

## Application Form

---

### Profile

Mrs. Amanda D Leech  
Prefix First Name Middle Initial Last Name Suffix

amandadawnleech@gmail.com  
Email Address

320 Maryland Avenue  
Home Address Suite or Apt

Harrisonburg VA 22801  
City State Postal Code

### How many years have you been a resident of Harrisonburg?

10

Home: (434) 466-1582 Business: (540) 434-6639  
Primary Phone Alternate Phone

United Way of Harrisonburg and Rockingham County Executive Director  
Employer Job Title

---

**Demographics** - (Submission of this information if voluntary and will not subject you to any adverse treatment should you chose to not complete)

### Ethnicity

Caucasian/Non-Hispanic

### Gender

Female

### What is your age?

30-40 years old

### Are you reapplying for a current position you hold? \*

No

---

### Which Boards would you like to apply for?

City / HRHA Liaison Committee: Submitted

---

---

### Interests & Experiences

Mrs. Amanda D Leech

Please tell us about yourself and why you want to serve.

**Why are you interested in serving on a board or commission?**

---

I have lived in Harrisonburg for ten years, not counting the years I spent as an undergraduate student at JMU, and have chosen to buy a home and raise my children here. It has become so apparent to me that our community relies on people stepping up and serving in various roles in order to make sure it's a community that serves everyone. I am interested in serving on the HRHA board because I care about this community and have the desire to see it continue to grow in ways that serve the diverse needs of our local residents. Additionally, I have learned so much in the last 6 and a half years at United Way, and want to utilize that knowledge to support decision-making that impacts the community as a whole.

**What other interests or concerns do you have regarding the community?**

---

I am concerned about the growth of the ALICE population, which is the term we use at United Way to describe households who are Asset Limited, Income Constrained, and Employed. These households are working but not able to afford basic necessities such as food, childcare, healthcare, etc., and are often reliant upon support from local non-profits or other subsidized programs. I have spent a good amount of my time at United Way talking with local employers who mainly employ this population about how challenging it can be to maintain a steady workforce when households are struggling to make ends meet because they are one emergency away from crisis. This concern has led me to a strong interest in how our city works to support this population and how decisions made at the local level can ensure the economic stability of our business community.

**What relevant experience or education do you have to this board or commission?**

---

I have been through the Chamber Leadership Program and the Chamber BOLD program, which both focus on local leadership in the community. Through these programs, I have learned how interconnected different aspects of our community are, which I think is an incredibly valuable perspective for a member of a city board. Also, I have learned so much about our community through my role at United Way which has given me a unique perspective on the intersection between our business community and nonprofit community. This role has also allowed me the opportunity to spend time with leaders of other communities to learn about how they interact and how their cities are run.

**Please list any past or present community involvement e.g. City Council, Boards and Commissions, Citizen Academy, etc. in Harrisonburg or elsewhere:**

---

None. Though I would like to participate in the Citizen Academy in 2023.

[Leech-Resume.pdf](#)

Upload a Resume

---

**EPSAC Applicants only**

---

---

**Bike/Pedestrian Subcommittee Applicants only**

---

# Amanda Dawn Leech

320 Maryland Ave, Harrisonburg, VA 22801 (434) 466-1582  
amandadawnleech@gmail.com

- Education**     **James Madison University**, Harrisonburg, VA  
**M.S.Ed in Adult Human Resource Development**     (Dec 2015)  
**B.S. in Communication Studies, Concentration in Public Communication**     (May 2009)
- Experience**     **Executive Director**     (April 2022- Present)  
*United Way of Harrisonburg and Rockingham County*
- Oversight of United Way mission, team, and Board of Directors
  - Management of 5 person team with a \$450,000 annual budget
  - Relationship building with local leaders from businesses, government, K-12 schools, nonprofits, and higher education
  - Strategic planning and alignment of resources with vision
- Director of Business Engagement**     (May 2016- Present)  
*United Way of Harrisonburg and Rockingham County*
- Created and developed business engagement strategy including employee engagement programs that align with company mission and culture
  - Recruited, trained, and managed over 75 volunteers for different roles within fundraising campaign
  - Planning events including marketing and execution
  - Managing marketing and communication efforts
- Assistant Director, Career and Networking Programs**     (July 2015-May 2016)  
*James Madison University Alumni Office*
- Designed and developed a Career and Networking program to fit the needs of the JMU Alumni population
  - Created a monthly professional development webinar program
  - Planned and executed yearly networking events
  - Developed strategic campus partnerships in order to build a centralized location for alumni career related engagement opportunities.
- Assistant Director, Chapter Programs**     (Oct. 2013-July 2015)  
**Chapter Coordinator**     (Nov. 2011-Oct. 2013)  
*James Madison University Alumni Office*
- Identified, recruited, and trained new alumni leaders and volunteers to ensure a comprehensive and successful chapter program
  - Oversaw 80+ volunteers that ran 25 chapters worldwide
  - Planned and implemented specific events including regional programs, service events, as well as a chapter leader training weekend
  - Developed marketing strategies to ensure the success of over 50 events annually