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For Immediate Release

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Carol Braden-Clarke Accepts New Position in Lima, Ohio

Returning to Ohio after 16 years as the president of the United Way of Southwestern Indiana, Carol Braden-Clarke is leaving to head the United Way in Allen County, Lima, Ohio.

Braden-Clarke began her United Way career in 1988 on the campaign staff in Columbus, Ohio. She came to Evansville in 1991 as the first full-time campaign director and was promoted to president in November of 1999.

Under her leadership, the campaign increased from \$3 million to an all-time high of \$5.5 million in 2006. Last year, the campaign exceeded its goal of \$4.1 million. Day of Caring started in 1994 with 150 volunteers, and has become one of the largest single day volunteer events in the community with more than 1,000 volunteers in 2014. She started the Art of Caring public art project that brought carousel horses, fish, cars, butterflies and chairs to the riverfront and Main Street Walkway. The project raised more than \$100,000 for United Way during its tenure.

Braden-Clarke has been a champion for education in Evansville. United Way was one of the founding partners in the School Community Council, a coalition of agencies providing services in local schools. She also was a leader in the development of the Early Childhood Development Coalition, the purpose of which is to prepare children to enter school ready to learn. The coalition created a series of locally-themed books featuring a character named Napoleon Peacock encouraging parents to read to their children every day. She also served on Mayor Jonathan Weinzapfel's Education Roundtable and the Community Education Committee.

The United Way of Southwestern Indiana operates the 2-1-1 Information and Referral Call Center in 10 counties in southwestern Indiana and is one of eight 2-1-1 Call Centers as part of a statewide network. United Way's 2-1-1 answered over 17,000 calls last year. Additionally, more than 800 families and individuals were served through VITA, a free tax preparation program.

Braden-Clarke serves on the Indiana Association of United Ways Board and has chaired regional United Way conferences. She has been a featured speaker at several national education and United Way conferences.

"I'm proud of the impact the United Way of Southwestern Indiana has made thanks to the generous support and hard work of the community," said Braden-Clarke. "For more than two decades, I have witnessed firsthand the dramatic change United Way makes in people's lives. It has been an honor and privilege to have served this community."

She begins her new role August 24th. A search for her replacement will begin immediately.