



NEWS

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SEARCH COMMITTEE APPOINTS NEW PRESIDENT & CEO FOR HEART OF FLORIDA UNITED WAY

Massachusetts-Native Jeffery J. Hayward to Lead the \$24.4 Million Organization

ORLANDO, Fla. (Oct. 25, 2016) – Following a four month search in which nearly 300 applications were submitted, the volunteer search committee appointed a new president & CEO for Heart of Florida United Way, Central Florida’s most comprehensive health and human services charity and the largest provider of funds to the region’s most critical programs. Jeffery J. Hayward, currently chief of external affairs at United Way of Massachusetts Bay, will assume the helm of the \$24.4 million organization in early December.

Hayward, a longtime Lynn, Massachusetts resident, has nearly 18 years of experience in the United Way network. Most recently as Chief of External Affairs, he was responsible for overseeing the annual strategic investment of nearly \$35 million in initiatives and agencies. In addition, Hayward managed the public policy strategy, volunteer opportunities, grants, and marketing and communications. In 2007, he oversaw United Way of Massachusetts Bay’s strategic shift to a grant-making strategy, known in Central Florida as the Investing in Results philosophy. Hayward was also the United Way’s architect of the first in the world Pay For Success (social impact bond) contract aimed at reducing chronic homelessness in Mass. by 50 percent.

“As difficult a task as replacing Bob Brown – a community fixture – the search committee feels that the very best candidate for the job has been found and selected,” said Ed Timberlake of Seaside National Bank, longtime Heart of Florida United Way board member and chair of the search committee. “Jeff’s experience is a great mixture of politics, public and private sector service.”

In previous roles, Hayward served as chief of staff to the Mayor of Lynn, a member of the Massachusetts House of Representatives, as well as the New England vice president for development and marketing for a national, publicly traded health care company.

He is a graduate of St. Anselm College and was a Casey Foundation/United Way of America Fellow at Harvard’s Kennedy School of Government – Family Strengthening for Success. Hayward will be moving to Orlando in December. His wife Anne-Marie and their children, Nathaniel, 17, Victoria, 13, and Abigail, 12, will be moving to Orlando in the coming months.

Robert H. (Bob) Brown announced his retirement in May after 10 years of service to Heart of Florida United Way and a 45-year career as a nonprofit administrator. He will remain in his position through the end of the year.

About Heart of Florida United Way

Heart of Florida United Way (HFUW) is Central Florida’s most comprehensive health and human services charity and the largest provider of funds to the region’s most critical health and human service programs. Last year, it raised and managed \$24.4 million throughout Orange, Osceola and Seminole counties. HFUW is working to advance the common good by focusing on education, income, health and basic needs. It operates United Way 2-1-1, Central Florida’s information and assistance, crisis, suicide and referral helpline; Volunteer Resource Center; Gifts In Kind Center; Emergency Homelessness Services; and the Ryan White Part B program, which administers more than \$2 million to provide HIV/AIDS services and referrals. HFUW impacts more than 650,000 individuals annually through its direct service and funded programs. United Way partners with local businesses, government, other charities to increase awareness of local health and human service issues and to inspire hope, provide options and create possibilities for people in need. Visit www.HFUW.org for more information, or call (407) 835-0900.

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