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## **Local Nonprofit Leader Kevin Zwick Joins United Way Bay Area as CEO**

**SAN FRANCISCO (June 9, 2020)** — The national search for the new CEO of United Way Bay Area (UWBA) has yielded an impact-oriented nonprofit leader with deep expertise in addressing the most pressing needs of our region. San Jose resident Kevin Zwick will leave his position as CEO of Housing Trust Silicon Valley to take the helm of UWBA on July 6. Zwick will replace Anne Wilson, who retired in February after leading UWBA for the last 20 years of its nearly century-long fight to end poverty in the Bay Area.

"I am extremely excited and humbled by the opportunity to serve as CEO of United Way Bay Area at this critical juncture for our region," said Zwick. "The current COVID-19 pandemic has laid bare the inequity in our communities and the lack of a strong safety net for those who need it most. United Way Bay Area's mission to alleviate and break the cycle of poverty, and its track record of developing innovative programs and supporting community-based organizations, are needed now more than ever. UWBA is poised to help residents recover and help rebuild an economy that is more equitable and resilient."

Zwick has spent his entire career—23 years—working for and leading nonprofit organizations on the front lines of critical issues such as affordable housing, homelessness, economic development and basic needs for vulnerable populations. He is a passionate advocate for the underserved, works to dismantle racism and has been active in policy and advocacy activities at the local, state and national levels.

During his 12-year tenure as CEO of Housing Trust Silicon Valley, Zwick built a team that reflects the community it serves and led them in creating affordable housing for more than 35,000 people in the greater Bay Area. He developed the innovative TECH (Technology + Equity + Community + Housing) Fund, which has raised \$112 million from technology companies including Google, LinkedIn and Cisco and philanthropic organizations such as the Sobrato Foundation and the Packard Foundation. Most recently, his team announced a \$150 million grant from Apple to build affordable housing in the Bay Area.

"Kevin has a proven track record of improving lives in the Bay Area," said Pierre Breber, UWBA board chair and CFO of Chevron. "He is the right leader to take the United Way Bay Area to the next level in uniting nonprofits, businesses and individuals together to meet the needs of our communities during this extraordinary time and beyond."

Zwick holds a master's degree in nonprofit administration from University of San Francisco and earned a bachelor's in sociology from UC Berkeley. He started his career as a development associate at Project Open Hand and Industrial Areas Foundation, then handled small business loans at Lenders for Community Development before joining Affordable Housing Associates in 2001. In seven years, he

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rose from project manager to deputy executive director of the organization and ultimately developed 550 units of affordable, permanent and supportive housing while building his knowledge of the nonprofit sector and honing his approach to leading with impact.

“We are thrilled to welcome Kevin Zwick to United Way at this critical moment in our country’s history,” said Suzanne McCormick, U.S. President, United Way Worldwide. “Kevin has a proven record of providing strong leadership, accelerating growth and building fair and equitable work environments. I look forward to his partnership in advancing our strategies, navigating complex community issues and strengthening the common good for those living in the Bay Area.”

**About United Way Bay Area**

United Way Bay Area (UWBA) fights for financial stability and equal opportunity for residents in eight Bay Area counties. UWBA takes an innovative, holistic approach to ending the cycle of poverty through advocacy and programs that support all ages—providing free access to family support, financial and career coaching, job opportunities and basic needs. [www.uwba.org](http://www.uwba.org) #LiveUnited

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