

FOR IMMEDIATE RELEASE

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LIFT NAMES NEW EXECUTIVE DIRECTOR TO BRONX, NEW YORK SITE

Washington, D.C. – LIFT is proud to name Unique Brathwaite as the new executive director of LIFT-New York.

In her role Brathwaite will develop the strategic vision and direction for LIFT-New York, ensuring programmatic success through cultivation of key partnerships, rigorous evaluation and a sustainable fundraising strategy. She will partner closely with the regional board of directors and funders to ensure New York’s sustainability and excellence.

Brathwaite was previously LIFT-New York’s program director, where led the program’s re-launch in the South Bronx and the organization’s programmatic shift to exclusively serving families with young children.

She brings more than 15 years of nonprofit experience to her new role. Brathwaite has also served as the director of staff and program development at the GO Project, an early academic intervention program and the director of curricula at iMentor, where she designed college and career focused curricula for NYC high school students and their mentors.

“Unique’s vision, ability to cultivate talent and foster relationships with a variety of stakeholders has been invaluable to our work in New York,” said LIFT President Maria Peña. “We could not be happier to have her expertise and leadership as we enter the next phase of growth.”

Born and raised in Brooklyn, New York, Braithwaite is a graduate of public schools and an alumna of Prep for Prep. She earned her undergraduate degree from Barnard College and her master’s degree in history from Rutgers University.

About LIFT

LIFT is a national nonprofit dedicated to helping families break the cycle of poverty. By fostering relationships between low-income parents (members) and dedicated volunteers (advocates), we help families build the strong personal, social and financial foundations to secure immediate, critical needs and to achieve long-term goals and aspirations. LIFT connects with families through four sites located in communities with some of the highest rates of concentrated poverty: Chicago, Los Angeles, New York and Washington, DC. Because this work cannot be done alone, LIFT focuses on building strong community collaborations with a wide range of local, regional and national partners to help ensure

families receive the resources and support they need. To learn more, visit www.liftcommunities.org.

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