

Helping Harvest names new leader

Helping Harvest (formerly Greater Berks Food Bank) has named as its new leader Jay W. Worrall. With over 20 years of non-for-profit leadership experience in helping those in need in and around Berks County, Jay will assume his new role on October 14, 2019.

Worrall is currently the Director of the Holleran Center for Community and Global Engagement at Alvernia University and is the former Executive Director of Habitat for Humanity of Berks County.

“The board is very excited to have Jay lead Helping Harvest in continuing the tremendous service that Peg Bianca has given to the organization for the past 30 plus years in helping to bring more to the table for the community,” said Joshua Weiss, Helping Harvest Board President.

He succeeds Peg Bianca who will be retiring later this year after serving the community in her role since 1989.

Worrall has worked with many nonprofit organizations in and around Berks County, engaging in a variety of activities to improve the lives of children and families in the community including as Director of Planning for Schuylkill Community Action and as Program Director at the Pottstown Area YMCA. He has also worked as a community organizer in Reading with Neighborhood Housing Services of Greater Berks, as Director of Independent Living Services at Abilities in Motion, and serves on several nonprofit boards in Berks County.

As the first chief executive of Habitat for Humanity of Berks County, he brought together the human and financial resources necessary to take a small agency with no full-time staff and a very small budget and develop it into a professional organization, including the creation of the Habitat ReStore in Muhlenberg Township. At Alvernia, Jay manages community service, the South Reading Youth Initiative, the Reading Collegiate Scholars Program, and the Offices of Career Development, Study Aboard, Sustainability Initiatives, Real World Learning and Multicultural Engagement. Jay has a Master of Business Administration with a specialization in Nonprofit Management from Alvernia University and a Master of Arts in Theology from Temple University.

“For over 35 years, Helping Harvest has been meeting the nutritional needs of low income families in our community. I feel very humbled to have been chosen to join a team of exceptional and caring individuals at Helping Harvest, and to follow in the footsteps of Peg Bianca--one of the pillars of our region's response to the problems faced by families, children and seniors living in poverty. I look forward to learning more about how best to serve the needs of food-insecure families in Berks and Schuylkill Counties.”