**FOR IMMEDIATE RELEASE**

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Contact: Rhonda Bramell, Director of Corporate Relations

rbramell@unitedwaynwa.org

479-422-8408

**United Way of Northwest Arkansas Names Renee Craft as Chief Executive Officer**

SPRINGDALE, Ark., April 24, 2025 — The Board of Directors of United Way of Northwest Arkansas, or UWNWA, has appointed Renee Craft as its new Chief Executive Officer.

Craft has over two decades of leadership experience across the private, public, and nonprofit sectors and brings a proven track record of guiding mission-driven organizations through transformation, growth and community impact.

She joins UWNWA from Baton Rouge, La., where she played a pivotal role in strengthening several high-impact nonprofits and led them through periods of strategic expansion and organizational renewal.

“Renee rose to the top of a robust regional search because of her thoughtful leadership style, strong commitment to collaboration, and deep understanding of what it takes to create measurable, lasting change,” said Elizabeth Murphy, chair of the UWNWA Board of Directors. “She leads with both head and heart, and we are confident she will help us forge powerful partnerships to address the most pressing needs in Northwest Arkansas.”

Craft, who has long been active in the United Way network — as a board member, partner agency executive, donor, campaign cabinet leader, and community impact volunteer — expressed her excitement about the opportunity ahead.

“Real impact happens at the intersection of mission, volunteerism and generosity,” said Craft. “I’m honored to lead this organization as it sharpens its focus and deepens its roots in the community. I look forward to working alongside the dedicated staff, volunteers and partners who are the heart of this work. My daughter and I are thrilled to call Northwest Arkansas our new home.”

Craft has already begun engaging with key stakeholders, including corporate partners and volunteers, as part of her early listening and learning tour during National Volunteer Month.

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**See Photo Attached**