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YWCA Rock County names new Executive Director

Janesville, Wisconsin - YWCA Rock County's Board of Directors names Heidi Deininger the new Executive Director for the organization. Deininger assumed the role on August 22nd and will lead YWCA Rock County in implementing its mission, vision, core values and strategic priorities.

Deininger's background of over 30 years of nonprofit management experience is combined with a deep commitment to eliminating racism and empowering women. This will help to further advance the mission of the organization as it celebrates its 100th anniversary. "We are thrilled to welcome Heidi as our new Executive Director," says Kelly Eickstead, YWCA Rock County's Board President. "She brings experience, enthusiasm and great leadership to our organization. We feel very lucky to have her lead our team."

"I've lived in Rock County for over 20 years. I love building relationships and partnerships and I am excited to increase how the YWCA can serve the community and meet the community where it's at. I'm thrilled to lead such an important organization and help bring awareness of this amazing organization to an even broader audience," says Deininger.

Heidi's 30 years of nonprofit management experience include 25 years with the YMCA and 5 years with the Girl Scouts. Her first nonprofit role in Wisconsin was in Rock County in 2001 where she worked for several years prior to taking on executive roles in nonprofits in Madison, Chicago, and Milwaukee. Accepting the role of Executive Director for YWCA Rock County makes Heidi feel as though her career has come full circle with the opportunity to be serving back in Rock County.

Deininger worked with several large Child Care programs and is passionate about STEM programming. Heidi has worked on several multicultural initiatives in Janesville, Madison, Milwaukee and the Chicagoland area. "I'm thrilled to work with an amazing Board of Directors made up of professionals from the community with a heart for the mission" says Deininger.

She is very excited to support the work the YWCA does in regards to domestic violence, the CARE House and the Transitions Program for immigrants and victims of domestic violence. Her parents were immigrants to the United States. After they graduated from the University of Chicago, they moved to Hawaii to serve immigrant populations and raise a family. Heidi's mother was from Germany and taught English as a second language at the University of Hawaii. Her father was from the Philippines and served the Filipino pineapple plantation workers as a doctor/surgeon in their local community. He went on to start his own physicians' business while also working at the area

YWCA IS ON A MISSION

hospital. “I definitely get my passion for nonprofits and my work ethic from the values my parents instilled in me” said Heidi.

“It’s surreal to now work for the YWCA in Rock County because I found so much support from the YWCA. I spent most of my afternoons as a young child at the YWCA in downtown Honolulu where I learned to swim, cook, sew, knit and crochet. I’m grateful for the role the YWCA played in my life and am excited to now lead the organization in Rock County” said Deininger.

Heidi can be reached at hdeininger@ywcarockco.com. For additional questions or information, please contact Kelly Eickstead, YWCA Rock County Board President at Kelly.Eickstead@edwardjones.com.

About the YWCA Rock County

YWCA Rock County is a not-for-profit United Way funded agency serving the needs of women and children in our communities. Its key focus areas include eliminating violence in our homes and neighborhoods, racial justice, economic empowerment, advocacy and community services. The YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

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