

News

Contact: Chloe Latture
Marino
212-402-3533
clatture@marinopr.com

New York Edge Names New Chief Advancement and Communications Officer

***--Former VP of The New York Women's Foundation Nancy Guida Joins the
Metropolitan Area's Largest Provider of Afterschool Programs--***

New York, NY – September 14, 2020 – [New York Edge](#), the metropolitan region's largest provider of on-site afterschool programs, today announced the appointment of Nancy Guida as the organization's chief advancement and communications officer.

Ms. Guida – who brings extensive strategic communications and development experience and most recently served as a consultant at New York Edge – will lead the organization's communications and fundraising efforts.

“Nancy's exceptional, strong background in strategic communications, and her passion for creating opportunities for youth to succeed, make her an invaluable member of our team,” said **Rachael Gazdick, CEO of New York Edge**. “Nancy will continue to be instrumental in advancing New York Edge's mission as we work to provide New York City youth with enriching academic programming that will help them overcome these challenging times and pursue bright, successful futures.”

Having joined New York Edge in February 2020 as a consultant, Ms. Guida played a key role in important initiatives, including the organization's virtual community fundraiser and its campaign to restore funding for summer and afterschool programs. In her new position, she will oversee New York Edge's external and internal communications strategies and will also work closely with Ms. Gazdick to lead fundraising initiatives and corporate partnerships, as well as strategy, management and culture within the organization.

Ms. Guida previously served as vice president of communications and marketing at The New York Women's Foundation, where she developed strategic communications plans to position the organization as a thought leader and convener on the most pressing issues facing underinvested women and families.

Prior to joining the foundation, Ms. Guida served as a vice president at New York Law School, where she worked with key internal partners to increase the School's presence, achieve its fundraising and enrollment goals, and support the work of its professors and academic centers. She was also vice president of development and communications at Learning

Leaders, which was New York City's largest volunteer organization working in public schools. For over 10 years, Ms. Guida provided strategic counsel to The Center of Anti-Violence Education as the chair of the Board of Directors.

"I'm proud to be part of an organization that has such a profound, positive impact on families and students across New York City," said **Nancy Guida, chief advancement and communications officer at New York Edge**. "New York Edge's groundbreaking afterschool initiatives truly help students to expand their horizons, and ultimately grow both academically and personally. I look forward to my continued work with this outstanding team to build upon the organization's mission as we help our City's youth navigate the challenges of today's world."

Ms. Guida holds a bachelor's degree in American politics & government and anthropology from New York University.

[HEADSHOT]

Nancy Guida, New York Edge's new chief advancement and communications officer

New York Edge provides 40,000 students from 130 schools in grades K-12 across the five boroughs with engaging programs that will enhance their learning, enable them to grow academically and personally, and help them develop the passion and perseverance to meet their goals. From robotics classes, to leadership programs, to chess club, fencing, step club and beyond, New York Edge's groundbreaking initiatives are customized to integrate the school day curriculum and lead to improved academic performance at every level. For more information, please visit <https://newyorkedge.org/>.

Headshot of Nancy Guida available for download [here](#).

About New York Edge

New York Edge, formerly known as the Sports & Arts in Schools Foundation (SASF), is a non-profit organization and the largest provider of afterschool programs in all five boroughs of New York City and the metropolitan region. With more than 40,000 students from over 300 programs in grades K-12, the organization provides under-resourced students with year-round programs to give them the edge needed to succeed. www.newyorkedge.org

#