

Transformation



# CEO Message

### **Dear Family and Friends,**

When I wake up in the morning, I always remember why I chose to dedicate my life's work to Rawhide Youth Services. Every day, I witness caring staff transforming the lives of our youth as they heal from unimaginable trauma, abuse, depression, anxiety, and suicidal thoughts. Youth in need of community counseling and therapy services continue to increase every year. In December, we expanded our therapy services by opening



a new Counseling Center in Fond du Lac to provide equine-assisted therapy, trauma-based therapy, and in-school counseling. In 2019, we welcomed over 500 troubled Wisconsin youth from 43 counties who needed our help seeing through the darkness, experiencing unconditional love, and learning how to be healthy, successful adults when they return to their communities.

Rawhide achieved a 4-year accreditation through the Council on Accreditation (COA) in October for its residential, group home, foster care, community counseling services and business practices. Rawhide demonstrated excellence in meeting over 400 standards in every area of our programs and operations. This accreditation provides peace of mind to our clients and regulatory agencies that youth will receive the best services available in an effective, safe and legal fashion, and reassures our contributors that their funds are used effectively and efficiently.

In May, we sadly said goodbye to our beloved co-founder and dear friend, Bart Starr. Our sorrow was mixed with gratitude when the Green Bay Packers Organization and the Starr family chose Rawhide's New London campus for the Bart Starr Commemorative Celebration in September. About 3,000 supporters and 65 former Green Bay Packers players attended the event. Bart and Cherry's love for troubled youth is unmatched and we are forever grateful for the legacy they created at Rawhide that will endure for generations to come.

We continue to be blessed with generous donors who make our work possible. In October, we witnessed just how great the generosity is in our community at our first The Main Event Gala Dinner in the Lambeau Field Atrium, where we hosted over 500 friends and successfully raised \$260,000.

I feel so blessed to have the opportunity every day to work with great staff members and partners to touch the lives of hurting youth so they may survive and thrive. We could not do this work without your love, prayers, and support. Thank you, and God bless!

Sincerely,

ale B. Lay

Alan B. Loux
President and CEO, Rawhide Youth Services

### RAWHIDE, INC.

E7475 Rawhide Road New London, WI 54961

Rawhide.org (920) 982-6100 info@rawhide.org

## COUNSELING CENTER LOCATIONS:

### **Appleton**

Westhill Professional Park 446 Westhill Blvd., Ste. 6 Appleton, WI 54914

### **Greater Milwaukee**

Bank Five Nine 5555 N. Port Washington Road, Ste. 207 Glendale, WI 53217

### **Green Bay**

916 Willard Drive, Ste. 100 Green Bay, WI 54304

### Fond du Lac\*

W3950 WI-23 Trunk Fond du Lac, WI 54937

### **New London\***

E7475 Rawhide Road New London, WI 54961

### Shiocton\*

N5367 Mayflower Road Shiocton, WI 54170

\*These locations also offer CHAPS Equine-Assisted Therapy services.





# 2019 Highlights

### The Main Event Gala 2019

Rawhide's first annual gala, The Main Event, was nothing short of spectacular! We had 552 attendees help us raise over \$260,000 so we can continue transforming the lives of our youth. Guests were amazed at our vintage circus theme that covered the Lambeau Field Atrium and enjoyed magic acts and circus entertainers, including fire performers, stilt walkers, aerialists, and more!

The event included a live auction and a heartfelt speech from Green Bay Packers player J.K. Scott. We feel so blessed to have had the Green Bay Packers Organization as our presenting sponsor. Thank you to all who attended, and we hope to see you at our Jungle Safari-themed Gala Oct. 15, 2020!

### **New Counseling Center Grand Opening**

After more than five decades of working to overcome trauma and mental health issues throughout Wisconsin, we are so happy to have opened our new Counseling Center in Fond du Lac last December! It is truly an exciting time for members of the community we will serve at our new location, and the students we will assist in the school district.

This new location is an additional mental health resource that will help lower the barriers between Fond du Lac's at-risk youth and its community. Through our effective equine-assisted therapy, as well as youth and family counseling services, our experienced therapists specialize in trauma-focused therapy and suicide prevention.

### **Bart Starr Commemorative Celebration**

We were humbled to have been chosen by the Starr family and the Green Bay Packers Organization to host the Bart Starr Commemorative Celebration to honor the life and legacy of one of Rawhide's greatest heroes. Cherry and Bart Starr, Jr., along with dozens of Bart's former teammates, shared their favorite memories and experiences about the legend.

Rawhide staff and youth felt truly blessed to see thousands of lifelong fans attend this powerful moment on our New London campus. The day was comprised of a variety of fun, family activities, including a youth football camp, face painting, bounce houses, mini Packers Hall of Fame exhibit, food trucks, and Rawhide facility tours. Thank you to all who attended and made this celebration an unforgettable experience!



THE MAIN EVENT GALA



**NEW COUNSELING CENTER GRAND OPENING** 



BART STARR COMMEMORATIVE CELEBRATION



# Program Descriptions



To hurting and at-risk youth and their families, Rawhide is a resource for life-changing skills, training, counseling, and therapies that offers residential and community-based services to equip youth—and their families—with the tools to build healthy relationships and behaviors that will help them overcome life's challenges. We believe every person, regardless of where they are coming from, was created to be loved and respected, and is worthy of a healthy and fulfilling life.

### **Standard Residential Care Program**

Rawhide's Standard Residential Care Program benefits court-ordered, at-risk boys from 11 to 18 years old. Youth homes are operated and staffed by both resident and non-resident staff who are available to the youth 24 hours a day. The homes provide a positive, structured, and supportive family environment. Outcomes focus on mental health, self-control, respect, and responsibility. Youth also attend our year-round, on-campus Starr Academy school, and participate in group and individual therapies at our Counseling Center in New London.

### **About Face Community Service Corps Program**

Our About Face Community Service Corps is a success-driven, intensive, residential program with an emphasis on behavioral changes. This program focuses on high school class improvement, vocational training, and community service, in which job trainers work side-by-side with the boys on construction, landscaping, and disaster relief projects. The About Face students alternate between participating in community service projects for two weeks and attending Rawhide's on-site Starr Academy school.

### **Alumni Services**

Alumni Services are provided to youth who have gone through Rawhide's programs. Services to alumni can include continued counseling, educational support, as well as many other types of assistance.

### **Occupational Therapy**

Through our comprehensive assessment process, youth can participate in occupational therapy services to help improve their cognitive, physical, sensory, and motor skills, as well as their confidence.

### **Transitional Group Home**

Our Transitional Group Home, located on the New London campus, provides coaching, training and assistance to youth ages 13-18. The group home helps youth achieve their goals of life skills and applying them through community-based social, spiritual, recreational, educational, and employment opportunities. Group home students attend school and have jobs in their local communities to help with their transition back to their families or independent living.

### **Treatment Foster Care**

Rawhide offers fully licensed Treatment Foster Care to serve youth from the community or youth who have made a satisfactory adjustment in Rawhide's residential program. Foster families and youth are fully supported through our programs and can choose to attend their local school or have the option to join Starr Academy.

### **Youth and Family Counseling Services**

Our counseling services provide a range of individual, group, and equine-assisted therapy for at-risk youth and their families struggling with behavioral and mental health conditions. Therapists use a blend of therapeutic styles and approaches (i.e., cognitive, behavioral, emotional, social, and spiritual) tailored to meet the needs of a client. Our counseling centers are located in Appleton, Fond du Lac, Green Bay, Milwaukee, New London, and Shiocton.

### **CHAPS Equine-Assisted Therapy**

Our equine-assisted therapy benefits youth coping with behavioral and mental health issues, including anxiety, depression, trauma, ADHD, and suicidal ideation. Sessions are conducted under the guidance of a therapist who specializes in equine therapy at our New London, Fond du Lac, and Shiocton locations.

### **Work Experience Program**

Our Work Experience Program prepares at-risk youth for successful employment after discharging from Rawhide. This program cultivates the skills and work ethic that will assist youth in obtaining and maintaining employment once they return to their community. On campus work opportunities are available for youth in the vehicle program, equine program, facilities, and food service.

### Starr Academy

Starr Academy, located on the New London campus, is a fully accredited high school through the Wisconsin Religious and Independent Schools Accreditation (WRISA). Students earn credits in core subjects, such as math, reading, social studies, science, and physical education, while also earning elective credits and participating in job-training programs. Class sizes are small so each student can receive personal, one-on-one attention.

## Our Statistics

At Rawhide, we have a very clear goal: to transform the lives of the youth we serve. To help them through the darkness. To show them how to turn away from thinking, behaviors, or situations that can only lead to more hurt, toward a healthy and fulfilling life. Transformation is the outcome we always aim for, and it's the promise we make to the youth and their families who come to us for help.

### FINANCIAL STATEMENT

### **SOURCES OF SUPPORT** (\$17.0 million)



### PROGRAM SUPPORT

(Insurance and Government Payments, Investment Performance)





VEHICLE PROGRAM





**DEVELOPMENT** (Cash Contributions, In-Kind Donations,



### **HOW FUNDS WERE USED (\$15.8 million)**



**YOUTH PROGRAMS** 





MANAGEMENT AND ADMINISTRATION





**FUNDRAISING** 



### **EDUCATION**



THE AVERAGE AGE OF A STARR ACADEMY STUDENT WAS **15.7 YEARS**.

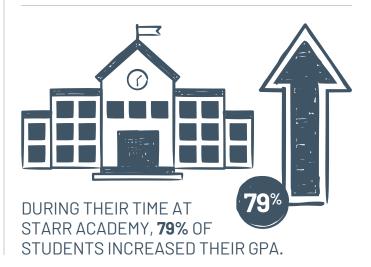


UPON ENTRY TO STARR ACADEMY, **63%** OF STUDENTS WERE BELOW GRADE AVERAGE IN READING.

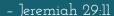


UPON ENTRY TO STARR ACADEMY, **85%** OF STUDENTS WERE BELOW GRADE AVERAGE IN MATH. DURING THEIR TIME AT STARR ACADEMY, **85%** OF STUDENTS EARNED HIGH SCHOOL CREDITS.





"For I know the plans I have for you," declares the LORD, "plans to prosper you and not to harm you, plans to give you hope and a future."







### **SERVICES**

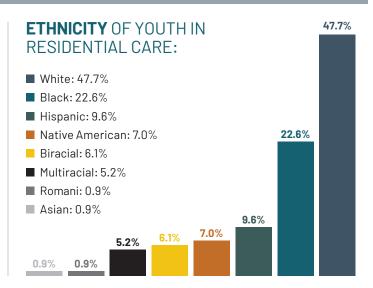
RAWHIDE RESIDENTIAL AND OUTPATIENT PROGRAMS SERVED **CLIENTS FROM 43 WISCONSIN COUNTIES.** 



RAWHIDE SERVED 510 YOUTH AND **FAMILIES** THROUGH RESIDENTIAL AND COMMUNITY COUNSELING SERVICES.



RAWHIDE SERVED **57% FEMALE** AND **43% MALE CLIENTS THROUGH** RESIDENTIAL AND OUTPATIENT SERVICES.



### **FAMILY FEEDBACK**

Social workers gathered the following feedback from families who placed their youth at Rawhide in 2019.

### **SERVICES TO FAMILIES:**

- 93% excellent
- 7% very good

### **EMPLOYMENT TRAINING:**

- 85% excellent
- 8% very good
- 7% good

### **BEHAVIORAL COUNSELING**

• 100% excellent

### **VEHICLE PROGRAM**

In 2019, more than 8,000 vehicles were donated to Rawhide to raise money for our at-risk youth.

7,457

337 Cars and Boats and Trucks Jet Skis

106

Motorcycles

88 Misc.\* 19 Campers/

Pop-ups

Motor Homes



<sup>\*</sup>Misc. includes boat motors, lawn mowers, trailers, carts, etc.

## Our Stories

**Every one of us is worthy of respect.** We were created to be loved and are deserving of a chance to live a life of potential and promise. At Rawhide, that's what we believe. And that's why you can count on us for the counseling, treatment, and healing that have equipped countless young women and men to discover the joy of a healthy and fulfilling life.

### Meet Austin

One of the biggest lessons Austin Harris said he learned during his time at Rawhide was how to manage his time and help him move forward.

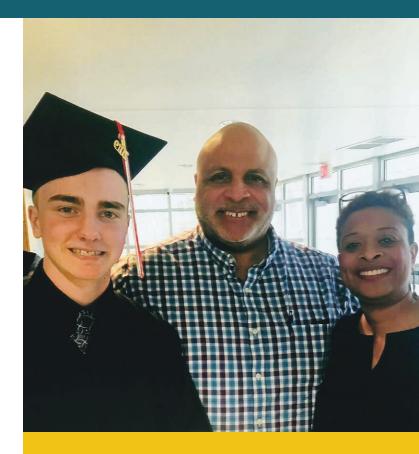
While living in foster care at 16 years old, Austin was convicted of a crime that landed him at Lincoln Hills. Later, the court decided he should attend Rawhide as a step-down placement to improve his behaviors, build a good work ethic, and graduate high school at Starr Academy. That was a lot for an at-risk youth to take on coming right out of juvenile detention, but Austin took it day by day, using the skills he was learning at Rawhide. Before he knew it, it was his graduation day.

The ceremony was so special to him that he remembers the exact date and keeps his speech and congratulations cards from the staff and family who attended. Today, Austin is still connected with some of the Rawhide staff who made the most impact on him. Mr. Troy from the Woodshop, guided Austin through his Work Experience Program as he completed multiple maintenance and construction projects. By the time Austin was discharged, he was inspired to seek a career in construction, and is in the process of searching for jobs.

One of the most important friends he made at Rawhide was a tall horse named Memphis. Any time Austin was having a bad day, Memphis would nudge him to show his concern. Over time, they built a trusting relationship, allowing Austin to feel loved without judgment for his past.

he ent

"I'm thankful that God put me at Rawhide, because I believe it was my second chance at life," he said. "I thank the living unit and school staff, case manager, job trainers, and therapists for being there for me through the rough times. ... I believe that God is using Rawhide as a place to build success stories."



"Rawhide taught me that if you learn to manage your time, you're able to take control of your life, get things done, and move forward."

- Austin







## Meet Finley

When Finley Peterson started struggling with bedtime routines at night and painful stomachaches during the day, her mother Kristina immediately called Finley's Primary Care Physician. First they tried different diet changes to eliminate any food allergies, but Kristina knew it was something more - and she was right. It was anxiety.

The doctor agreed to send Finley to therapy. With the close proximity and immediate availability, they all agreed Rawhide's New London campus was the best option. Shortly after, Finley started weekly therapy appointments with Lindley Wilkerson. To make Finley more comfortable, Kristina sat in on the first few sessions.

After that, she only sat in on the beginning of the sessions to update Lindley on the positives and negatives from the previous week.

At each session, Lindley provided Finley fidget toys for focus, a bouncy ball for activity, and a white board for drawing. After her first session,

Finley and Kristina were given tools to implement into their bedtime routine. Within a couple of days, Finley said she noticed a drastic change in her stomachaches in frequency and intensity.

"I've been feeling a lot better," Finley said. "My stomachaches and playing at school with friends have been better, too. If I have issues with my friends, Lindley suggests what I should and shouldn't do."

Overall, their experiences with Rawhide have been positive, from scheduling appointments to seeing immediate results. Now Finley is back to enjoying her favorite activities, including playing outside with friends, catching frogs, cuddling with her cat, swimming, and creating art.



- Finley







## Meet Skylar

At just three days old, Skylar entered the foster care system. When she turned two years old, her devoted foster parents adopted her.

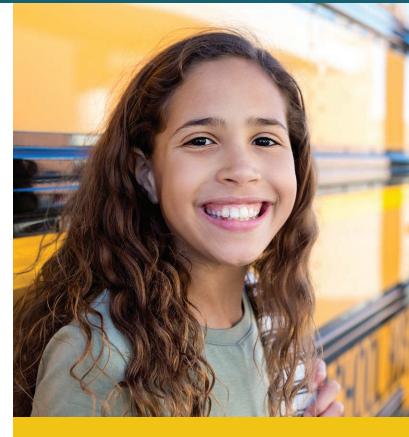
While she was happy growing up in a safe and loving home with them, she began having questions and mixed emotions about her birth parents that she bottled up. Eventually her emotions exploded in bouts of anger through concerning written pieces at school and clenching her fists until her nails dug into the palms of her hands. She also struggled to make simple decisions, such as choosing a folder or backpack for school.

By fourth grade, Skylar's parents agreed to send her to Rawhide for therapy because of its Christian-based mission and convenient location.

"I think knowing you're adopted and having questions about birth parents is an extra challenge for a lot of people," said Skylar's mom. "So therapy was always in the back of my mind for her."

At first, Skylar didn't look forward to her appointments. But after many card games, drawing out her feelings, and writing short stories with her therapist, Dorothy Vrhovnik, she grew more comfortable. Before long, Skylar began opening up to her parents about her feelings and learning how to process emotions without reverting to anger. She discovered listening to music while swinging on her playset and writing stories made her feel better.

After two years of therapy, Skylar's mom said Rawhide made a "night and day difference" in her daughter's life. She is now 14 years old and about to start high school with the tools to keep her anxiety-free and honest about her feelings with friends and teachers.



Everyone at Rawhide was very friendly and open and they didn't judge you at all.
Thank you!"

- Skylar



\*Disclaimer: The name and photo used were changed to protect the identity of the youth.

## Major **Donor**

## Meet Miron Construction

### Miron Construction is one of Rawhide's generous donors and partners.

Last year, Miron partnered with us for two substantial construction projects in preparation for our memorable Bart Starr Commemorative Celebration. In just two months, the Miron crew gave the Rawhide Carriage House and Café 15 buildings beautiful updates, including interior and exterior improvements, such as masonry, new stone face, landscaping, new siding and windows, paint, and much more.

Joel Stave, Project Manager at Miron, joined the endeavor in late July, saying President and CEO Alan Loux and Director of Facilities Brendan Ganser were great to work with. They banded together to ensure all parties felt good about the project and timeline. Joel said he appreciated Alan's openness and appreciation for Miron's honesty and willingness to accomplish the task ahead.

"Having the chance to work with those guys really made the process go so much smoother because they were so quick with their decisions and didn't want to hold up any of the process," Joel said.

Some of Joel's favorite memories from the project happened in the café. Brendan offered to buy lunch for the 15-20 Miron workers on site every day, allowing their crew and the Rawhide staff an opportunity to socialize together.

"It turned into more of a family atmosphere than just a construction site because of the way people at Rawhide welcomed us and dealt with the construction that was going on," he said.

When the work was completed, Joel and his team, exhausted but pleased, took a step back to admire what they had accomplished.

"As we got closer to the Sept. 14 date of the Bart Starr event, you could start to see we were going to meet our deadline," he said. "It was a pretty proud moment for all of us."

Miron was also a significant presence and donor at Rawhide's first Gala event in 2019. Miron's President and CEO Dave Voss often says, "We're building people's dreams." Seeing how Dave's words matched his actions inspired Joel in his work, drawing him even closer to the mission of Rawhide.

"To see Rawhide as more than just a client or business partner, but a partner in their shared vision and goal is pretty cool," Joel said. "The biggest thing for me is the people who work there that have a strong passion to help as many young people as they can. The time and effort people put into an organization like Rawhide is purely built from the goodness of their hearts - putting young people in a position to succeed."

Rawhide and Miron look forward to continuing to grow their relationship in the many years to come!







**BEFORE** 



**AFTER** 

- Toel Stave

# #15 League

### Rawhide's #15 League creates a lasting legacy through planned giving.

Becoming a member of the #15 League is a great way for our loyal supporters to leave a lasting legacy for Rawhide. The #15 League was created to recognize and thank those special people who have remembered Rawhide with a planned gift.

The list to the right includes all the individuals who have joined the league by adding Rawhide as a beneficiary to their will or living trust, life insurance policy, retirement account, charitable trust, donor advised fund, or charitable gift annuity.

We are grateful to all those who have selflessly become members. Their legacy of support will help ensure that Rawhide can continue to carry out its mission to transform the lives of at-risk youth for generations to come.

"I don't know where I would be without Rawhide. Thank you for donating so youth like me can have a second chance!"

- Jamarion



# Thank you to all our donors for their generous hearts!

### #15 League Members:

- Anonymous (6)
- Lawrence C. Andersen III
- Bryan & Rebecca Blankfield
- Wayne & Mary Boss
- Elsie A. Chattillion
- Constance Danforth
- Bob and Pat Endries
- Cara Lynn K. Foster
- Esther R. Gehrt
- Peter and Dolly Gerhardt
- Don & Audrey Geyer
- Carol M. Gross
- Dr. & Mrs. Richard Hilsabeck
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- Catherine Jacobs
- Kay Johannes
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- Harry & Dianne Marek
- Thelma C. Meyer
- Richard B. Meyers
- Catherine Pink
- John & Patricia Pospisil
- Thomas & Marlys Regan
- Gary & LuAnn Williams

### 2019 Estate Gifts Received:

- Ronald A. Bodart
- James F. Brahm
- · Richard M. Bush
- Dolores Koch



# The Endries Family

Because of Bob and Pat Endries' passion to help troubled youth and serve God, they recently included Rawhide as a beneficiary in their estate.

"If Rawhide was not there doing the work, these young people would continue down a troubled path, and Lord only knows where they'd end up," said Bob.

Throughout the years of donating time and money to Rawhide, they know firsthand the drastic, positive impact our programs and services have on youth in our communities. Seeing the youth change their course in life made it easy for the Endries to decide to join our exclusive #15 League to continue supporting Rawhide beyond their lifetime.

During one of Bob's visits to Rawhide, he noticed a youth who seemed to "hide in his shell."

Bob pulled the boy aside and told him that while he'd made a mistake, it didn't mean it would define his life if he could focus on proving who he's going to be in the future. The next time Bob saw the youth,



he witnessed a more cordial and healthy young man. Moments like this have reinforced the Endries' respect for Rawhide's faith-driven mission.

"We just want to help after our lifetime," said Bob.
"Even though we won't see the result of that, we have confidence the result will be good."

They said being part of the #15 League is also a tribute and thanks to the Starr and Gillespie families for their vision and founding of Rawhide.

"We, as donors, are doing some of God's work," Bob said.
"He wants us to invest in people, especially the troubled and poor. I think by gifting to Rawhide, you're really making an investment in a young person's future. You're making an investment to help them through some troubled times, and it's a pleasure and a responsibility for us to help each other."



It's never too late to plan for the people and causes you care about!

For more information about becoming a member of the #15 League, please contact Sean Tiernan at (920) 531-2591 or stiernan@rawhide.org.

## Our Donors

### Thank you to our donors for their generosity!

We are grateful to Rawhide's donors, partners, and friends who are making a difference in the lives of at-risk youth and their families. Because of you, young men and women are finding hope and building positive futures.

### \$25,000 and Above

Victor and Christine Anthony Family Foundation, Inc.

Estate of Ronald A. Bodart

Estate of James F. Brahm

Estate of Richard M. Bush

Theda & Tamblin Clark Smith Family

Foundation, Inc.

Faith Technologies, Inc.

Food Depository Fund

Forest County Potawatomi

Foundation, Inc.

Free S.P.I.R.I.T. Riders

Bernice C. Gebhard

Green Bay Packers, Inc.

Zenon C.R. Hansen Foundation, Inc.

J.J. Keller Foundation, Inc.

Estate of Dolores Koch

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Nicholas Family Foundation, Inc.

Dale R. & Annette L. Schuh

Bart and Cherry Starr Foundation, Inc.

Super Bowl of Golf Charity Outing

### \$10,000 - \$24,999

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Bleser Family Foundation, Inc.

Jane Bradley Pettit Foundation

Frank G. & Frieda K. Brotz

Family Foundation

Susan T. Brown

Robert W. & Susan T. Brown

Family Foundation

Burmester Charitable Trust

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De Pere Christian Outreach Corp.

Robert & Patricia Endries

Favre 4 Hope

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Green Bay Packers Hall of Fame

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### \$5,000 - \$9,999

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Anon Charitable Trust

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Dale D. Meyer & Kathleen Tesker-Meyer

Jon F. & Patricia J. Myers

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Oneida Nation of Wisconsin

### \$1,000 - \$4,999

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Betsy J. Elgin

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Steve and Faye Klessig Fund

Jeff Klug

Keller Family Charitable Trust

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E7475 Rawhide Road New London, WI 54961

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