

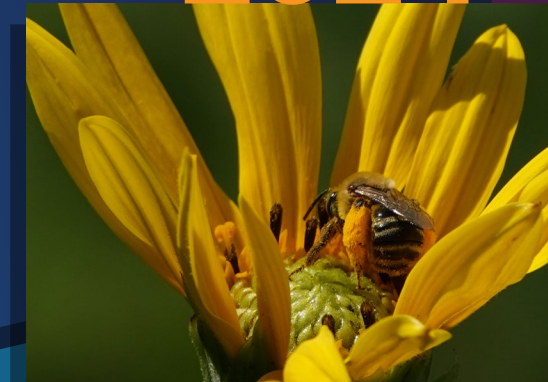


LA CROSSE AREA  
COMMUNITY  
FOUNDATION



DISCOVER  
the  
MAGIC

Annual  
Impact  
Report  
2024



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

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## Foundation Staff



**Chad Dull**  
CEO  
(2025)



**Jamie Schloegel**  
CEO  
(2024)



**Lauren Journot**  
Impact Director



**Ellen Heydon**  
CFRE,  
Grants Specialist



**Erin Belby**  
CPA,  
Operations Director



**Diane Finnegan**  
Accountant



**Megan Pierce**  
Donor Services Director & Scholarships Manager



**Sherry Beames**  
Donor Services Coordinator



**Nainil (NJ) Jariwala**  
Community Engaged Fellow

## Board of Directors

Rick Kyte, Chair  
Joe Moua, Vice-Chair  
Sue Ernster, FSPA, Treasurer/Secretary  
Taylor Mathy Sauerma  
Clara Gelatt  
Dina Zavala, Ph.D.  
Josh Court, MS  
Katelyn Doyle  
Everett McKinney  
Jim Warren  
Margie Webster, MD



**Sara Marsolek**  
Accountant



**Andi Reisdorf**  
Donor Services Specialist

## Community Committee Members

Karl Green  
Jonathon Horne  
LaKisha Hudson

Tara Johnson  
Tom Kennedy  
Brent Smith

Choya Woods  
Amanda Zielke



The 2024 theme for giving was Discover the Magic of donors and recipients. Philanthropy is a two-way street, with both donors and receivers, all of whom are working to benefit



our community. This cycle is indeed wonderful! Without the amazing generosity of donors, or the hard work of our local nonprofits, the La Crosse area would not nearly be as magical. Together, we continue to spark hope, create change, and illuminate the path to a brighter future!

## Bold Moves in 2024

2024 held big changes for La Crosse Area Community Foundation. The foundation added two new staff members and moved into a new office large enough to accommodate our growing team. The board of directors approved a new name, logo, and tagline, making us La Crosse Area Community Foundation. This small change now better reflects all of La Crosse County, the geographical region the foundation serves.

We also said farewell and best wishes to Jamie Schloegel, who led the foundation for the last six years. In those six years, the foundation gained over 23 million dollars in assets and added more than 100 new funds to its portfolio. The foundation remains on a growth trajectory, increasing its community impact through both asset growth and expanded grant distribution amounts. Thank you, Jamie, for your vision and inspiring leadership!

Chad Dull replaced Jamie Schloegel as CEO at the beginning of 2025. Chad is a Coulee Region native and currently resides in La Crosse. Chad's career has been dedicated to education and community impact, helping individuals overcome barriers and achieve success. Before joining LACF, he held leadership roles at Western Technical College and the School District of La Crosse, and founded Poverty Informed Practice, LLC, a consultancy focused on addressing poverty through education and community development. We look forward to having Chad at the helm with the wealth of knowledge and experience he brings to building social capital and making lasting, beneficial impact in our community.

Dear Friends of La Crosse Area Community Foundation,

Our theme for 2024 was "Discover the Magic" and in the last several months, I have experienced the sense of magic around La Crosse Area Community Foundation. If we had met early in 2024, I would have told you, as a long-time resident of La Crosse, how much I admired the foundation and the vibrancy it brings to the community I love, but I had no idea I would get the opportunity to lead this fantastic organization. I've always desired to contribute in a meaningful way to this area I call home. In January 2025, I joined the LACF team and you could say my wish was granted, magic indeed.

My staff and I stand on the shoulders of nearly 95 years of generosity and philanthropy in the La Crosse area, provided by donors to LACF. I take this legacy very seriously and promise to represent our donors, our board, and our community in the spirit of caring this foundation has demonstrated for decades. It is a privilege to be part of the fabric of our thriving and connected community.

On a personal level, I connect with the work of LACF because I have experienced the magic of a simple four-letter word; help. I grew up the child of teen parents in very modest circumstances. Our family was able to get ahead partly because we worked hard, but in large part we found stability and success through help. Whether it was the generosity of a neighbor offering to babysit while my mom pursued her degree, the assistance we received through our local non-profit agencies, or the scholarships to make college more possible, the power (and magic 😊) of help was always evident. It is a message I have never forgotten. Our family received help, directly and indirectly, every step of the way to a brighter and better future and I feel an obligation to pay it forward at every possible opportunity.

La Crosse Area Community Foundation is a place where we are privileged to connect helpers with opportunities to help. We see daily how our community steps up to donate time, talent, and treasure to create this magical, vibrant place we love. It is an incredible honor to be part of the history and legacy of LACF, and I cannot wait to see the amazing future we will build together.



Chad Dull  
CEO  
La Crosse Area Community Foundation

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

**Vision** The catalyst for a vibrant, generous,  
and inclusive community

# 2024 Grant Year in Review

## Discover the Magic of Philanthropy!

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

**\$5,346,496**  
total awarded in  
grants and scholarships  
in 2024

### Breakdown by Grant Type

Scholarships  
**\$373,850**  
Awarded

Noncompetitive  
Grants  
**\$3,437,634**  
Awarded

Competitive  
Grants  
**\$1,535,012**  
Awarded

## 2024

GRANT AND  
SCHOLARSHIP  
FUNDING  
BY PROGRAM AREA



HEALTH & HUMAN  
SERVICES  
**\$1,364,015**



EDUCATION &  
SCHOLARSHIPS  
**\$1,039,515**



RECREATION &  
WELLNESS  
**\$889,938**



COMMUNITY  
IMPROVEMENT  
**\$611,900**



CULTURE &  
DIVERSITY  
**\$456,928**



FAITH  
**\$430,501**



ENVIRONMENT  
**\$286,776**



ARTS &  
HUMANITIES  
**\$266,923**



# THE MAGIC OF GRANTMAKING: 2024 GRANTEES BY PROGRAM AREA



## COMMUNITY IMPROVEMENT SPOTLIGHT: The Parenting Place-Parent Cafés Program

In October, The Parenting Place was awarded a \$10,000 mini grant to help expand and assist with the costs of their Parent Cafés Program: Building Strong Communities with Leadership from Underserved Populations. Parent Cafés are hosted events that bring families together in the communities they live. These cafés provide knowledge to parents about how to find resources, build social connections, grow parenting skills, and develop resilience. It is an opportunity for parents to connect on the joys and challenges of parenting. Because these unique cafés are held in the communities where families live, parents are more likely to participate. The cafés provide an opportunity to reach individuals who often face systemic barriers to attend programs. The Parent Café program trains Parent Leaders to facilitate the café meet-ups, helping to engage families where they live alongside those they identify as peers, which in turn bridges capital by sharing resources and building confidence among families.



## HEALTH & HUMAN SERVICES SPOTLIGHT: Habitat for Humanity of the Greater La Crosse Region-ReNEW the Block

Habitat for Humanity received a two-year grant for a first-of-its-kind City of La Crosse block renewal program. The word ReNEW, in ReNEW the Block, stands for Revitalizing Neighborhood Empowerment With La Crosse neighborhoods. This project will focus on a major transformation of the city block west of Logan Middle School in the Logan Northside Neighborhood. The goal of this project is multifold. It includes improving and lessening stress on the built environment, protecting the natural environment by restoring water infiltration, increasing biodiversity, reducing greenhouse gases, and providing an urban outdoor community space to grow healthy food and connect with neighbors. The project also aims to engage property owners and community members through steering committees and educational classes for residents. Studies have shown that programs such as ReNEW the Block provide a holistic and community-centered approach to uplift and revitalize neighborhoods. Habitat for Humanity expects the project will mitigate stormwater and reduce flooding, aid home improvements for qualified residents, create shared community spaces, provide agriculture-related curriculum and edible landscape for students and community residents, and demonstrate a sustainable urban landscape design.



### 2024 GRANTEES

Alley Cat Allies Inc  
Animal Rights Coalition  
Asheville Humane Society  
Associated Society-Animal Protection Ltd  
Avoyelles Animal Welfare Society  
Big Brothers Big Sisters of the 7 Rivers Region  
Bissell Pet Foundation  
Chariots4Hope Wisconsin Corporation  
City of La Crosse  
City of La Crosse Parks, Rec. & Forestry  
City of La Crosse Police Department  
City of La Crosse Fire Department  
City of Tomah  
City of Onalaska  
Consumer Reports  
Coulee Region Humane Society  
Coulee Region Meow Mission  
Cure Local / 100 Men of Dane County  
Dane County Humane Society Wildlife Center  
Downtown Mainstreet, Inc.  
Driftless Humane Society  
Feline Rescue Inc.  
Franciscan Spirituality Center  
Franciscan Sisters of Perpetual Adoration  
Friends of Riverside Park Inc.  
Friends of the Shenandoah Trail  
Habitat for Humanity of the Greater  
La Crosse Region  
Heart2Heart Pet Lifeline  
Holmen Area Community Center  
Humane Society of Louisiana  
Humane Society of Southern Wisconsin  
Ice Age Trail Alliance  
Iowa Farm Sanctuary  
Jackson County Animal Shelter  
Junior Achievement of Wisconsin Inc.  
Coulee Region  
La Crescent Animal Rescue Inc

La Crosse Area Chamber of  
Commerce Foundation  
La Crosse County Administrative Center  
La Crosse County Sheriff Department  
La Crosse Promise Inc.  
La Crosse Public Library  
Monroe County Animal Shelter  
Monroe County Shelter Care Inc  
Neigh N Bray Equine Rescue Inc  
Nerds On A Mission Corporation  
New Leash on Life Dog Rescue  
No Kill Law & Advocacy Center  
North Carolina Disaster Relief Fund  
Northern Hills PTO  
Onalaska Enhancement Foundation  
Paperback Rider Inc  
Pastors United Community Advocacy Inc.  
Pointe Coupee Animal Services  
Riverside International Friendship Gardens  
Rotary District 6250  
Rotary Lights, Inc.  
Southern Poverty Law Center, Inc.  
Sparta TNR, Inc.  
The Animal Sanctuary of St Croix Valley  
The Elephant Sanctuary in Tennessee  
The Rotary Foundation of Rotary International  
theExchange/Shelter Development Inc  
Town of Shelby  
Tina's K-9 Rescue  
Trempealeau County Humane Society Inc  
Village of Holmen  
Village of West Salem  
Wisconsin Vietnam Veterans Memorial  
Project, Inc  
Wisconsin Women's Business Initiative  
Corporation  
Women's Fund of Greater La Crosse, Inc.

### 2024 GRANTEES

7 Rivers Cardiac Arrest Association  
1000 Generations, Inc. Safe Families  
for Children  
Adult & Teen Challenge of Western  
Wisconsin Inc.  
Agape Pregnancy Resource Center Inc  
Aging and Disability Resource Center  
of La Crosse County  
Alzheimer's Association of Greater  
Wisconsin  
American Red Cross Southwest  
Chapter  
Aptiv Foundation Inc  
ARC La Crosse Inc and Citizen  
Advocacy of ARC La Crosse  
Bethany Lutheran Homes, Inc. d/b/a  
Eagle Crest Communities  
Bread Basket Ecumenical Food  
Pantry Inc  
Breakthrough T1D / JDRF International  
CASA for Kids  
Catholic Charities of the Diocese of  
La Crosse  
Chileda Institute, Inc.  
Christine Ann Domestic Abuse  
Services  
Compassion and Choices  
Consumer Credit Counseling of  
Sheboygan / La Crosse  
Coulee Council on Addictions d/b/a  
Coulee Recovery Center  
Couleecap, Inc.  
Doctors Without Borders USA  
Down Syndrome Association of  
Wisconsin, Inc.  
Emergency Food Basket, Inc.  
Family & Children's Center

Foundation for Endodontics  
Friends Sharing Food, Inc  
Great Rivers United Way  
Gundersen Medical Foundation  
Harry J Olson Senior Center  
Heifer International  
Hope on the Block  
Independent Living Resources  
Intentional Communities of  
Washtenaw County  
Jesuit Retreat House  
Joe Was Just Joe Foundation Inc.  
Justa Center  
Karuna, Inc.  
La Crescent Food Shelf  
La Crosse Area Underwater Rescue  
and Recovery Unit  
La Crosse Area Veterans Mentor  
Program  
La Crosse County Health Department  
La Crosse County Human Services  
La Crosse Lighthouse Inc.  
La Crosse Lions Charities  
Labor of Love Inc DBA Bella  
Medical Clinic  
Lakeview Health Center /  
La Crosse County  
Life Teen Inc  
Lutheran Social Services/Wisconsin  
& Upper MI, Inc.  
Make-A-Wish Wisconsin  
Mayo Clinic Health System  
Mental Health Coalition of Greater  
La Crosse  
Midwest Athletes Against Childhood  
Cancer, Inc.  
Minnesota Public Radio

Mobile Meals of La Crosse  
NAMI La Crosse County Inc  
NAMI Wisconsin  
Neighbor for Neighbor Food Pantry  
New Horizons Shelter & Outreach Ctrs.  
Next Steps for Change, Inc.  
Partners in Health  
Physicians Committee for  
Responsible Medicine  
Planned Parenthood Minnesota,  
North Dakota, South Dakota  
Planned Parenthood of Wisconsin, Inc.  
Pulmonary Fibrosis Foundation  
Rogers Behavioral Health  
Foundation, Inc.  
Ronald McDonald House Charities  
Midwest MN, WI, IA  
Saint Clare Health Mission Inc  
Shriners Hospital for Children  
Sleep in Heavenly Peace  
Soles4Souls  
Tellurian UCAN, Inc.  
The ALS Association  
The Hunger Task Force of  
La Crosse, Inc.  
The Parenting Place  
The Salvation Army  
Verdecare Inc.  
WAVER, Inc.  
Weigh of Life  
WINN (What I Need Now)  
Wisconsin Dental Association  
Foundation  
Workforce Connections, Inc.  
World Central Kitchen, Inc.  
YWCA La Crosse

## 2024 GRANTEEES BY PROGRAM AREA

CULTURE & DIVERSITY  
SPOTLIGHT:**Islands of Brilliance:  
Fostering Neurodivergent  
Joy in La Crosse**

Islands of Brilliance received a \$10,000 mini grant for their work with autistic and neurodivergent young adults consisting of weekly workshops held at the La Crosse Public Library. This innovative program, called "The Fellowship," launched in early

2024 with one-time ARPA funding. The Fellowship helps neurodivergent young adults establish social connections with peers and enhance their skills in areas of creative interest. By building networks of support, embracing personal identity, and improving self-confidence, this program provides participants with a sense of citizenship within their community. The Centers for Disease Control report that one in 36 children live with autism. By centering weekly activities at the La Crosse Public Library, The Fellowship models a new level of integration and acceptance for the role that neurodivergent citizens play in a diverse, thriving community.

## 2024 GRANTEEES

America Friends Foundation  
American Indian Education Fund  
Black Leaders Acquiring Collective Knowledge (BLACK) Inc.  
Casita Copan  
Cia Siab Inc.  
Hmoob Cultural and Community Agency, Inc.  
Holmen Area Foundation  
Hope Restores Corporation  
Islands of Brilliance, Inc.  
La Crosse Dubna Friendship Association Inc.  
Legal Action of Wisconsin  
LGBTQ Resource Center for the 7 Rivers Region Inc.  
Norskedalen Nature and Heritage Center  
Progressive Foundation, Inc.  
Riverside International Friendship Gardens  
Vesterheim Norwegian American Museum  
Voces De La Frontera, Inc.  
Wisconsin Conservation Voices



## EDUCATION &amp; SCHOLARSHIP SPOTLIGHT:

**Fierce Foundation Children's Business Fair**

In June 2024, the Fierce Foundation received a \$3,000 micro grant in support of their Children's Business Fair. The FIERCE Foundation inspires underrepresented women and children in the Coulee Region through education, enrichment programs, and essential resources to advance equality, promote community well-being, and address social disparities. The Children's Business Fair is an opportunity to teach entrepreneurship and financial skills that foster confidence and economic independence.



## 2024 GRANTEEES

American Association of University Women-La Crosse Branch  
American Friends Service Committee  
Aquinas Catholic Schools Inc.  
Augustana University  
Bethany Lutheran College  
Boston University  
Brigham Young University  
Carleton College  
Carthage College  
Chapman University  
Chippewa Valley Technical College  
Communities in Schools of the Charleston Area Inc  
Congregational Preschool  
Coulee Children's Center  
Coulee Reading Center, Inc.  
Elmhurst University  
Fellowship of Catholic University Students - FOCUS  
Fierce Foundation Incorporated  
First Lutheran School  
Foundation for Endodontics (Dr. Johnson Full-time Educator Development Grant)  
GearUp, Inc.  
Hamline University  
Holmen Area School District  
Hope Restores Corporation  
Iowa State University  
Kirkwood Community College  
La Crescent-Hokah School District 300 Foundation  
La Crosse Association for Home and Community Education  
La Crosse Central Alumni Association Inc.  
La Crosse Public Education Foundation, Inc.  
Lawrence University  
League of Women Voters of the La Crosse Area  
Luther College  
Macalester College  
Madison Area Technical College  
Marquette University  
Milwaukee Area Technical College  
Milwaukee School of Engineering  
Minnesota State University - Mankato  
Minnesota State University Moorhead  
Minot State University  
New York University  
North Dakota State University  
North Dakota State University Foundation  
North Presbyterian Church  
Northern Michigan University (Scholarship)  
Northwestern University  
Onalaska Education Foundation  
Onalaska School District  
Providence Academy, Inc.  
Purdue University  
Ridgeway Community School  
Rochester Community and Technical College  
Saint Thomas Academy  
School District of Bangor  
School District of La Crosse  
Seven Rivers Robotics Coalition Inc.  
South Dakota State University  
Southwest Wis. Tech College  
St. Catherine University  
St. Mary's University of Minnesota  
St. Olaf College  
The Amyotrophic Lateral Sclerosis Association  
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 - Crookston  
University of Minnesota - Morris  
University of Minnesota Foundation  
University of Minnesota-Duluth  
University of Minnesota-Twin Cities  
University of St. Thomas Development Office  
University of Wisconsin Foundation  
UW La Crosse  
UW-Eau Claire  
UW-Eau Claire Foundation  
UW-Green Bay  
UWL Alumni & Friends Foundation  
UW-La Crosse  
UW-Madison  
UW-Milwaukee  
UW-Oshkosh  
UW-Parkside  
UW-Platteville  
UW-River Falls  
UW-Stevens Point  
UW-Stout  
UW-Whitewater  
Viterbo University  
Wake Forest University  
West Salem School District  
Western Technical College  
Western Technical College Foundation Inc.  
Winona State University  
Wisconsin FIRST Robotics, Inc.  
Xavier University

RECREATION & WELLNESS  
SPOTLIGHT:**HorseSense Stride Forward:  
Expanding Access Through  
Adaptive Equine Motion**

HorseSense received a \$9,700 mini grant for the purchase of a MiraColt equine motion simulator. This special product mimics the movement and various gaits of a horse. Some individuals may be unable to ride due to various physical limitations that make it unsafe. With the MiraColt, HorseSense now uses alternative lessons to serve more youth, adults, and military veterans with disabilities in our community. HorseSense

continues to enrich the lives of individuals with cognitive, physical, and psychological disabilities through the friendship of a horse. The impactful benefits of therapeutic horseback riding include increased physical well-being and self-efficacy. The addition of the MiraColt has enhanced inclusivity and access to equine-assisted services for individuals unable to safely ride horses.

## 2024 GRANTEEES

AVCAP Corporation  
Bicycle Federation of Wisconsin Educational Fdn Inc  
Bobs Free Bikes  
Boys & Girls Clubs of Greater La Crosse  
Camp Send A Kid Inc.  
Causeway Interfaith Volunteer Caregivers, Inc.  
Children's Museum of La Crosse, Inc.  
City of La Crosse Parks, Rec. & Forestry  
Coulee Region Retired Senior Volunteer Program  
Freedom Honor Flight Inc.  
Friends of West Salem Baseball  
Girl Scouts of Wisconsin-Badgerland Council  
Holmen Youth Baseball Parent Association Inc  
HorseSense, Inc  
Kicking Bear Foundation  
La Crosse Area Family YMCA  
La Crosse County 4-H  
La Crosse County Facilities  
La Crosse Curling Club  
La Crosse Lightning Lacrosse Club  
North American Squirrel Association  
Outdoor Recreation Alliance  
R&R Ranch AZ  
Rising Athletes  
River City Youth Hockey  
She Rock She Rock  
Shoefly Empowered Inc.  
Tabby Town USA Inc.



**New in  
2024!**

La Crosse County qualified nonprofits can apply for grants in new ways with our funding-proportionate grant applications! Our new program allows nonprofits to spend more time on their mission and less time filling out lengthy applications.

From the smallest application process to the largest, our new granting categories are:

**Micro**  
\$250 -  
\$3,000

**Mini**  
\$1,000 -  
\$15,000

**Standard**  
\$15,000 +

**Nonprofit Capacity Building**  
\$50,000 - \$90,000

Two-year consecutive funding for building infrastructure



## FAITH SPOTLIGHT: La Crosse Jail Ministry – Multiple Religions Education



La Crosse Jail Ministry offers spiritual direction, rehabilitative support, and connection to faith communities to people who are or were incarcerated. These services are important to foster while individuals are serving time in jail and when residents return to community life. Studies indicate that providing spiritual direction during the time of incarceration reduces recidivism, improves the mental and emotional well-being of the individual incarcerated, and creates a stronger sense of purpose and belonging. La Crosse Area

Community Foundation provided a micro grant of \$2,250 to offer a variety of books for faith study. "I respect everyone's right to choose their own religion," said Chaplain Ann Wales. "I can't teach other faiths or pray in other faiths, so I work to get residents their faith materials and to find people to connect them to those faiths. We all need a community of people to help us through life and to grow our faith." La Crosse Jail Ministries has 98 faithful volunteers and provides connections and materials for a variety of religions, including including Christianity, Islam, Buddhism, Native American faith traditions, Judaism, as well as connecting with a Rastafarian Church in Madison.

### 2024 GRANTEES

A Place of Grace Ltd.  
Alliance Family Services  
Blessed Sacrament Catholic Church  
Cathedral of Saint Joseph the Workman  
Catholic Charities USA  
Catholic Daughters of America  
Christ Episcopal Church  
Diocese of La Crosse  
English Lutheran Church  
Faith United Methodist Church  
Father Carr's Place 2B  
Father Joseph Walijewski Legacy Guild, Casa Hogar  
First Congregational Church  
First Evangelical Lutheran Church  
First Presbyterian Church  
First Teens Clothes Closet of First Lutheran Church  
Franciscan Congregation of Divine Mercy  
Holy Trinity Catholic Church

Immaculate Heart Media, Inc. aka Relevant Radio  
La Crosse Area Synod ELCA  
La Crosse 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  
Paradisi Dei  
Roncalli Newman Catholic Center  
Shrine of Our Lady of Guadalupe  
Society of St. Vincent de Paul - Madison  
St. Augustine University Parish  
St. Elias Eastern Orthodox Church  
St. Paul Evangelical Lutheran Church  
St. Raphael the Archangel Catholic Church  
Sugar Creek Bible Camp  
The Culture Project  
Trinity Lutheran Church



## ARTS & HUMANITIES SPOTLIGHT: La Crosse Adventure Films – Adventure Festival Art in the Wild



La Crosse Adventure Films Adventure Festival is a four-day festival in La Crosse, Wisconsin, that takes place each October. The festival offers unique adventure experiences, films, speakers, and hands-on experiences to inspire community members. They aim to build shared community experiences and encourage the use of third spaces among community members. (Third spaces are

shared spaces outside of home and work.) In partnership with the Pump House Regional Arts Center, La Crosse Adventure Films received a micro grant for \$3,000, which provided support for the creation of an outdoor interactive kinetic sculpture. The sculpture, made from repurposed materials, featured a towering giant puppet skeleton on a bicycle for the community to enjoy at Upper Hixon Forest near La Crosse's weather ball. The bicycle, when pedaled, produced electricity. This project provided people a unique opportunity to chat with artists, see and experience their creative project, and enjoy some beautiful area trails while promoting environmental conservation.

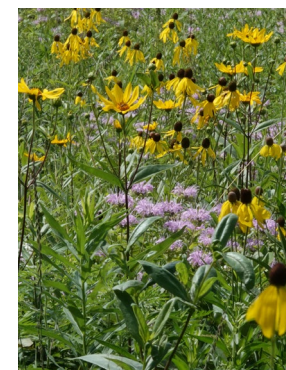
### 2024 GRANTEES

Cedar Falls Iowa Historical Society  
Central High School Band Association, Inc.  
Coulee Region Alliance for the Visual Arts Inc  
Da Capo Musical Reunion, Inc. known as Da Capo Concert Band  
Dancers Against Cancer  
Desert Foothills Library  
Driftless Urban Orchestra Inc  
Friends of PBS Wisconsin, Inc  
Friends of the Smithsonian Institute  
Great River Shakespeare Festival  
Grey Area Productions LLC  
Kids From Wisconsin Ltd.  
La Crosse Chamber Chorale, Inc.  
La Crosse Community Theatre

La Crosse Concert Band  
La Crosse County Historical Society  
La Crosse Stars Youth Performing Arts  
La Crosse Symphony Orchestra, Inc.  
La Crosse Youth Symphony Orchestra  
Minnesota Masterpiece Hall Musical Instrument Museum  
National Trust for Historic Preservation  
Pump House Regional Arts Center  
United Fund for the Arts and Humanities  
Wisconsin Public Radio



## ENVIRONMENT SPOTLIGHT: Friends of the Blufflands – Prairie Restoration



Friends of the Blufflands has been actively preserving the bluffs surrounding La Crosse since 2016. With a \$7,500 mini grant from LACF and additional funding, they have been able to continue their ongoing work to restore the native (or remnant) prairies. These prairies have been around for thousands of years but are slowly being overtaken by trees and brush, many of which are non-native species such as buckthorn and honeysuckle. The remnant prairies support an estimated

100 unique plant species and up to 2,000 unique insect species as well as animals, birds, and reptiles that depend on this habitat. The prairies also provide priceless habitat for many unique and important plants, including pollinators. The prairie restoration work has been successful in the Hixon Forest bluff prairies and surrounding bluffs, and work will continue with Stry Prairie on Miller Bluff, Vista Prairie, Juniper Prairie, Dobson Prairie, and more. Friends of the Blufflands plans on placing interpretive signs, a type of educational sign that provides information, in many areas of the bluffs and helping close rogue trails that cause erosion.

### 2024 GRANTEES

Atchafalaya River Rescue  
Brice Prairie Conservation Association  
Clean Wisconsin  
Climate Alliance for the Common Good  
Desert Foothills Land Trust Inc.  
Florida Fish and Wildlife Foundation of Florida  
Friends of the Blufflands  
Friends of the Boundary Waters  
Friends of the Mississippi River  
Friends of the Upper Mississippi Fishery Services  
Gateway Area Council, BSA  
Gathering Waters Inc  
Grow La Crosse Inc.

Honor The Earth  
Louisiana SPCA  
McDowell Sonoran Conservancy  
Mississippi Valley Conservancy  
National Audubon Society  
National Park Foundation  
Natural Resource Foundation of Wisconsin  
Rails-to-Trails Conservancy  
Scenic Charitable Fund  
Sierra Club Foundation  
Sustainability Institute  
The Nature Conservancy  
The Nature Place / WisCorps, Inc.  
US Friends of David Sheldrick Wildlife Trust Inc.

# Discover the Magic of Fellowship

Through the University of Wisconsin-La Crosse Community Engaged Fellowships, made possible with the support of Ron and Jane Rada, La Crosse Area Community Foundation has been able to support the personal and professional development of a student for the past three years. This year, UWL junior Nainil Jariwala joined us for a magical year of discovery.

## Fellow Spotlight



From the first day, this fellowship opened doors to experiences that reshaped my perspective. Before starting the Community Engaged Fellowship at LACF, I was a biology major with aspirations in business but little clarity on where I truly belonged. I knew I wanted to be part of the business world, but the question of where and how felt overwhelming.








I worked across the operations, stewardship, and impact departments at LACF — testing different roles, exploring new skills, and discovering where I thrived. Each project, challenge, and conversation added another piece to the puzzle. I have found the place where I belong is operations, doing what I love every day — Excel modeling, financial analysis, research, and participating in Finance & Investment Committee meetings. This fellowship didn't just expose me to business; it solidified my passion for numbers, strategy, and organizational behavioral impact.

As an international student, access to professional opportunities is often limited. In those moments of dismay, the UWL Community Engaged Fellowship became a lifeline. It provided not just experience, but hope — the chance to prove myself and develop professionally in a space that welcomed me. I thank Jane and Ron Rada for providing me with the opportunity to unleash my potential.

Beyond the technical skills, this fellowship introduced me to a compassionate and purpose-driven workplace. Coming from a business family in India, I thought I understood work culture, but LACF showed me a new kind of leadership built on collaboration, trust, and genuine care. Engaging in educational documentaries, community-driven events, and thought-provoking discussions made this experience more than just a job. It was a space where learning extended beyond spreadsheets and meetings into values and impact.

Looking back, this fellowship has been transformational. It gave me clarity, confidence, and a sense of belonging. I am grateful for the people, the experiences, and the journey that brought me here. And I am excited and ready for where it will take me next.

- Nainil Jariwala

<div>  <div> <b>COMMUNITY ENGAGED FELLOW</b>            [Business Analytics Intern (2024); Accounting &amp; IS Intern(2025)]  <b>NAINIL (NJ) MUKESH JARIWALA</b>            (Junior, Business Analytics &amp; Accounting Major)         </div>  </div>			
RESPONSIBILITIES	TAKEAWAYS		
 Donor Persona Creation   NPS Net Promoter Score Calculation & Analysis   InvestmentMetrics Assessment & Evaluation   SUSTAINABLE DEVELOPMENT GOALS Categorization	 Operational, Stewardship & Fund Cost Calculation & Analysis  <b>"Scholarship Recipient Check-ins"</b>		
	<ul style="list-style-type: none"> <li>• Learned Excel modeling for fund and administrative / operational costs.</li> <li>• Found my place in the workplace; operations and managerial work.</li> <li>• Developed greater attention to detail and conscientiousness in work environment.</li> <li>• Learned the impact of team culture on a new hire and employees in general.</li> <li>• Became more confident in navigating multi-dimensional problems.</li> <li>• Enhanced creative problem-solving skills.</li> </ul>		
GOALS	CHALLENGES	FAVORITES	
<ul style="list-style-type: none"> <li>• Experience and adapt to American work culture.</li> <li>• Become more comfortable with numbers and accounting.</li> <li>• Work on new projects while managing everyday responsibilities.</li> <li>• Interact with different teams at the foundation to discover my place and potential in the workforce.</li> <li>• Strengthen my professionalism and learn organizational behavior and psychoanalyzing situations.</li> </ul>	<ul style="list-style-type: none"> <li>• Managing time effectively while balancing multiple jobs, research, extracurriculars, leadership roles, and academics.</li> <li>• Navigating tough conversations and appropriately conveying information, experience, and knowledge.</li> <li>• Cross-functional collaboration and sustaining motivation during exams.</li> <li>• Learning to use our primary software, CSuite.</li> <li>• Engaging in creative content creation when needed.</li> </ul>	<ul style="list-style-type: none"> <li>• Personalized projects aligned with interests – I can't emphasize this enough—I absolutely loved this!</li> <li>• The team showed real care and interest in getting to know me. Absolutely love my LACF family!</li> <li>• Educational thought-provoking, and awareness-building movies.</li> <li>• Team celebrations (wins and birthdays!) and Food &amp; Fun Committee.</li> <li>• Finance &amp; Investment Committee meetings with the Trust Point.</li> <li>• Free tickets to events in the community.</li> <li>• Learning organizational behavior from Erin Belby, Jamie Schloegel and Megan Pierce.</li> </ul>	



# Discover the Magic of Partnerships

La Crosse Area Community Foundation works alongside many partners to inspire philanthropy and achieve lasting impact in the places we call home. Through affiliate partner relationships, we provide administrative support while also providing expertise in governance, leadership, and streamlined systems.

Our affiliate organizations are led by their own boards of local community leaders. La Crosse Area Community Foundation provides investment management, fund accounting and administrative staff support for each of its partnerships. This collaboration provides pivotal support for organizations while also maintaining their own unique identity and brand. LACF administers over 30 funds from affiliate organizations.



**ONALASKA  
EDUCATION  
FOUNDATION, INC.**

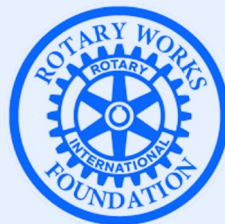
**Onalaska Education Foundation** is our newest affiliate. This local nonprofit organization's mission is to support Onalaska educators in their quest to develop innovative and creative learning opportunities for students, promote the incorporation of emerging technologies within the curriculum, facilitate business and private sector contributions to their schools, provide support for students in need, and encourage outstanding academic achievement among all Onalaska students. "As a holder of endowed funds with La Crosse Area Community Foundation since 1999, the Onalaska Education Foundation became an affiliate partner of the LACF in 2024. The accounting, board governance, marketing, and other administrative services and resources afforded to the OEF through this amazing partnership have allowed our board members to more fully focus on our mission of supporting Onalaska students and educators and to expand our fundraising and grant writing efforts. The OEF is incredibly grateful for LACF and all they do to support our nonprofit organization and the greater La Crosse community." Heather J. Chial, MD, MS, Onalaska Education Foundation Board President

For more information about Onalaska Education Foundation, please visit their website at [www.onalaskaeducationfoundation.org](http://www.onalaskaeducationfoundation.org)



**LCNI**  
La Crosse Community  
Nonprofits Initiative

**La Crosse Community Nonprofits Initiative** 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, recordkeeping, liability insurance, and technical assistance. LCNI oversees over 18 individual projects, including La Crosse Jazz Orchestra, River Cleanup La Crosse, and La Crosse SOUP to name a few. For a list of all the projects LCNI supports, please visit their website at [www.lcni.org](http://www.lcni.org)



**Rotary Works Foundation** encourages Rotary Clubs in the greater La Crosse area to raise and distribute funds for worthy local and international projects. Rotary is a service organization of business and professional leaders united worldwide, conducting humanitarian projects, encouraging high ethical standards, and working toward world understanding and peace. Through the partnership, La Crosse Area Community Foundation provides fiscal sponsorship, administrative support, and technical assistance to ensure the RWF board can encourage Rotarians in the eight La Crosse-area clubs to financially support projects that carry out Rotary's mission of service to our community. RWF funds at LACF support local grants, the Rotary Mobile Clinic, Interact's iFeed, and the Coulee Region Youth Exchange Programs, to name a few. For more information about Rotary Works Foundation, please visit their website at:

[www.rotaryworksfoundation.org](http://www.rotaryworksfoundation.org)

# Discover the Magic of Charitable Funds!



## The magic of giving in the La Crosse area continues to amaze!

From its first donation in 1942 to ongoing donations today, La Crosse Area Community Foundation was established for the good of our community by our community members. We are proud and honored to continue financial stewardship and administration of grants for the betterment of La Crosse County on behalf of all the generous patrons, both past and present, who have entrusted the foundation to carry on this important work. We thank all our donors for investing in our community, for good, forever. 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 Fund

### Spotlight:

### The Elliott Family Fund

## Giving as a Family Tradition

The Elliott family's first philanthropic dinner came about organically during a year-end family meal several years ago. During that dinner, the family talked about the prior year and what they had hoped to build upon the next year. This included organizations and programs they wanted to support with money from their fund at La Crosse Area Community Foundation. After that, an annual philanthropic dinner became a tradition. Now, every December, the Elliott family gets together for a family meal and together decides how to divide and distribute the money from their fund.

Edward and Anne Elliott come from a long line of philanthropists. Both recall having good family role models, which included parents and grandparents who engaged in church and various civic organizations in their communities. The message was, "Engage in the community where you live and work." They mirrored this example of giving back for their own four children. It did not matter if they were living in Kentucky, Illinois, or Wisconsin; they gave hours of time and expertise to various boards. These included local, state, and national medical society boards for Edward, who worked in the medical field, and Anne, who loves the outdoors, served on several conservation boards. Ed also served as a board member of the Decatur Community Foundation, where he and Anne started a donor-advised fund.

Edward and Anne agree giving back to your community is a great habit to start early in life. They noted that connecting with the



community through charitable organizations gives you a greater perspective of your community and of the quality of life for everyone who calls it home. Often, giving back starts out with volunteering for causes you love or giving your expertise and time by joining a nonprofit board of directors. As careers build and assets develop, supporting organizations you love with financial gifts is the next step.

This model of giving back clearly resonated with their son, Andrew. After he and his wife, Michelle, moved to La Crosse for his medical residency in 2013, they fell in love with the Driftless Area. They decided to stay and raise their own family here. Each now serves on various boards in La Crosse and both are involved in church. "We love La Crosse and want to support the activities that make La Crosse a wonderful place to live."





## Donor-Advised Funds

Often viewed as a charitable checking account, donor-advised funds allow donors the freedom to recommend grants to any 501(c)3 organization anywhere in the world. Donor-Advised funds are the most flexible fund types and are often a less expensive and less complicated alternative to starting a private foundation.

Ed and Anne are advocates for starting donor-advised funds through community foundations, which they have done in two other communities where they lived. "Community foundations know best what the local needs are and which organizations are doing the most impactful work. They collaborate with donors to assist in their philanthropic giving, with much of the impact dollars staying right here in the community, benefiting local nonprofits and the individuals they serve." Ed shared.

Andrew reciprocated his father's statement by saying, "There are many organizations doing wonderful work that allow the community to be such a great place. These organizations need to be supported so that other people can have the same opportunities that our family does. The foundation makes it easy to do this."

Andrew and Michelle plan to uphold the family tradition of giving back to the community by serving as examples for their own young children. Eventually, they may even sit down for a meal together to learn about ways their children would like to invest in their community.

### DONOR-ADVISED FUNDS

American Association of University Women-La Crosse Branch (2010)  
 Amie L. Mathy Family Fund (1987)  
 Anonymous (4)  
 Ards 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)  
 Bradley and Lynn Sturm Family Fund (2008)  
 Bramschreiber Family Fund in Memory of Karl Branschreiber (2016)  
 Brekke Family Fund (2018)  
 Brian and Karen Rude Family Fund (2000)  
 Carol and Duane Taebeel Family Fund (2006)  
 Chad Erickson Memorial Park Fund (2011)  
 Charles F. and Leah M. Mathy Fund (2006)  
 Charles F. Mathy Family Fund (2010)  
 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)  
 DG&B Fund (2024) **\*NEW**  
 Durtsche Family Fund (2002)  
 Ellen and Henry Funk Family Fund (2006)  
 Embracing Women Fund (2019)  
 Endrizzi Family Fund (2024) **\*NEW**  
 Eric and Sandy Brekke Family Fund (2013)  
 Eric and Vicki Wheeler Fund (2021)

**552**  
 Grants awarded from  
 Donor-Advised Funds  
 in 2024



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 Elyn Ash Family Fund (2003)  
 James D. and Janice M. Hanesworth Fund (2007)  
 JARD Fund (1993)  
 Jeffrey and Sara Kessler Family Fund (2024) **\*NEW**  
 Jim & Julia Jespersen Fund (2021)  
 John and Barbara Leinfelder Family Fund (2023)  
 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)  
 Magerus-McKinney Fund (2002)  
 Marta Martinez and William Katra Fund (2023)  
 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)  
 Otto David Ferguson Memorial Fund (2022)  
 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)  
 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)  
 Will and Charlie Nordeen "May the Force Be With You" Fund (2015)  
 William & Cynthia Berg Family Fund (2013)

# Funds of LACF

## Designated Fund Spotlight: Sue Knopf

### A Journey of Giving

People don't typically start out with philanthropy as their primary goal in life. In most cases, it takes time to build careers, settle into a home, and participate in local activities before aiming to improve the community for everyone. Sue's journey of philanthropy is similar, but Sue had several pivotal moments along the way, where instead of pulling away, she leaned in and used these moments as inspiration to give back. One need look no further than the three designated funds she has established at La Crosse Area Community Foundation.

Sue came from a family that participated and contributed to their community in many ways. Her parents started a scholarship fund for students studying engineering in honor of her father's career, and they volunteered at several area nonprofits. Sue remembers her mother putting together packages of goods to send to families in need throughout the years as part of the Box Project, a program that matches families who can provide resources to other families who are in need.

Sue became a math teacher and taught for ten years in De Soto and other schools. During that time, computers were introduced at the De Soto school, and Sue used them to help remedial students with math homework. In 1984, Sue purchased her own Macintosh computer, and the connection between mathematics and computers led her to expand her skill set and career into graphic design.

Sue left the school district but continued to assist students by volunteering her time as a study buddy at Southern Bluffs Elementary School over the next 18 years. During her time there, she noticed the positive impacts field trips had on students. Local organizations would offer free admission to programs or events for the students, but the school couldn't

always fund the extra cost to transport the students. In 2013, Sue and her husband Jim established The La Crosse Public Elementary School Field Trip Fund, which annually supports field trips for elementary students in the School District of La Crosse.

With this annual gift, La Crosse schools can provide the busing needed to transport students to and from school-related trips. Oh, the places they go! This fund provides support for busing for about 12 field trips every year! Past excursions include the Science Museum of Minnesota, Sparta Bike Trail, Perrot State Park, the Wisconsin State Capitol, Myrick Park, and many more.

Sue and Jim established a second fund in 2016, which won't be active until it receives an estate gift. They set up this fund to ensure the organizations they love will continue to receive their support even after they are gone.

In 2019, Sue established her third fund, The James Rothwell Caregiver Fund, after her spouse of 43 years, Jim, passed away from a special type of dementia called Lewy body dementia. Sue had been Jim's primary caregiver for over a year before his death. She recalled how difficult it was to get out of the house to run errands or even go for a walk. She was able to get respite care occasionally to do these things. After Jim's passing, Sue wanted to extend that gift to others through The James Rothwell Caregiver Fund. Distributions from this fund are designated to the Aging and Disability Resource Center of La Crosse County to assist with the in-home and respite care needs for those caring



for family members with dementia who do not have the financial means to access caregiver support, services, and necessary consumables.

Sue enjoys being outdoors and is active in several local environment-centered nonprofits, including Friends of the La Crosse River Marsh, Ice Age Trail Alliance, and Mississippi Valley Conservancy. She has traveled miles of local hiking trails and can recommend a good place to hike. She can be seen walking downtown as she runs errands and stays active. The funds Sue established resulted from reflective moments in her life and continue to provide support and opportunities for dozens, if not hundreds, of people every year.

When Sue reviewed the most recent annual summary from the school district showing where the students went on field trips, she smiled as she looked at the list. She admitted she was happy to see that transportation costs were being covered and relayed that it was nice to know that the fund was doing the good that she and Jim had intended.





## Designated Funds

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!

**197**  
Grants awarded from  
Designated Funds  
in 2024



### DESIGNATED FUNDS

Al's Musky Challenge Endowment Fund (2021)  
Acts of Kindness and Seasons of Kindness Endowment (2023)  
Andy and Connie Ziemelis Charitable Fund (2023)  
Ben and Ceil Mader Memorial Fund (2024) **\*NEW**  
Bernadette Teff Family Fund (2007)  
Bernard Kriesel Aviation Scholarship (2023)  
Betty and Dale Kendrick Art Scholarship (2003)  
Betty Levinstein Fund-WF (2008)  
Carl Koch and Joyce Heil Fund (2023)  
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)  
Cheryl Vieth Community Giving Fund (2024) **\*NEW**  
Chester and Veronica Ware Fund (1995)  
Claude Deck Grants Endowment (2024) **\*NEW**  
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)  
Forest Hills Park Pavilion Fund in Memory of Jim Webb (2024) **\*NEW**  
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)  
Joy and Dennis Priebe Family Fund (2024) **\*NEW**  
Judy and David Bouffleur Fund (2019)  
Judy Corbett Hutchens Western Technical College Veterans Scholarship (2022)  
Julianna and Steven Blanchar Kindergarten Trip Fund (2002)  
Karen M. Wieser Nursing Scholarship Fund (2024) **\*NEW**  
Kathryn, Olaus, and Dena Cappelen Fund (2007)  
Kevin's Legacy Foundation Scholarship Fund (2023)  
Kids for Kids Fund-LPEF (2009)  
La Crosse Public Elementary School Field Trip Fund (2013)  
Leah Reimann Fund (2024) **\*NEW**  
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)  
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)  
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)  
Wieser Memorial Park Flowers Fund (2024) **\*NEW**  
William C. Jr. and Scott Pickett Memorial Fund (1991)  
William S. Case Scholarship (1969)  
Wishland Pony Express Fund (1995)

# Funds of LACF

## Scholarship Fund

### Spotlight:

#### Chloe Kay Eckelberg Memorial Scholarship

### For the Love of Chloe: Racing Forward with Heart

When Jonathan and Amy Eckelberg talk about their daughter, Chloe, their voices are full of love — and purpose.

"She had crazy, fluffy hair that stood straight up," Amy said. "Everyone remembers that about her. That, and her giggle."

Chloe Kay Eckelberg was born in September 2019. Just nine months later, in June 2020, she died unexpectedly in her sleep. Her life was heartbreakingly short, but Chloe's spirit — her joy, spark, love of blueberries, and bath time — left a lasting mark on her family and community.

"We didn't want people to forget her," Jon said. "We wanted to keep her memory alive in a way that would bring happiness."

And so the Chloe Kay Eckelberg Memorial Scholarship was born.

Established in 2020 and moved to La Crosse Area Community Foundation in 2022, the scholarship supports students pursuing post-secondary education who are involved with racing at the La Crosse Fairgrounds Speedway, where Chloe had already made her first visit to see her dad race.

"She had just been to the racetrack two or three weeks before she died," Amy said. "I have this memory of holding her as Jon came around the track, her wriggling in excitement to see him."

Racing runs deep in the Eckelberg family. Jon raced for years at La Crosse Speedway, along with his dad and sister. For more than three decades, it was a family tradition. Chloe was born into that world, and it felt only natural that the scholarship honoring her life should support others in the racing community.

"We were approached by our longtime sponsor, Features Sports Bar in West Salem, who asked what they could do to keep the



memory of Chloe going," Jon said. "They asked about doing a scholarship in her name. From there, the La Crosse Speedway and our race team helped get this scholarship fund off the ground, and it just took off."

Every February, on the same day as the Daytona 500, Features and the Eckelberg Family host a fundraiser for the scholarship, complete with a silent auction (that draws dozens of donated baskets) and racing-themed activities. The event keeps growing — and so does the scholarship fund. So far, it has awarded about \$30,000 to roughly 26 students.

What makes the scholarship unique is that it's not based solely on academics. It's open to high school seniors and current college students connected to La Crosse Speedway events, whether they race, work at the track, or help on a race team. The Eckelbergs encourage students studying an automotive or engineering field to apply, but it is not required.

"We didn't have any expectations at first," Amy said. "But the support has been incredible. One student's dad came to the fundraiser to share how his daughter went into nursing after





## Scholarship Funds

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 them know they have a community of supporters helping them pursue their educational dreams.

receiving the scholarship and now has a full-time job in her field."

Still, managing the scholarship, especially in the early days of grief, wasn't always easy.

"It can feel overwhelming," Jon said. "We needed help navigating all the rules and getting the money out to students in the best way. That's where La Crosse Area Community Foundation really helped. They made sure everything was done right and have made it easy for us."

Beyond the scholarship, the Eckelbergs have carried Chloe's memory forward in other ways. Each year around her birthday, they organize a giving project in her name: donating toys to children's hospitals, supporting children's museums, stocking food pantries, providing school supplies to those who need them, or raising funds for the zoo. It all falls under a movement they call #ChloeCheer, born from the family's "Chloe cheer calls" during the pandemic — virtual hangouts with extended family to keep joy alive during uncertain times.

"#ChloeCheer is about spreading joy, especially to kids," Amy said. "It's what Chloe brought to us, and we want to share that."

For Jon and Amy, the scholarship and the acts of kindness it inspires are part of their healing. But more than that, they are a way to keep talking about Chloe — and helping others do the same.

"When you lose a child, there's this sense that people expect you to move on and stop talking about it," Jon said. "But we didn't want that. Talking about her, honoring her, doing good in her name: that helps. It helps us, and we hope it helps others, too."

"Sometimes really hard things happen," Amy said. "But you can still move forward without leaving them behind. You can carry them with you — in joy."

# 201

## Grants awarded from Scholarship Funds in 2024



### SCHOLARSHIP FUNDS

AAUW Joan C. Koonmen Memorial Scholarship Fund (2024) **\*NEW**  
 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)  
 D. E. Field Scholarship (2007)  
 David and Sandra Whiteley Scholarship (2007)  
 Dorinda Hawk Music Scholarship Fund (2019)  
 Dr. Robert Weber Memorial Scholarship Fund (2024) **\*NEW**  
 Family Playhouse Scholarship (2002)  
 Florence Hyatt Memorial Scholarship Fund (2024) **\*NEW**  
 Gerald and Marcella (Meyer) Horman Scholarship (2020)  
 Gold Eagle Scholarship Fund (2024) **\*NEW**  
 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)  
 Joan Russell Peil Scholarship Endowment (2024) **\*NEW**  
 John and Adeline Rice Scholarship (2002)  
 John and Ruth Sherman Scholarship (2008)  
 Josephine Hintgen Scholarship (1982)  
 Judy Corbett Hutchens Logan Extra Effort Scholarship (2024) **\*NEW**  
 Kaitlin Elizabeth Mahr Memorial Scholarship (2008)

Kent Grimslid Memorial Music Scholarship (2014)  
 Logan Opportunity Scholarship (1992)  
 Lori Lynn (Rinartz) Horman & Deanna Lynn (Horman) Mason Nursing Scholarship Fund (2024) **\*NEW**  
 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 Perseverance Scholarship (2007)  
 Nicholas Byrne Padesky Scholarship Fund (2015)  
 Nina H. and H. H. Vanderzee Memorial Scholarship (2016)  
 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)  
 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

## Field of Interest Fund Spotlight: Alice O. Gordon & Viola M. Forshler Fund

### Leaving a Legacy

Alice O. Gordon's legacy is a shining example of the power of education, compassion, and a deep commitment to bettering the lives of others. A lifelong educator, Alice received her bachelor's and master's degrees from Columbia University. Alice went on to teach at State Teachers College at La Crosse, known today as University of Wisconsin – La Crosse, where she dedicated nearly 25 years to shaping young minds. Alice died in 1940 at the age of 56, but her impact on the community is living on for generations.

Alice left an estate gift of \$4,000 to La Crosse Area Community Foundation, known then as La Crosse Community Trust, establishing the Alice O. Gordon Fund. Her fund was designed to support children with disabilities, a cause close to her heart. Her gift was the first gift the foundation received since its establishment in 1930 by the La Crosse County Bar Association, seeding giving for years to come. The assets of this fund were invested and endowed\* so they would continually grow, and the fund began to make grants in the spring of 1946.

Decades later, in 1984, a bequest from the Viola Forshler estate was added to the Alice O. Gordon Fund. Viola shared Alice's passion for helping others and requested that her gift be used to benefit individuals with visual impairments. In honor of both women's dedication to community well-being, the fund was renamed the Alice O. Gordon & Viola M. Forshler Fund and continues to make annual grants that uplift local nonprofit organizations working with individuals with visual impairments and children with disabilities.



Alice O. Gordon

For over 70 years, this fund has assisted organizations that are making a difference in our community and will continue to empower this good work for years to come. Alice and Viola's legacies are testaments to the lasting difference one individual can make, embodying the meaning of the words For Good. Forever.

**\*An endowed fund is a gift of money that's invested long term (forever) to support an organization. The principal is preserved while a portion of the earnings are used to support designated missions.**

## Field of Interest Funds

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 assures donors their funds support current community needs that align with their passions and interests.

**80** Grants awarded from  
Field of Interest Funds  
in 2024

### FIELD OF INTEREST FUNDS

Alice O. Gordon & Viola M. Forshler Fund (1985)  
Animal Welfare Fund aka Kitty Cat and Puppy Dog Fund (2022)  
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. Rehffuss 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)



## Agency Funds

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.

# 20

**Grants** awarded from  
Agency Funds in 2024

### AGENCY FUNDS

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 Community Theatre Endowment (2024) **\*NEW**  
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 Memorial Fund (2001)



### OTHER FUNDS

All Abilities Trane Park Fund (2019)  
ALM Family of Companies Scholarship Program Fund (2019)  
Bonnie and Mike Jones Fund (2021)  
Carney Haskell Impact Fund (2021)  
Community Giving Fund (2023)  
Community Impact Fund (2019)  
Greatest Needs Fund (2023)  
James and Ellen Heinecke Fund (2003)  
La Crosse Area Emergency Response Fund (2020)  
La Crosse Curling Club Fund (2021)  
La Crosse Overflow Winter Shelter Campaign Fund (2022)  
La Crosse Police Drone Fund (2024) **\*NEW**  
La Crosse Police K-9 Program Fund (2023)  
La Crosse SOUP Fund (2018)  
La Crosse SOUP Sponsorship Fund (2018)  
Lenna Campbell Fund (2023)  
Margery J. Stansfield Fund (2013)  
Paul and Jessica Felion Fund (2024) **\*NEW**  
PMJ Fund (2002)  
Ron and Jane Rada Fund (2015)  
Veterans Freedom Park Improvement Fund (2024) **\*NEW**



## Special Project Fund Spotlight:

### Veterans Freedom Park Improvement Fund

This fund was established in 2024 by the City of La Crosse Parks, Recreation & Forestry Department to accept charitable contributions from the community to support the Veterans Freedom Trail project in Veterans Freedom Park, located at 120 Clinton Street in La Crosse. The project, when completed, will include the installation of a six-foot-wide paved trail connecting the existing memorials and creating an accessible path for everyone to enjoy along the western shoreline of Veterans Freedom Park. In addition to the trail, this fund would support building an accessible fishing pier on the west shoreline that connects to the new trail. Gifts to this fund help support the Veterans Freedom Park Trail project. Construction for the project depends on fundraising but is tentatively scheduled for 2026.



We are humbled to share the list of donors who contributed to the community foundation in 2024.

# 2024 Donors

It is an honor for us to help people achieve their charitable goals, and this past year we welcomed:

**21**  
new fundholders

**over \$2,836,177**  
in fund contributions

Please consider giving a gift in 2025 and sharing the opportunity with your friends and family.

We gratefully accept gifts of all sizes and in various forms, including cash, stocks, real estate, bequests, charitable gift annuities, and more!



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AAUW -La Crosse - Art Fair  
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Nancy Burgett  
Estate of Ronald Burman  
Pat Caffrey and Peg Zappen  
Candi Callegan  
Estate of Lenna S Campbell  
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John and Ardus Cleveland  
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Hazel Desmond  
Da Capo Concert Band  
Designing Jewelers  
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Deb Dockendorf

Ned Doolittle  
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Diane Duresky  
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# The entire county can thrive because of your generosity.



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Bob and Janet Ollech  
David and Sonja Sue Olson  
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Ward and Mary Zischke

# 2024 Tribute Gifts

An incredibly powerful way to honor a loved one is to give back to the greater La Crosse community with a tribute gift. The impact will last generations.



## American Association of University Women-La Crosse Branch Scholarship Fund

*In memory of Sharon Imes*  
Roger Imes

## Animal Welfare Fund aka Kitty Cat and Puppy Dog Fund

*In honor of Jamie Schloegel*  
George and Betty Kruck  
Andy and Geri Hengst  
Rebecca and Atty. Jim Naugler  
Chris and Jane Kerbaugh  
Bob A. Hanson

## Black Empowerment Fund

*In honor of Reinald Kammel*  
Dr. Sam and Jean Skemp

## Blahnik-Naugler Help Fund for Women

*In honor of Mr. & Mrs. James Naugler*  
Virginia E. Naugler

*In honor of Rebecca Naugler*  
Virginia E. Naugler

## Bonnie and Mike Jones Fund

*In memory of Bill Jones*  
Stephen and Monica Maurer  
Pat & Bobbie Wilson

## Carrol J Riley DeGier Fund

*In honor of the dedicated volunteers of Tabby Town USA*  
Gale Bruessel

## Centering Onalaska Flower Basket Endowment Fund

*In honor of Art McClure*  
Dave and Barb Skogen

*In memory of Thomas Brock*  
Anonymous  
Judy and Dan Brady  
Jane Brock-Wilson

David and Jean Burgess  
John and Rosemary Burnett  
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Jack & Barb Peplinski  
Pledgeling Foundation  
River Architects  
Andrew & Sabrina Steger  
James and JoAnn Wickizer  
Diane Wulf

*In memory of Thomas Rosenbrook*  
Lois Riniker

## Community Giving Fund

*In honor of Rusty Cunningham*  
Sheila Garrity

## Da Capo Concert Band Endowment Fund

*In memory of Leonard Bennett*  
Jane Griffen  
Karen Bennett  
Barbara Schultz  
Barbara Greenwood  
LeeAnn and Robert Lyden  
April Kerby-Helm  
Pavia Wind Quintet

## Daniel's Song

*In honor of Mark Chamberlain's 30th Anniversary with Trust Point*  
Trust Point Foundation Inc.

## George & Virginia Schneider Family Fund

*In honor of Ginger (Schneider) Corrada*  
Sobczak Family of VT

## Hilda Stuttgen Memorial Fund for St. Clare Health Mission

*In memory of Lenore*  
Ronald and Mary Garves

## James Gokey Endowment Fund aka Jim's Grocery Bag Fund

*In memory of Jim Gokey*  
Greg and Beth Bonney  
Patrick Brunet  
Russell and Diane Ford  
Karen K. Garrity  
Sheila Garrity & family  
John and Joyce Gokey  
David Marck  
David and Sonja Sue Olson  
Dr. Paul and Joan Schoenfeld

## Jason David Koppelman Scholarship

*In memory of Jason Koppelman*  
Jan Koppelman

## Julianna and Steven Blanchar Kindergarten Trip Fund

*In memory of Howard Olson*  
John and Susan Blanchar

*In memory of Jeannette Hoffman*  
John and Susan Blanchar

*In memory of Kathy Stegen*  
John and Susan Blanchar

*In memory of Marie Johnson*  
John and Susan Blanchar

## June Kjome Justice and Peace Fund

*In memory of June Kjome*  
Ervin Jr and Debra Dukatz  
Mary Faherty  
Kathy and Jon Hageseth  
Kathryn Hietbrink  
Ramon and Gayda Hollnagel  
John and Dee Medinger  
Eleanor Moore and Jacqueline Eddy  
Betsy Morgan



Susan Schmidt and Andrea Van Sickle  
Mark and Carol Solyst  
Mark Zellmer and Debra Daehn Zellmer

---

### **Kathy and Jack Lucey Family Fund for Alzheimer's**

*In memory of Nancy Bendel*  
Linda Werner  
Kathy Lucey

*In memory of Richard Weisbecker*  
Kathy Lucey

---

### **Kent Grimsli Memorial Music Scholarship**

*In memory of Gale Grimsli*  
Sharon Gantzer  
The Fernholz Family

---

### **La Crosse Bridge Builders Fund**

*In honor of John Magerus*  
Deborah Hoskins

---

### **La Crosse Police Drone Fund**

*In memory of Mike Blokhuis*  
Dr. Stephen and Katie Webster

---

### **Lori Lynn (Rinartz) Horman & Deanna Lynn (Horman) Mason Nursing Scholarship Fund**

*In memory of Lori Horman*  
Advanced Retina  
Karl and Sue Albrecht  
Anonymous  
Suzann and David Balduzzi  
Howard and Christine Barlow  
Todd Baus  
David and Colleen Benkendorf  
Bjornstad, David and Karri  
Sara Boe  
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Leanne Weckerly  
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### **Maureen Freedland Social and Environmental Justice Fund**

*In honor of Maureen Freedland*  
Dr. Robert and Attorney Maureen  
Freedland

---

### **Mitchell-Kruck Scholarship**

*In honor of George Kruck's 90th Birthday!*  
Couleecap, Inc.

---

### **Nicholas Byrne Padesky Scholarship Fund**

*In memory of Byrne Johnson*  
Rick and Annette Mikat

---

### **Riverside International Friendship Gardens Fund**

*In memory of Diane McNeill*  
Katherine Niedfeldt  
Sue Snapp  
Deneen Norman  
Michael and Sandra Pitsch

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### **Robin D. Finco Memorial Hockey Scholarship**

*In memory of Robin Finco*  
Josephine L Jensen and John M Wissing

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### **Sally A. Grimsli Memorial Fund for Northside Elementary**

*In memory of Gale Grimsli*  
The Fernholz Family  
Bosshard Parke LTD

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### **Sandy Castek Fund for Empowering Women**

*In memory of Natalie Hartigan*  
Women's Fund of Greater La Crosse, Inc.

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### **St. Paul's Lutheran Church of La Crosse Legacy Fund**

*In memory of June Kjome*  
John and Ardis Cleveland

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### **Strong Girls Strong Women Fund**

*In memory of Byrne Johnson*  
Rick and Annette Mikat

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### **William & Cynthia Berg Family Fund**

*In memory of Michael Berg*  
Deb & Joe Mirasola

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The Forever Society honors people who are committed to the causes they care about and the community they love by naming La Crosse Area Community Foundation in their will or estate plans. Establishing a planned gift and personal legacy of giving to your chosen cause is easy, and our knowledgeable staff is always available to assist you, and your advisor, in achieving your charitable objectives now and in the future. We invite all who wish to leave a legacy to consider this opportunity to carry out their philanthropic vision forever.

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 included in engagement opportunities and special recognition throughout the year.

Contact La Crosse Area Community Foundation for more information about creating your legacy! For Good. Forever.

## Forever Friends Award Recipients 2024 - **Tom and Trudy Kennedy**



### Forever support for fighting hunger

We were proud to honor Tom and Trudy Kennedy with the 2024 Forever Friends Award. Forever Friends are individuals who have chosen to make a lasting impact on our community by including La Crosse Area Community Foundation in their estate plans. The Kennedys have been committed to creating positive change in La Crosse, and their lifelong dedication to service and philanthropy has set an inspiring example for others to follow.

Tom and Trudy were both born and raised in the La Crosse area. After Trudy graduated from high school and Tom returned from serving in the U.S. Air Force, the two married and began their shared journey of service. Using the GI bill, Tom attended the University of Wisconsin – La Crosse, earning a degree in accounting. He built a distinguished career as a CPA and commercial lender before joining J.F. Brennan Company in 1983 as chief financial officer, serving there for over 30 years.

Throughout his career, Tom was inspired by the wisdom of his grandfather and the example set by his parents to become and remain deeply involved in community service. Tom is a Rotarian and has served on numerous nonprofit boards, including La Crosse Area Community Foundation, Red Cross, and La Crosse Symphony Orchestra. He was also elected to the Onalaska School Board and served several years on the City of Onalaska Planning Commission and the Police and Fire Commission.

Meanwhile, Trudy dedicated herself to raising three daughters, while also giving back to the community. Her steady support at home

allowed Tom to engage deeply in volunteer activities, creating a powerful partnership that amplified their impact on the community.

Trudy's own community involvement included serving on the Coulee Region Humane Society board, volunteering as a master gardener, and supporting Tom's numerous initiatives, such as raising funds for St. Patrick Church's Rossiter Trust and the Onalaska Cemetery remodeling fund. She also played a pivotal role in the development of the new Onalaska Middle School, serving on the task force that helped bring this project to fruition.

One of the Kennedys' most impactful contributions is the establishment of Tom's Grocery Bag Fund at La Crosse Area Community Foundation to benefit students in Onalaska schools. This endowed fund will forever help ensure no Onalaska students go hungry and serves as a reminder that when we choose to get involved and informed about our community's needs, meaningful change is possible.

The legacy of giving that Tom and Trudy have built will live on, not only through Tom's Grocery Bag Fund but also through the additional gift they plan to leave in their estate, ensuring that their commitment to the community endures for generations to come. Their partnership with La Crosse Area Community Foundation has allowed their generosity to have an even greater impact, solidifying a legacy of compassion, dedication, and a belief in the strength of community.





# Forever Society Members

## Members:

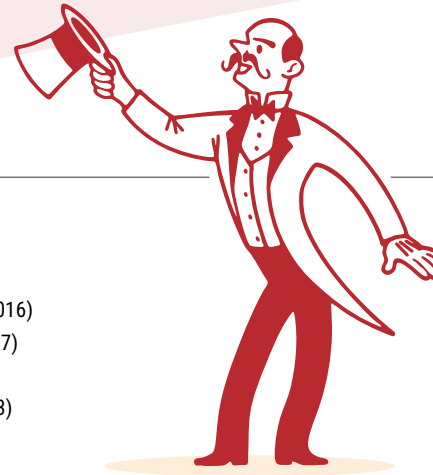
Mario\* and Fe Abellera  
 Francie Ball and Mary O'Sullivan  
 David W. Bange  
 John Bolstad  
 Tom and Carol Bramschreiber  
 Tom\* and Jan Brock  
 Bill and Becky Byron  
 Sandra K. Castek  
 Bob and Sue Christopherson  
 John and Ardis Cleveland  
 Brian Connell  
 Michael and Carmen DeYoe  
 Wanda DuCharme, MD and Edgar Storey  
 John Edwards and Fran Lee-Edwards  
 Tom Walter and Jenny Ehke-Walter  
 Michelle and Andrew Elliott, MD  
 Dr. Van and Mary Elston  
 Joseph and Tracy Endrizzi  
 Dave and Barb Erickson  
 Donald\* and 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 and Ann\* Henke  
 Dan Herman and Mary Monsoor  
 Julie Keitel  
 Tom and Trudy Kennedy  
 Atty. Maureen Kinney  
 Sue Knopf and James Rothwell\*  
 George and Betty Kruck  
 Jay Lokken and Ken Riley  
 Duane Lom and Rhonda Akeson  
 Warren and Denise Loveland

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

\*Deceased

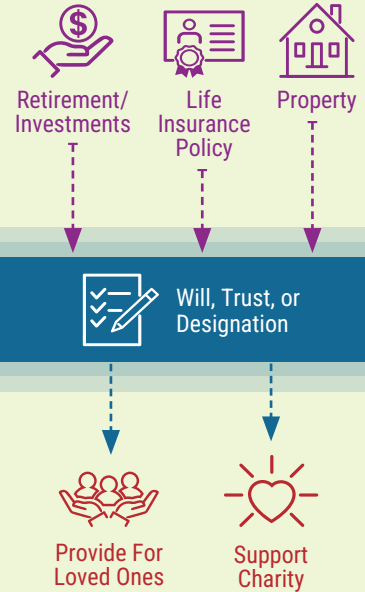
## Realized:

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 (2023)  
 Lorraine Dahl (2001)  
 Ruth M. Dalton M.D. (2011)  
 Philip S. Davy (1993)  
 Dr. Paul L Felion MD (2024)  
 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)  
 Bernard Kriesel (2023)  
 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 (2010)  
 Cora Pierce (1952)  
 Bernard & Mary Prale (2018)  
 Susan M. Quillin (2023)  
 Louis I. Rehffuss (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 (2019)  
 Bruce Staples (2004)  
 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)

## 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.



# Financial Report - Honoring our fiduciary responsibility.

La Crosse Area Community Foundation's board of directors is fiduciarily responsible for the oversight and management of the assets entrusted to us by fundholders. The board's finance and investment committee includes members with finance, business, and investment expertise who use their extensive and diverse experiences to provide ongoing guidance, monitoring, and oversight. The committee actively monitors the investment performance of all investment pools against their stated investment objectives, asset allocation targets, and diversification and risk tolerance strategies. Trust Point manages our investment portfolio and works with the finance and investment committee to continually review and update our investment policy and ensure responsiveness to current capital market conditions and the foundation's needs. 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)

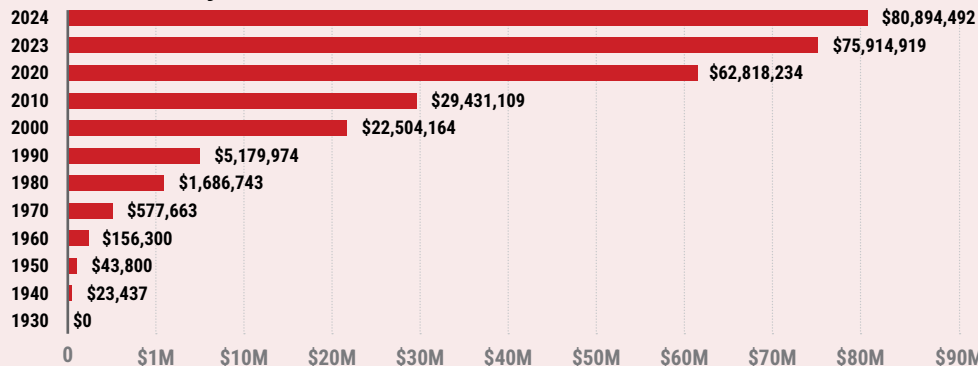
Assets	2024	2023
Checking and Money Market	\$1,857,231	\$3,664,060
Investments	\$74,082,106	\$67,694,801
Pledges Receivable - Funds	\$28,000	\$166,000
Beneficial interest in Perpetual Trusts	\$4,405,275	\$4,246,424
Other Assets	\$521,880	\$143,634
<b>Total Assets</b>	<b>\$80,894,492</b>	<b>\$75,914,919</b>
<b>Liabilities</b>		
Accounts Payable	\$3,925	-
Funds Held for Agencies	\$5,804,136	\$5,085,009
Outstanding Grant Commitments	\$629,000	\$125,944
Other Liabilities	\$517,954	\$160,669
<b>Total Liabilities</b>	<b>\$6,955,015</b>	<b>\$5,371,622</b>
Beginning Balance of Net Assets	\$70,543,297	\$53,706,866
Change in Net Assets	\$3,396,180	\$16,836,431
<b>Total Net Assets</b>	<b>\$73,939,477</b>	<b>\$70,543,297</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$80,894,492</b>	<b>\$75,914,919</b>

## Statement of Financial Activity

(Audited)

Support and Other Revenue	2024	2023
Contributions and Bequests	\$2,836,177	\$15,157,605
Less Contributions from Agencies	\$(95,193)	\$(43,248)
Net Investment Return	\$6,592,935	\$6,290,783
Change in Perpetual Trusts	\$158,850	\$219,340
Other Income	\$120,133	\$119,237
<b>Total Support and Revenue</b>	<b>\$9,612,902</b>	<b>\$21,743,717</b>
<b>Expenses</b>		
Grants and Scholarships	\$5,346,496	\$4,188,711
Less Grants for Agencies	\$(177,300)	\$(159,800)
Program-Related Expenses	\$671,492	\$548,250
Management and General	\$241,455	\$226,975
Development/Fundraising	\$134,579	\$103,150
<b>Total Expenses</b>	<b>\$6,216,722</b>	<b>\$4,907,286</b>
<b>Change in Net Assets</b>	<b>\$3,396,180</b>	<b>\$16,836,431</b>

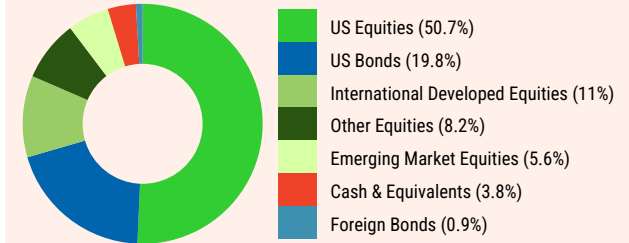
## Total Assets by Year



## INVESTMENT RETURNS

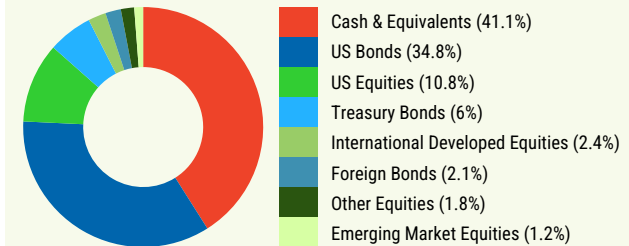
### Long-Term Growth Pool

Objective	Achieve growth and capital appreciation over a long-term investment horizon, primarily through a diversified portfolio of public-traded securities.
2024 Annual Return	10.5%
Risk Profile	High
Portfolio Allocation Target	75% Equity, 25% Fixed Income
Grantmaking Timeline	Annual grants in perpetuity



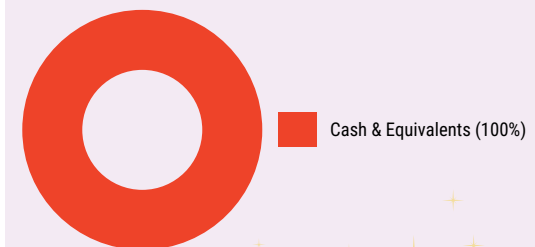
### Intermediate Impact Pool

Objective	Achieve moderate growth balanced with capital preservation over a short to medium term primarily through a diversified portfolio of fixed income with some equity exposure.
2024 Annual Return	5.5%
Risk Profile	Moderate
Portfolio Allocation Target	25% Equity, 75% Fixed Income
Grantmaking Timeline	Typically 2 years to 25 years



### Short-Term Money Market Pool

Objective	Preserve principal over a short term through money market and cash instruments.
2024 Annual Return	5.2%
Risk Profile	Low
Portfolio Allocation Target	100% Cash equivalent
Grantmaking Timeline	Typically 0 to 2 years





# Discover the Magic of Giving

## TYPES OF FUNDS

**410**  
Funds  
total in 2024



**Designated Funds**  
**28%\***



**Donor-Advised Funds**  
**26%\***



**Agency & Affiliate Funds**  
**16%\***



**Scholarship Funds**  
**15%\***



**Field of Interest Funds**  
**8%\***



**Other Funds**  
**4%\***



**Unrestricted Funds**  
**3%\***

\* Percent of assets by fund type

## ENDOWING FOR A SUSTAINABLE FUTURE

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 are invested to continually grow over time forever, paying out grants along the way but keeping most of the funds invested. This illustrates how endowed funds grow. A benefit of an endowed fund is that it will have more than **THREE TIMES** the impact 30-plus years in the future! It's a smart way to give if you plan to continue your legacy of giving through your heirs.

We also offer funds that are not endowed with options of three investment pool types. The funds that are not endowed can be spent down and closed after a five-year period. This is a great option if you want your fund to make grants over a limited time period.

### 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



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

### YEAR ONE

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



Original balance and grants distributed are growing. The gift has more than **doubled**.

### 15 YEARS LATER...

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



### 30 YEARS\* LATER...

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

Original balance and 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.

## LACF Gift Giving Effect

Step 1

### Decide to give to LACF

#### Why give to LACF

- Donor tax benefits
- Secure donation portal and fund oversight
- Public accountability/transparency
- Simplicity (give one gift but direct it to several charities and needs)

#### Types of donations LACF receives

- Cash/Check
- Stock
- A QCD from an IRA
- Estate gifts
- Real estate

Step 2

### Your gift is directed based on donor intention

#### Benefits of working with LACF in directing your gift

- Personalized service
- Donor services partners with you and supports your philanthropic goals
- Collaborative opportunities with your financial and estate planning advisors
- Flexible fund options
  - Can honor or memorialize a loved one
  - Simplifies giving through donor-advised grants
- Peace of mind that your gift will make an impact because you're working with experts at LACF

#### Fund type options

- Designated funds
- LACF competitive grant funds
- Field of interest funds
- Special project funds
- Donor-Advised funds
- Scholarship funds

Step 3

### Your gift impacts La Crosse area community

#### How LACF assists with impactful giving

- Knows current community needs
- Collaborates with local leaders to tackle big issues
- Ensures dollars are directed to impactful and local nonprofits
- Helps nonprofits thrive with continual education and support
- Supports the La Crosse Area forever

#### Impact looks like

- Healthy and impactful nonprofits
- Thriving and vibrant community for all
- Student financial support
- Immediate response to current community needs
- Collaborative partnerships between donors and nonprofits on projects

# The Magic of Grantmaking

## Competitive Grant Funding

For the first time in 30 years, LACF paused grantmaking to listen and learn from our nonprofit partners about needs in the community related to grantmaking and resources.

### We learned:

- Applications were long and hard to follow.
- There was little to no guidance on how an application was scored and awarded funds.
- Follow-up reporting became more burdensome than conducting the work to implement the grant dollars.

### What did we change?

- Applications follow a standard flow that leads from one question to the next and are right sized for the amount of dollars being requested.
- Evaluation rubrics were created and openly shared with the request for proposals to provide transparency to those applying (and evaluating).
- Follow-up reporting looks more like organizations sharing with the community and each other rather than a 20-question follow-up form that captures information we don't have a concrete way to share.

### Annual Request for Proposals

O N G O I N G	Schedule	
	M	
	I	<b>Quarter 1</b>
	C	Standard Grants
	R	Zielke Baseball/Softball Grants
	O	
	G	<b>Quarter 2</b>
	R	Mini Grants
	A	<b>Quarter 3</b>
	N	Nonprofit Capacity Building Grants
	T	<b>Quarter 4</b>
	S	Standard Grants
		Mini Grants

### Nonprofit Capacity Building Program Grants

**\$50,000 - \$90,000**

Capacity-building grants invest in the health and sustainability of nonprofit organizations serving La Crosse County. This grant program is for nonprofits who need investment in their internal infrastructure to create a more sustainable and effective organization. Funding is for two consecutive years and paired with significant in-kind support throughout the grant award period.

Anticipated time to complete the grant: 20 hours.

### Standard Grants

**>\$15,000**

Standard grants are part of the historic competitive grants program to respond to needs of the nonprofit organizations serving La Crosse County. Preference is given to applications that focus on developing opportunities for community engagement and bridging social capital.

Anticipated time to complete the grant: 5-8 hours.

### Mini Grants

**\$1,000 - \$15,000**

Mini grants are part of the historic competitive grants program to respond to needs of the nonprofit organizations serving La Crosse County. Preference is given to applications that focus on developing opportunities for community engagement and bridging social capital.

Anticipated time to complete the grant: 2 hours or less.

### Micro Grants

**\$250 - \$3,000**

Micro grants are designed to respond to the needs of nonprofit organizations serving La Crosse County who may otherwise have limited access to resources. These funds are for organizations with an annual organizational budget of \$500,000 or less with about a three-week turnaround.

These grants are presented to donor-advised fundholders for support and if funded by a donor-advised-fund we have more dollars available for other projects.

Anticipated time to complete the grant: 30 minutes or less.



# STRATEGIC PLAN

## Past Paths, Future Journeys: A Strategic Roadmap.



### Our Guiding Compass: **Social Capital**

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

### ROADMAP MEASURES



- Net Promoter Score\* for donors and grantees improves between 2024 & 2028
- More referrals from current fundholders 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



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

## The Magic of Philanthropy

Philanthropy is the act of giving to promote the welfare of others. We truly live in a magical place whose community members have dedicated so much time, talent, and treasure to ensure this magical place continues to evolve, adapt, and respond to its residents needs today but also to ensure a better tomorrow for future generations. By establishing La Crosse Area Community Foundation 94 years ago, our predecessors began investing in our community to make a lasting and meaningful impact.

LACF continues to encourage a culture of giving and is seen as a trusted philanthropic partner. We strategize and collaborate with community leaders, fostering connections and partnerships that strengthen our region. Together, we work to address our communities' most pressing needs, create sustainable solutions, and address root causes of long-term issues. In everything we do, we aim to build relationships where all people can connect meaningfully and build social capital.

We applaud and appreciate your contributions as dedicated donors, fundholders, collaborative partners, nonprofit organizations, volunteers, and engaged community members to make the magic happen! Together we can make the IMPOSSIBLE possible!

## 2024 At a Glance

**21**  
New Funds  
Opened

**410**  
Funds Total

**\$5,346,496**  
Awarded in Grants  
& Scholarships

**\$2,836,177**  
Donated to LACF

**\$80,894,492**  
Total Assets

**OVER 94  
YEARS**  
serving  
La Crosse  
County

