

2023 ANNUAL REPORT

**New Glarus Cares
Community
Foundation, Inc.**

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New Glarus Cares board members and volunteers at the inaugural World Euchre Championship in New Glarus on May 13, 2023. —Photo by Sue Moen

Introduction

As our organization reflects on the past year, we are filled with gratitude for the unwavering support and dedication of our community. The 2023 Annual Report for New Glarus Cares Community Foundation, Inc. serves as a testament to the collective efforts and achievements of our organization, its members, and the New Glarus community as a whole.

In late 2022, we began our mission to do our part to make New Glarus a better place for all its residents. Through various initiatives, fundraising events, and community projects, we have remained steadfast in our commitment to creating positive change.

This report provides an overview of our accomplishments, challenges, and the impact of our programs on the community. It highlights the tireless efforts of our volunteers, the generosity of our donors, and the resilience of our community.

As we embark on 2024 filled with promise and opportunity, we look forward to building upon our successes and continuing to serve the needs of New Glarus with passion, dedication, and compassion.

Thank you for your continued support and partnership.



People gathered on top of the hill at Candy Cane Park to have some fun sledding and raise awareness for efforts to preserve the 2.2-acre greenspace for future generations to enjoy. —Photo by Dorene Disch

Mission and Vision

Our Mission

New Glarus Cares Community Foundation, Inc. is committed to enhancing the overall well-being of our community. We do this by creating, revitalizing, and investing in community assets, fostering civic engagement, and strengthening community bonds.

Our Vision: Embracing a Vision of Community Well-Being

New Glarus Cares Community Foundation, Inc. is committed to fostering a thriving community.

Guided by this mission, we strive to enhance the overall well-being of our community.

Our vision for New Glarus encompasses more than physical structures; it extends to the fabric of our community—the bonds that connect us, the sense of belonging that unites us, and the shared values that define us. We believe in the power of collective action and collaboration to bring about positive change and address the evolving needs of our residents.

At the heart of our vision is a deep commitment to civic engagement and community empowerment. We believe that by engaging residents in decision-making processes, fostering a culture of inclusivity, and empowering individuals to take ownership of their community, we can build a stronger, more resilient New Glarus. Together, we can build a community where everyone thrives, and the spirit of New Glarus shines bright for generations to come.

Highlights of the Year

Establishment of New Glarus Cares Community Foundation, Inc.

Successfully established New Glarus Cares, laying the foundation for a new era of community development, philanthropy, and support in New Glarus.

Land Purchase for Candy Cane Park

Successfully closed the purchase of 2.2 acres of greenspace adjacent to Candy Cane Park, ensuring future generations have a beautiful outdoor space to enjoy.

Community Fundraising Efforts

Organized and led successful community fundraising campaigns to support the acquisition of land and ongoing projects, showcasing the generosity and dedication of the New Glarus community. Fundraising events included the World Euchre Championship tournament, a sledding party, a victory party after completing fundraising efforts for the land adjacent to Candy Cane Park, and fundraisers in partnership with local businesses and during Christkindli Market, and more.

Partnership with Only in Wisconsin Giving Foundation

Secured a significant contribution from the Only in Wisconsin Giving Foundation, the charitable arm of New Glarus Brewing Company, matching community fundraising efforts and demonstrating the power of collaboration.

Expansion of Committees

Established new committees, including Marketing and Outreach, Finance and Fundraising, Event Planning, Membership, and Strategic Planning & Program, to further organizational effectiveness and community engagement.

Increased Volunteer Engagement

Began actively recruiting and engaging volunteers from the community, offering incentives such as free merchandise, event participation, and opportunities to contribute to meaningful projects in New Glarus.



A sign that marked the progress of fundraising efforts, which was built by Katy and Jud Lounsbury. It greeted residents of New Glarus at the intersection of Highway 39 and 69. — Photo by Katy Lounsbury

Financial Summary

Income Statement

Ordinary Income

Donations (not online)	\$ 57,608.90
Online Donations	\$ 5,080.10
Online Shop Sales	\$ 345.72
Fundraising Events	\$ 11,874.00
Cookie Dough Sales	\$ 115.00
Earned Interest	\$ 446.90
<i>Subtotal</i>	<i>\$ 75,470.62</i>

Expenses

Marketing	\$ 1,234.47
Merchandise	\$ 3,152.49
Food & Supplies	\$ 868.26
Printing & Postage	\$ 208.00
Mowing	\$ 1,200.00
Admin	\$ 173.96
<i>Subtotal</i>	<i>\$ 6,837.18</i>

Net Income	\$ 68,633.44
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Impact on the Community

New Glarus Cares Community Foundation, Inc. has been a driving force in making a tangible difference in the lives of people throughout our community. Through various initiatives and projects, we have fostered a spirit of unity, collaboration, and compassion, resulting in significant positive impacts across multiple facets of community life.

Greenspace Adjacent to Candy Cane Park

Through collaborative efforts and community support, New Glarus Cares successfully organized an effort to preserve the greenspace adjacent to Candy Cane Park. This initiative ensured the land would not be developed, enhanced the neighborhood's aesthetic appeal, and provided continued opportunities for outdoor recreation. Our commitment to the stewardship of our community's parks and greenspace, as well as our community's well-being, is evident in this endeavor, reflecting our dedication to creating a healthier, more enjoyable community for all.

Inclusive Playground at Candy Cane Park

One of our proudest achievements has been our ongoing efforts to fund the construction of a new, inclusive playground at Candy Cane Park. Through fundraising events, generous donations, and community support, we have made significant strides towards creating a safe, inclusive space where children of all abilities can play and thrive. This project not only enhances the quality of life for local families but also promotes accessibility and inclusivity within our community.



New Glarus Cares board members Karen Condouris and Dorene Disch delivered donuts to the New Glarus Village Hall on behalf of our organization to kickoff Random Acts of Kindness Week in 2023. —photo by Aleko Moisiadis

Looking Ahead

New Glarus Cares is poised for continued growth and impact in our community. Our primary goal is to **complete fundraising for the new inclusive playground at Candy Cane Park**, a project that will enrich the lives of children and families for generations to come. Additionally, we are **expanding the World Euchre Championship tournament and brand** to attract even more participants and revenue from outside our community, bolstering our fundraising efforts.

Furthermore, we are exploring **new passive revenue sources** to sustainably fund future projects, such as **potential initiatives like a new dog park, pavilion at Hoesly's Pond, and/or improvements at Veterans Park**. As we continue to beautify and improve our community, we also remain committed to **strengthening our organization**, ensuring that New Glarus Cares remains a vital force for positive change for years to come.



New Glarus Cares board members, along with family and friends take a photo with Steve Longo, of Toffler's Grill & Pub at a recent fundraising event. —Photo by Lily Maynard

Board of Directors

Shelly Johnson, President

Originally from neighboring Monticello, Shelly has called New Glarus home for nearly the last 30 years. Shelly received her undergraduate degree from UW-Platteville and an MBA from Edgewood College. A health insurance executive with more than 30 years of expertise, Shelly works for Common Ground Healthcare Cooperative in Brookfield, Wisconsin. She has served on the board of various local community organizations and enjoys traveling and spending time with family and friends.

Karen Condouris, Vice President

With experience in research, education, and clinical practice, Karen has served as Project Manager at the Center for Autism Research Excellence at Boston University School of Medicine, overseeing research projects on language and social communication skills. As a former Special Education Team Chairperson in Massachusetts Public Schools, Karen ensured compliance with Federal IDEA and state laws. She also served as an Adjunct Instructor at Sargent College of Allied Health Professions at Boston University and is a Clinical Speech and Language Pathologist specializing in Augmentative and Alternative Communication. Karen and her husband relocated to the Village of New Glarus three years ago to be closer to family, bringing her expertise and enthusiasm for community involvement and growth to New Glarus.

Mary Siegenthaler, Treasurer

Originally from Dickeyville, Wisconsin, Mary is a graduate of Viterbo and UW-Madison with degrees in psychology and computer science. She leads application development at Crescent Electric Supply in Dubuque, Iowa. A proud parent of two New Glarus graduates and an active community member, Mary enjoys the outdoors, sports, and live music. She enjoys contributing her skills and experience to support neighbors and enrich lives in New Glarus.

Shannon Rosnowski, Secretary

Shannon is an experienced Director of Product Management in the clinical research IT space, currently pursuing a career change and a Masters of Environmental Conservation at the UW-Madison Nelson Institute for Environmental Studies. She has lived in New Glarus with her husband and son since 2018 when they built their dream home in this vibrant community. Shannon is an active volunteer with the Wisconsin Department of Natural Resources (DNR) State Natural Areas and enjoys travel and board games with friends when she isn't playing in her garden.

Dorene Disch, Board Member

Dorene was born in New Glarus and has lived here for all but 20 years of her life. She has a Bachelor of Science degree from UW-LaCrosse and Lean Six Sigma and project management certifications from UW-Madison. She worked at American Family for 40 years and is the proud parent of four New Glarus High School graduates. Dorene has served on numerous local boards and also enjoys hiking, biking, traveling, live music, and all of our wonderful festivals.

Todd Klassy, Board Member

Born and raised in rural New Glarus, Todd studied journalism and marketing at UW-Whitewater

and worked 18 years in wireless telecommunications, managing the real estate acquisition and construction of cell phone antenna sites. He then followed his passion for photography and is now a commercial photographer specializing in commercial agricultural and travel photography and his company also provides digital marketing services to agriculture companies and trade associations . A proud Swiss-American, Todd enjoys trips to Montana, the Green Bay Packers, and researching the rich history of his hometown, New Glarus.

Kara Webber, Board Member

Kara was born and raised in New Glarus. After a brief time of living in Madison, she realized that when it came to home, it was always going to be New Glarus. She now lives in the Village with her son Jackson. Kara has both a marketing and management degree from Upper Iowa University. She has worked for the Universities of Wisconsin as a Benefits Specialist for the past 24 years. She has recently joined the New Glarus Cares Board and is excited to help the community. She enjoys many different activities from various arts and crafts to home renovations and when time allows likes to travel with friends.



New Glarus Cares board member, Dorene Disch, counting money donated to New Glarus Cares by Puempel's Olde Tavern after it was taken down from the ceiling. —Photo by Shelly Johnson

How You Can Help

New Glarus Cares relies on the support and engagement of community members like you to continue making a positive impact in New Glarus. Here are several ways you can contribute to our efforts:

Donate

Your financial contributions play a crucial role in funding our projects and initiatives. Consider making a donation to support the development of the new inclusive playground at Candy Cane Park and other community projects. You may donate online at <https://www.newglaruscares.com/donate> or send a check made out to New Glarus Cares to the Bank of New Glarus, P.O. Box 129, New Glarus, Wisconsin 53574.

Consider a Bequest

A bequest is often the simplest way for many donors to make a significant, lasting gift to their community. By naming New Glarus Cares in your will or estate plan, you can create a named fund that will forever support the causes or organizations important to you. A bequest of 1 percent to 10 percent of your estate can dramatically reduce federal estate and inheritance taxes, with little or no impact on your heirs. Your legacy can make a meaningful difference in the lives of future generations in New Glarus.

Volunteer

Volunteering your time and skills is another valuable way to support New Glarus Cares. Whether it's assisting with events, participating in fundraising activities, or contributing to project planning, your efforts help drive our mission forward.

Spread Awareness

Help raise awareness about New Glarus Cares and our initiatives by sharing our posts on social media, talking to friends and family about our work, and inviting others to get involved.

Attend Our Events

Attend our fundraising events, community gatherings, and other activities. Your participation not only supports our organization financially but also helps build a stronger sense of community.

Become a Member

Consider becoming a member of New Glarus Cares to play a more active role in shaping the future of our community. Members have the opportunity to contribute ideas, participate in decision-making processes, and help drive our organization's direction.

Shop Our Online Store

Support New Glarus Cares by shopping in our online store at <https://shop.newglaruscares.com>. Explore a variety of New Glarus-themed merchandise, including apparel, accessories, and more. Every purchase directly contributes to our efforts to improve the community, such as funding the new inclusive playground at Candy Cane Park.

Provide Feedback

We value your input and ideas. If you have suggestions for projects, events, or initiatives that you believe would benefit the community, don't hesitate to reach out to us.

Your support and involvement are integral to the success of New Glarus Cares. Together, we can continue making New Glarus a vibrant and thriving community for all.