YMCA Organizational Staff Changes Prepare Non-Profit for Growth

Eugene, Ore., September 12, 2018 -- Eugene Family YMCA CEO, Brian Steffen, announced organizational shifts today in preparation for the Y’s next century of work. Steffen forecasts significant growth for the local Y to strengthen its current capacities, while also creating solid structure for its future in a larger, flagship Y facility. Strategic appointments will also allow for continued visibility and expansion of the Capital Campaign fundraising efforts.

Steffen’s vision includes the creation of a new Chief Operating Officer role, the first for this Y, which will be assumed by current Senior Director of Philanthropy and Communications, Lisa MacMaster. Holly Kriz-Anderson, current Senior Director of Youth Development Programming, will become the Y’s new Vice President of Operations. Strengthening the organizational structure and providing consistent voice for the Capital Campaign, is the addition of Danielle Uhlhorn, formerly the Board President of the Y and Co-Chair of its Capital Campaign, who will join the Y staff as the Senior Director of Philanthropy.

“The Eugene Family YMCA is on an unprecedented path of growth,” said Steffen. “We are thrilled by the support of our community and donors as we work towards building a new flagship YMCA. Our vision for the Y’s future will indeed involve new facilities that can significantly increase the number of members we serve. Our Y will also expand our leadership and innovation relative to the evolving health challenges of our neighbors, create dynamic partnerships that allow us to effectively address community needs through collaborations, and enhance our ability to gather, analyze, and react to data that is impacting our work. These organizational shifts will allow us to strategically enact our vision. Of course, maintaining consistency with our campaign is vital and we will achieve that with the addition of Danielle to our staff. She will bring great energy, execution, experience and an informed vision to our fundraising efforts.”

Uhlhorn has resigned from her roles as Board Chair and Co-Chair, as well as her employment after 11 years with McKenzie River Broadcasting.

“Danielle has had a deep passion for the Y since it played a significant role in supporting her family when her kids were young,” said John Tilson, Owner, McKenzie River Broadcasting. “Although we are greatly saddened to see Danielle
go, we are grateful for the many years of exceptional service she has provided our clients over the past decade and I am excited to see her through this next journey.”

Uhlhorn has been a consistent member of the Y’s Capital Campaign as the Y’s Board President for the past six years and Co-Chair of the Capital Campaign for the past two years.

Kriz-Anderson will assist MacMaster with operations while continuing to provide exceptional leadership in Youth Development Programming at the Y. Kriz-Anderson brings 19 years of Y programming experience and has significantly expanded the Y’s afterschool childcare programming, while developing important relationships with 4J and its BEST Afterschool Program.

MacMaster’s time at the Y includes the successful renovation of its tennis facility, securing grant funding for the Capital Campaign and growing giving among Y members and supporters. MacMaster’s experience includes a decade in the technology industry in Silicon Valley providing marketing and strategy for hardware, software, and analytics companies.

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About the Eugene Family YMCA
The Eugene Family YMCA is one of the region's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across Lane County, the Y engages nearly 15,000 men, women and children regardless of age, income or background to nurture the potential of children and teens, improve the nation's health and well-being, and to provide opportunities to give back and support neighbors. The YMCA has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change.