



**MEDIA RELEASE** - *For Immediate Release, Thursday, March 31, 2016*

## **United Way of Saskatoon & Area Announces New CEO**

The Board of Directors of United Way of Saskatoon and Area is pleased to announce the appointment of Susan Hetu as our Chief Executive Officer effective April 4, 2016.

Hetu hails from Big River and grew up on a ranch near Canora, Saskatchewan. Prior to making Saskatoon home in 2013, she lived in Regina for two decades.

Hetu comes to United Way of Saskatoon and Area with more than 15 years of experience with the Government of Saskatchewan. At the Ministries of Social Services and Parks, Culture and Sport, she served in several senior public policy roles. Prior to her time with the province, Susan was employed by human service organizations in Manitoba, Ontario and Saskatchewan – as a grass-roots social worker, a social work administrator and an Executive Director.

With a Masters in Social Work, the non-profit sector has been a recurring theme throughout Susan's life. "My passion for this sector began as a new social work graduate managing a community residence for those with intellectual disabilities" says Hetu, "this gave me an appreciation for how non-profits seek to improve individual and community well-being and provide a better quality of life for all." Her experience in the non-profit sector led to Hetu's interest in the relationship between public policy and community impact.

United Way Board of Directors Chair, Jason Aebig is pleased to have Hetu join the United Way community. "As United Way continues to be a trusted leader in our community in understanding social issues and making informed community investments, we are looking forward to Susan's contributions as she leads our organization through exciting times ahead. She will guide our organization towards achieving significant community impact and ultimately changing lives."

United Way focuses their knowledge and resources in supporting short-term needs and also long-term solutions by making strategic community investments, participating in research, leading community conversations, facilitating partnerships and providing training and learning opportunities. United Way strives to achieve measurable outcomes in the areas of building strong communities; helping kids be all that they can be; and moving people from poverty to possibility.

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