

United Way Blackhawk Region

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MEDIA RELEASE

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United Way names vice president

United Way Blackhawk Region promotes its community impact director to vice president

JANESVILLE – Denise Peters-Kauihou has been promoted to vice president of United Way Blackhawk Region.

Peters-Kauihou’s achievements include year-after-year support for the volunteer-driven community grant process which strategically invests the community’s charitable dollars in local programs. In 2017, Peters-Kauihou facilitated the efforts of over 50 volunteers and subject matter experts who provided more than 700 hours of service, a financial equivalent of \$16,000, resulting in board-approved community investments of \$2.3 million dollars to 62 critical programs delivering the greatest impact.

During her tenure, Peters-Kauihou has worked diligently to foster relationships with funded program partners, appointed an executive-level Community Impact Council, transitioned the competitive community grant process to a multi-year cycle, and firmly placed United Way’s finger on the pulse of the communities it serves by actively participating in more than a dozen local task forces and coalitions.

United Way Blackhawk Region President & CEO Mary Fanning-Penny said Peters-Kauihou, with the support of the community impact council and board of directors, is tasked with propelling United Way’s five-year transformation to the evidence-based Community Impact business model.

“With a heightened level of responsibility, Peters-Kauihou will sharpen United Way’s focus on accountability and outcomes, allowing us to report the return on investment our donors expect,” Fanning-Penny said. “Additionally, Peters-Kauihou will help lead our efforts to turn outward, and give voice to the diverse communities we serve.”

Peters-Kauihou joined United Way Blackhawk Region as its community impact director in May of 2015 after more than two years as director of resource development at Rotary Botanical Gardens in Janesville. She also has past experience with the local United Way, totaling six years of service in roles of progressive responsibility, including as director of

marketing from 2009 to 2012. Peters-Kauihou also has experience working directly with diverse and underserved populations as a case manager for YWCA Rock County and as a family advocate for the YWCA Rock County Care House child advocacy center.

Peters-Kauihou began her new role at United Way Blackhawk Region on March 26 and may be reached at (608) 314-8424 or dpeters-kauihou@lubr.org.

About United Way Blackhawk Region

United Way fights for the health, education, and financial stability of every person in every community. We win by Living United, by forging unlikely partnerships and by finding new solutions to old problems; by mobilizing the best resources; and inspiring individuals to join the fight against a common foe, each community's most daunting social crises. United Way Blackhawk Region Lives United against poverty, family violence, hunger and homelessness to name a few, by providing community grants and resources to 62 human services programs at 28 nonprofit agencies in Rock County, Wis. and northern Winnebago County, Ill. More information is available at LiveUnitedBR.org.

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