

Media Release

United Way Simcoe Muskoka
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UWSimcoeMuskoka.ca



FOR IMMEDIATE RELEASE

March 30, 2022

United Way Simcoe Muskoka Announces Brian Shelley as Next Chief Executive & Philanthropy Officer

Midhurst, ON, March 30, 2022 – United Way Simcoe Muskoka (UWSM) is pleased to announce that Brian Shelley has been selected as their new Chief Executive and Philanthropy Officer, effective April 13th. He succeeds Dale Biddell who recently announced her retirement after 11 years with the organization.

Mr. Shelley brings over 20 years of not-for-profit leadership experience to United Way Simcoe Muskoka and has a successful track record of community-focused fundraising. Among many awards and other achievements, he has held senior management and executive positions, contributed to the Not For Profit Leadership Institute, and has been on the board of directors for several organizations, including the Ontario Camps Association, The Sharing Place, and North Simcoe Victim Services.

"We have benefited from strong leadership within United Way Simcoe Muskoka for many years and are pleased to have someone as experienced and accomplished as Mr. Shelley continue his local success within our organization," said David Mayers, Board Chair of UWSM. "We remain well positioned to support our programs, addressing poverty and inclusion throughout our community."

Previously, Mr. Shelley was Vice President of YMCA Simcoe Muskoka heading up philanthropy and fund development in addition to asset management and capital development. His considerable experience alongside his commitment to the region of Simcoe Muskoka made him an excellent candidate for the CEPO role.

"The United Way aligns so well with my own personal values. I am excited to join the team and contribute to the excellent work being done to strengthen communities across Simcoe County and Muskoka," indicated Mr. Shelley.

Brian, a husband and father of two, holds a degree from Queen's University and excels in the areas of relationship development, aligning operations to support mission and vision, and strategic communications.

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About United Way Simcoe Muskoka

Poverty touches most aspects of a person's life from food, shelter, and employment, to mental and physical well-being. United Way Simcoe Muskoka seeks to improve lives and build communities by leveraging collective resources and mobilizing collective action to achieve the greatest impact. Through services such as the Urgent Needs Fund and by funding critical services throughout our communities, United Way Simcoe Muskoka is ensuring that residents have the resources and assistance they need to unlock their full potential.

A headshot of Brian Shelley can be found here:

https://drive.google.com/drive/folders/1XPV_xLDUFcxYqriK2qGEumwfjUIFJMH0?usp=sharing

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