



United Way
Manitowoc County, Inc.

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Contact:
Laura Drida, Marketing & Communications Manager
laura@unitedwaymanitowoccounty.org
920-682-8888

United Way Manitowoc County Announces COAD Disaster Relief Community Fund

Manitowoc, Wisconsin (March 10, 2022) United Way Manitowoc County announces their brand-new COAD Disaster Relief Community Fund.

Manitowoc County's COAD – which stands for Community Organizations Active in Disaster – was formed in October 2019. The COAD is a partnership of local organizations led by United Way Manitowoc County to coordinate disaster response education and timely dissemination of critical information and resources. Participants consist of nonprofits, faith-based organizations, businesses, schools, and other community organizations who can play an active role in times of crisis.

United Way Manitowoc County is both the lead and the fiscal agent of the COAD.

The purpose of the COAD is to bring together organizations before, during and after a crisis to best support Manitowoc County communities with preparedness, response and recovery efforts should a disaster strike.

“Our community is stronger today because of the collaborative work the COAD did two years ago,” expressed Executive Director Ashley Bender, referring to the more than \$92,000 raised for the COVID-19 Basic Needs Relief Fund launched in March 2020 in direct response to the pandemic and Wisconsin's Safer at Home Order.

“The COAD is continuing their great work through ongoing disaster response preparedness and trainings in order to meet the needs of our community in the event of a disaster. Part of this work includes raising money for the COAD Disaster Relief Community Fund,” Bender stated.

The COAD has set a goal of \$5,000 by March 31, 2022.

To learn more about the COAD and donate to the fund today, visit unitedwaymanitowoccounty.org/coad.

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 www.unitedwaymanitowocounty.org or call (920) 682-8888.

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