



Yvonne Zuidema, President & CEO of United Way of Passaic County

Yvonne Zuidema serves as the President & CEO of United Way of Passaic County, a nonprofit organization in Passaic County, New Jersey that brings people together to address the most critical needs in their community.

Yvonne oversees United Way programs such as Volunteer Income Tax Assistance and the Financial Empowerment Zone, which she founded in 2011. Since becoming a grantee of the IRS VITA program in 2015, the organization has prepared more than 6,000 individual tax returns.

Yvonne is the elected chairperson of United Ways of New Jersey, an association of 14 United Way organizations in New Jersey.

Prior to joining United Way, Yvonne was a social worker in New Jersey specializing in mental health. She has also taught nonprofit leadership and management classes at William Paterson University and Fairleigh Dickinson University. She holds a master's degree in social work administration from Rutgers University.