



PRESS RELEASE



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United Way of Rhode Island Hires Tiffany Reed as Chief Development Officer Coming from Tufts Medicine, accomplished professional has raised significant funds throughout her career to positively impact the lives of others

Providence, Rhode Island (Sept. 16, 2024) — United Way of Rhode Island has welcomed a new chief development officer (CDO) to its team. The organization today announced the hiring of Tiffany Reed, who officially began her new role on Sept. 5. Most recently, Reed served as CDO for Tufts Medicine after holding the position of vice president, development, at Tufts Medical Center.

“It is not every day when you have the opportunity to add a philanthropy executive of Tiffany’s caliber to your organization, not only from the perspective of her skills and experience, but also her commitment to equity and leveraging data to achieve results,” said Cortney Nicolato, United Way’s president and CEO. “We are thrilled that she’s joined Team United and will help to advance our mission to empower communities and create opportunity for all Rhode Islanders.”

Tiffany has more than 20 years of experience working in and around nonprofits. She began her career in education as a math and special education teacher, spending time with City Year Greater Philadelphia and Teach for America. In 2014, she joined New York-based CCS Fundraising, a nationally recognized consulting firm in campaign and development strategy that partners with organizations across the nonprofit sector. As vice president, she served as a strategic advisor to organizations with campaign goals ranging from \$3 million to \$300 million.

In her most recent role as CDO of Tufts Medicine, Tiffany spearheaded the integration of the development team, making investments in recruitment and fundraising infrastructure to enhance the impact of philanthropy. Combining story-forward fundraising with data-driven decision-making, she successfully led a team of 30 through a strategic transformation that resulted in the doubling of fundraising revenue to more than \$20 million in one year.

Over the course of her career, Tiffany has designed, advised, and directed development initiatives and capital campaigns that have collectively raised nearly half a billion dollars.

“I cannot envision anything more rewarding than having the opportunity to make a difference where I live, in a state that I love, and where I’m raising a family,” said Tiffany Reed. “United Way has been addressing the most important and challenging issues facing Rhode Islanders for nearly 100 years, and I am eager to be a part of that work alongside such an incredible, dedicated team.”

Tiffany holds a degree in political science from Bryn Mawr College in Philadelphia, and lives in Providence with her daughter.

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United Way of Rhode Island is uniting our community and resources to build racial equity and opportunities for all Rhode Islanders. As a member of the world’s largest nonprofit network, we bring together individuals, businesses, nonprofits, community leaders, and government to tackle the root causes of inequity and achieve specific, measurable goals. Our programs include United Way 211 in Rhode Island, the statewide front door connecting Rhode Islanders with social

services, resources, and vital programs. Both directly and through grants to nonprofits, we are investing to build economic opportunity, advance childhood learning, expand philanthropy, and drive policy and participation. To learn more, visit unitedwayri.org, or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [X \(formerly known as Twitter\)](#), or [YouTube](#).