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Couleecap Board Director Nidia Alcantar Receives Herb Kohl Helping Hand Award

The Wisconsin Community Action Program (WISCAP) recognized Couleecap Board Director Nidia Alcantar with the Herb Kohl Helping Hand Award at the annual Poverty Matters conference in Madison, Wisconsin on October 19. The statewide award recognizes an individual or organization that has demonstrated leadership and commitment to addressing the needs of low-income people.

Alcantar, who was honored at an awards ceremony luncheon where WI Dept. of Children & Families Secretary Emilie Amundson was among guest speakers, was selected by an awards committee from a list of nominees collected statewide.

Alcantar first arrived in Wisconsin from Brownsville Texas in 1996, about 26 years ago. “This award means a lot to me,” says Alcantar. “I never thought that I was going to get the Herb Kohl Helping Award. When I came here, I saw a great need by families that were low-income. I came home one day and told my husband we need to help this family. They need someone that speaks both languages and wishes to help with different things. I want to thank Couleecap for this nomination.”

Alcantar, who lives in Norwalk with her family, works as a translator/secretary for the Norwalk-Ontario-Wilton School District and serves on the Norwalk Village Board. She also works as an on-call interpreter for the Monroe County Justice Department and helps at the Monroe County Health Department. Alcantar has also assisted with COVID vaccination outreach campaigns and regional basic needs resource drives.

Hetti Brown, Executive Director of Couleecap, presented Alcantar with the award. “Nidia works to help agencies like Couleecap evolve our programs to better meet the needs through community-informed action,” said Brown. “Connecting with people through a trusted source has been key in our ability to serve. People who are struggling may feel most comfortable seeking assistance with a community partner by their side. Nidia is that partner.”



As a Couleecap Board Director, Nidia volunteers time to advise on program development, connects families to services provided by Couleecap, and serves as a voice for the Latinx and Hispanic community.

The Poverty Matters Conference is an annual conference hosted by WISCAP and will be held in La Crosse on September 27-28, 2023. The public event presents topics on the root causes of economic insecurity, programs and best practices used to fight poverty in Wisconsin, and policies. To learn more, visit <https://www.wiscap.org>.

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About Couleecap

Couleecap, Inc. is a private non-profit 501c3 charitable organization. Couleecap helps 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. Couleecap is a member of the Community Action Network, originally created in 1964. Learn more at couleecap.org.