

# Local Companies provide Loaned Executives for United Way campaign



*Gianno Lettieri, Vivian Banville, Maria Rebelo, Monica Carreiro, Wendy Mendoza-Rivera, Betty Durkin and Luke Lehman.*

Six local companies are providing Loaned Executives to help United Way of Greater New Bedford staff the recently launched 2014-2015 annual campaign. Each year, United Way depends on employees on loan to help make phone calls, deliver campaign materials, staff the United Way office and expand the reach of the LIVE UNITED campaign. The program, which runs from September to December, also provides loaned employees with training and exposure to new skills sets.

The Loaned Executive team for this year includes: Vivian Banville, Branch Manager at Bristol County Savings Bank; Monica Carreiro, Assistant Manager at First Citizen's Federal Credit Union; Betty Durkin, Security Specialist at Lockheed Martin; Luke Lehman, Credit Analyst at BankFive; Wendy Mendoza-Rivera, Human Resources Manager at New Bedford Housing Authority; and Maria Rebelo, Branch Manager/Bank Officer at Rockland Trust. In addition, Gianni Lettieri III, a retired

Rochester resident will also volunteer in this capacity.

“I am looking forward to getting more involved in the community and making a difference through United Way,” said Luke Lehman.

“I hope to get folks who haven’t given in the past to realize all that United Way does,” comments veteran Loaned Executive, Maria Rebelo “Every gift of any sizes helps to make a positive difference for others.”

“We have a very small staff,” explains Maureen Sylvia, CFRE Director of Resource Development. “The consistent commitment of the companies providing the loaned employees makes it possible for us to reach out to all the companies that host campaigns in our service area. Some Loaned Executives help make presentations, update contact information at companies and use their networks in the community to encourage new participants. Our hope is that the new Loaned Executives will gain a better understanding of what United Way does for this community and continue to be advocates for us, long after this year’s program ends.”

Last year, 69,100 residents received services provided through 22 local non-profits agencies thanks to United Way funding. In addition, United Way has five direct programs; Hunger Commission, Community Building Mini-Grants, Summer Fund, 2-1-1 referral line, and VolunteerSouthCoast.org. United Way of Greater New Bedford also is the fiscal partner for New Bedford Community Connections Coalition working to strengthen families and ensure the well-being and safety of children in Greater New Bedford. The local service area includes; Acushnet, Dartmouth, Fairhaven, Freetown, Marion, Mattapoissett, New Bedford, Rochester and Wareham. To Give, Advocate or Volunteer, please visit [www.unitedwayofgnb.org](http://www.unitedwayofgnb.org).

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