



United Way
of Hampshire County

UNITED WAY OF HAMPSHIRE COUNTY Media Release

Contacts:

John Bidwell,
Executive Director
(413) 584-3962
cell (413) 320-3075
john@uwhamshire.org

Kate Glynn,
UWHC Board Chair
(617) 645-3340
kfjglynn@gmail.com

Debra Foley,
Director of Marketing
(413) 584-3962
cell (413) 426-8426
deb@uwhamshire.org

FOR IMMEDIATE RELEASE / January 16, 2018

UNITED WAY OF HAMPSHIRE COUNTY ANNOUNCES NEW EXECUTIVE DIRECTOR

NORTHAMPTON, MA, January 16, 2018 – United Way of Hampshire County (UWHC) will soon welcome John Bidwell as the new executive director. John Bidwell will succeed James Ayres as the agency's executive director beginning January 22. Bidwell, a long-time community resident, has been a board member of United Way where he co-led the development of the UWHC strategic plan in 2009, served on the executive and marketing committees, and volunteered with the organization's community investment process.

Kate Glynn, United Way board chair, said "We are thrilled to welcome John to this position. He has been a long-time active member of the United Way community and brings a wealth of professional experience to our organization. We have enjoyed working with John as a board member in the past and we are looking forward to his leadership as executive director."

Renée Moss, former executive director of Big Brothers/Big Sisters served as interim executive director for UWHC during the search process. "We are grateful for the role that Renée Moss has had as interim executive director during the search— and we are happy she will resume her position on the board of directors," said Glynn. "Our organization has remained as strong as ever with Renée's leadership and the work of our dedicated staff."

Moss remarked, "John is an excellent choice to move the organization forward. John is very engaging, perceptive, and brings people together productively. He values the relationships we have with the local business community, donors, volunteers, and with our funded partners."



United Way
of Hampshire County

Bidwell comes to United Way as an accomplished executive with over 18 years of operational, leadership and business development experience. Bidwell previously worked at University of Massachusetts as the executive director of marketing and business development and at Baystate Health as director of marketing and digital strategy. He was also the president and founder of Bidwell ID in Florence, Massachusetts, an award-winning branding and marketing firm. He is a lecturer at the University of Massachusetts Isenberg School of Management. Bidwell served in the Peace Corps in Mali, West Africa and recently co-authored a book with a Holocaust survivor, Irene Butter.

“United Way is an incredible organization whose impact can be seen every day in our community,” said Bidwell. “The organization is trusted, and our supporters are passionate; they understand the importance of having each other’s back. I look forward to leading United Way toward an even stronger role in addressing the key issues facing our community.”

United Way of Hampshire County is in the process of planning several county-wide meet and greet events to introduce Bidwell to the community at large.

About United Way of Hampshire County

United Way of Hampshire County engages and inspires the people, employers, and organizations of Hampshire County to give, advocate, and volunteer on behalf of our community. Its vision is that all individuals and families have the tools and resources to reach their full potential through education, economic security, and wellness. Lifting together, we build strong, vibrant, and inclusive communities.

To invest, volunteer, or to obtain more information, call United Way of Hampshire County at (413) 584-3962 or visit www.uwhampshire.org.

###