



Butler County United Way



Giving Back. Looking Forward. Since 1920.

**FOR IMMEDIATE RELEASE**

**February 8, 2021**

## **BUTLER COUNTY UNITED WAY NAMES NEW PRESIDENT/CEO**

**Butler County, OH** – Butler County United Way Board of Trustees is pleased to announce that Krystal A. Tipton has been selected as the new President and CEO of Butler County United Way.

Tipton will assume the role of President and CEO officially on February 26, 2021, following the retirement of Margaret S. (Mag) Baker, who announced in November 2020, her intention to retire. Since that time, a selection committee and the Board of Trustees undertook an extensive search, reviewing nearly 80 applications, before narrowing the field.

Currently, Tipton holds the position of Senior Vice President of Community Engagement for Butler County United Way. She has been on staff since 2013 working closely with partner agencies to ensure that measurable results and methods for driving those results were in place. Most recently, she was instrumental in helping to formulate the organization's three-year strategic plan along with Board members, community members, partner agency leaders, and loyal donors.

"Krystal has a clear vision for the direction of the organization," commented Pete Abner, Chair of Butler County United Way Board of Trustees. "Combining this vision with her experience, knowledge of the community, and passion for this work made her the ideal choice to lead Butler County United Way."

*Uniting our community and maximizing resources to build a stronger Butler County*

*Contact:  
Pamela R. Cottle, Vice President of Operations  
513.785.2348 or [pcottle@bc-unitedway.org](mailto:pcottle@bc-unitedway.org)*

Throughout her career, Tipton has been very involved in various boards and clubs including:

- Rotary Club of Hamilton
- Butler County Head Start Policy Council
- Greater Cincinnati Foundation Learning Links Grand Review Board
- United Way Worldwide Impact for Change Committee
- American Cancer Society Volunteer Leadership Council
- Greater Hamilton Chamber of Commerce Leadership Hamilton Class of 2014
- West Chester Liberty Chamber of Commerce Leadership 21 Class of 2016

In 2019, she received the YWCA Outstanding Woman of Achievement Award.

“I am honored to have earned the trust of the Board and to have been selected to lead this organization moving forward,” stated Tipton. “Mag Baker is handing over a strong and seasoned staff who is passionate about our organization’s mission and vision. I am excited to build on the current momentum we have and to grow the impact Butler County United Way will have across Butler County.”

A graduate of Hamilton High School, Tipton graduated in 2004 from Wright State University College of Liberal Arts with a Bachelor of Arts in Sociology. A resident of Fairfield Township, she and her husband Tim are the parents of three daughters.

###