



FOR IMMEDIATE RELEASE  
June 29, 2023

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Fox Valley United Way Hires Rosaisela Sida  
As Director of Early Childhood Initiatives

Fox Valley United Way welcomes Rosaisela (Rosa) Sida as the Director of Early Childhood Initiatives. Rosa joins us from Two Rivers Head Start Agency, where she was the Community Services Block Grant Supervisor. She brings over 20 years of experience in early childhood to Fox Valley United Way.

“I feel privileged to join the Fox Valley United Way team as Director of Early Childhood Initiatives,” said Rosa. “The agency's work mirrors my passion for advocating for all families with young children. I am excited to continue collaborating in the community to help families access early childhood resources and education.

“As an Aurora resident, immigrant, and mother, I understand some families' struggles accessing early childhood services. I plan to support the children in the community by ensuring equal resources for early education so that we, as a community, can provide a strong foundation for them.”

While at Two Rivers, Rosa implemented and directed the CSBG programs to achieve the agency's goals outlined in the strategic plan. She supervised the Community Services staff and collaborated with appropriate partners to leverage resources and avoid the duplication of services. Additionally, Rosa was responsible for creating and monitoring budgets.

“I am thrilled that Rosa Sida has joined the Fox Valley United Way team as the new Director of Early Childhood Initiatives,” exclaimed Deborah Rudel, Fox Valley United Way CEO. “As a dedicated Social Worker with over 20 years of experience and a background in early childhood and behavioral health, Rosa brings extensive experience to her role. I am confident she will serve as a thought leader for the SPARK Early Childhood Collaboration and help to expand early childhood resources and opportunities in Aurora and throughout the Fox Valley.”

Rosa earned her Master's in social work from Aurora University and is working on her Licensed Clinical Social Work certification.

Rosa will manage Fox Valley United Way's Early Childhood Initiatives, including our SPARK Early Childhood Collaboration. In addition to overseeing SPARK's day-to-day



operation and development in Aurora, Rosa will be responsible for developing short- and long-term strategic plans for our overall early childhood initiatives throughout the region.

Rosa will be asked to establish and maintain effective professional relationships with federal, state, county, city, and community organizations and funders on behalf of Fox Valley United Way and SPARK. She will also cultivate, grow, and preside over an Executive Committee that represents and supports the work of the SPARK Collaboration and the direction of Fox Valley United Way's early childhood initiatives, ensuring that all children have access to equitable opportunities and resources to set them up for success.