



News Release

For Immediate Release

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Couleecap, Inc. Welcomes New Executive Director

Hetti Brown of La Crosse has joined Couleecap, Inc. as the Executive Director. Hetti started with the organization after long-time director, Grace Jones, retired on July 14, 2017 after 39 years of service.

Brown comes to Couleecap from the Delaware Department of Health and Social Services, Division of Public Health, where she was the executive director of the Office of Animal Welfare. In that role, Hetti led her team to develop social service programs for pet owners with low income and to address issues concerning community health and welfare. Hetti also worked closely with state and county lawmakers to author and pass laws establishing new or reformed state services.

Prior to working for the State of Delaware, Hetti also held roles in the non-profit and private sectors. As the state director for a national non-profit organization, the Humane Society of the United States she collaborated with elected officials, state agencies, and non-profit organizations to develop legislative priorities and collaborative strategic plans. Hetti also represented the organization in underserved areas of North Philadelphia, PA, where she delivered free safety net services to people living in poverty. In the private sector, Hetti directed marketing teams and created leadership development training programs for a large pharmaceutical company.



Couleecap
Executive Director
Hetti Brown

As the new director of Couleecap, Hetti will focus on building on the organization's past success to meet emerging issues surrounding poverty. "Couleecap is the thread that ties public, private, and community resources together to ensure poverty is addressed from all sides," states Brown. "We understand that a strong community results from strong families and individuals. Every person should have an equal opportunity to develop new skills, earn a living wage, and provide for their families."

Hetti's firsthand knowledge of poverty stems from experiences as a child, as well as her work in the non-profit and public sectors. Brown grew up outside a small farming town in rural Missouri where people struggled to make ends meet and unemployment or under-employment was typical. She carried that awareness forward as an adult, volunteering for free medical clinics serving the working poor and while conducting service outreach in impoverished communities in Philadelphia, PA. These experiences inspired her passion for helping people by tackling the root causes of poverty in a compassionate and respectful manner.

Couleecap, Inc. is a private non-profit 501c3 charitable organization. For over 50 years Couleecap has served our communities. We help people in need with housing, food, transportation, and more. Created in 1966, we are a community action program that fights poverty and promotes self-sufficiency in Crawford, La Crosse, Monroe, and Vernon counties.

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