

NEWS RELEASE

Jul. 22, 2020

Contact:
Lucas Camuso-Stall
Sr. Dir. Public Relations & Advocacy
lucas.stall@unitedwaytoledo.org
(419) 254-4652 office
(765) 977-3712 mobile



United Way in Ottawa County Takes New Team Approach

[PORT CLINTON, OH] – United Way in Ottawa County (UWOC) recently announced the hiring of Jessica Singerling, manager of donor relations, as well as the promotion of long-time employee April Schalk to office manager, strengthening the organizations team approach in tackling the community’s most-pressing health and human service issues.

“In my time with United Way, it became clear that our office needed a greater focus in a couple of areas,” said Alison Lanza Falls, interim area director of UWOC, who will now dedicate her time as an Advisory Board member.

“First and foremost, a successful nonprofit has to prioritize the interests and needs of the community. You also must clearly communicate the work of your organization, be a strong fundraiser and implement new strategies. That’s where we must re-direct our attention moving forward. In order to do those things, we cannot rely on one person – one director. It has to be a team,” said Lanza Falls.

UWOC specifically works in the areas of education, financial stability and health, investing \$176,950 this funding year in nine key programs within five Ottawa County agencies.

Additionally, dollars are used to support United Way run programs, such as United Way 2-1-1, volunteer mobilization efforts and new solutions like the Ohio Governor’s Imagination Library, which delivers a free book each month to children ages zero to five years old.

“When you donate to United Way in Ottawa County, you are making a direct, positive impact on kids and families in your community,” said Wendy Pestrue, president & CEO of United Way of Greater Toledo, which serves Lucas, Wood and Ottawa County.

“It is exciting to welcome someone new who can assist in fundraising and communications, as well as promote an employee who can strengthen local programming. I am confident that Jessica, April and our committed volunteers will continue the powerful work happening in Ottawa County and help make United Way a better, stronger organization,” said Pestrue.

Singerling brings over 18 years of nonprofit and for-profit experience, with positions based in Indianapolis, Cleveland, Washington, D.C. and Alexandria, Virginia. Her specific expertise focuses in marketing, partnership development and increased revenue growth. Singerling has spent her summers in Ottawa County since the mid-70s, with her parents relocating to the area in 2000 and she in 2019.

Schalk has worked within the UWOC office for the last six years in various roles. She was a founding member of Summer Lunch & Fun, and currently manages the Head-To-Toe Pantry and co-coordinates the Portage Resale Voucher & Gas Cards program. Schalk will continue her role in serving as an organizational liaison to various community boards and help bolster local health and human services.

“Many people are not aware that we fund and run very high-impact programs, and I believe that both April and Jessica will help share that story,” said Ed Carlson, chair, UWOC Advisory Board.

For a full list of UWOC funded partners, visit www.UnitedWayOttawaCounty.org. To receive updates on the nonprofit, subscribe to their newsletter by emailing april.schalk@unitedwaytoledo.org.

###