.

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II. Brief Overview of United Way of Pennsylvania and United Way Network (10 Minutes)

- a. Member United Ways and Non-Member United Ways
- b. The ALICE Project
- c. PA 211
- d. Resilient PA
- e. COVID-19 LIVE Grant

III. Imminent Needs (30 Minutes)

- a. Training for Member United Ways
 - i. eCornell Option

[eCornell Corporate Programs](#)

[Experience eCornell](#)

[Diversity and Inclusion Certificate](#)

[Diversity and Inclusion for HR Certificate](#)

[Diversity, Equity and Inclusion: Building a Diverse Workforce](#)

[On-Demand Lessons](#)

[Keynotes – Cornell Discussions](#) (scroll down to Diversity)

- b. Implementation Guidance for United Ways
- c. Needs of PA 211

Outcomes of training:

1. Shared language/understanding shared history
2. Experience with diverse person-groups
3. Cultural shift to inclusion
4. Attitude of challenging the status quo

IV. Committee Structure – Ambassadors Across UWP’s work (10 Minutes)

- a. Committee Chair (must be UWP Board Member)
- b. Finance
- c. Nominating/Governance
- d. Personnel
- e. Public Policy
- f. Member Services

V. Continued Committee Recruitment (10 Minutes)

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- a. Who is not represented from Pennsylvania on this committee and should be?

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