

Bio – Rodney Prunty President & CEO, United Way of Central New Mexico

Rodney Prunty is a passionate, dedicated community servant with 35 years of experience in the nonprofit sector, including 15 years with United Way.

Rodney began employment at United Way in 2007 as a resource development manager for United Way of Rock River Valley, where he was responsible for developing and implementing fundraising strategies and donor cultivation for the annual campaign. In 2010, he was promoted to vice president of United Way of Rock River Valley (UWRRV). In this role, he oversaw an array of activities for the organization including human resources, organizational budgets, volunteer recruitment, community partnerships, community initiatives, campaign, and grants.

Rodney joined United Way of Racine County (UWRC) in August of 2013 as the President and Chief Professional Officer. In his role, Rodney helped create a culture of relationship management in UWRC's resource development department, which was integral to UWRC's fundraising success. During Rodney's tenure in Racine, its United Way campaigns ranked in the top ten of its highest fundraising totals in the organization's history.

Rodney began his role as President & CEO of United Way of Central New Mexico (UWCNM) in June of 2019. In his first year, Rodney's experience in fundraising, relationship-building, community engagement, and collective impact began to have an effect in central New Mexico. Under his leadership, UWCNM exceeded its campaign goals for the past two years. UWCNM was also chosen as one of forty-seven local United Ways across the country to receive a gift from MacKenzie Scott in 2020. UWCNM also raised over \$1.4 million in COVID-19 Recovery and other emergency funding in 2020.

Mr. Prunty is unwavering in his focus to create long-term, positive community change at scale. He holds a Master's Degree in Organizational Leadership and a Bachelor's Degree in Human Services.