



United Way of Bradford County

Give. Volunteer. Advocate.

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FOR IMMEDIATE RELEASE

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United Way of Bradford County Announces Roberta Coleman as New Executive Director
Bradford County, Pennsylvania, — The United Way of Bradford County is excited to announce the appointment of Roberta Coleman as its new Executive Director. Roberta brings a strong vision for continuing to build a positive impact in Bradford County.

Roberta Coleman joins United Way of Bradford County with over 14 years of experience as a business owner. Throughout her career, she has demonstrated an unwavering dedication to leadership and positive impacts to her community.

“I am both honored and excited to take on this role with United Way of Bradford County,” said Roberta Coleman. “I look forward to working alongside our dedicated team, local partners, and volunteers to address the most critical needs in our community and to further our mission of creating lasting change.”

As Executive Director, Roberta Coleman will oversee the day-to-day operations of United Way, including fundraising, community engagement, and program management. Her leadership will help guide the organization’s strategic priorities as it continues its work to improve lives and create a sustainable impact in Bradford County.

For more information about United Way of Bradford County and how to get involved, please visit unitedwaybradfordcounty.org or contact Roberta Coleman at rcoleman@unitedwaybradfordcounty.org.

About United Way of Bradford County

United Way of Bradford County is dedicated to improving the lives of individuals and families in Bradford County by focusing on education, health, and financial stability. Through collaboration with local organizations, businesses, and individuals, United Way works to create long-lasting community impact and address the most pressing needs of the area.

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