



Reaching and Supporting Parents Through 211

A Fishbowl Conversation for United Ways with leaders in Delaware, Texas and Utah

July 15, 12:30-2:00 pm ET/9:30-11:00 am PT



Alicia Lara

Senior Vice President Impact
United Way Worldwide

Alicia Lara is United Way's Senior Vice President of Impact. Alicia has dedicated her career to making lives better for those that she serves, most notably in the public health sector.

Alicia's service to United Way began in Los Angeles where she was the Vice President for Community Investment. In this capacity, she was responsible for the development and management of policy, research and grant-making programs. While there, she helped the organization achieve success in their vision to end homelessness, increase high school graduation rates and improve the financial stability of low-income families.

Before working with United Way, Alicia spent eight years with The California Endowment, a health-related philanthropic organization with a grant-making budget of \$150 million annually. During this time, she held various positions within the organization, including Vice President of Programs, Director of Responsive Grant Making and Senior Program Officer.

Alicia has pledged her career to serve the nonprofit space working on women's health issues, HIV/AIDS services and prevention, homelessness and health care policy. She currently serves on the board of directors for Ms. Foundation for Women and Funders Together to End Homelessness. Alicia is a relentless challenger of the status quo and envisions a world of tomorrow that is better than the one we live in today. She continually inspires her colleagues and the entire United Way network by profoundly and positively affecting the communities that she serves.

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Adrianna Cuéllar Rojas
President & CEO
United Ways of Texas

As President and CEO of United Ways of Texas (UWT), Adrianna Cuéllar Rojas leads the voluntary state association of local United Ways in Texas. With nearly 70 members across the state, UWT serves as the collective voice of a system that strives toward collaborative, lasting community-level change.

Adrianna brings strong nonprofit leadership to UWT as an established convener and partner in the sector. Between 1997 and 2013, Adrianna worked with the Meadows Foundation, a statewide private foundation, where she actively worked to improve the lives of children and families in Texas, advancing strategic initiatives, cultivating network partnerships and developing key relationships with business and nonprofit leadership, governmental entities and other stakeholders. Through these partnerships, Adrianna facilitated Foundation investments in education, health and human services, the arts and other issue areas important to communities across the state. Prior to working in philanthropy, Adrianna handled governmental relations for several state entities including the Texas Youth Commission, the Texas Education Agency and the Texas Commission on Children and Youth.

Adrianna lives in Austin with her husband and their two sons, Joaquin and Pablo. She is active in their school and is Chair of the Board of Directors for Foundation Communities and on the Board of RAISE Texas. She has an MPA from the LBJ School at UT Austin and a BA from Trinity University. Prior to moving to Austin, Adrianna was an active community volunteer in Dallas, serving on the boards of several organizations including Dallas CASA.

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Amy Terpstra
Vice President – Collective Impact Partnerships
United Way Salt Lake

Amy Ahrens Terpstra is the Vice President of Collective Impact Partnerships for United Way of Salt Lake. She leads the talented team working to cultivate partnerships capable of creating lasting social change in schools, neighborhoods, and across the region. Amy joined the UWSL team in 2016 and focused on building cross-sector, regional collaborative action networks that align programs, engage in continuous improvement, and change systems in order to improve specific, measurable outcomes.

For 11 years prior to that, Amy led research and evaluation work at the Chicago-based Heartland Alliance for Human Needs & Human Rights. There she managed a diverse portfolio of applied research studies with people who were experiencing poverty and intense hardship and trauma. For over a decade she researched and wrote Heartland Alliance's flagship publication, the annual Report on Illinois Poverty, which informed the work of thousands of providers, advocates, and decision makers in the state.

Amy holds a bachelor's degree in social work from Trinity Christian College and an MSW from the University of Illinois at Chicago. Amy loves to travel and ski with her husband, hike with her dog Huckleberry, run long distances in solitude, and discuss true crime podcasts with anyone who will listen.

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Michelle Taylor
President & CEO
United Way of Delaware

Michelle A. Taylor is President and Chief Executive Officer of United Way of Delaware (UWDE), one of the state's largest nonprofit community impact organizations.

Michelle reports to the Chair of the Board of Directors and is ultimately responsible for all aspects of UWDE's strategic planning, partner relations, philanthropy, community impact and engagement, operations and administration, finance, marketing, human resources, public policy, and board administration. She is UWDE's primary representative in the community and provides leadership throughout Delaware on a range of issues central to United Way's mission. In her role, she leads implementation of UWDE's statewide strategy to improve outcomes in third-grade literacy, college and career readiness, and financial empowerment, especially in low-income communities. In doing this, she leverages UWDE's more than 75 years of experience and relationships with nonprofit and community-based organizations, governments, businesses, academia, and civic-minded individuals, all of whom rely on UWDE to amplify their voices in the community. She is also chief steward of the United Way brand in Delaware and Salem County, New Jersey.

Michelle assumed her role in January 2008, after serving four years as UWDE's Executive Vice President and Chief Operating Officer. She joined UWDE in 2000 as Director of Finance & Administration, later served as Vice President of Operations, and during a six-month leadership transition in 2003, was UWDE's acting president.

A career nonprofit professional, before joining UWDE Michelle held statewide responsibility as Director of Finance at Delaware Hospice. She is a board member of the Delaware State Health Improvement Plan, the Delaware Workforce Investment Board, the Delaware Community Foundation, the Wilmington University Administration of Human Service Advisory Committee, the Wilmington HOPE Commission, and the Wilmington Education Improvement Commission. In collaboration with the Delaware Department of Education, she spearheads implementation of the National Campaign for Grade-Level Reading through the Get Delaware Reading initiative. She has volunteered with Boys and Girls Clubs of Greater Newark and Appoquinimink, Girl Scouts of the Chesapeake Bay Council, Delta Outreach and Education Center, and served on the Board of Directors of the Trustees of Color.

In collaboration with the Governor's office, the Delaware Department of Education, the Delaware State Board of Education and others, Michelle was instrumental in forming and implementing the initial "Delaware Stars for Early Success" program and is Chair of the Governor's High-Quality Early Childhood Programs and Professionals Committee.

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