



UNIVERSITY of WISCONSIN
GREEN BAY

Foundation

IMPACT REPORT

*Empowering
Potential*



TO OUR DONORS,

Your gifts to the University of Wisconsin-Green Bay Foundation are vital to sustain the core mission of the university — a commitment to excellence in teaching, scholarship and research, and service to the community. Because of you, we are stronger.

Private funding from community members, retirees, alumni and businesses through the Foundation allows us to sustain the university and bolster the

value of a UW-Green Bay degree. Your gifts are investments in the future of the university and the students, faculty and staff. As you will read in this report, your gifts have:

Supported students through scholarships. This is so important at UW-Green Bay where nearly half of our students are the first in their family to seek a four-year degree. This statistic will rise dramatically in the next five to 10 years.

ABOUT THE FOUNDATION

Founded in 2011, the University of Wisconsin-Green Bay Foundation furthers this public university by developing and increasing opportunities for students in the areas other than those in which the State of Wisconsin makes appropriations. The Foundation attracts, manages and distributes private resources that fund student scholarships; renovate or construct academic or recreational facilities; fund endowed faculty positions; support research; and fund educational activities to enhance learning environments.

Helped attract and retain top faculty. Thanks to support from professorships, like the Robert and Joanne Bauer Endowed Professorship in Strings, and endowed chair positions, UW-Green Bay is building a mighty base of faculty talent to enrich academic offerings.

Supported projects and programs, like the Richard J. Resch School of Engineering and Brown County STEM Innovation Center. The Foundation and community members worked as partners, moving this project forward more quickly than the university could have done alone. Soon we will produce our first engineering graduates, addressing a long unanswered need in Northeast Wisconsin.

Your gift, whatever its size, makes a huge difference not only in assuring a new generation of Phoenix students will rise to the challenge of our times, but also fostering a culture of creative thinking with a forward vision to solve the problems of the future.

Gratefully,

SHERYL VAN GRUENSVEN
Interim Chancellor

UNIVERSITY OF WISCONSIN-GREEN BAY

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SHERYL VAN GRUENSVEN

Interim Chancellor

“Nothing has given me greater satisfaction than connecting the Foundation to partners in the community who are aligned with the university’s mission. The support that retirees, alumni and friends have provided for our programs, faculty chairs, the new STEM Innovation Center and unrestricted funds have been vital to moving the Phoenix tradition forward and to improving the quality of life in Northeast Wisconsin.”

— MATT MUELLER, Board Chair





Thanks to \$36,000 in support of the Weidner Center's Stage Doors Educational Series programming, more than 15,000 public and private elementary school students were exposed to imaginative learning opportunities through the classroom curriculum and live performances.

UW-Green Bay became the first university in the Horizon League to have a full artificial turf (infield and outfield) softball facility with the \$1.6 million in work nearly completed in 2019 at the Associated Bank softball field.



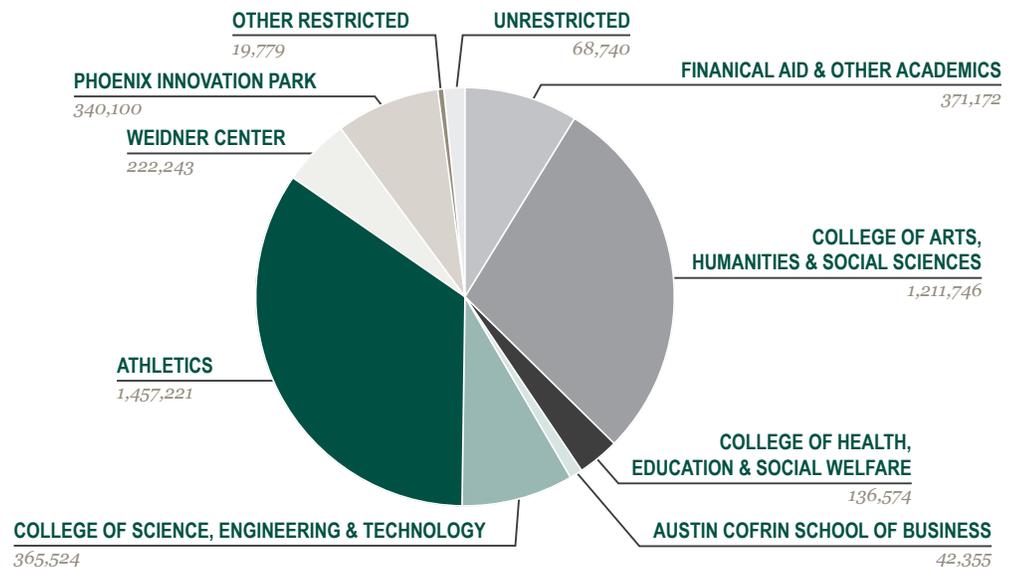
The need for engineers by manufacturers and businesses throughout Wisconsin is on its way to being filled thanks to the launch of the Richard J. Resch School of Engineering, made possible by a \$5 million gift from the founder of KI, a furniture maker. Projected to attract 50 students its first year, the program enrolled more than 100.

OUR WORK

With total assets of **\$55,062,906** the UW-Green Bay Foundation distributed **\$5,155,626** in support to the university to pursue its mission. Worthy of special recognition was the **\$924,275** distributed to support scholarships to deserving students.

2019 CONTRIBUTIONS

Totaling: \$ 4,235,454



Audited Financial Statement and 990s: Available on request or view at uwgb.edu/foundation

A PUSH IN THE STEM DIRECTION

Public-private partnership fuels newest building on campus

Opened in September, the 63,000-square-foot Brown County STEM Innovation Center's glass and steel frame stands out as a modern facility with an industrial flair — open to the world and focused on the future.

And that's exactly what its inhabitants plan to deliver and what its partners and donors have invested in.

“The importance of STEM education is exponential in opening up a new world of opportunities for students, businesses and our community,” says Bruce Bell, founder and chairman of Belmark inc., a national leader in the labeling and packaging industry. “The Brown County STEM Innovation Center provides the opportunity for growth today where it did not exist before in Northeast Wisconsin.”

Belmark inc. has been a strong partner leading to the realization of the vision for the STEM Innovation Center, a public-private partnership with Brown County and the nonprofit Einstein Project. As the newest building on the University of Wisconsin-Green Bay campus, it houses county land and extension services, Einstein Project offices and facilities and the university's Richard J. Resch School of Engineering.

The \$15 million project received \$5 million in funding each from the State of Wisconsin, Brown County and private donors.

Green Bay-based companies Wisconsin Public Service, the George Kress Foundation, Inc. and Green Bay Packaging, plus 50 donors and community partners helped push forward the project that answers a long unaddressed need in the region.

“We see this facility as a catalyst for STEM education and business partnerships in Northeast Wisconsin,” says John Katers, dean of the College of Science, Engineering and Technology.”



“We want to make this region competitive with other parts of the state and the nation in terms of innovation and sustainability. This facility has the potential to attract the faculty, students and business partners to support that vision.”

Already, the Resch School of Engineering has doubled its original projection for enrollment of 50 students in its first semester. Katers says the success of the project can be attributed to having the right partners. The right partners, indeed.

Their support hasn't ended with a hand shake at the grand opening. Many of the funders are familiar faces at the STEM Center, dedicating employee time for building tours, class presentations and networking events, as well as engaging students with internship and co-op work opportunities.

“Students know this region is invested in this program and feel confident in their ability to receive an incredible education while growing important relationships and experiencing hands-on learning opportunities,” says Katers. “A great investment for everyone that continues to be a win-win-win scenario for students, employers, and Northeast Wisconsin.”



ANNUAL GIVING

Annual Giving is the best way for alumni and friends to show their support for the university. The annual campaign supports the Fund for Excellence and the UW-Green Bay Scholarship Fund, providing the greatest flexibility for the university to meet its most pressing needs.

Contributions to the Fund for Excellence are considered unrestricted gifts that help support the entire campus. Last year, the Fund for Excellence supported three notable projects:

1. Each of the four colleges received a grant to help support their internal and academic priorities. This support funded equipment, research projects, and learning opportunities for students.
2. Work toward completion of the fully artificial turf softball field — the first such facility in the Division I Horizon League — which is available for the women's softball team along with intramural teams.
3. Renovation of the entrance to University Theatre to make it more inviting for guests to see a university theatre production.

The Fund for Excellence affects every undergraduate on campus, year after year. That's more than 8,000 students who benefit from the generosity of annual campaign givers.

The UW-Green Bay Scholarship Fund helps support students with much needed support. In 2019, this fund contributed to more than \$900,000 in scholarship funds awarded to students.

The strength of collective giving is powerful. Gifts of any size are needed to ensure that UW-Green Bay's tradition of academic excellence continues.

Thank you to generous contributors of the Annual Giving campaign!

\$3,659,219 in Grant Distributions helped support & fund **8,873** students

TEACHING TIED TO HIS ROOTS

Strings program, philharmonic positioned for growth

As the Bauer Endowed Professor of Strings, Luis Fernandez's job takes him far beyond the practice rooms of the University of Wisconsin-Green Bay campuses where he teaches violin and viola and techniques for music education majors.

He is often center stage as a performer, with his extraordinary talent as a violinist, as a soloist, member of ensembles and symphonic orchestras, and even conductor. He has been active in coaching, holding clinics and master classes, as well as judging competitions while visiting middle and high schools in the region.

Fernandez's passion for teaching springs from his own childhood in Venezuela, where he began violin studies through the El Sistema, a free music education program for youth from impoverished backgrounds.

"This position really seemed perfect for me because it allows me not only to draw on my extensive teaching experience, but also to continue performing," says Fernandez, who received his Doctor of Musical Arts from the University of Miami. "Having a named professorship is a big honor for me. It is very humbling and I am committed to honoring the Bauers' vision for music in our school and community."



The Bauer Endowed Professorship is made possible by a \$1 million gift announced in January 2019, from UW-Green Bay's founding Band Director Robert J. Bauer and his wife, Joanne, a UW-Green Bay alumna.

The gift lays the foundation to build and strengthen the university's strings program, taught for many years by talented adjunct instructors. "Having a designated full-time strings professor is a huge asset because I have the time to invest in more outreach and recruitment for UW-Green Bay," says Fernandez.

Fernandez also is concertmaster of the Weidner Philharmonic, which performed its inaugural season of two shows in 2019-20. Nine of the 80 musicians are UW-Green Bay faculty or instructional staff, says Professor Bill Sallak, principal timpanist and chair of the Philharmonic Advisory Committee. "The remainder of the orchestra is comprised of regional professional musicians — we're a great community of artists, but not a 'community orchestra.' "

Led by Kelli Strickland, artistic director for the Weidner Center for the Performing Arts, the Philharmonic will perform three shows in its 2020-21 season, soon to be announced.



THE GIFT OF EDUCATION

Local Couple's Estate Gift Provides Much Needed Scholarships

Unexpected, generous, transformative. These are the words that describe the estate gift left to the University of Wisconsin-Green Bay by the late Ronald C. and Pauline P. Heim.

The endowed fund created with the gift provides nearly \$80,000 annually for scholarships. While the gift taken in its annual impact alone is generous and transformative for the many students who will benefit, it's the word — endowed — which makes this gift completely extraordinary. This means UW-Green Bay students can rely on this annual support forever.

“Many exciting projects are going to be happening in the future,” says Fernandez. “The two philharmonic events were well attended and there was a lot of buzz and excitement surrounding the new orchestra and its presence in our city.”



Transformative Gift: Scholarships are a game changer for many students. More than 80 percent of UW-Green Bay’s students seek financial aid. Scholarships are one way to help students pay for schooling and graduate with less debt. The power of the Heim’s gift, and all planned gifts, is the financial support made available for student education, faculty research, building renovation and the creation of new programs and services.

Generous Benefactors: Ron and Pauline Heim met in Milwaukee and married in 1951, settling in Green Bay where Pauline worked for what is now Berners-Schober Associates, Inc. In 1970, they founded Trowelon, Inc., a producer of corrosion- and abrasion-resistant floor coatings, with Ron as president and Pauline as vice president. The Heims ran the business until Ron died in 1992. Pauline passed away in January 2018.

Countless students, generations of whom haven’t been born yet, will pursue a college degree and have the Heim’s thoughtful gesture to credit for getting to a fulfilling career.

Tell us your intentions

While everyone likes a surprise, there are benefits for those who share their estate intentions with UW-Green Bay. The Niagara Society honors individuals who have made provisions for a charitable planned gift to benefit the university in their estate plans. Alumni and friends can leave a lasting legacy by making a gift to the Foundation via a charitable bequest in a will, living trust, charitable remainder trust or life insurance policy. For a no-obligation informational brochure on estate planning, go to uwgb.edu/foundation/ways-to-give or call 920-465-2074.



LEADING BY EXAMPLE

Treanklers Believe in Lifelong Impact of Athletics

In a recent conversation with Kathy Treankler, we asked her what motivates the couple's support for the Phoenix Fund:

What inspired you to get involved in UW-Green Bay Athletics?

"It was actually the students themselves who inspired us to get involved. Larry attended the (NCAA women's basketball tournament) and was amazed at the resolve and power the players displayed. We decided to get rings for the team as a result of that game and when Larry attended the ceremony to present the rings, he was immediately taken by the stories of the students. We knew then and there we had found a cause to get behind, and little did we know the rewards we would receive in return."

What makes you proud to be a member of the Phoenix Fund?

"What makes us most proud is knowing we are having an impact on the students. We are also part of a passionate community of people within the Phoenix Fund. We have established relationships with students and other Phoenix Fund members which will last a lifetime. We are excited to see (how far they've come in their time at UW-Green Bay) and have faith their time as a Phoenix has positively shaped them regardless of the line of work they end up in."

What is your favorite Green Bay Phoenix athletics moment?

"Larry loved watching the girls win the tournament in Detroit. Not only was it great basketball, the girls played their hearts out as a team and reached the goal they had set out to reach. It was an exhilarating feeling to be a part of the excitement. My favorite moment was watching Jenn Wellnitz play on defense — her athleticism and antics were not only entertaining but kept everyone on their toes, both on and off the court!"

For Larry and Kathy Treankler, the spirit of giving is infused into their day-to-day living, professionally and personally.

Over the past decade, the couple has developed a deep connection with the University of Wisconsin-Green Bay, deepening their support from an early infatuation with the 2011 Women's Basketball run to Sweet 16 championships.

Their support blossomed to include membership in the Phoenix Fund, helping to generate support for student athlete scholarships, travel and academic programming. They also got behind projects like the new engineering program and STEM Innovation Center, soccer and softball facility renovations and the recently renovated Women's Basketball locker room.

As servant leaders, Larry and Kathy bring their own expertise to share with staff and players. Kathy, Director of Operations for Trinks, Inc. in De Pere; and Larry as chairman of Bay Tek Games and MCL Industries in Pulaski. Each of their businesses celebrates innovation, creativity and entrepreneurialism while serving the manufacturing and consumer industries.

The couple, along with employee teams from Bay Tek and MCL, are familiar faces on campus, providing athletics leadership training, business expertise with their involvement with the Indoor Football League team Green Bay Blizzard, internship placements, business tours, leadership panels and more.

The couple are firm believers that sports teach young people life lessons and important qualities they will carry with them for the rest of their lives.

Q&A with Kathy Treankler (Left)



\$924,275 in Scholarships supported **540** students



During the 2019-2020 season, Green Bay Athletics celebrated its 50th anniversary. Since 1969, UW-Green Bay student athletes competed across multiple levels including NAIA, Division II and since 1980, at the NCAA Division I level.

With input from past and present administrators, staff, coaches, student athletes and the university community, the Athletics Department released the Top 50 Most Influential Leaders in Green Bay Athletics History. A partial list and description of the honorees is at: greenbayphoenix.com. The honorees released so far are shown below.

EARLY ERA MEN'S BASKETBALL PLAYERS

TONY BENNETT

Men's Basketball Player

DICK BENNETT

Men's Basketball Head Coach

KEVIN BORSETH

Women's Basketball Head Coach

BOB AND CAROL BUSH

Supporters

DAVE BUSS

Men's Basketball Coach

BERNIE AND ALYCE DAHLIN

Supporters

FACULTY ATHLETICS REPRESENTATIVES

GREEN BAY WOMEN'S BASKETBALL

GREEN BAY MEN'S BASKETBALL

CAROL HAMMERLE

Women's Basketball Head Coach

DR. DONALD F. HARDEN

UW-Green Bay Administrator

BOB HARLAN

Green Bay Packers President/Chairman and CEO, Supporter

ROGER HARRIMAN

Swimming and Diving Head Coach

MIKE HEIDEMAN

Men's Basketball Coach

DR. JIM HINCKLEY

Team Physician and Surgeon

MARK KING

Student Athlete and Supporter

MIKE KLINE

Cross Country Coach

DENIS KREFT

Phoenix Fund Board President

KRESS FAMILY

KRESS CENTER TRIO

(Student, State and Private Funding Collaborators)

LOU LECALSEY

Men's Soccer Coach

VINCE LOMBARDI

Green Bay Packers Coach

MARILYN MCCAREY

Director of Ticket Sales

MIKE MEEUWSEN

Supporter

JIM MERNER

Swim and Dive Coach

JESS MILLER

Phoenix Fund Board Member

DR. GARY MILLER

Chancellor

MARK MURPHY

Green Bay Packers President and CEO

JEFF NORDGAARD

Men's Basketball Player

CHARI NORDGAARD

Women's Basketball Player

PHOENIX FUND BOARD LEADERSHIP

DR. ASHOK RAI

Supporter

GREG SANTAGA

Student Athlete

ALDO SANTAGA

Men's Soccer Coach

EARLY ERA MEN'S SOCCER PLAYERS

SERVICE ABOVE SELF

Alumna Carol De Groot supports students in sciences

A passionate learner and educator, Carol De Groot draws her inspiration from a like-minded advocate for social justice, Nelson Mandela. “Education is the most powerful weapon which you can use to change the world,” the South African political leader and philanthropist once said.

After a career in elementary and middle school education spanning almost 40 years, De Groot has dedicated her retirement to serving her community, the study of our planet Earth and inspiring the next generations of learners.

In that spirit, De Groot has committed to supporting student access to education at the University of Wisconsin-Green Bay through the Carol R. De Groot Endowed Scholarship in Environmental Science, which aids students who have a passion for the environment.

As an octogenarian and 1979 UW-Green Bay alumna, one can still find De Groot on campus, gleaned inspiration from students, delving into conversation about their motivations to pursue an education in the sciences and their career aspirations upon graduation.

And she has plenty of inspiration to provide young students, too. De Groot, who received her undergraduate teaching degree from St. Norbert College in 1962, then master’s degree in environmental arts and sciences from UW-Green Bay, has lived a life fully-immersed in education. Among her international travels includes nine science expeditions through the Earthwatch Institute, an international nonprofit organization that brings science to life for people concerned about the Earth’s future. The journeys, some of which she shared with her five daughters and grandchildren, included study of bottlenose dolphins and other species of aquatic and land creatures, the study of rainforests and archeology.

De Groot spent the first six years of her retirement as an adjunct professor at UW-Green Bay teaching science methods to education students. She continues to volunteer her time at nursing homes and with nonprofit organizations, including Literacy Green Bay and People for People, among others. She is, and will long continue to be, an inspiration for the students who receive support for education thanks to her generosity.



Making an Impact

Alumni and supporters of the university consistently demonstrate that supporting students through scholarships is one their favorite charitable activities. UW-Green Bay students benefit from more than \$924,275 in scholarship support annually.

- Scholarships give students a motivational boost, letting them know others care about them and support their educational pursuits.
- Merit scholarships reward hard-working students with a track record of success.
- Need-based scholarships provide financial assistance to students demonstrating financial need.

To start a scholarship contact the Foundation by visiting the website or calling 920-465-2074.

HOW TO MAKE A CHARITABLE IMPACT NOW AND IN THE FUTURE

Scholarships

Generous friends and supporters of UW-Green Bay have established scholarships to help students pay for college and graduate. These awards provide motivation and inspiration for students to pursue their dreams, dedicate more energy to their education and focus on their educational goals.

Corporate and Foundations

Businesses and grant-making foundations are important partners for UW-Green Bay. The university works to align organizations with campus priorities that advance educational and infrastructure needs to ensure student success.

Matching Gifts

Donors can multiply the impact of their gifts with employer matching. Many companies offer employees, retirees and their spouses a matching gift program that may double or even triple these contributions. Contact the employer's human resources office or check with the University Advancement Office to see if UW-Green Bay has received matching gifts from the employer in the past.

Named Endowment Opportunities

In addition to seeking annual contributions to benefit the campus, UW-Green Bay often seeks transformational gifts that help provide funding for larger, one-time needs. Examples of these types of gifts include capital projects, named faculty-held professorship or chair positions, special equipment or unique initiatives.

Securities and Stocks Giving

Some potential donors own stocks that may appreciate over time. An alternative to selling the stock, and consequently absorbing the capital gains tax, is to donate shares to UW-Green Bay. This lets donors make a big financial impact at a relatively low cost. Donors typically avoid incurring capital gains tax and may receive an income tax deduction for their charitable contributions.

Give from your IRA

A charitable IRA rollover gift from an individual retirement account can benefit the donor and the recipient organization. Donors age 70½ or older can transfer up to \$100,000 directly from an IRA to a qualified charity each year. Donors will not need to recognize the transfer as taxable income and the charity also will not pay taxes on the donation.

Legacy Gift Planning

Financial and estate plans take a variety of forms, and charitable gifts made through a will are 100 percent tax deductible. After providing for loved ones, you may choose to make a gift to UW-Green Bay by designating the University as a beneficiary. A planned gift to UW-Green Bay will leave a legacy for the next generation of students. Consult your attorney about revising your will or making a simple amendment using the following example language:

- **Specific Amount, Unrestricted Purpose**
I hereby give, devise and bequeath to the University of Wisconsin-Green Bay Foundation, for the benefit of UW-Green Bay, the sum of \$_____ as an unrestricted gift to be used as determined by the UW-Green Bay Foundation Board of Directors.
- **Specific Amount, Specific Purpose**
I hereby give, devise and bequest to the University of Wisconsin-Green Bay Foundation, for the benefit of UW-Green Bay, the sum of \$_____ to be used for _____.
- **Percentage of Estate, Unrestricted Purpose**
I hereby give, devise and bequeath to the University of Wisconsin-Green Bay Foundation, for the benefit of UW-Green Bay, _____ percent of the rest, residue and remainder of my estate as an unrestricted gift to be used in the area of greatest need at the time the gift is received.
- **Percentage of Estate, Specific Purpose**
I hereby give, devise and bequeath to the University of Wisconsin-Green Bay Foundation, for the benefit of UW-Green Bay, _____ percent of the rest, residue and remainder of my estate to form an endowment fund for _____. This fund shall be a permanent fund and shall be known as the _____ fund. All distributions from the Fund shall be described as having been made available by this Fund.



TONY WERNER

*Vice-Chancellor for University Advancement
President, UW-Green Bay Foundation*

Interested in learning more about supporting students, faculty and programs?

Contact me at

werner@uwgb.edu
920-465-2074

We gratefully acknowledge the generous donors who have entrusted us with their legacy by creating funds that are invested to provide support in perpetuity, and those who have provided current gifts which provide immediate support for our students. We regret we cannot name all of our contributors within these pages. Please see our Donor Honor Roll online at uwgb.edu/foundation



Foundation



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