

## FOR IMMEDIATE RELEASE

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### ***United Way of North Central Florida Selects David Rountree as Director of Advancement***

**GAINESVILLE, Fla. (October 13, 2021)** – The United Way of North Central Florida has named David Rountree as its new director of Advancement.

President and CEO Amber Miller said United Way conducted a national search to fill the position and found Rountree’s varied experience and local community engagement illustrated his ability to share the organization’s long-standing history while garnering new stories to share with the community and their donor base to advance the mission of United Way.

“We are excited to have David join our team,” Miller said. “His experience in nonprofit development, marketing and communications will undoubtedly assist us in growing our philanthropy as well as sharing our impact through various storytelling methods while conveying the generosity of our community supporters.”

Rountree most recently served as the director of Diversity and Inclusion Outreach at the Community Foundation of North Central Florida leading their diversity, equity and inclusion programming focused on connecting underserved nonprofits with local resources. Prior to that, he served as the director of Development and Communications at Meridian Behavioral Healthcare overseeing the organization’s fundraising and communications initiatives across 18 counties in North Central Florida. In addition, he has served the Gainesville nonprofit community as a volunteer, event lead, consultant, advisory board member and governing board member.

Rountree said working as a community funder, a grant writer and a grant-funded employee has reinforced his belief that nonprofit work is a collaborative effort requiring input and action from all members of the community. He said he looks to build upon those experiences to further the United Way’s impact.

“I love this community, its citizens, and the programs and services offered by our local nonprofit sector so I do not take this appointment lightly,” said Rountree. “During my 17-year tenure in Gainesville, I have admired the work of the United Way from afar and am thrilled to spearhead sharing these incredible stories, building upon the foundation set before me and establishing new relationships to further the work United Way has been providing in our community for over 60 years.”

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***United Way of North Central Florida fights for the health, education and financial stability of every person in our community and has been a staple in North Central Florida since 1957. We serve a six-county area that includes Alachua, Bradford, Dixie, Gilchrist, Levy and Union counties. Since our inception, we have raised nearly \$100 million for the region. Our top priority is to create real social change that leads to better lives and healthier communities for North Central Florida.***