

FOR IMMEDIATE RELEASE

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United Way Manitowoc County Announces Director of Impact Strategies

Manitowoc, Wisconsin (February 2, 2024) United Way Manitowoc County (UWMC) is honored to announce Ben Peters as the new Director of Impact Strategies. Peters will oversee the organization's three initiatives: Basic Needs, Early Childhood and Youth Development. This includes facilitating community-level coalition work with local nonprofits and development of United Way's results data management system.

"The Director of Impact Strategies position is an investment in our community," says Ashley Bender, Executive Director of United Way Manitowoc County. "With the addition of this role, United Way has the capacity to develop a comprehensive and coordinated approach to collaboration with other nonprofits and move the needle on very complex problems such as homelessness, food insecurity, lack of child care, and access to critical services like mental health care."

Since moving to Manitowoc in the Fall of 2006, Ben has been developing relationships and learning about the businesses, non-profit organizations, and activities in the community.

In his new role with the United Way Manitowoc County, Ben is eager to build a network of local partners, donors, and people who care about ensuring the basic needs of our community are met. Then, working with that network, advance the goals of the United Way and its mission to improve lives by mobilizing the caring power of others throughout Manitowoc County.

Ben earned his BA in Psychology from the University of Wisconsin-Madison. This education laid a strong foundation to envision a world where all individuals and families can achieve their human potential. During his 15-year career in the collections industry he filled a variety of front-line, management, and subject matter expert roles. Earning training facilitator certifications in Emotional Intelligence and Interaction Management allowed him to teach and hone a variety of skills to help others succeed in their roles. Ben is grateful for the relationships and experiences he developed during his Ridiculously Nice time with Americollect, Inc. that will help him succeed in his new role.

Ben currently lives, works, and plays in Manitowoc with his wife, Steph, two ambitious sons, and their cats, Pumba and Pickles.

In the summertime you will find Ben playing Ultimate Frisbee on Thursday nights with Manty Summer Ultimate. On the weekends you might see him biking to the farmers' market on Saturday mornings or exploring and fishing local lakes and rivers in his canoe.

A quote that resonates with Ben as he embarks on this new career is, "There is no limit to the amount of good you can do if you don't care who gets the credit." — Ronald Reagan.



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United Way Manitowoc County: United Way Manitowoc County envisions a community where all people achieve their human potential. United Way's mission is to improve lives by mobilizing the caring power of others throughout Manitowoc County. For additional information, visit unitedwaymanitowoccounty.org or call (920) 682-8888.