



For Immediate Release

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## **Nonprofit Women's Organization Hires Its First Executive Director**

**Winston-Salem, NC -- REACH Women's Network**, a local nonprofit with the mission of advancing economic development and promoting gender equity by elevating the collective voice and influence of women in the workplace, has hired **Megan Hoyt** as its first executive director.

An acronym for **Recognize, Encourage, Advance, Connect Her**, REACH was founded in 2018 to support local working women and draw attention to issues of gender equity in the workplace. REACH now has 274 members, representing a diverse range of ages, ethnicities and professions, with year-round programming impacting thousands of working women in our community.

Hoyt, who holds a bachelor's degree from Wake Forest University and a master's degree in social work from UNC-Chapel Hill, brings over a decade of experience in nonprofits, fundraising and career development to the new role of executive director.

"As a longtime Winston-Salem resident and passionate advocate for women, I am thrilled to be joining this movement to elevate working women in our community," Hoyt said. "There is an incredible opportunity to build on the strong foundation of what has already been accomplished by this volunteer-led organization. REACH is moving this important mission forward. I hope even more women, companies, and allies will join us."

Julia Townsend, REACH founder and co-president, said: "REACH has accomplished a great deal as a volunteer-led organization with only one part-time coordinator and a strong board of directors, advisors and membership. Now we are ready to take our momentum to the next level with the leadership of a dedicated executive director. In Megan, we saw the perfect skill set and enthusiasm for carrying on and expanding our work in helping REACH members strengthen their skills, connections, and impact in their individual workplaces."

REACH's programming includes an annual spring conference that sells out each year; a leadership and mentoring program with Salem College that pairs REACH women mentors with Salem students; the Pink Couch panel discussion series; and diversity, equity, inclusion and belonging (DEIB) training.

In 2023, REACH released the Community Survey of Women in the Workplace, which surveyed 700 working women in the community about their workplace experiences. The study found that a supportive workplace culture was as important as a competitive salary in influencing whether a respondent chooses to remain or leave her current job. Other “must haves” cited by the women were advancement opportunities and health insurance that includes mental health coverage.

More information about REACH can be found at [www.reachwomensnetwork.org](http://www.reachwomensnetwork.org). The organization’s next annual conference will be held April 23, 2025.