



**WILD ABOUT
PHILANTHROPY!**

**ANNUAL
IMPACT
REPORT
2023**



WILD ABOUT PHILANTHROPY!

La Crosse Area Community Foundation publishes this annual impact report for friends and supporters of our mission

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Editor: Megan Pierce
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Photo Credits: Michelle Poedel, Karen Genz, Assortment of Nonprofit photo donations
Printer: CPC Printing & Promotions
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MISSION

Connecting people, passion, and giving in the La Crosse area forever.

VISION

The catalyst for a vibrant, generous, and inclusive community.



Dear Fundholders, Donors, and Friends – Oh My!

I hope you read my salutation like the popular phrase “lions, tigers, and bears, oh my!” The La Crosse Area Community Foundation (LACF) staff and board of directors had a lot of fun with last year’s stewardship theme. I hope you enjoy reviewing this annual impact report to see the many ways we were WILD ABOUT PHILANTHROPY last year.

We have so much to be grateful for in our community because of the generosity of our donors and the hard work of our outstanding area nonprofits. Can you imagine what our community would look like without our nonprofits and the philanthropy – your philanthropy! – that helps make their work possible? It’s a wild and terrifying thought.

That’s why here at LACF, we’re steadfastly focused on helping to nurture a culture of philanthropy aimed at making La Crosse County not just a good place to live, but a great place to live... for everyone.

At LACF we believe philanthropy can be leveraged in even more impactful ways to help us realize our vision of being the catalyst for a vibrant, generous, and inclusive community. And 2023 was a year dedicated to learning and planning how to do that. The result is an exciting new strategic roadmap to guide our work over the next four years and beyond. This new roadmap – which you can review on page 25 – centers the work of our mission through an evolved lens: social capital.

During our planning exercises we adopted the reality that to successfully meet our mission of connecting people, passion and giving in the La Crosse area forever, we must intentionally consider the impact of all our decisions on equity. This is what will help us ensure that our work is advancing the ability of every individual in La Crosse County to fully use their skills and gifts to benefit themselves, their families, and our greater community. And our new lens of social capital is going to be the guiding compass for our future work. I invite you to learn more about our social capital lens on page 24.

It truly is a WILD time at LACF. In addition to adopting a new strategic roadmap in 2023, we moved to a larger and more accessible office, updated our brand to be more inclusive of our service region, and continue to grow our staff to keep pace with our growing assets. This success would not be possible if it were not for the dedication of current and previous LACF staff, the board of directors, committee members, and our passionate fundholders and donors. THANK YOU!

Remember to Walk on the Wild Side,

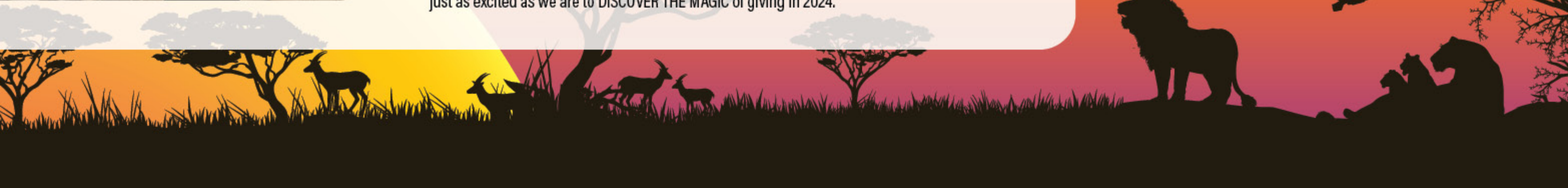
Jamie

P.S. We hope you will always stay WILD ABOUT PHILANTHROPY and are just as excited as we are to DISCOVER THE MAGIC of giving in 2024.

OUR GUIDING PRINCIPLES

At all times we strive to adhere to these principles for our donors, nonprofit partners, and the community:

- We open our doors to everyone and anyone who aspires to build upon the contributions of the past and present to shape our county’s shared future
- We exist to amaze those we serve through nurturing lifelong relationships that span generations
- We believe diverse voices, engagement, and participation are essential to building and sustaining thriving communities
- We are flexible, responsive, open to innovative strategies, and able to take prompt action with ease
- We believe in the transformative power of partnerships around shared passions and objectives
- We are dedicated to being trusted stewards of our community’s past and future assets



2023 Grant Year in Review:

WILD ABOUT GRANTS!

\$4,188,711

total in grants and scholarships awarded in 2023

2023 GRANTS AND SCHOLARSHIPS BY GRANT TYPE:

The total amount awarded in grants and scholarships each year includes grant distributions advised by our board through a quarterly competitive grant program, by our fundholders through donor advised and designated funds (noncompetitive), and through scholarship programs.

Breakdown by Grant Type

Scholarships
\$351,150
Total

Noncompetitive Grants
\$2,814,417
Awarded

Competitive Grants
\$1,023,144
Awarded

2023 GRANT AND SCHOLARSHIP FUNDING BY PROGRAM AREA



HEALTH & HUMAN SERVICES
\$679,789



RECREATION & WELLNESS
\$820,482



COMMUNITY IMPROVEMENT
\$791,578



EDUCATION & SCHOLARSHIPS
\$882,899



ENVIRONMENT
\$330,422



ARTS & HUMANITIES
\$239,518



CULTURE & DIVERSITY
\$255,685



FAITH
\$188,338



Wild About Grantmaking: 2023 GRANTEES BY PROGRAM AREA



Community Improvement Spotlight: Centering Onalaska

Since 2003 Centering Onalaska has purchased flower baskets to display across Onalaska. In 2023, Centering Onalaska received \$7,500 to fill budget and personnel cuts that created maintenance gaps within the Onalaska Parks & Rec Department. Centering Onalaska's work allowed for the purchase and maintenance of 56 flower baskets that line Main Street and brighten City Hall. Something as simple as hanging flower baskets each spring creates connections within the community, from elementary students volunteering to admiration from visitors. Additionally, other communities have reached out for strategies to implement this in their communities.



2023 GRANTEES

100 Men of Dane County
Alley Cat Allies Inc
Animal Rights Coalition
Associated Society-Animal Protection Ltd
Avoyelles Animal Welfare Society
Big Brothers Big Sisters of the 7 Rivers Region
Bobs Free Bikes
Cataract Essential Services Inc
Cedar Falls Historical Society
Centering Onalaska
City of La Crosse Police Department
Collier Community Foundation
Consumer Reports
Coulee Region Humane Society
Coulee Region Hunger Walk Inc
Coulee Region Meow Mission
Dane County Humane Society Wildlife Center
Deke Slayton Memorial Space & Bicycle Museum
Feline Rescue Inc.
For Independent Hmong Farmers Corp.
Franciscan Sisters of Perpetual Adoration
Franciscan Spirituality Center of FSPA
Freedom Honor Flight Inc.
Habitat for Humanity-La Crosse Area
Heart2Heart Pet Lifeline
Holmen Area Community Center
Humane Society of Louisiana
Jackson County Animal Shelter
La Crescent Animal Rescue Inc

La Crosse Neighborhoods Inc.
La Crosse Promise Inc.
La Crosse Public Library
League of Women Voters of the La Crosse Area
Marine Credit Union Foundation
Monroe County Animal Shelter
Monroe County Historical Society
Monroe County Shelter Care Inc
National Trust for Historic Preservation
Neigh N Bray Equine Rescue Inc
Never Forgotten Honor Flight
New Leash on Life Dog Rescue
No Kill Law & Advocacy Center
Onalaska Enhancement Foundation
Pastors United Community Advocacy Inc.
Pointe Coupee Animal Services
Ronald McDonald House Charities Midwest MN, WI, IA
Rotary Lights, Inc.
Shelter Development Inc.
Southern Poverty Law Center, Inc.
Sparta TNR, Inc.
Team Rubicon
The Animal Sanctuary of St Croix Valley
The Elephant Sanctuary in Tennessee
The Rotary Foundation of Rotary International
Western Technical College Foundation Inc.
Wisconsin Law Foundation Inc.
Women's Fund of Greater La Crosse, Inc.
World Animal Foundation



Health & Human Services Spotlight: Hmoob Housing First Program Expansion Bridge Funding

In 2023, Cia Siab received \$55,888 for expansion bridge funding of the Hmoob Housing First Program. In the aftermath of the COVID-19 pandemic, housing insecurity has been greatly exacerbated by rising housing costs. Cia Siab has worked to establish and prioritize the housing needs of domestic violence and sexual assault survivors within the Hmoob community. Through bilingual, bicultural support and advocacy families can find safe and affordable housing, along with connections for necessary housing repairs. With this funding Cia Siab was able to hire additional domestic violence and sexual assault education and prevention staff to better connect survivors to providers in the La Crosse community.



2023 GRANTEES

1000 Generations, Inc. Safe Families for Children
Adult & Teen Challenge of Western Wisconsin Inc.
Aging and Disability Resource Center of La Crosse County
Alzheimer's Association of Greater Wisconsin
Amara Rose Foundation, Inc.
American Red Cross Southwest Chapter
Aptiv Foundation Inc
ARC La Crosse Inc
Benedictine Health System
Bethany Lutheran Homes, Inc. d/b/a Eagle Crest Communities
Bethany-St. Joseph Corp
Border Kindness
Bridges of Belonging, Inc.-La Crosse
Catholic Charities of the Diocese of La Crosse
Cia Siab
Citizen Advocacy of ARC La Crosse
Compassion and Choices
Consumer Credit Counseling of La Crosse
Coulee Council on Addictions d/b/a Coulee Recovery Center
Couleecap, Inc.
Doctors Without Borders USA
Down Syndrome Association of Wisconsin, Inc.
Driftless Recovery Community Foundation Inc
Emergency Food Basket, Inc.
Family & Children's Center
Fisher House Foundation

Great Rivers United Way
Gundersen Medical Foundation
Harry J Olson Senior Center
HSHS Sacred Heart Foundation
Independent Living Resources
Intentional Communities of Washtenaw County
JDRF International
Joe Was Just Joe Foundation Inc.
K9s for Warriors
Karuna, Inc.
La Crescent Area Healthy Community Partnership
La Crosse Area Veterans Mentor Program
La Crosse County Health Department
La Crosse County Human Services
La Crosse Lions Charities
Lakeview Health Center
Lutheran Social Services/Wisconsin & Upper MI, Inc.
Matthew's Hope Ministries
Mayo Clinic Health System
Mental Health Coalition of the Greater La Crosse Area
Mobile Meals of La Crosse
NAMI La Crosse County Inc
NAMI Wisconsin
National Multiple Sclerosis Society
New Horizons Shelter & Outreach Ctrs.
Next Steps for Change, Inc.
OccuPaws Guide Dog Association

Partners in Health
PATCH La Crosse
Physicians Committee for Responsible Medicine
Planned Parenthood Federation of America, Inc.
Planned Parenthood Minnesota, North Dakota, South Dakota
Planned Parenthood of Wisconsin, Inc.
Professional Fire Fighters of Wisconsin Charitable Foundation, Inc.
Pulmonary Fibrosis Foundation
REACH-A-Child
RHYMES (Runaway and Homeless Youth Mediation and Emergency Services)
Saint Clare Health Mission Inc
Shriners Hospital for Children
Sparta Area Cancer Support, Inc.
St Clare Health Mission of Monroe County
Step By Step Family Support Center
The Hunger Task Force of La Crosse, Inc.
The Parenting Place
The Salvation Army
Trinity Lutheran Church
Verdecare Inc.
Veterans Heritage Project
WAFER, Inc.
Weigh of Life
WINN (What I Need Now)
Workforce Connections, Inc.
YWCA La Crosse

Wild About Grantmaking: 2023 GRANTEES BY PROGRAM AREA



Recreation & Wellness Spotlight: Causeway Interfaith Volunteer Caregivers – Oasis Respite Care



Causeway Interfaith Volunteer Caregivers received a \$6,600 grant to expand their Oasis Respite program to allow for additional socialization and create new at-home opportunities for those with dementia, Alzheimer's and other brain-related diagnoses. The program's expansion also provides respite for caregivers and families. The new themed programs such as OASIS Olympics, Camp OASIS, and OASIS Memories, where a 1950's diner menu was served with displays of yearbooks, varsity jackets, wedding photos, and a car show! In 2023, the Oasis Respite program brought over 2,500 hours of care to 31 participants and lessened the caregiving burden to 31 families in the La Crosse area.

2023 GRANTEES

- | | |
|---|---|
| Bicycle Federation of Wisconsin Educational Fdn Inc | La Crosse Area Family YMCA |
| Boys & Girls Clubs of Greater La Crosse | La Crosse County 4-H |
| Brice Prairie Baseball Softball | La Crosse Lightning Lacrosse Club |
| Camp Send A Kid Inc. | North American Squirrel Association |
| CASA for Kids | Outdoor Recreation Alliance |
| Causeway Interfaith Volunteer Caregivers, Inc. | River City Youth Hockey |
| Children's Museum of La Crosse, Inc. | She Rock She Rock |
| City of La Crosse Parks, Rec. & Forestry | Sparta Area National Night Out |
| Every Body Can Dance, Inc. | Special Olympics Wisconsin |
| Friends of Coulee Region RSVP | Sugar Creek Bible Camp |
| Friends of Snowflake Ski Jumping Inc | The Good Fight Community Center |
| Gateway Area Council, BSA | Town of Shelby |
| Girl Scouts of Wisconsin-Badgerland Council | UW La Crosse |
| HorseSense, Inc | Village of West Salem |
| | Wisconsin American Legion Foundation, Inc |
| | Wisconsin Badger Camp |



Environment Spotlight: Western's Urban Green Space



Western Technical College received \$40,000 in 2023 to create an urban green space designed by students enrolled in landscape and horticulture programs. The project gave students the opportunity to implement classroom lessons on sustainable design and development. Upon opening in September 2023, the space offered community members a place to relax and enjoy nature. With picnic tables, benches, and covered seating, this high-traffic area is also dedicated to public servants with a donor wall. Western plans to use the green space as a cross-disciplinary educational area not only for Western students but also for local school children.

2023 GRANTEES

- | | |
|--------------------------------------|---|
| Alliance for the Great Lakes | Missouri River Bird Observatory |
| Alliance for the Shenandoah Valley | National Audubon Society |
| Atchafalaya River Rescue | National Park Foundation |
| Clean Wisconsin | Natural Resource Foundation of Wisconsin |
| Clearwater Farm Foundation | Rails-to-Trails Conservancy |
| Climate Alliance for the Common Good | Sustainability Institute |
| Desert Foothills Land Trust Inc. | The Arbor Day Foundation |
| Friends of the Blufflands | The Nature Conservancy |
| Friends of the Mississippi River | The Nature Place / WisCorps, Inc. |
| Friends of the Upper Mississippi | Trout Unlimited National Office |
| Fishery Services | US Friends of David Sheldrick Wildlife Trust Inc. |
| Gathering Waters Inc | Western Technical College |
| Grow La Crosse Inc. | Wild Instincts |
| Honor The Earth | Wisconsin Public Radio |
| Louisiana SPCA | |
| McDowell Sonoran Conservancy | |
| Mississippi Valley Conservancy | |



Culture & Diversity Spotlight: Arte Popular Mexicano: Mexican Folk Art Collective Exhibition & Dia de los Muertos Ofrenda



The Pump House Regional Arts Center received \$6,940 for its Mexican Folk Art Collective exhibition in the fall of 2023. The display featured the work of artists from across the United States and Mexico. Attracting the highest attendance of the year, this exhibition offered interactive impact across generations in the La Crosse area with performing art presentations, ofrendas (offerings), and many more pieces honoring Dia de los Muertos. With the growing Hispanic population in the La Crosse area and the state of Wisconsin, cultural events like this improve community engagement and cultural awareness.

2023 GRANTEES

- | | |
|---|--|
| American Indian Education Fund | Region Inc |
| Black Leaders Acquiring Collective Knowledge (BLACK) Inc. | Norskedalen Nature and Heritage Center |
| Cia Siab Inc. | Pump House Regional Arts Center |
| Hmoob Cultural and Community Agency (HCCA) | Riverside International Friendship Gardens |
| Hope Restores Corporation | School District of Westby |
| La Crosse Dubna Friendship Association Inc | Teen International Media Exchange |
| Legal Action of Wisconsin | Vesterheim Norwegian American Museum |
| LGBTQ Resource Center for the 7 Rivers | |





Education & Scholarship Spotlight: The Good Fight Community Center



The Good Fight received \$35,000 in unrestricted funds in 2023 for organizational sustainability. Through this unrestricted funding, The Good Fight was able to hire a nonprofit consultant to offer various professional development trainings for its employees. These steps toward sustainability have allowed The Good Fight to support the 64% increase in students attending The Good Fight's after-school programming. In addition to supporting middle school-aged children in the La Crosse community, The Good Fight provides local school districts with in-school behavior specialists and after-school support, increasing emotional, mental, and educational success.

2023 GRANTEES

American Association of University Women-La Crosse Branch
Aquinas Catholic Schools Foundation, Inc.
Aquinas Catholic Schools Inc.
Beloit College
Bethany Lutheran College
Bethel University
Biola University
Boston University
Cappella Performing Arts Center Inc.
Carleton College
Central Texas College
Colorado State University
Communities in Schools of the Charleston Area Inc
Congregational Preschool
Coulee Reading Center, Inc.
Creighton University
Drake University
First Lutheran School
Folds of Honor Arizona Chapter
GearUp, Inc
Georgetown University
Gundersen Medical Foundation
Holmen Area School District
Iowa State University
Junior Achievement of Wisconsin Inc. Coulee Region
La Crosse Association for Home and Community Education
La Crosse Public Education Foundation, Inc.

Lake Country School
Lawrence University
Luther College
Macalester College
Marquette University
Milwaukee Institute of Art and Design
Milwaukee School of Engineering
Minnesota State University - Mankato
Minnesota State University Moorhead
Minot State University
Montana State University
Nerds On A Mission Corporation
New York University
North Dakota State University Foundation
Northern Michigan University (Scholarship)
Northwestern University
Onalaska Education Foundation
Onalaska School District
Paperback Rider Inc
Prairie Catholic Schools
Providence Academy, Inc.
Rochester Community and Technical College
School District of Bangor
School District of La Crosse
South Dakota State University
Southwest Wis. Tech College
St. Mary's University of Minnesota
St. Norbert College
St. Olaf College
The University of Maine

University of British Columbia, Vancouver campus
University of Illinois Urbana-Champaign
University of Iowa
University of Iowa Foundation
University of Minnesota - Morris
University of Minnesota Foundation
University of Minnesota-Duluth
University of Minnesota-Twin Cities
University of New Haven
University of Notre Dame
University of Wisconsin Foundation
UW Superior
UW-Eau Claire
UW-La Crosse Foundation
UW-Madison
UW-Milwaukee
UW-Oshkosh
UW-Platteville
UW-River Falls
UW-Stevens Point
UW-Stout
UW-Whitewater Foundation
Viterbo University
Wake Forest University
West Salem School District
Western Technical College Foundation Inc.
Willamette University
Winona State University
Wisconsin FIRST Robotics, Inc.



Faith Spotlight: Maureen & Robert Freedland Community Fund for Studies of the Shoah (Holocaust)

Maureen and Robert Freedland established a community fund for studies of the Shoah (Holocaust) in memory of their families, and dedicated to all people who come to America for religious freedom. Teaching about the Holocaust can inspire students to think critically about the past and their own roles and responsibilities today. Their first fund, established in 2007, supported the School District of La Crosse and a later fund was added for diversity education throughout the Coulee Region. Funds have provided teacher training, books, films, curricula and resource materials, essay contests, presentations, student opportunities to meet survivors, a traveling library and more.



2023 GRANTEES

A Place of Grace Ltd.
Blessed Sacrament Catholic Church
Cathedral of Saint Joseph the Workman
Catholic Daughters of America
Christ Episcopal Church
Country Coon Prairie Church Preservation, Inc
Diocese of La Crosse
English Lutheran Church
Equestrian Order of the Holy Sepulchre of Jerusalem
Faith United Methodist Church
Fellowship of Catholic University Students - FOCUS
First Congregational Church
First Evangelical Lutheran Church
First Presbyterian Church
First Teens Clothes Closet of First Lutheran Church

Holy Trinity Catholic Church
La Crosse Area Synod ELCA
LaCrosse Jail Ministry, Inc.
Lutheran Campus Ministry of La Crosse Area Synod
Mary Mother of the Church
Our Lady of Mercy Community Outreach Services
Our Savior's Lutheran Church
Roncalli Newman Catholic Center
School District of La Crosse
School District of Westby
Society of St. Vincent de Paul - Madsion
St. Augustine University Parish
St. Elias Eastern Orthodox Church
St. Paul Evangelical Lutheran Church
The Culture Project



Arts & Humanities Spotlight: Driftless Urban Orchestra Inc



In 2023, Driftless Urban Orchestra received \$10,100 for its Reinforce Outreach and Access in Music (ROAM) project. This funding provided a high-quality portable piano, mallet percussion equipment, and mobile livestreaming equipment. These instruments expanded the orchestra's outreach events to expose children in the community to music. An event at the Red Balloon Early Learning Centers in La Crosse, introduced young children from the ages of 1-4 years old to basic musical concepts and how different instruments create sound, with children getting hands-on time with the instruments! The ROAM project furthers Driftless Urban Orchestra's mission to feature emerging and historically excluded composers by creating live and livestreamed opportunities for the greater La Crosse area to access high quality live concerts.

2023 GRANTEES

Coulee Region Alliance for the Visual Arts Inc
Desert Foothills Library
Driftless Urban Orchestra Inc
Friends of PBS Wisconsin, Inc
Friends of the La Crescent Public Library
Friends of the Smithsonian Institute
Giving Hearts Choir
Kids From Wisconsin Ltd.
La Crosse Boychoir, Inc.
La Crosse Chamber Chorale, Inc.

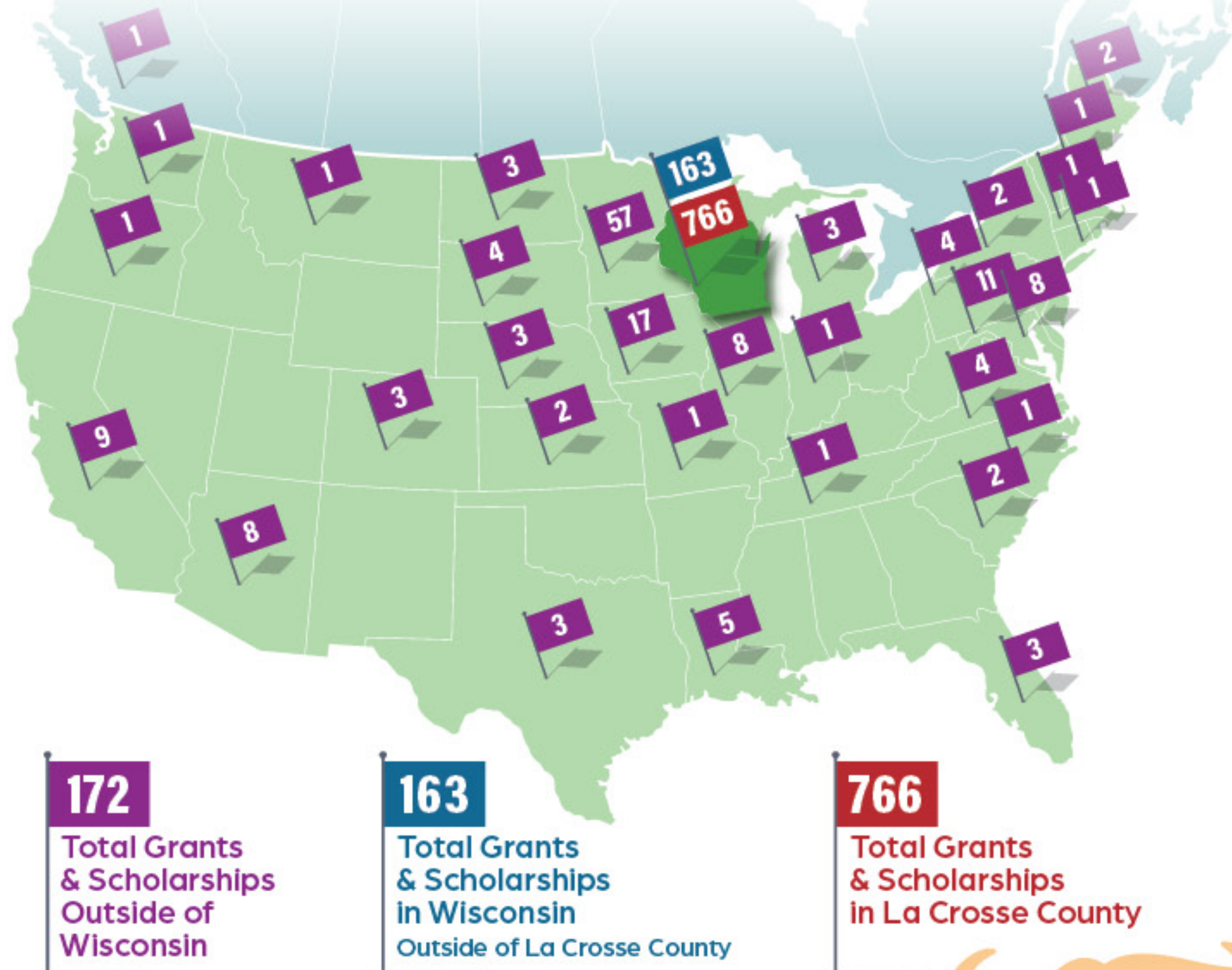
La Crosse Community Theatre
La Crosse Concert Band
La Crosse County Historical Society
La Crosse Symphony Orchestra, Inc.
Musical Instrument Museum
Opera for the Young, Inc.
Pump House Regional Arts Center
United Fund for the Arts and Humanities
Warehouse Alliance Inc.

WILD ABOUT COMMUNITY OUTREACH!



La Crosse Area Community Foundation is honored to serve **ALL** of La Crosse County.

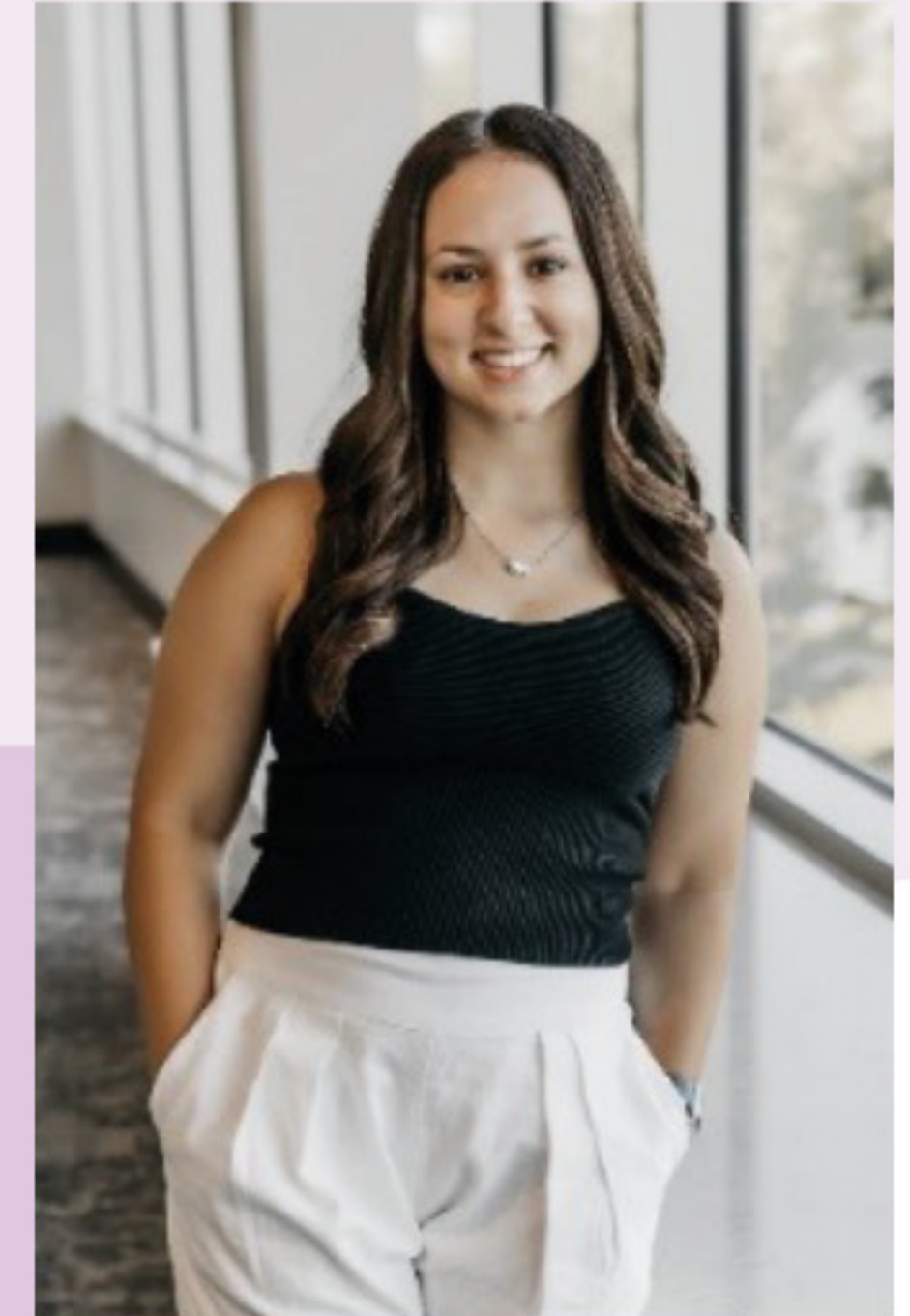
Through the incredible collaboration with our donors, fundholders, and constituents, we can provide many grants and scholarships in various locations in La Crosse County and beyond!



"Investing in communities. For Good. Forever" must also extend beyond grantmaking and into future generations. We are honored to have hosted our second fellow from the University of Wisconsin-La Crosse and continue to enhance our affiliate partnerships!

FELLOW FEATURE

Through the support of the UWL Community Engaged Fellowships, the La Crosse Area Community Foundation has been able to support the personal and professional development of a student for the past two years. This year, UWL senior Paige Hagemann worked with us 30 hours a week in the summer and 10 hours a week during the school year.



LACF has provided real-world experiences including nonprofit organization support, board governance, grant application evaluation, stewardship, digital content creation, and the day-to-day functioning of a community foundation. The UWL Community Engaged Fellowship was made possible by Ron and Jane Rada, a gained on the La Crosse community, nonprofits, and overall technical work has been invaluable. I can confidently say this has been the best experience I've had during my time at UWL," says Hagemann, reflecting on her time as an LACF Fellow. The fellowship program continues with a new student, Nainil Jariwala, in 2024.

WILD ABOUT PARTNERSHIPS!



Rotary Works Foundation (RWF)

La Crosse Area Community Foundation is honored to have an affiliate partnership with Rotary Works Foundation (RWF). RWF encourages Rotary Clubs in the greater La Crosse area to raise and distribute funds for worthy local and international projects. Through the partnership, La Crosse Area Community Foundation provides administrative support, and technical assistance to ensure the RWF board can encourage Rotarians in the nine La Crosse-area clubs to financially support projects that support and uplift the Rotary Four Way Test.



LCNI
La Crosse Neighborhoods, Inc

La Crosse Neighborhoods Inc. (LCNI)

There are SO many passionate and generous people in La Crosse County who want to do good. However, when it comes to starting a nonprofit, there are a lot of hoops to jump through, administrative burdens, and necessary policies to follow that can take tremendous time and energy away from the organizations' mission. That is why we work closely with La Crosse Neighborhoods Inc. (LCNI) and enhanced our partnership in 2023! The collaboration between organizations in 2023 has focused on implementing streamlined procedures so local projects in 2023 have the most effective and efficient support possible.

(LCNI) is an umbrella organization for La Crosse area grassroots groups and fundraising efforts. It provides comprehensive charitable fiscal sponsorship and administrative support for projects that bring people together to positively impact the livability of the greater La Crosse area. LCNI supports organizations by providing shared governance, fiduciary oversight and bookkeeping, record keeping, liability insurance, and technical assistance. "LCNI has grown to support many small volunteer-led organizations through administrative support and fiscal sponsorship. Our hope for LCNI is that it continues to grow to support passionate people in the La Crosse area looking to bring people together to improve our community."

- Clara Gelatt, LCNI President

Some active organizations involved with LCNI are:

- Brice Prairie EMS
- Grumpy Old Men Band
- La Crosse Jazz Orchestra
- La Crosse Wind Symphony
- Mississippi River Research Consortium
- River Clean Up La Crosse



Check out all of the projects sponsored by LCNI here:
<https://lcni.org/our-projects/>

GIVING TUESDAY

GivingTuesday Give Warmth Campaign

One example of how La Crosse Area Community Foundation leveraged our social capital in the community was by partnering with Great Rivers United Way for a joint effort to keep local community members safe and sheltered during the winter season. The funds went directly to the REACH Center, a walk-in resource center offering housing navigation, homeless prevention, mental/AODA support, healthcare, and violence prevention and support in one location.

REACH then disbursed funds as needed for clients working with the center's partner organizations, including Couleecap, the La Crosse Area Family Collaborative, Independent Living Resources, the School District of La Crosse, La Crosse Area Family YMCA, New Horizons Shelter and Outreach Centers, The Salvation Army La Crosse, Catholic Charities La Crosse, and YWCA La Crosse. We are thrilled to share that we reached our goal of raising \$50,000 to provide warmth and hope to our community members!

WILD ABOUT CHARITABLE FUNDS!

La Crosse Area Community Foundation is honored to administer grants from our 340+ funds to help enhance La Crosse County today and forever. The charitable funds would not have been possible without the generous, caring, and passionate community members looking to make an impact for generations to come. In the following pages, you will see a full list of funds, organized by type. Full descriptions of each fund can be found on our website.



Donor Advised Funds

DONOR ADVISED FUND SPOTLIGHT: MARTA MARTINEZ AND WILLIAM KATRA FUND

The Uncommon Philanthropy of Marta & Bill

The story of Marta Martinez and Bill Katra illustrates how personal journeys and shared values can intertwine to improve communities. The two met in 1966 during Bill's two-year-service with the Peace Corps in Marta's small, rural hometown in Uruguay. Their story, marked by separation (of 41 years!) and reunion, ultimately led them to La Crosse, where their shared commitment to giving back found a new expression by creating The Marta Martinez and William Katra Fund.

"Our history of giving isn't just a recent endeavor; it's been a lifelong journey for both of us," Bill says.

He coined the term "philanthro-tourism" to describe the five trips they made to install electric wiring in humble residential homes in four Latin American communities. In addition, this past year, they provided over \$20,000 to assist two children's homes in Peru and Honduras, construct a new schoolroom in a Mayan community in Honduras, and improve the homes of four families in need in Mexico.

"Our efforts have always been about making a tangible difference," he adds.

Their decision to establish a donor-advised fund with La Crosse Area Community Foundation was a natural progression of their philanthropic journey. Having built a successful family business in remodeling and house rentals, Marta and Bill reached a point where they sought to simplify their lives, a decision that coincided with a year of significant capital gains.

"The foundation was a perfect fit for us," Bill explains. "It allowed us to make a substantial, tax-deductible contribution in a year when it mattered most, extending our ability to give back over many years."

Marta and Bill's philanthropic philosophy is rooted in their personal histories and experiences. Bill's writings and travels in Latin America led



"The day you are not doing something for someone else, even something small, is a day not lived to its fullest," says Marta, echoing the values guiding their philanthropic journey.

Donor Advised Funds allow donors the freedom to recommend grants to any charitable organization anywhere in the world. Donor Advised Funds are the most flexible fund type, and are often a less expensive and less complicated alternative to starting a private foundation.

429 GRANTS
awarded from
Donor Advised Funds in 2023

to a deep sense of solidarity with those in difficult circumstances. Marta, hailing from a family of nine raised by a single mother in Uruguay, understands the struggles of poverty firsthand and has lived through the challenges many of their beneficiaries face. Education was her ladder out of poverty.

They are particularly interested in helping youth struggling to improve their lives. They currently assist five students in Uruguay, including two studying medicine, one pursuing biochemistry, one in international relations, and one in child development. Locally, they prioritize assistance to Spanish-speaking students at La Crosse's three post-secondary institutions.

Marta and Bill also give to numerous organizations in La Crosse County, ranging from conservation to emergency aid.

"La Crosse Area Community Foundation has saved us a lot of time and a lot of hassle," says Bill about their array of philanthropic activities.

The couple's efforts have touched many lives. Marta, with her involvement in the Coulee Region Immigration Task Force, has become a key figure for many Spanish-speaking immigrants, assisting many in Western Wisconsin.

It's evidence that their commitment extends beyond just writing checks; they actively engage with the communities and are seeking to understand their needs and how best to meet them.

As they look to the future, Marta and Bill hope to inspire others to give back, emphasizing the importance of personal connection and the impact of collective efforts.

DONOR ADVISED FUNDS

American Association of University Women-La Crosse Branch (2010)

Amie L. Mathy Family Fund (1987)

Anonymous (8)

Ardus and John Cleveland Family Fund (2012)

Audrey and Donald Medinger Family Fund (1998)

Austin & Chelsea Reinhart Family Fund (2022)

Barbara and Dave Erickson Fund (2004)

Barbara and Donald Frank Family Fund (1995)

Barry Blomquist & Eva Dahl Family Fund (2021)

Blahnik-Naugler Help Fund for Women (2003)

Bob and Jean Marck Family Fund (2004)

Bob and Millie Hanson Fund (2021)

Bonnie and Mike Jones Fund (2021)

Bradley and Lynn Sturm Family Fund (2008)

Bramschreiber Family Fund in Memory of Karl Bramschreiber (2016)

Brekke Family Fund (2018)

Brian and Karen Rude Family Fund (2000)

Carol and Duane Taebel Family Fund (2006)

Chad Erickson Memorial Park Fund (2011)

Charles F. Mathy Family Fund (2010)

Charles F. Mathy Fund (2006)

Cheryl and Cindy Vieth Fund (2009)

Christ Episcopal Church Historic Preservation Endowment (2006)

Daniel's Song (2018)

David R. Morrison Family Fund (2013)

Davy Family Fund (1992)

Durtsche Family Fund (2002)

Ellen and Henry Funk Family Fund (2006)

Embracing Women Fund (2019)

Eric and Sandy Brekke Family Fund (2013)

Eric and Vicki Wheeler Fund (2021)

Erickson Sisters' Fund (2004)

Fowler Family Fund (2013)

Francie Ball & Mary O'Sullivan Fund (2016)

Fred and Deb Wakeen Fund (2013)

Fred and Mary Ann Funk Family Fund (2006)

Garrity-Gokey Fund (2017)

Gelatt Siblings Fund (2021)

George and Virginia Schneider Family Fund (1994)

Graw Family Fund (2018)

Guentner-Froegel Family Fund (2002)

Hutson Family Fund (2002)

Jack and Marti Schwem Fund (1999)

James and Ellen Heinecke Fund (2003)

James and Elyn Ash Family Fund (2003)

James D. and Janice M. Hanesworth Fund (2007)

JARD Fund (1993)

Jim & Julia Jespersen Fund (2021)

John and Barbara Leinfelder Family Fund (2023) *NEW

John Edwards and Frances Lee-Edwards Fund (2019)

Joseph W. Kotnour Family Fund (2001)

Kathy and Jack Lucey Family Fund for Alzheimer's (2018)

Kerbaugh Family Fund (2016)

Kim & Kyle Donskey Charitable Fund (2020)

Kurt and Julie Schroeder Family Fund (2015)

La Crosse Knights of Columbus Charity Fund (2012)

Lown Family Fund (2023) *NEW

Magerus-McKinney Fund (2002)

Marta Martinez and William Katra Fund (2023) *NEW

Marv & Annette Friedewald Fund (2022)

Maureen and Robert Freedland Community Fund for Studies of the Shoah (Holocaust) (2014)

Maureen Freedland Social and Environmental Justice Fund (2016)

MLB MKB Bottcher Family Fund (2004)

Morris A. and Roberta Anne Severson Fund (2014)

Nancy Fulkerson Hill and Edwin L. Hill Fund (2016)

Otto David Ferguson Memorial Fund (2022)

Payton Zietlow Memorial Fund (2021)

R and S Wieser Family Fund (2019)

Richard H. Masrud Memorial Fund (2018)

Richard T. Record Fund (2011)

Richard W. Brown Family Fund (2007)

Roland and Janeane Solberg Family Fund (2012)

Roy E. and Lillian Hope Kumm Fund (1986)

Russell G. and Gail K. Cleary Fund (1981)

Schilling Family Fund (2009)

Schloegel Family Fund for Kids (2018)

Shelterbelt Fund (2017)

Sondra and Roger LeGrand Family Fund (2008)

Stansfield Family Fund (2013)

Stephen and Katherine Webster Fund (2016)

Steven P. and Suzanne R. Tanke Family Fund (2007)

Strong Girls Strong Women Fund (2017)

Sullivan Fund (2002)

Sundet Family Fund (2006)

The Anthony Fund (2021)

The Bonney Family Fund (2015)

The Covenant Fund (2016)

The DASH Fund (2023) *NEW

The Elliott Family Fund (2019)

The Lagniappe Fund (2021)

The Riley Family Fund (2022)

Todd and Deb Mahr Family Fund (2004)

Tom and Ann Monson Family Fund (2005)

Tom and Laurie Berkedal Family Fund (2019)

WE Charities Donor Advised Fund (2023) *NEW

Will and Charlie Nordeen "May the Force Be With You" (2015)

William & Cynthia Berg Family Fund (2013)

FUNDS OF LACF

Designated Funds

DESIGNATED FUNDS SPOTLIGHT: JUDY AND DAVID BOUFFLEUR



Friends' Forever Gift: The Judy and David Bouffleur Fund

For many La Crosse County residents, community service is part of everyday life. Judy and David Bouffleur exemplify such a life. Born and raised in La Crosse, the Bouffleurs have served the community for decades. Judy volunteers her time and talents to various organizations and events, and David supports her every step of the way.

Judy has been especially involved with the Children's Museum of La Crosse, UFAH (United Fund for Arts and Humanities), the La Crosse Jazz Orchestra and North Presbyterian Church. Known affectionately for her musical contributions, she has played the piano as a church musician, school choir accompanist, and community celebrations from weddings to bar mitzvahs, spreading joy and smiles at each event.

"I've probably played at least 100 weddings," Judy shares, reflecting on her extensive involvement in the community's happiest moments. "Now, I find myself playing for many funerals, but it's all part of giving back to the community that has given me so much."

The genesis of the fund

For many years, David and Judy have celebrated Christmas Eve and Hannukah with Kelly and Michael Sigman and Kelly's mother, Rose Krieg. In 2019, Kelly and Michael wanted to give the Bouffleurs something especially meaningful. They decided to give a gift that would last forever — The Judy and David Bouffleur Fund at La Crosse Area Community Foundation.

The fund officially launched with a simple yet heartfelt presentation: a framed photo of David and Judy with the fund's name inscribed.

"It was so unexpected and a clear sign of how much friendship plays a part in everything we do," says Judy, moved by the memory.

A bonus for the Sigmans: they never need to worry again about what to give them at Christmas. They simply donate to the growing fund.

Designating the proceeds

The Bouffleurs focused the fund on three main areas: the Gertrude Salzer Gordon Children's Museum, Gundersen Medical Foundation and the La Crosse Public Education Foundation — organizations close to their hearts.

Judy was among the co-founders of the Children's Museum (along with Anne Snow, Ellen Heinecke, and Marilyn Ondell) and served on the first board of the La Crosse Public Education Foundation. And she and David have supported the Gundersen Medical Foundation for over 50 years.

"Each of these organizations means so much to us," says Judy. "We are growing the fund every year, so even when we're gone, there will be a legacy to help others."

A lifetime of volunteer memories

When asked to summarize their feelings for La Crosse, the couple's responses are heartfelt.

David says, "It just doesn't get any better than this. You can't find a better place to live, to fish, to sing, and to be part of a community." Judy echoes this sentiment, "I love the people. I just love the community. My father taught me that if you live in a place, you have to give back to it. And we've lived by that."

The Judy and David Bouffleur fund reflects their life's work — a continuous contribution to a community they have helped shape and sustain. It ensures their love for the area and its people will endure for future generations, making them forever friends of the greater La Crosse community.



Designated funds allow donors to select one or more charitable organizations or programs to receive annual support. These funds are commonly established through estate planning to continue providing annual support to donors' favorite charitable entities forever!

165 GRANTS
awarded from
Designated Funds in 2023

DESIGNATED FUNDS

Al's Musky Challenge Fund (2021)
Andy and Connie Ziemelis Charitable Fund (2023) *NEW
 Anonymous (3)
 Bernadette Teff Family Fund (2007)
Bernard Kriesel Aviation Scholarship (2023) *NEW
 Betty and Dale Kendrick Art Scholarship (2003)
 Betty Levinstein Fund-WF (2008)
Carl Koch and Joyce Heil Fund (2023) *NEW
 Carol Taebel "Thank a Teacher" Fund (2018)
 Carrol J Riley DeGier Fund (2018)
 Centering Onalaska Flower Basket Endowment Fund (2022)
 Charles & Cheryl Hanson Riverside International Friendship Gardens Fund (2020)
 Chester and Veronica Ware Fund (1995)
 City of La Crosse Arts Board Fund (2021)
 CMG Women's Fund (1992)
 Connie Repnik Memorial Fund (2006)
 Don Olson Hospitality Scholarship (2004)
 Donald P. Weber Veteran Scholarship Fund (2017)
 Dr. Archie and Rosemary Britt Family Fund (2013)
 Dr. David L. and Sacia B. Morris Fund (2007)
 Dr. Gunnar and Mary Baldwin Gundersen Memorial Fund (2007)
 Duane and Carol Taebel Fund (2007)
 Ella F. Ambrosius Fund (1975)
 Emeriti Memorial Fund for the UWL English Department (2022)
 Ernest and Olive Gershon Scholarship (1991)
 Father Christopher Pratt Memorial Fund (1987)
 Gertrude and Donald "Sandy" Gordon Jazz Scholarship (1998)
 Gertrude Salzer Gordon Concert in the Park Fund (2001)
 Glendenning Family Fund (1995)
 Gordon W. & Barbara Gade Fund (2021)
 Gordon W. & Barbara Gade Scholarship Fund (2021)
 Graw Fund for River Studies (2020)
 Gretchen Guernsey Leigh Fund (2007)
 Harold "Pete" Isenman Fund (1981)

Harry L. and Charlotte L. Woods Family (1997)
 Heather & Stephen Ross and Maureen & Robert Freedland LPEF Fund for Diversity Education (2021)
 Hilda Stuttgart Memorial Fund for St. Clare Health Mission (2020)
 Homeless Jesus Fund (2020)
 Howard Dahl Fund (1989)
 Inez and Nick Konas Memorial Scholarship (2017)
 Jacob Christian Lillejord Memorial Fund aka "Jacob's Ladder" (2008)
 Jacquie M Favreau Kennedy Fund for Communities in Schools of the Charleston Area Inc. (2021)
 Jacquie M Favreau Kennedy Fund for NAMI Wisconsin (2021)
 Jacquie M Favreau Kennedy Fund for Our Lady of Mercy Community Outreach Services, Inc. (2021)
 Jacquie M Favreau Kennedy Fund for the Society of St. Vincent De Paul Madison (2021)
 James and Dianne Seyler Fund (2020)
 James Gokey Endowment Fund aka Jim's Grocery Bag Fund (1998)
 James Rothwell Caregiver Fund (2019)
 Jason David Koppelman Scholarship (1990)
 Jean Gitz Bassett First Presbyterian Church of La Crosse Fund (2019)
 Jean L. Foss-Norene A. Smith Fund-WF (2011)
 Jim's Grocery Bag-Schroeder Fund (2014)
 Joan and Paul Schoenfeld Fund-WF (2008)
Judith Corbett Hutchens Extra Effort Scholarship (2023) *NEW
 Judith Corbett Hutchens Western Technical College Veterans Scholarship (2022)
 Judy and David Bouffleur Fund (2019)
 Julianna and Steven Blanchar Kindergarten Trip Fund (2002)
 Kathryn, Olaus, and Dena Cappelen Fund (2007)
Kevin's Legacy Foundation Scholarship Fund (2023) *NEW
 Kids for Kids Fund-LPEF (2009)
 La Crosse Public Elementary School Field Trip Fund (2013)
 Logan High School Math and Computer Science Scholarship (2000)
 Lommen Boys & Girls Club Scholarship (1993)
 M. Elizabeth Cason Fund (2011)
 Margaret Forseth Burgess Music Fund (2013)

Marie Louise Lokken Fund (2007)
 Maureen and Robert Freedland-LPEF Fund for Studies of the Shoah (2007)
 Maureen L. Kinney Fund (2016)
 Michael & Carol Mader Family Fund (2021)
 Milo and Beverly Mayer Mach Family Fund (2006)
 Mitchell-Kruck Scholarship (2007)
 Nancy Fulkerson Hill and Edwin L. Hill Designated Fund (2016)
 Norma J. Panka & William J. Panka Fund (2012)
Onalaska Education Foundation Acts of Kindness Endowment (2023) *NEW
 Pamela and Richard Strauss Fund-WF (2008)
 Prairie Springs: The Paul Fleckenstein Trust Fund (2022)
 Ralph F. Cowgill and Winnie Rhea Wroten Cowgill Family Fund (2019)
 Rev. Ronald and Merle Gustafson Fund (2003)
 Roberta Zurn Fund (2005)
 Roch Kendrick Memorial Fund (2009)
 Ronald & Valerie Burman Fund for the Visual Arts (2022)
Ronald S. Burman Fund for the American Friends Service Committee (2023) *NEW
 Ruth M. Dalton, M.D. Fund (2007)
 Ruth M. Dalton, M.D. Juliette Low Scholarship (2019)
 Scott and Heidi Blanke Family Fund (2010)
 Scott Henke Memorial Fund for the Care and Shelter of Animals (2016)
 St. Paul's Evangelical Lutheran Church of Onalaska Fund (2002)
 St. Paul's Lutheran Church of La Crosse Legacy Fund (2019)
 Stars of Tomorrow Endowment (2006)
 Tina Schwier Memorial Scholarship Fund (2019)
 Tom & Trudy Kennedy Endowment Fund aka Tom's Grocery Bag Fund (2013)
 Tom and Judy Sleik Family Fund (2013)
 Valerie Burman Master of Fine Arts Fellowship (2021)
 Wayne J. Hood Fund (1982)
 William C. Jr. and Scott Pickett Memorial Fund (1991)
 William S. Case Scholarship (1969)
 Wishland Pony Express Fund (1995)



FUNDS OF LACF

Scholarship Funds

SCHOLARSHIP FUND SPOTLIGHT: LOIS M. CRAIG SCHOLARSHIP



The Lois Craig Playbook

Lois Craig was a coach on and off the field, training students to give their best in the gym, classroom and life. With a career as vibrant as the red lipstick she famously wore, Lois's path from a young girl in Stevens Point, Wisconsin, to an influential educator and philanthropist who never forgot her roots will have a tangible, lasting impact on countless coaches, teachers and artists to come.

Born in 1937, Lois faced personal challenges early in life. Her mother died when she was 12, and her father died two days before Christmas when she was a high school senior, leaving her with four much older brothers. It was a loss that proved her remarkable resiliency.

After graduating from the University of Wisconsin - La Crosse in 1960 with a major in physical education, Lois embarked on a teaching and coaching career that would span nearly four decades. Her first eight years at Neenah High School laid the groundwork for what would become a pioneering role in women's sports at Point Loma High School in San Diego, where she taught for 31 years.

She was co-founder of the High School Sports Association Board and California Interscholastic Federation tournament director for boys' and girls' volleyball. Additionally, she served on the Hall of Champions High School coaching selection committee and wrote the Athletic Handbook for San Diego city schools. This year, she'll also be inducted into the Point Loma High School Hall of Fame.

But Lois was much more than a great teacher; she was a mentor, friend, and family member to many.

"She was devoted to her '10,000 kids,'" says Judy Rusch, Lois's trustee,

former student, and friend. "She had a knack for making everyone feel important, valued, and heard. There wasn't a kid who walked past her that she didn't have something nice to say to them. She took no nonsense, but she did it with such grace that even the high school boys would do whatever she asked."

After retiring in 2000, Lois continued to touch lives through community involvement and fostering connections. Moving to the Lantern Crest Senior Community, she quickly became known as the "Mayor of Lantern Crest," a nod to her charm, love for people, and get-it-done attitude. Beyond her social engagements, Lois pursued her passions for reading and photography and remained an avid supporter of women's sports in California.

Also, Lois was frugal — extremely frugal — which led to her accumulating significant savings over her lifetime. She had plans for those savings.





Scholarship funds allow donors to lessen the financial barrier to higher education while investing in future leaders. When donors provide scholarships, they provide more than financial support; they validate students' experiences and let students know there is a community of supporters behind them. Donors can establish specialized criteria with foundation staff to ensure the students selected align with donors' intent.

205 GRANTS
awarded from
Scholarship Funds in 2023

Before she passed in February 2023, Lois deliberately and thoughtfully established a \$2 million bequest to support scholarships at UWL for women pursuing careers in biology and physical education and at Western Technical College for women studying graphic design. According to Judy, this decision was rooted in Lois's own experiences and the influence of her brother, a successful graphic artist in Chicago.

Lois's legacy is multifaceted. It's found in the scholarships that bear her name, the countless lives she touched through her teaching and coaching, and the standards of excellence, kindness, and perseverance she embodied.

"She was not one for the spotlight and probably wouldn't want a fuss made about her. She'd just be glad she could help," says Judy. "She's probably looking down, smiling, and saying, 'I'm glad I could do it.'"

Lois had a tough beginning but proved that you can do anything you set your mind on, says Judy. "Looking back, she was really happy with her life. She had a lot of gratitude."

Now, the gratitude of generations of scholarship recipients, forever impacted by Lois' generosity and vision, will be a living tribute to a woman whose playbook extended far beyond sports, shaping futures with every act of kindness and every lesson taught.

SCHOLARSHIP FUNDS

American Association of University Women-La Crosse Branch-Scholarship Fund (2013)
Ann Henke Scholarship Fund (2012)
Anonymous
BIPOC Mental Health Scholarship Fund (2022)
Borton Construction Scholarship Fund (2008)
Brock Family Scholarship, Tom & Jan Brock (2020)
Burton C. Smith Scholarship (1983)
Carol A. Dobrunz Memorial Scholarship (2014)
Chloe Kay Eckelberg Memorial Scholarship (2022)
Clayton and Vivian Veum Scholarship (1991)
Coulee Region Engineering Scholarship (1993)
Coulee Region Whole Child Scholarship Fund (2023) *NEW
D. E. Field Scholarship (2007)
David and Sandra Whiteley Scholarship (2007)
Dorinda Hawk Music Scholarship Fund (2019)
Family Playhouse Scholarship (2002)
Gerald and Marcella (Meyer) Horman Scholarship (2020)
Harold E. Lemke Fund (1991)
Hood-Weese-Miller Scholarship (2010)
James G. Sauer Scholarship (2011)
James R. Conway Class of '55 Logan High School Scholarship (2008)
Jay F. Leinfelder, Jr. Memorial Scholarship (2015)
John and Adeline Rice Scholarship (2002)
John and Ruth Sherman Scholarship (2008)
Josephine Hintgen Scholarship (1982)
Kaitiin Elizabeth Mahr Memorial Scholarship (2008)
Kent Grimslid Memorial Music Scholarship (2014)

La Crosse Tribune Extra Effort Scholarship Endowment Fund (2022)
La Crosse Tribune Extra Effort Scholarship Fund (2021)
Logan Opportunity Scholarship (1992)
Marian Mieden Early Childhood Education Scholarship Fund (2020)
Mark David Peacock Memorial Scholarship (2013)
Mary Jane Bice Fund (1984)
Mildred Craig Rotary Scholarship Fund (2022)
Neil P. Hengst Extra Effort Scholarship (2007)
Nicholas Byrne Padesky Scholarship Fund (2015)
Nina Vanderzee Memorial Scholarship (2016)
Norma J. Valley Panka & William J. Panka Scholarship Fund (2012)
Peter DeCicco Scholarship (1992)
Ralph Schultz Scholarship (1996)
Randy Smith Leadership Fund (2001)
Richard Dick Wolfe Class of 1951 Logan High School Scholarship (2019)
Robin D. Finco Memorial Hockey Scholarship (2023) *NEW
Rockin Robyn Scholarship (2016)
Roger and Angeline Haag Scholarship Fund (2022)
Samuel D. and Charlet S. Sperbeck Scholarship Fund (2019)
Samuel W. Mahr Scholarship Fund (2021)
Senior Airman Adam Servais Memorial Scholarship Fund ((2020)
Tammy and Allen Becker Family Pay It Forward Scholarship Fund (2018)
Valerie Burman Art Plus Scholarship Fund (2016)
William E. Storandt Scholarship (2005)
William P. and Lorna C. Vafeas Art Scholarship (1995)



FUNDS OF LACF

Additional Fund Types

FIELD OF INTEREST FUND SPOTLIGHTS: SANDY CASTEK FUND FOR EMPOWERING WOMEN



Sandy Castek's Mission for Mothers

Sandy Castek's journey from struggling single mother to founder of the Sandy Castek Fund for Empowering Women is both profound and inspiring. Her story begins with a personal trial that ignited a lifelong mission: to help single mothers navigate the challenges of self-sufficiency and education.

"I was one," Sandy recalls of her days as a single mother to three boys. Her life took a dramatic turn when her husband of 21 years left her unexpectedly, leaving Sandy to fend for herself and her children. Despite the shock and hardship, Sandy pursued her master's degree, relying on some child support to cover the costs. Her experience laid the foundation for her compassion toward single mothers striving for a better life. "It's harder to deal with a divorce than a death in many ways," she reflects on the emotional turmoil that followed her separation.

Driven by her struggles and realizing that childcare was paramount among single parents, Sandy's academic work focused on a single-mother needs assessment. This project not only earned her a master's degree but supported the inception of the Self-Sufficiency Program at the University of Wisconsin - La Crosse.

"I have a great appreciation for women who truly have nothing, who work, go back to school, and take care of their kids. I don't know how they do it," she muses. Her admiration for the resilience of single mothers is palpable as she recounts the obstacles she faced, from finding a job at a critical moment to making ends meet on a modest teacher's salary.

Aiming to help mothers wearing the same shoes she once wore, Sandy established the Sandy Castek Fund for Empowering Women a few years ago to support programs that aid single mothers in building their self-sufficiency through education and emergency support.

"I was lucky and made some financial decisions that now enable me to do this," Sandy explains, acknowledging her fortunate position that

allows her to contribute meaningfully to others' lives.

Her fund has already had a significant impact. Sandy fondly remembers funding UWL's Self-Sufficiency Program, praising it as hope for single mothers.

She says, "I'm happy to do anything I can to support SSP, which is headed by Andrea Hansen, a true miracle worker."

Sandy's vision for the fund is one of continued support and lasting impact. She plans to keep donating annually and has arranged for an endowment to sustain the fund after her passing.

"I hope that it truly helps women in need and inspires them to know there are people who are willing to help them and very much want them to succeed," she says.

For Sandy, the ultimate goal is to open up a world of possibilities for single mothers through education, offering them the means to support themselves and their families.

Sandy's story is not just one of overcoming personal adversity; it's a narrative that champions the power of education and community support in changing lives. Through her fund, Sandy aspires to pass on the message that, even in the face of daunting challenges, success is attainable, and no one has to walk that path alone.



68 GRANTS awarded from Field of Interest Funds in 2023

Field of Interest funds allow donors to identify a broad charitable interest or purpose. The foundation's board then allocates grant dollars annually to address community needs that match the charitable interest or purpose of the donors. This option provides donors the confidence in knowing their funds support immediate needs in the community and are directly inline with their passions and interests.

Alice O. Gordon & Viola M. Forshler Fund (1985)
 Animal Welfare Fund aka Kitty Cat and Puppy Dog Fund (2022)
 Anonymous (2)
 Black Empowerment Fund (2020)
 Corinne Zielke Fund (2000)
 Coulee Region White Cane Club Fund (2011)
 Dr. Frank Furlano Family Fund (2002)
 Fund for the Arts (2021)
 Gerald W. and Elizabeth M. Ostreng Endowment Fund (2022)
 Global Awareness Fund (2006)
 Jean Gitz Bassett Fund (2006)
 Jenny and Tom Walter Fund (2020)
 Johns Flaherty Collins-Michael Stoker Memorial (2007)
 June Kjome Justice and Peace Fund (2013)
 La Crosse Bridge Builders Fund (2001)
 Louis I. Rehfuss Fund (1981)
 Mary Grace Sieber Fund (2006)
 Myrick Hixon EcoPark Fund (2015)
 National Youth Sports Program Fund (1998)
 Norman L. Gillette, Sr. Family Fund (1992)
 R.J. Reinhart Fund for Mental Health (2021)
 Robert & Eleanor Franke Charitable Fund (2018)
 Roland Beranek Fund (2013)
 Rudy and Jean Schnurrer Fund (1999)
 Sandy Castek Fund for Empowering Women (2022)
 Susan M. Quillin Fund (2018)
 The Elizabeth Fund for Literacy and Well-Being (2016)

16 GRANTS awarded from Agency Funds in 2023

Agency funds are established by nonprofit organizations for their own benefit. The community foundation has fiduciary responsibility over the fund, and each year, the organization can decide if it would prefer a distribution or to allow the fund to continue growing from annual earnings. These funds are a simple and efficient way for nonprofits to build an endowment to help create sustainability for the organization.

Amie L. Mathy Center for Recreation and Education Endowment (2005)
 Anita and Robert Funke Historical Society Fund (2004)
 Bethany Lutheran Homes, Inc. Endowment (1991)
 Boys & Girls Clubs of La Crosse Fund (1985)
 Children's Museum of La Crosse Endowment (1998)
 Coulee Council on Addictions Endowment (2005)
 Da Capo Concert Band Endowment Fund (2022)
 Goodwill Industries of North Central Wisconsin Fund (1997)
 Hixon House Fund (2020)
 La Crosse Chamber Chorale Fund (2002)
 La Crosse Concert Band Endowment (2004)
 La Crosse County 4-H Fund (2010)
 La Crosse County Historical Society Endowment (1990)
 La Crosse Dubna Friendship Association David Bell Memorial Fund (2020)
 La Crosse Epinal Cultural Exchange Endowment Fund (2021)
 La Crosse Family and Children's Center Endowment (1990)
 La Crosse Public Education Foundation - Swantz Fund (1998)
 La Crosse Public Education Foundation Endowment (1991)
 Mental Health Coalition Endowment (2005)
 Pettibone Park Commission Endowment (1992)
 Riverside International Friendship Gardens Fund (2020)
 Rotary Works Legacy Club Endowment Fund (2022)
 Sally A. Grimslid Memorial Fund for Northside Elementary (2005)
 Salvation Army, La Crosse WI Endowment (1992)
 United Fund for the Arts and Humanities Endowment (1993)
 Women's Fund of Greater La Crosse (2016)
 YMCA Fund (2001)

SPECIAL PROJECT FUND SPOTLIGHT

La Crosse Police K-9 Program

The City of La Crosse Police Department has partnered with La Crosse Area Community Foundation support their K-9 Program. By having the fund at La Crosse Area Community Foundation community members can give directly to support the expenses of maintaining the K-9 program. Gifts to this fund help ensure the K-9s and their handlers have the best and most up-to-date equipment and training to keep La Crosse safe.



OTHER FUNDS

All Abilities Trane Park Fund (2019)
 ALM Family of Companies Scholarship Program Fund (2019)
 Carney Haskell Impact Fund (2021)
 Community Giving Fund (1942)
Greatest Needs Fund (2023) *NEW
 Jack and Marti Schwem Impact Fund (2019)
 LACF Administrative Fund (1991)
 La Crosse Area Emergency Response Fund (2020)
 La Crosse Curling Club Fund (2021)
 La Crosse Jazz Orchestra Fund (2019)
 La Crosse Overflow Winter Shelter Campaign Fund (2022)
La Crosse Police K-9 Program Fund (2023) *NEW
 La Crosse SOUP Fund (2018)
 Margery J. Stansfield (2013)
 PMJ Fund (2002)
 River Clean Up - La Crosse Fund (2020)
 Ron and Jane Rada Fund (2015)
 Safer Coulee Region Fund (2020)

2023 DONORS

We are humbled to share the list of donors who contributed to the community foundation in 2023. The entire county and beyond is able to thrive because of your generosity. Please consider giving a gift in 2024 and sharing the opportunity with your friends and family. We gratefully accept gifts of all sizes, and in various ways, including cash, stocks, real estate, bequests, charitable gift annuities, and more!



American Association of University Women-La Crosse Branch
Fe Abellera
Dr. Frank and Jenny Aberger
Jayne and Michael Abraham
Abts Computer Services, LLC
David Abts
Jan and Bill Allen
ALM Holding Company
Altra Federal Credit Union
AMA Coins
Amazon Smile
American Online Giving Foundation
American Lock & Key, LLC
Ameriprise Financials
Andahazy Family
Michelle Anderson
Judy Anderson
David and Susan Anderson
Susan And Andi
Chuck and Kathy Anger
Anonymous (29 total)
@properties La Crosse
Sarah Arendt-Beyer
Jerry and Marilyn Arndt
Gary and Helen Aubol
Terry Auset
Baird Foundation, Inc
Doug and Deb Bakken
Francie Ball and Mary O'Sullivan
Tom and Mary Ballinger
Michael and Sheri Vannatta
Dennis and Jean Bardelmeier
Caroline A Barge
Rosalyn Barker
Barney Family Foundation
Baroni, Michael R. and Barbara A.
Julie Bartels
Jim and Diane Batesky
Kim and Scott Bauer
Sherry Beames
Jud Beck
Beer By Bike Brigade
The Belby Family
Peter and Deborah Bemis
Alice Benson
Jane Benzschawel
Mr. and Mrs. William J. Beres
Paul Bergl
Carrie Bero
Peter R. Besenbruch
James and Margaret Binash
Marilu Bintz MD
Blackbaud Giving Fund, YourCause
John and Susan Blanchar
Holly Blanchard
The Blanke Foundation
Andrew Blinkiewicz
Beverly Bodine
Patricia Boge
Atty. Greg and Beth Bonney
Gerald A. Bonsack
Nancy Borgen
Borton Construction, Inc.

Dr. Mike and Mary Bottcher
David and Judy Bouffleur
Louie Brady
William & Elizabeth Brendel
Jeana Briggs
Tom and Jan Brock
Bronston Chiropractic Clinics
Stephanie Brookman
Bill and Kathy Brose
Kent and Mary Bruden
Action Currency
Gale Bruessel
Patrick Brunet
Bubba's Meats LLC
Lisa Bucher
Timothy and Cathy Buckley
Jennifer Burckart
Nancy Burgett
Estate of Ronald Burman
John and Rosemary Burnett
Colin Burns-Gilbert
KJ Burrington
Kraig and Kelly Burrows
Bob Butler
Dr. Frank Cadwell
Lu A. Cagin
Sean and Kelly Callister
Estate of Lenna S Campbell
Z Care
Robert J. Carney and Chris S. Haskell
Joseph and Charissa Carlson
Dr. Mark and Cindy Cassellius
Sandra K. Castek
Cataract W United Methodist Church
Colleen K Cenfield
Central Iowa Coin & Bullion LLC
Minda and Mark Chamberlain,
J.D. and C.P.A.
Dr. Ronald and Janet Chaney
Joel and Patricia Chilsen
Elizabeth Chizeck
Emeron and Phyllis Christensen
Georgia Christensen
Roger and Kenna Christians
Bob and Sue Christopherson
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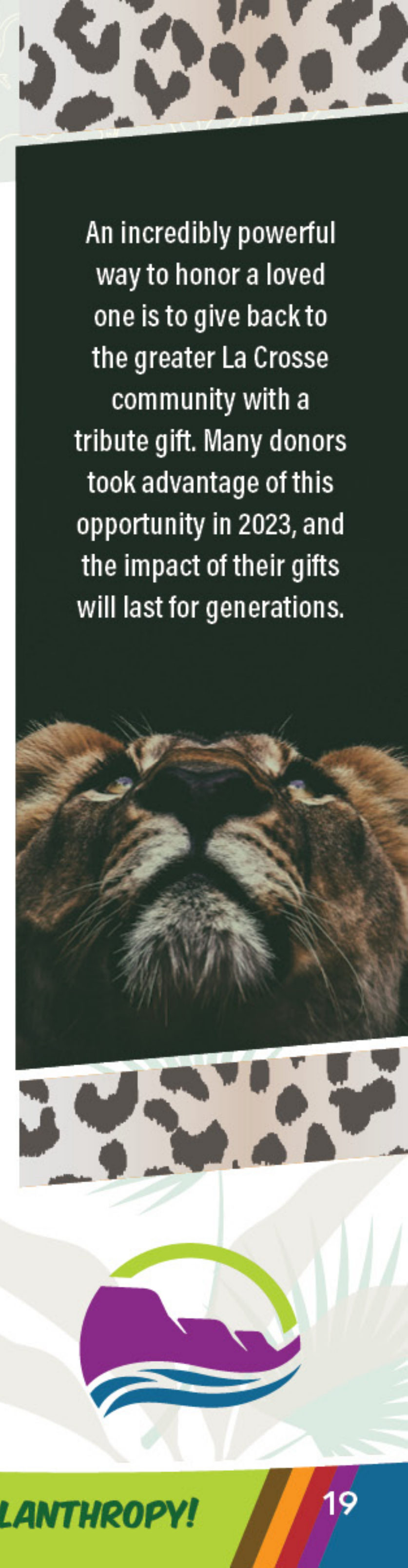
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An incredibly powerful way to honor a loved one is to give back to the greater La Crosse community with a tribute gift. Many donors took advantage of this opportunity in 2023, and the impact of their gifts will last for generations.





What kind of community do you hope our future generations can enjoy? What do you want to be remembered for? These are some heavy and complex questions, but La Crosse Area Community Foundation is here to support you! When donors make the community an heir by leaving La Crosse Area Community Foundation in their estate plans, they invest in a community and causes they deeply care about. Establishing a planned gift or bequest is much easier than you may think! We invite all who wish to leave a legacy to consider this opportunity to carry out their philanthropic vision forever.

In addition to making an impact, when donors identify La Crosse Area Community Foundation in their estate plans, they join hundreds of others in the Forever Society! This membership is open to any donor giving any size of gift in their estate plan or will. Forever Society members are always included in engagement opportunities and special recognition throughout the year!

CONTACT LA CROSSE AREA COMMUNITY FOUNDATION FOR MORE INFORMATION!

Forever Friends Award Recipients 2023 – **DON AND BARB FRANK**

La Crosse Community Champions: Don and Barb Frank Earn the 2023 Forever Friends Award

When the La Crosse Area Community Foundation team discussed nominations for the 2023 Forever Friends Award, the Franks immediately came to mind. They were among the first people to start a donor-advised fund at the foundation in 1995, and before that, they had already established a charitable remainder trust to benefit the foundation after their passing — thus their invitation to our Forever Society.

Don and Barb epitomize the meaning of giving. For decades, they've not just shared their treasure but their time and talents for many causes.

Barb is most notably recognized for her achievements in environmental and health matters. "I don't think there is a single environmental organization in the La Crosse area that wouldn't name Barb as one of their best advocates," said La Crosse Area Community Foundation CEO Jamie Schloegel.

Locally, she can be credited for bluff land preservation and as the founding member of the local Sierra Club and Hixon Forest Nature Center. She also took her passion to Washington, DC, several times to lobby for natural resource protections and has served as a national Sierra Club board member.

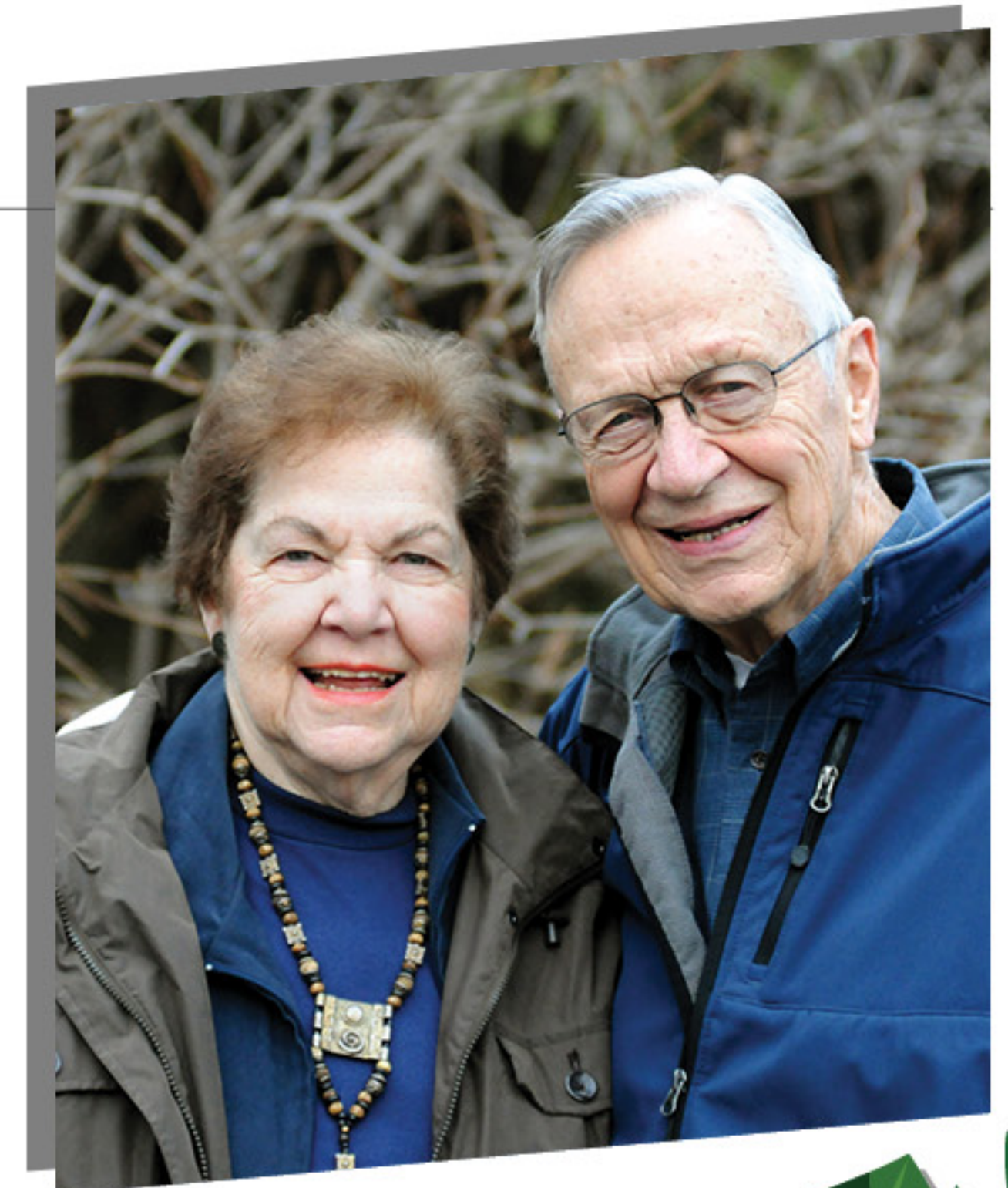
Barb can also be credited for her leadership on the Lutheran Hospital board of trustees during the merger of Gundersen Clinic and Lutheran Hospital. Today, La Crosse has a world-class health system due in part to her vision.

Don is passionate about smart financial management. He volunteered for 22 years as a tax aide for AARP, helping hundreds — maybe even thousands — of local low- to moderate-income taxpayers with free tax preparation and filing.

"I love talking with Don about why he chooses to give through La Crosse Area Community Foundation," said Schloegel. "I'm pretty sure he has been one of our best referral sources — sharing with anyone who wants to listen how the community foundation model helps ensure impactful giving to organizations that need help most."

Both use their broad understanding and knowledge to effect change quietly and humbly. They are incredible role models for men, women, and young people looking for ways to give back.

There is no doubt that La Crosse will be a better place for those who come after us because of the generosity of Don and Barb Frank.





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 Francie Ball and Mary O'Sullivan
 David W. Bange
 Bill* & Ann Barney
 John Bolstad
 Tom and Jan Brock
 Diane Brose
 Bill and Becky Byron
 Sandra K. Castek
 Bob and Sue Christopherson
 John and Ardu Cleveland
 Brian Connell
 Michael and Carmen DeYoe
 Wanda DuCharme, MD and Edgar Storey
 John Edwards and Fran Lee-Edwards
 Tom Walter and Jenny Ehlke-Walter
 Michelle and Andrew Elliott, MD
 Dave and Barb Erickson
 Donald* & Barb Frank
 Bruce and Barbara Friell
 Anita J. Froegel
 Edwin Hill and Nancy Fulkerson Hill
 Gordon Gade
 Clara Gelatt and Neal Meier
 Carl and Anne Glowcheski
 Richard and Barbara Graw
 Holly J. Grimslid DDS
 Rev. Ronald and Merle Gustafson
 Robert Hanson
 Mary L Heider
 Joyce A. Heil
 Andy and Geri Hengst
 Paul & Ann* Henke
 Dan Herman and Mary Monsoor
 Julie Keitel
 Tom and Trudy Kennedy
 Atty. Maureen Kinney
 Sue Knopf & James Rothwell*
 Bernard Kriesel Estate
 George and Betty Kruck
 Jay Lokken and Ken Riley
 Duane Lom and Rhonda Akeson
 John Magerus, Ph.D. and Everett McKinney

Dr. Todd and Deb Mahr
 Sue Mathy
 Curtis and Stacey McIlquham
 Nancy Medinger and Pete Eversole
 Nancy Medinger and Pete Eversole
 Susan Miller
 Laura Moriarty
 David R. Morrison, C.P.A.
 Rebecca and James Naugler
 Clarence and Karen Netwal
 Mildred C Netwal
 Don and Deon Nontelle
 Bob and Janet Ollech
 Thomas Pribek
 Dennis W. Priebe and Joy Priebe
 Ron and Jane Rada
 Brian and Karen Rude
 Allen* & Julia Saterbak
 Jamie and Joe Schloegel
 Susan Schmidt
 Jack* & Marti Schwem
 Jeri Sebo
 Dianne Seyler
 Atty. Tom and Judy Sleik
 Shirley M. Smith
 Samuel* & Charlet Sperbeck
 Muriel M. Stanek
 Janet Stansfield
 Bruce and Judy Stumlin
 jon Stuttgen
 Robin and Stephanie Swartz
 Duane* & Carol Taebel
 Steve and Suzanne Tanke
 Gary* & Mary Veldy
 Cheryl and Cindy Vieth
 Fred* & Deb Wakeen
 Dr. Stephen and Katie Webster
 David & Sandra* Whiteley
 Michael and Peggy Wickenkamp
 Dick and Sheila Wieser
 Wayne & Joan* Wojciechowski
 Richard* & Rita Wolfe

*deceased

REALIZED:

Ella F. Ambrosius (1975)
 Jean Bassett (2020)
 Mary Jane Bice (1984)
 Dr. Archie & Rosemary Britt (2016)
 Elisabeth Swannel Bruder (1997)
 Elmer J. Buchholz (1967)
 Ronald & Valerie Burman (2023)
 Lenna S Campbell (2021)
 Nellie L. Case (1968)
 Lois M. Craig (2021)
 Lorraine Dahl (2001)
 Ruth M. Dalton M.D. (2011)
 Philip S. Davy (1993)
 Dr. Paul L. Felion MD
 Robert and Elanor Franke (2018)
 Henry & Ellen Funk (2022)
 Amanda Ginsky (1994)
 Leona J Goetzinger (1999)
 Donald "Sandy" Gordon (1998)
 Alice O. Gordon (1942)
 Gertrude Salzer Gordon (1997)
 Robert "Larry" Gorman (1992)
 Angeline H. Haag (2022)
 Dorinda Hawk (2018)
 Josephine Hintgen (1982)
 Harold Isenman (1981)
 Pauline M. Jackson M.D. (2017)
 Sophie Johnston (1999)
 Harold E. Lemke (1991)
 Beverly J. Mach (2019)
 Bob & Jean Marck (2013)
 Dora D. Marshall (1965)

Rita McGaughey (2011)
 Lillian McGaughren (1995)
 Dr. David L. & Sacia B. Morris (2022)
 Edgar L. Mundstock (1982)
 Adelbert T. Muth (1950)
 David E. Nudd (2003)
 Gerald & Barbara Ostreng (2022)
 Norma & William Panka (2021)
 Nicoletta Pappas (2011)
 Cora Pierce (1952)
 Bernard & Mary Prale (2018)
 Susan M. Quillin (2023)
 Louis I. Rehfluss (1971)
 Ada Reichelt (1998)
 Connie Repnik (2006)
 Louis Robinson Sr. (1979)
 Walter T. Roth (1989)
 Donald Schwert (1994)
 John and Ruth Sherman (2011)
 Mary Grace Sieber (2006)
 Louise Smith (1970)
 Jacquie M Favreau Kennedy(2020)
 Vera Strauss (1989)
 William P. Vafeas, Ph.D. (2011)
 Vivian Veum (1995)
 Chester & Betty Ware (1995)
 Carolyn Weidman (1972)
 Harold Weisse (1991)
 Harry L. and Charlotte L. Wood (1997)
 Corrine Zielke (2000)
 Payton Zietlow (2021)

If your name is not on the following list and you are a Forever Society member, please reach out and let us know. We would love to recognize your generosity and set up a time to meet and ensure we understand your plans.

WHY GIVE A LEGACY GIFT?



- Give back to causes you care about while maintaining assets during your lifetime to care for family and friends.
- After your death, the foundation's expert staff will steward your vision in perpetuity.
- Your legacy gift will grow over time and do more good with each passing year, and you have the peace of mind knowing that your gift will be used as intended.
- Bequests are exempt from federal estate taxes. If you have a taxable estate, the estate tax charitable deduction may offset or eliminate estate taxes, resulting in a larger inheritance for your heirs.

LA CROSSE AREA COMMUNITY FOUNDATION FINANCIAL REPORT

HONORING OUR FIDUCIARY RESPONSIBILITY

The board of directors is fiduciarily responsible for La Crosse Area Community Foundation. The board's finance and investment committee members use their extensive and diverse experience in business and finance to provide ongoing investment guidance, monitoring, and oversight. They strive to maximize investment income while following formal, yet flexible investment guidelines that incorporate prudent risk parameters, appropriate asset guidelines, and realistic return goals. Our investment portfolio is managed by Trust Point. Their representatives work with the finance and investment committee to continually review and update our investment policy to ensure it's responsive to current capital market conditions and the needs of the foundation. Information regarding the portfolio's performance is available upon request.

Auditors: Hawkins Ash CPAs

Trustee and Investment Manager: Trust Point

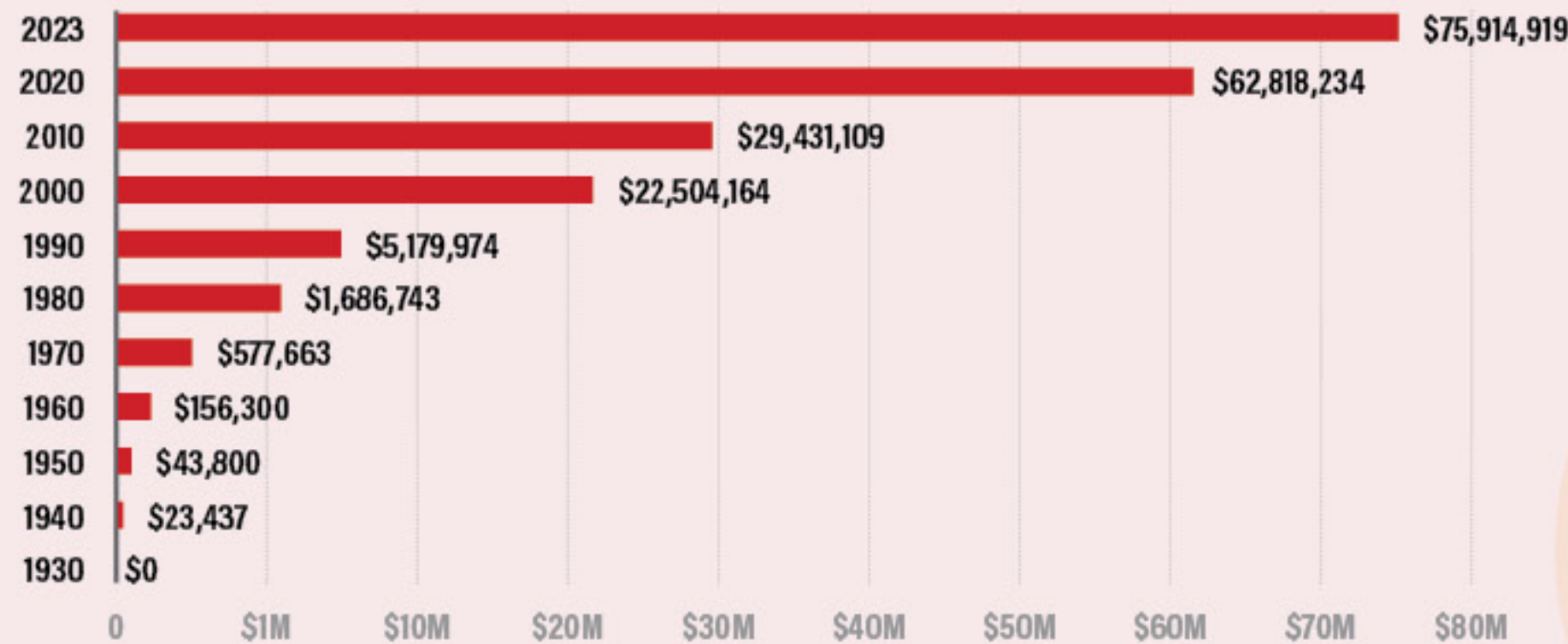
Statement of Financial Position (Audited)

Assets	2023	2022
Checking and Money Market	\$3,664,060	\$1,612,006
Investments	\$67,694,801	\$53,329,648
Pledges Receivable	\$166,000	\$95,700
Beneficial interest in perpetual trusts	\$4,246,424	\$4,027,085
Other Assets	\$143,634	\$66,984
Total Assets	\$75,914,919	\$59,131,423
Liabilities		
Funds Held for Agencies & Affiliates	\$5,085,009	\$4,617,911
Outstanding Grant Commitments	\$125,944	\$744,128
Other Liabilities	\$160,669	\$62,518
Total Liabilities	\$5,371,622	\$5,424,557
Beginning Balance of Net Assets	\$53,706,866	\$64,351,936
Change in Net Assets	\$16,836,431	\$(10,645,070)
Total Net Assets	\$70,543,297	\$53,706,866
Total Liabilities & Net Assets	\$75,914,919	\$59,131,423

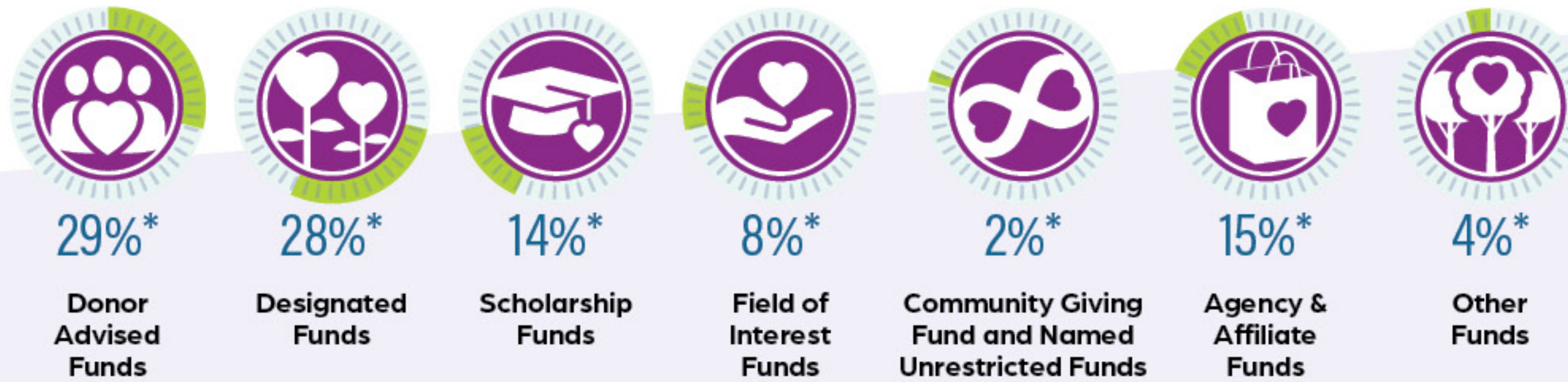
Statement of Financial Activity (Audited)

Support and Other Revenue	2023	2022
Contributions and Bequests	\$15,157,605	\$3,927,558
Less Contributions from Agencies	\$(43,248)	\$(470,846)
Net Investment Return	\$6,290,783	\$(8,429,183)
Change in Perpetual Trusts	\$219,340	\$(983,250)
Other Income	\$119,237	\$69,997
Total Support and Revenue	\$21,743,717	\$(5,885,724)
Expenses		
Grants and Scholarships	\$4,188,711	\$4,204,471
Less Grants for Agencies	\$(159,800)	\$(179,800)
Program-Related Expenses	\$548,250	\$415,374
Management and General	\$226,975	\$195,209
Development/Fundraising	\$103,150	\$124,092
Total Expenses	\$4,907,286	\$4,759,346
Change in Net Assets	\$16,836,431	\$(10,645,070)

Total Assets by Year



Types of Funds – 356 Funds total in 2023



* Percent of assets by fund type

Once you have decided to set up a fund, one of the first questions we will ask is if you would like to endow your fund.

Endowed funds can be a little confusing but can have a HUGE impact for many generations to come.

The plant graphic allows us to see a visual representation of how endowed funds will grow over time. We hope you are inspired to plant a seed by beginning to start an endowed fund to have more than **THREE TIMES** the impact 30+ years in the future!

ENDOWING FOR A SUSTAINABLE FUTURE

What is an Endowment Fund?

It's a fund where the original gift...

is invested to grow over time...

with only the set distribution allowance spent from the fund annually...

so the fund will exist to support the causes donors love forever.

INITIAL DONATION



YEAR ONE



A fund is established with a **\$25,000** gift.

Initial gift grows & pays out a board-approved spending allowance each year.

15 YEARS LATER...



The fund made **\$20,169** in cumulative grant distributions, and has a **\$32,431** endowed fund balance.

Original balance & grants distributed is growing. The gift has more than **doubled**.

30 YEARS* LATER...



The fund made **\$46,333** in cumulative grant distributions, and has a **\$42,070** endowed fund balance.

Original balance & grants distributed continue to grow. The gift is more than **3 times** the size of the original gift.

*Based on estimated annual growth rate of 7.5% and 4.75% spending allowance for grants.

1

DECIDE HOW MUCH YOU'D LIKE TO GIVE

For some, the decision is simple. Others who may be looking to maximize tax benefits may want to work with their accountant or financial advisor in deciding the established amount. A fund can be started with any amount, although a minimum gift of \$10,000 (which can be paid over multiple years) is required to establish a fund.

2

MEET WITH A FOUNDATION REPRESENTATIVE

We'll work together to identify which fund type best meets your goals, how your fund should be used, what you'd like to name your fund, and designating fund advisors along with succeeding advisors. We document all of these decisions and more in a Fund Agreement that you'll sign to make your charitable intentions official.

3

MAKE THE ESTABLISHING GIFT

We can accept a variety of gift types, from cash to stocks. Your new fund is officially established once the gift arrives and the fund agreement form is signed.

4

WHAT TO EXPECT NEXT

You will receive a tax deduction at the time the fund is established and when additional contributions are made to the fund. The foundation also takes a nominal, annual fee to manage and administer the fund in perpetuity. A portion of our annual fee is revenue is also allocated to additional grants made for La Crosse area community needs.

SOCIAL CAPITAL

The resources and advantages an individual can access through their network of social relationships.

Social capital is about the connections between us — our shared experiences, the relationships we value, and the ideals we support.

Think of social capital as a mix of friendships, professional relationships, and commitments to civic duties that pull us closer. Essentially, it's the social glue that holds a community together across differences, fostering cooperation, inclusion, and a sense of belonging among its members.

In a community with strong social capital, residents are more likely to collaborate, support each other, and work towards common goals, leading to increased resources and opportunity for all.



MEET MJ.

MJ needs access to education, professional development, healthcare, and childcare. Thankfully, the area has many opportunities – or third spaces – for MJ to build their social capital. MJ belongs to a gym, frequents the dog park, plays trivia at their favorite restaurant each Wednesday, and volunteers with the local community theatre to build sets as a skilled woodworker.

As MJ builds stronger relationships between what seems like four separate groups of friends, they find they all have similar values, can benefit from knowing each other, and enjoy spending time together. When they spend time together, they find there are lots of ways to live a happy, healthy life in their community.

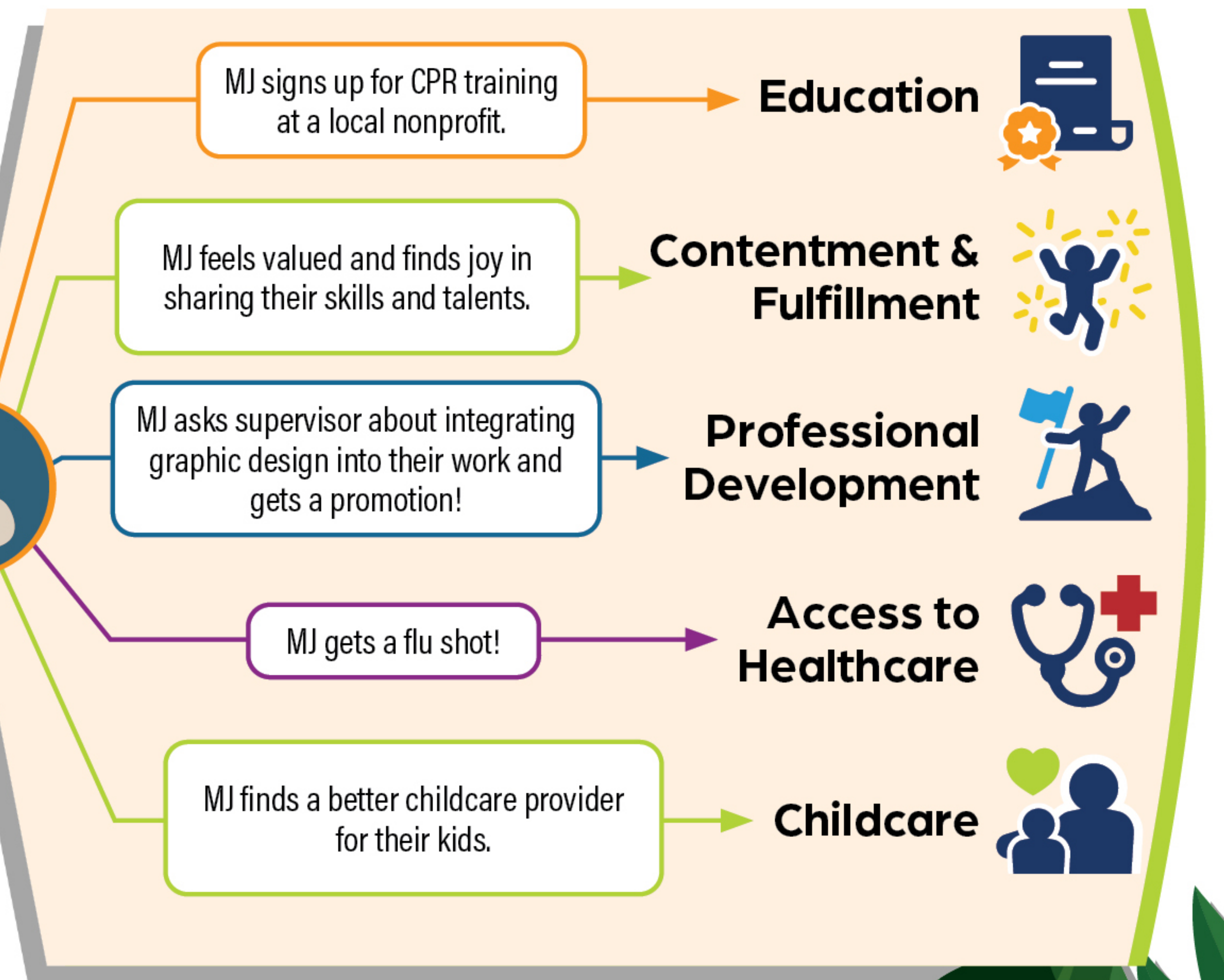
SOCIAL CAPITAL NETWORK



MJ'S THIRD SPACES



MJ'S OUTCOMES



Our Guiding Compass: **SOCIAL CAPITAL**

Across dimensions of difference, people in La Crosse County are connected in meaningful ways.

1

DIRECTION 1 GRANTMAKING

GOAL:

Help **build equity** with those in our community who need investment and resources to have their needs met

2028 DESTINATIONS:

- Grants program is administered utilizing best practices of trust-based philanthropy
- Grants program includes responsive grantmaking, unrestricted grant opportunity aligned with capacity building, and prioritizes funding for local Sustainable Development Goal priorities
- Grants awarded to organizations serving and led by diverse and traditionally marginalized populations represents a larger portion of total grant dollars awarded annually

2

DIRECTION 2 DONOR SERVICES

GOAL:

Enhance our ability to enable, steward, and deploy charitable capital as a trusted philanthropic partner to generous people

2028 DESTINATIONS:

- Donors feel validated and appreciated for their generosity and recommend LACF to others for more impactful giving
- Local professional advisors understand the range of impact options available to their clients at LACF
- LACF offers a distinct value proposition for donors with assets at commercial vendors
- Increased staff capacity for asset development and donor services, including local impact investing options

3

DIRECTION 3 COMMUNITY LEADERSHIP

GOAL:

Champion a healthy, collaborative, and impactful nonprofit sector in La Crosse County

2028 DESTINATIONS:

- LACF supports nonprofits in taking strategic risks toward innovative approaches to problem solving
- LACF actively counters the nonprofit mindset of competitiveness and resource scarcity with collaboration and connection, especially for organizations with common goals
- LACF is recognized for building partnerships of aligned services to provide training, support, and capacity building for local nonprofits

4

DIRECTION 4 OPERATIONS & GOVERNANCE

GOAL:

Invest in our own infrastructure, growth, and organizational health to better serve personnel, donors, and grantees

2028 DESTINATIONS:

- LACF actively seeks ways to engage with, learn from, and support people who are widely representative of the County across many dimensions of difference
- Emerging leaders between the ages of 30 & 50 from all intersections of difference are attracted to LACF as volunteers and donors
- LACF offers an inclusive, empowering work culture
- LACF is known for its continued work (internal) and visible leadership (external) toward sustainable change that is advancing equity, diversity, inclusion & belonging work

ROADMAP MEASURES

- Net Promoter Score* for donors and grantees improves between 2024 & 2028
- More referrals from current fund holders and professional advisors
- Growth in permanent assets, especially for unrestricted and field of interest funds
- Increased membership in Forever Society**
- Trust-Based Philanthropy assessments
- Other local grantors are seeking opportunities to collaborate
- Nonprofit health self-assessment scores improve
- More nonprofits report commitment to EDIB*** best practices
- Increase in staff capacity
- Lower staff to fund cost ratio
- Board and staff are widely representative of La Crosse County across dimensions of difference

*A metric measuring customer satisfaction

**Donors who have included LACF in their estate plans

***Equity, Diversity, Inclusion & Belonging



**LA CROSSE AREA
COMMUNITY
FOUNDATION**

601 7th St N, Suite 203
La Crosse, WI 54601



Wow! Being Wild About Philanthropy is so much fun! We hope you enjoyed the adventure with us this year! It's been easy to be Wild About Philanthropy when La Crosse Area Community Foundation has thrived for over 93 years because of the dedicated and passionate fund holders, donors, nonprofits, board members, and staff who support it.

La Crosse Area Community Foundation has wisely invested its funds for sustained, maximized community impact. Our model

encourages the building of permanent community capital through endowed funds. Even with generous grants, La Crosse Area Community Foundation assets continue to grow.

We know that to be Wild About Philanthropy we must listen to our "jungle community" so we can deeply understand and respond to constituents' needs. Just like a diverse and thriving jungle, the needs are ever changing, and La Crosse Area Community Foundation is dedicated to being responsive, ethical, passionate stewards for many generations to come.



**2023
AT A
GLANCE**

1,101
Grants & Scholarships Awarded
16 NEW
funds opened in 2023

Types of Funds:
356 FUNDS
total in 2023

\$4,188,711
Awarded in Grants & Scholarships

\$15,157,605
Donated to LACF

\$75,914,919
Total Assets

**OVER 93 YEARS
SERVING LA CROSSE COUNTY**

