



**For Immediate Release**

**February 13, 2024**

## **President & CEO of O'Connor Connective Bridget O'Connor to Receive the Nancy Armbrust Impact Award**

GREEN BAY, Wis. – The Women's Fund of the Greater Green Bay Community Foundation is excited to announce this year's Nancy Armbrust Impact Award recipient, Bridget O'Connor, President & CEO of O'Connor Connective. O'Connor will be recognized at "Impactful, an event by the Women's Fund" on Wednesday, March 6, 2024.

O'Connor helps leaders of organizations tell their unique stories to get results. Her company was founded in 2013 and provides organizational strategic communication, public relations, marketing, creative and training. O'Connor and her team assist leaders in aligning strategy with communication to achieve their organizational goals.

In 2019, O'Connor launched as a social enterprise *The Connective: A Community for Women in Business*, which has merged with the University of Wisconsin-Green Bay to launch the Schreiber Institute for Women's Leadership. Her previous professional experience includes serving as Vice President of Enrollment and Communications at St. Norbert College and marketing communication roles in Madison and Minneapolis. O'Connor was named a 2024 Wisconsin Titan 100 recipient and received the 2022 Greater Green Bay ATHENA Leadership Award and 2020 Small Business Association's Wisconsin Women Business Champion award.

The Nancy Armbrust Impact Award, given in partnership with Schreiber Foods and the Greater Green Bay Community Foundation, includes a grant of \$5,000 to be awarded to the recipient's nonprofit organization of choice through the Women's Fund biannual grant cycle.

### **What to Expect at Impactful**

Date: Wednesday, March 6, 2024

Time: 5:00 p.m. – 7:30 p.m.

Location: The Terrace at Marina Circle (2465 Marina Circle, Green Bay, WI 54304)

Tickets: \$20 purchased through <https://womensfundgb.org/events/impactful/>

The Women's Fund of Greater Green Bay would like to express sincere thanks to our two event sponsors – Summit Credit Union and the Greater Green Bay Community Foundation. We would also like to thank our three Sustaining Legacy Partners – Associated Bank, Green Bay Packers Give Back, and Prevea Health for their continued support.



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**About the Women's Fund of Greater Green Bay**

The Women's Fund of Greater Green Bay invests in women for a stronger community. A fund of the Greater Green Bay Community Foundation led by community volunteers, the Women's Fund provides funding to local nonprofit programs to improve the lives of women and girls. These investments strengthen families, our community, and society. For more information, visit [www.womensfundgb.org](http://www.womensfundgb.org).

**About the Greater Green Bay Community Foundation**

Established in 1991, the Greater Green Bay Community Foundation inspires and encourages charitable giving in Northeast Wisconsin by providing simple and smart giving tools for donors, impactful grants for nonprofit organizations, and collaborative leadership around critical community initiatives. Since inception, the Community Foundation has awarded more than \$190 million in grants to strengthen our community. In the past year, almost \$20 million was distributed to support a broad range of community needs. As a 501(c)3 nonprofit organization, the Community Foundation manages 769 charitable funds with assets exceeding \$161 million. [www.ggbcf.org](http://www.ggbcf.org)