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United Way Announces “Women United” – New Name, Focus for Women’s Leadership Council
Christina Hastings Named New Chair, Announces \$100,000 in 2018 Grants

SAN DIEGO (Mar. 8, 2019) – [United Way of San Diego County](#) has announced that its Women’s Leadership Council has reenvisioned its role to focus on forging and growing a network of partnerships, emerging with a new name – **Women United** – as well as a new chair, Christina Hastings.

“Women United is a powerful group of women who mobilize to raise much-needed funds that make a direct impact on women and children in the San Diego region,” said Hastings. “Our new approach and tagline ‘Be Bold. Be Engaged. Be Connected’ allows a diverse network of community-minded women to take action, drive change and create community.”

According to United Way President and CEO Nancy Sasaki, since its 2008 inception, Women United has grown to consist of 124 women involved in the group, from a wide variety of industries in the San Diego community.

“Women United provides women the opportunity to become philanthropic leaders by empowering them to make grant decisions, expand philanthropic awareness, and attend exclusive education, volunteer and network events,” said Sasaki.

Under the leadership of Hastings – a longtime United Way volunteer and the director of corporate communications for Bridgepoint Education – Women United is poised to continue its focus on the core issues of education and family stability. Hastings said that going forward “goals include increasing membership offerings and programs, working to create resources around challenges that face San Diego County women and children, and creating synergy amongst local women’s giving circles and nonprofits.”

Members voted to invest the majority of the \$100,000 raised – 40 percent – to create **Dashboards to Track Academic Success**. The state-of-the-art dashboard will allow a countywide network of partners to track key academic and social milestones and help create proven strategies that impact children’s educational and career success.

Other areas receiving funding, all designed to create effective and sustainable programs that advance children and families regardless of zip code or income, include:

Technology, Tools & Resources: Supports a network of partners with the tools and resources to address barriers to academic success, ultimately improving early grade literacy, middle school math and high school graduation rates.

Regional Impact: Grows impact throughout the county by aligning partner resources, both intellectual and financial, securing new and innovative funding streams and advocating based on agreed goals.

Community Engagement Project: Research that clarifies and strengthens United Way's role in the community for long term impact.

Any San Diego County female can join Women United by making an annual gift of at least \$1,000. Members include women in the business, financial, legal and service industries, as well as education and healthcare. For more information or to join, visit <https://uwsd.org/Women-United>.

About United Way of San Diego County

For 99 years, United Way of San Diego County has disrupted cycles of poverty by developing long-term solutions for children and families. United Way plays a unique role in the San Diego community, bringing people and resources together to spark breakthrough community action that elevates every child and family toward a brighter future.

Developing regional partnerships around effective practices, the organization makes measurable, significant change in the education and success of children from cradle to career and helps families have the support needed to ensure that success. United Way focuses on educational milestones, such as kindergarten readiness, third-grade literacy, high school preparation, and college and career pathways. Learn more at www.uwsd.org, the [blog](#), [Facebook](#) and [Twitter](#).

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