

Roberta Coleman Announces Resignation as Executive Director of United Way of Bradford County

Coleman to step down effective August 1, 2026; leadership transition underway with Lissa Clayborn to assume role

Bradford County—Roberta Coleman has announced her resignation as Executive Director of the United Way of Bradford County, effective August 1, 2026. Over the past 18 months, Coleman has served as a steadfast steward of the organization and helped advance key programs and partnerships that expand the United Way's ability to serve local residents.

During her tenure, Coleman secured an important partnership and funding through Guthrie, helping cover the cost of office lease space at a new location. This support strengthens the organization's operational foundation as it continues to grow its community impact.

Also under Coleman's leadership, the UWBC expanded the VITA (Volunteer Income Tax Assistance) program, which provides free tax preparation assistance to individuals and families. In addition, she secured federal funding to help the organization assist more residents through more VITA locations throughout Bradford County—extending critical services to additional communities.

"I'm grateful for the opportunity to steward the work of the United Way of Bradford County over the last 18 months," Coleman said. "Thank you to our partners, volunteers, and community members for their dedication and support."

Coleman's leadership will transition to Lissa Clayborn, who currently serves as the United Way of Bradford County's Community Outreach Director. Clayborn will assume the Executive Director role following Coleman's departure.

Clayborn brings decades of national and international non-profit experience to Bradford County. In her current position, she has worked to strengthen outreach efforts and

deepen community connections—experience that will support a smooth transition and continued momentum across UWBC programs.

The United Way of Bradford County will continue working to ensure the organization remains focused on serving residents and sustaining program growth through the leadership change.