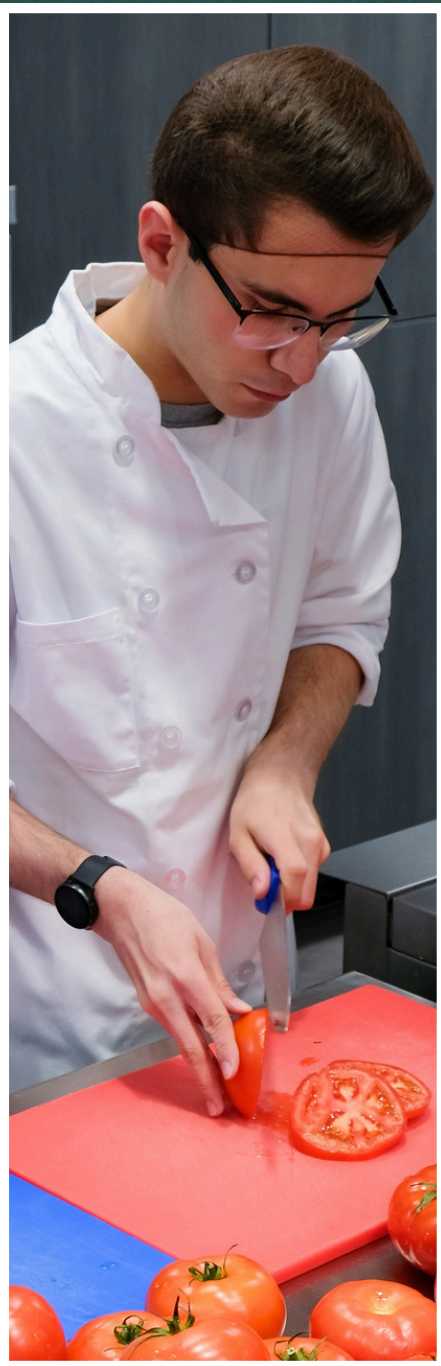




UNIVERSITY of WISCONSIN
GREEN BAY

Foundation



2024

ANNUAL REPORT

DEAR UW-GREEN BAY SUPPORTERS,

After more than a decade of service on the UW-Green Bay Foundation Board of Directors, including the great privilege of serving as Chair since 2022, with this year's Foundation Annual Report I want to share that I will be retiring from the board at the close of this fiscal year.

Serving alongside a remarkable team of university leaders, staff, and community champions has been one of the most meaningful chapters of my professional life. Together, we've witnessed the growth of the Foundation to over \$77 million in assets to support our growing university—now over 11,000 students—while remaining steadfast in our mission to expand opportunity, ignite potential, and serve as a regional engine of innovation and economic growth.

During my tenure, I've seen how strategic philanthropy can transform a campus and change lives—through launching new programs like Engineering and Nursing, developing and revitalizing campus spaces like the STEM Innovation Center and the Shorewood Park, building bridges to the community and supporting students directly through scholarship funding. These achievements belong to all of us.

As I step away, I am thrilled to announce the addition of two new members to the UW-Green Bay Foundation Board: Jim Loebel, a retired UW-Green Bay professor who taught Accounting and Taxation for 16 years and helped shape the Cofrin School of Business, and Madhuri Bhatia, Director of Actuarial Services at Amwins Accident & Health, whose two decades of experience in finance and healthcare bring a data-driven and community-centered perspective. Their appointments reflect the Foundation's ongoing commitment to thoughtful stewardship and bold, responsive leadership.

While I'm retiring from the board, I remain a lifelong supporter of UW-Green Bay and the communities it serves. I look forward to seeing how both the Foundation and the University rise to the challenges of tomorrow. And I will continue cheering on the next generation of students, scholars, and leaders who will shape our future.

Thank you for your trust, your partnership and your belief in UW-Green Bay. Thank you for supporting the work of the UW-Green Bay Foundation.

Sincerely,

Rob Cera '84

*Chair, UW-Green Bay
Foundation Board of Directors*



Rob Cera

BOARD OF DIRECTORS

The UW-Green Bay Foundation Board of Directors assists in philanthropic development and fundraising in support of the University. The Board provides fiduciary oversight of the UW-Green Bay Foundation gift and endowment fund accounts, investments, expenditures, accounting and operations budget. Your gifts are in good hands.



BOARD OF DIRECTORS

CHAIR, ROB CERA '84

Vice Chairman, Greenwoods Financial Group, Inc.

VICE CHAIR, JEFFREY CHENEY '79

Retired CFO, Kohler Co.

SECRETARY, CORT CONDON

Attorney, Condon & Herald

TREASURER, DIANE FORD '75

Retired VP and Controller, Integrys Energy Group, Inc.

TOM ADRIANS '82

Retired CFO, Systems Control

MICHAEL CHEUNG '82

*CFA, SVP, & CIO Capital Markets,
Washington Capital Management*

INTRODUCING OUR NEW FOUNDATION BOARD MEMBERS



Madhuri Bhatia is Director of Actuarial Services at Amwins Accident & Health Underwriting in Green Bay. An accomplished actuary with over 20 years of experience, she holds credentials from the Society of Actuaries and the American Academy of Actuaries. Her academic background includes a BA in Economics from the University of Delhi, postgraduate work in economics at the London School of Economics and Political Science, and Machine Learning and Applied Data Science coursework from MIT. Throughout her career, Madhuri has consistently demonstrated a commitment to innovation, collaboration, and delivering data-driven solutions that contribute to organizational success.

"I chose to serve on the UW-Green Bay Foundation Board because I believe in the transformative power of education. By supporting philanthropy and responsible stewardship, we can create opportunities that empower students and strengthen our community."



Jim Loeb is a retired faculty member of UW-Green Bay, where he spent 16 years teaching Accounting and Taxation. He served as chair of the Business Administration and Accounting Programs and led the University Committee in his final year. Loeb holds an MBA from Harvard Business School and an LL.M. in Taxation from the University of Florida. In his retirement, Jim enjoys reading up on current events, regularly working out at the YMCA, and campaigning for candidates at the national, state, and local levels.

"As a faculty member, I was always proud of the quality of instruction at UW-Green Bay. Serving on the Foundation Board is an opportunity to help the University continue delivering that high-quality education to all who seek it."

KOENRAAD DRIESSENS '91

Director, Denham Capital

HEATHER KARCZ '94

President, Zuehlke Karcz Financial Group

MELISSA REYNEBEAU '14

Attorney, Reinhart, Boerner, Van Deuren, S.C.

MADHURI BHATIA

*Director, Actuarial Services,
Amwins Accident & Health Underwriting*

JIM LOEBL

*Associate Professor Emeritus of Accounting
UW-Green Bay*

EX OFFICIO

MICHAEL ALEXANDER

Chancellor, UW-Green Bay

CORDERO BARKLEY '09

*Chair, Chancellor's Council of Trustees,
Partner, TitledownTech*

DAWN CRIM

President, UW-Green Bay Foundation

STAFF

DAWN CRIM

*Foundation President and Vice Chancellor for
Advancement, Community Engagement & Inclusivity*

NORA LANGOLF '13

Foundation Controller

SARA CHALOUKKA '08

Financial Specialist



Chris and Susan Salm



NOURISHING THE NEXT GENERATION

SALM FAMILY'S \$2 MILLION GIFT FUELS UW-GREEN BAY NUTRITIONAL SCIENCE PROGRAM

Christopher Salm is not one to shy away from bold moves. The day he met Susan, the woman who would become his wife, when they were students at UW-Madison, he announced his intentions directly: **"I slid up to her and I said, 'Will you marry me?'"** Susan remembers laughing, but as Chris is quick to point out, *she didn't say no*. In a way, that spirit, acting confidently and enthusiastically on a brilliant impulse, has defined the Salms' lives and careers.

Now, more than 50 years later, that same spirit has inspired them to make a **\$2 million gift to the University of Wisconsin-Green Bay**. Their gift will establish UW-Green Bay's first full-time research professorship in Nutritional Sciences, with a focus on early childhood brain development.

FEEDING YOUNG MINDS

The newly created **Salm Professorship in Nutritional Sciences** will center on the idea that essential nutrition in early life can profoundly shape cognitive outcomes.

The role will allow UW-Green Bay to collaborate with community partners, lead nutritional science research in the region, and potentially lead to life-changing breakthroughs in our understanding of nutrition's role in cognitive development and brain function.

"If you want to change a population, start with nutrition at conception," Chris said. **"We believe that specific nutrients can change a population—if the population understands their importance."** The goal, he explained, is to pair research with outreach, creating both knowledge and change. **"The ability to know it first through research, and then to demonstrate its relevance second, is everything,"** he added.

INVESTING IN NE WISCONSIN

Susan, a former university counselor and career advisor at Purdue University, said she hopes the new research initiative will inspire more students to pursue careers in nutrition. **"It's something students can really get their heads around and get excited about,"** she said.

Susan added that students' natural curiosity **drives the learning that sticks with them.**

Chris grew up one of 12 children on a dairy farm just south of the bridge in West De Pere, along a stretch of land his father purchased in 1957—sight unseen—after going all in on a stranger's tip: **"If you ever want to get rich, buy land south of Green Bay."** The Salm farm is gone now, but the work ethic and the innovative approach to problem solving Chris developed in his youth continues to fuel his curiosity and his research.

After attending UW-Green Bay for three semesters, Chris transferred to Madison, where he met Susan. Chris earned a bachelor's degree in Meat and Animal Science from Madison and then went on to his master's and PhD at Purdue University. Susan earned a bachelor's degree from UW-Madison in Natural Resource Management and a master's degree from Purdue in Counseling and Student Personnel. Despite its small place in their lengthy CVs, **UW-Green Bay remained close to their hearts.**

Their company, Salm Partners, now a division of Johnsonville Foods, is headquartered just down the road in Denmark, Wisconsin. Chris said he hopes the university's impact on Northeast Wisconsin could be **"magnified"** with the right investment partners.

BUILDING A LEGACY

The Salms' professional journeys took shape where science meets entrepreneurship. After earning his Ph.D. in food science and engineering, Chris worked at Oscar Mayer, ConAgra, and Johnsonville. At Oscar Mayer, he had a hand in creating early prototypes of what would become Lunchables, which he mocked up using fishing lure containers.

In 2004, Chris, Susan, and three of Chris' brothers launched Salm Partners. It was another moment of a brilliant impulse boldly carried through. They had no customers, just a confidence in their know-how and a belief that **"if you can produce a better quality product at a lower cost ... you have the opportunity to change the market."** 20 years later, when they sold Salm Partners to Johnsonville, their business was producing 20% of the smoked sausage in North America.

As the Salms saw success in their Salm Partners venture and in their subsequent businesses, they have felt compelled to give back. The phrase that Chris uses consistently is **"we are here to use our gifts and talents, our knowledge and experience to serve others."** Their lives reflect that.

GIVING WITH PURPOSE

The couple's giving reflects their values. At UW-Madison, they've funded research aimed at identifying compounds important for human health in parts of food animals that are typically discarded or underused. At St. Norbert College, they support programming focused on values-based living. **But the professorship at UW-Green Bay is especially personal.**

For Chris, nutrition became a personal project in the late 1980s, when a metabolic shift prompted him to reevaluate his own health. He built a spreadsheet tracking hundreds of compounds he encountered in research papers. More recently, he developed a particular focus on Choline, a lesser-known essential nutrient found in eggs and liver that is now known to have a huge impact on brain development and functional capacity.

The Salms' investment is rooted in their desire to improve outcomes not just for today's students, but for tomorrow's children. **They're thinking about their own seven grandchildren and generations ahead.** With this research and its adaptation to our diets, the Salms hope to improve the lives of those in Northeast Wisconsin, the United States and the world.

AVAILABILITY & INSPIRATION

What do the Salms see as their role now? **"Inspiration,"** Chris said. **"To connect possibilities with dreams."** For Susan, it's, **"A mission of availability ... being available to the needs and requests of others by saying, 'Yes, I can do that.'"**

Their message to others is simple: find a cause that excites you, and don't wait. **"Once you hone in on a path that could change the world, all the decisions become easier,"** Chris said.

Thanks to the Salms, UW-Green Bay is poised to lead the region in nutritional science research, supporting students, families and communities. It all starts now with a bold investment, a confident leap at the chance to make the world a better, healthier place.



An architectural rendering of the planned CTEC building



COFRIN TECHNOLOGY AND EDUCATION CENTER

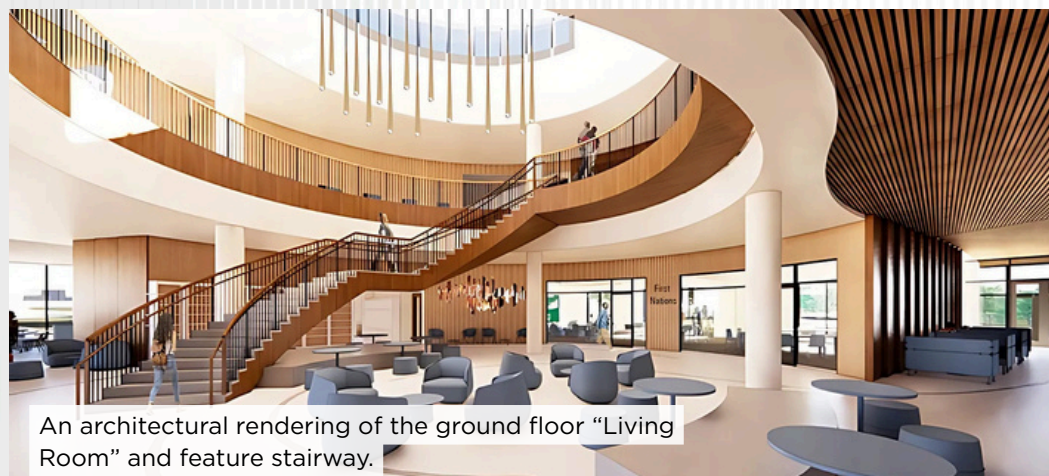
OPENING THE DOOR TO UW-GREEN BAY'S FUTURE

In 2025, the University of Wisconsin-Green Bay will break ground on the Cofrin Technology & Education Center (CTEC). Replacing the aging Cofrin Library, CTEC will serve as the new academic, entrepreneurial and community heart of campus. It will embody the university's mission: creating an accessible, community-centered space that honors our history while shaping our future.

Five stories of stone, steel and glass, CTEC will stand prominently at the end of Main Entrance Drive. It is intentional in its design, balancing bold architecture with an inviting, accessible presence. The first two floors form a wide base clad in Wisconsin limestone—a reflection of UW-Green Bay's local identity and landscape. The top three stories, the Beacon, rise above with a subtle curve, creating a visual draw to the rest of the campus. Walls of glass throughout create an openness, a line dissolved between campus and community. It promises to be a place where students work alongside industry leaders, where research tackles regional challenges, where a new idea carefully fostered can grow into a real impact.

Inside, a circular lobby with a grand spiral staircase and plenty of natural light sets a tone—one that is open, bright, and connected. As the new home of the First Nations Studies program, CTEC weaves First Nations culture throughout its design. Circular elements evoke interconnectedness and the flow of people, knowledge, and ideas. A Three Sisters Café, named for the traditional Indigenous practice of planting beans, squash, and corn together, offers a warm gathering space filled with the aroma of cooking and the hum of conversation.

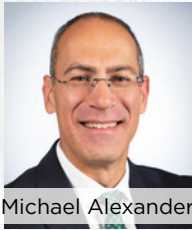
Throughout its blueprint, CTEC is engineered for interdisciplinary collaboration and for embracing the many ways students learn. Flexible study areas, multipurpose classrooms, and technology-enhanced labs invite creativity and cross-campus cooperation. CTEC will also house the Center for Entrepreneurship and Innovation, helping launch the next generation of ventures emerging from the university and the region. **“We’re trying to infuse entrepreneurship across everything we do,”** said Chancellor Michael Alexander. **“That’s a priority for the university.”**



An architectural rendering of the ground floor “Living Room” and feature stairway.

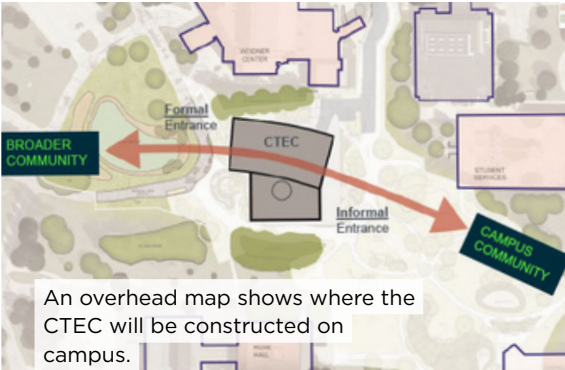
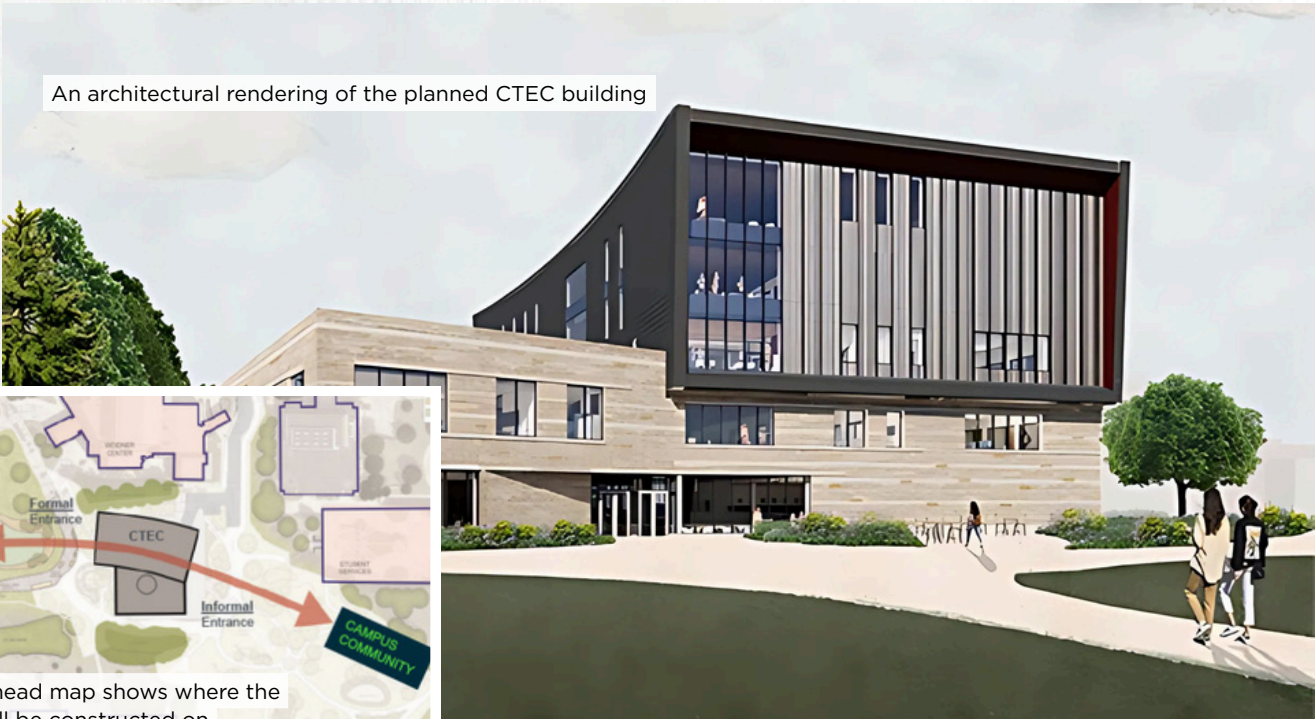
CTEC is more than a campus improvement—it's a community commitment. That much is clear in its design and spirit. With dual entrances, one facing the campus quad and another looking out toward the city and the bay, it will serve as a bridge between UW-Green Bay and Northeastern Wisconsin. **"This is our new front door,"** said Chancellor Alexander, describing CTEC as both an entry point to campus and a connection to the region it serves.

In addition, named spaces throughout the building will reflect community philanthropy's role in supporting



CTEC, research, high-impact learning experiences and the future of UW-Green Bay. In the coming years, CTEC will also anchor the future Phoenix Innovation Park, a 64-acre district bringing together research, housing, and industry. **"We're looking for those placemaker spaces ... a live, learn, work, play environment,"** said Alan Peters, Economic Development Executive. With its blend of academic ambition and regional outreach, CTEC is just the beginning of a bold new chapter for UW-Green Bay.

Help shape the future of UW-Green Bay. To learn how you can lend your name to a space in CTEC, please contact advancement@uwgb.edu



THE FUND FOR EXCELLENCE

Every year, new needs emerge on campus. Some projects like student-support initiatives or program innovations may not be budgeted, but are vital to UW-Green Bay's mission. When donors give to the Fund for Excellence, they help meet those needs head-on.

The Fund for Excellence is the UW-Green Bay Foundation's unrestricted giving fund. Donors often state they want to give to where **"it is most needed."** Given the nature of higher education, that's a moving target. The Fund for Excellence allows the Foundation staff and Board of Directors flexibility to support current campus needs.

Each year, the Foundation Board reviews proposals from across the University and allocates funding to projects that align with UW-Green Bay's strategic priorities: student success, inclusivity, digital transformation, community connections, sustainability and environmental work, Athletics and the Weidner. **In 2024, the Foundation awarded \$100,000** from this fund to deserving projects that might not have otherwise gotten off the ground. Those projects included several speaker series, student organization training and development, mentorship programs, study abroad exchange, communication devices, and the **Community Impact Internship Program**, just to name a few.

THE COMMUNITY IMPACT INTERNSHIP PROGRAM

FUND FOR EXCELLENCE CONNECTS STUDENTS AND COMMUNITIES

This fall, UW-Green Bay will expand its Community Impact Internship Program, offering paid internships to students with financial need who want to work with nonprofit and government agencies across the university's 16-county footprint. The program is designed to remove a common barrier: many students can't afford to take unpaid internships, especially when they are already juggling coursework, part-time jobs, and family responsibilities.

she continued, adding that when students must choose between an unpaid internship in their field and a paying job outside their field, many are forced to choose income over experience.

An internship experience, however, can be transformative for learners. That was the case for Kayla Kohn, a UW-Green Bay sophomore double-majoring in Political Science and Public Administration.

She interned this spring with Community Benefit Tree—which supports families in medical crisis—thanks to the Community Impact Internship Program.

"I'm the first intern they've ever had," she said. **"I'm taking a lot of initiative on things ... it's helping me develop as an individual."**

She added that the experience has helped shape her perspective on how nonprofits can help communities.



"Many of these nonprofit and government agencies would love to offer internships to students, but they cannot pay an hourly wage,"

said Kay Voss, director of Career Planning and Professional Connections at UW-Green Bay.

"For our students, that becomes a barrier. A high percentage of our students work while in school,"



Sophomore Kayla Kohn poses at Community Benefit Tree, where she interned during the Spring, 2025 semester.

Without the grant-funded position, Kayla said she would have had to work multiple jobs just to cover essentials like rent and transportation. **“I just know that for my financial situation, I need to be making money to live,”** she said.

Kailey Miller, a graphic design student interning at CP—a nonprofit that serves individuals with disabilities—said the opportunity resonated with her personal mission. **“I have always wanted to stand up for people with disabilities. To be able to advocate for them when they can’t advocate for themselves is important,”** she said. **“After being here and seeing all we do—how much I get to help make an impact—that’s been really cool.”** Without internship funding, Kailey said she might have missed out on that opportunity.

Nonprofit community partners say the Community Impact internships provide vital capacity.

“Our intern has become an invaluable part of our YWCA family, bringing fresh energy and a commitment to advocacy ... [They] have enabled us to address community needs that had been set aside due to time constraints,” said Amanda Juech, HR Specialist at YWCA Greater Green Bay.

Paid internships don’t just benefit students in the moment—they open doors to long-term success. According to the National Association of Colleges and Employers, **students with paid internship experience receive an average of 1.61 job offers**, compared to 0.94 for unpaid interns and 0.77 for those with no internship experience.

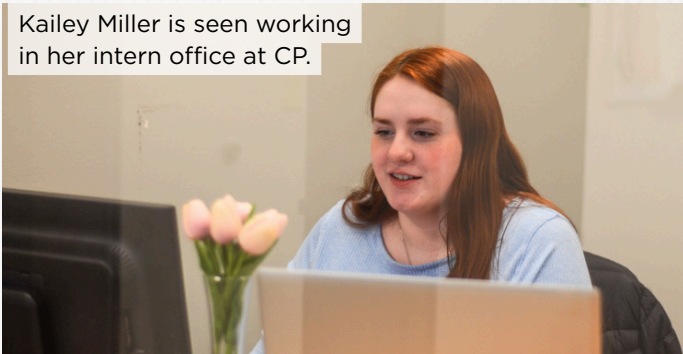
Voss said the funding is currently focused on students in the College of Arts, Humanities and Social Sciences, where unpaid internships are most common.

Soon, UW-Green Bay hopes to expand access to these career-shaping opportunities to more learners, said Voss, **“so students don’t have to choose between paying rent and building their future.”**

Through the Community Impact Internship Program, a single gift to the Fund for Excellence stretches further. Donors can support a student’s education, empower a nonprofit organization and benefit the communities they serve together.

You can visit uwgb.edu/giving to support the UW-Green Bay Foundation’s Fund for Excellence.

Kailey Miller is seen working in her intern office at CP.



CONTRIBUTIONS BY AREA

YEAR ENDING 12/31/2024



With total assets of \$77,691,087, the UW-Green Bay Foundation distributed \$8,839,356 in support to the University. The Foundation distributed a record \$1,550,936 in scholarships for 849 students.

	FINANCIAL AID & OTHER ACADEMICS
	\$699,300
	COLLEGE OF ARTS, HUMANITIES & SOCIAL SCIENCES
	\$373,300
	COLLEGE OF HEALTH, EDUCATION & SOCIAL WELFARE
	\$349,500
	AUSTIN COFRIN SCHOOL OF BUSINESS
	\$821,300
	COLLEGE OF SCIENCE, ENGINEERING & TECHNOLOGY
	\$3,018,500
	PHOENIX ATHLETICS
	\$2,635,300
	THE WEIDNER
	\$656,000
	OTHER RESTRICTED
	\$648,021
	UNRESTRICTED
	\$179,900

Audited Financial Statement and 990s available upon request or at www.uwgb.edu/foundation



UNIVERSITY of WISCONSIN
GREEN BAY

Foundation

TOTAL ASSETS
\$77,691,087

\$6,818,732
INCREASE
FROM 2023

UW-GREEN BAY FOUNDATION ASSETS

AS OF DEC 31, 2024

Cash & Cash Equivalents	\$469,996
Accrued Income	\$82,172
Pledges Receivable (net)	\$5,847,563
Investments	\$70,734,455
Property & Equipment	\$501,400
Real Estate	\$0
Other Assets	\$55,501

TOTAL ASSETS: \$77,691,087

UW-GREEN BAY FOUNDATION LIABILITIES

AS OF DEC 31, 2024

Accounts Payable	\$341,259
Deferred Revenue	\$22,200
Agency Funds	\$35,940

TOTAL LIABILITIES: \$399,399

**STUDENTS RECEIVING
SCHOLARSHIPS**

849

TOTAL REVENUE

\$15,578,468

CONTRIBUTIONS

\$9,381,121

INVESTMENT REALIZED GAIN

\$5,415,346

INVESTMENT UNREALIZED GAIN

\$253,562

UWGB MANAGEMENT FEES

\$528,439

TOTAL EXPENSES

\$8,839,356

PROGRAM EXPENSES

\$5,981,433

AWARDS TO UNIVERSITY

\$345,648

ADMIN EXPENSES

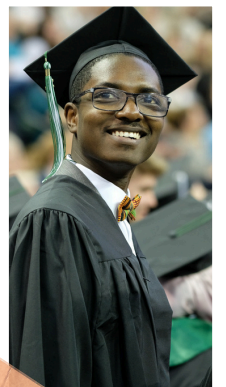
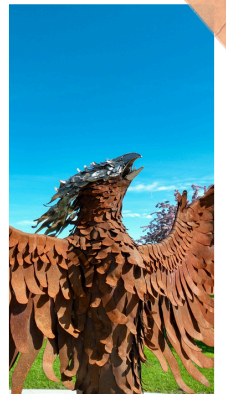
\$657,328

SCHOLARSHIPS

\$1,550,936

PROFESSORSHIPS

\$304,011





GIVING DAY 2025

In 2024, UW-Green Bay held its first giving day, a chance for alumni, faculty & staff and community supporters to rally together in support of their university. **That 24-hour fundraising push raised \$92,000 for 8 priority areas.** In 2025, Giving Day returned with 12 priority areas and a goal of raising \$65,000 to meet a match provided by members of the UW-Green Bay Council of Trustees.

We're happy to report we smashed that goal. During this year's Giving Day, **1,400 donors contributed a total of \$200,000** in support of our colleges, arts & athletics and community & campus programs. Thank you, Giving Day 2025 donors for helping our students rise!

2024



\$92,000
RAISED



8 PRIORITY
AREAS



620
DONORS

2025



\$200,000
RAISED



12 PRIORITY
AREAS



1,400
DONORS

INVESTING IN FUTURE FINANCE LEADERS

PROFESSOR KEVIN JAKLIN'S LEGACY GIFT

When Kevin Jaklin joined the UW-Green Bay faculty full-time, it wasn't because he had ever dreamed of becoming a teacher.

"Never in a million years," he said, **"But then, as you get older... it was the right time at the right stage of my career."**



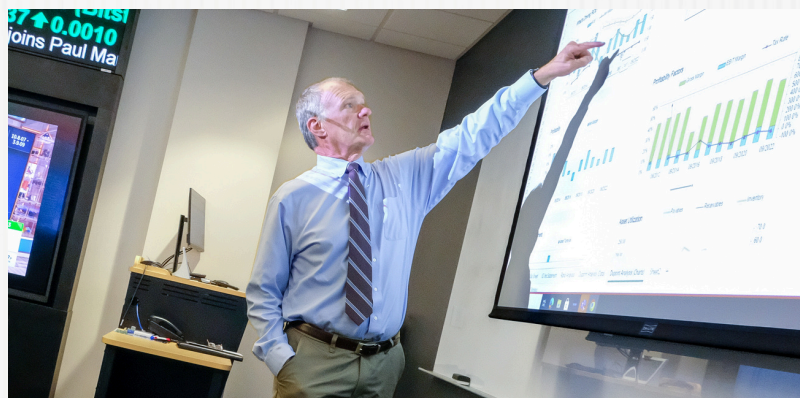
After a career in investment management and wealth advising—including roles at Northwestern Mutual and CLA—Jaklin transitioned to campus life as an associate lecturer in Finance. He also took on the role of manager of the Willie R. Davis Finance and Investment Lab and mentor to the Student Managed Investment Fund. **"I'm still managing money, which is fun,"** he said, **"but then I'm also being a mentor to a lot of the students, which is even better."**

Jaklin is proud of the finance program's growing success—especially its affiliation with the Chartered Financial Analyst (CFA) Institute. The affiliation allows UW-Green Bay to offer scholarships, study resources, and early exam access to students pursuing careers in investment management. That support is already paying off. A small number of students have passed the notoriously difficult CFA Level I exam while still enrolled.

Jaklin said that achievement sends a powerful signal to employers, **"that they're able to understand all the concepts... and that they can be dedicated enough to study and sit for a six-hour exam. So, they're ahead of the curve."** That advantage, says Jaklin, keeps UW-Green Bay graduates competitive against candidates from much larger and more well-known universities.

Jaklin has also made a legacy commitment of \$250,000 to support the Student Managed Investment Fund. The fund is not only a valuable experiential teaching tool, but also serves as the endowment for the Willie R. Davis Lab. Jaklin said the decision to include UW-Green Bay in his legacy plans was easy: **"I don't have any children... and all our nieces and nephews, fortunately, have been very successful in their careers."** He added, **"I think it's important that Green Bay has a strong university here... to support the community."**

That commitment to supporting the university and its students is personal for Jaklin. He remembers how lost he felt after graduating college in the 1980s with little career guidance. Through teaching, mentoring, and philanthropy, he's creating the kind of support he wishes he had back then—an education that's more than knowledge; it's guidance, experience, impact. His legacy gift ensures that impact will ripple through the lives and careers of students for years and years to come.



MISSION

Founded in 2011, the University of Wisconsin-Green Bay Foundation furthers UW-Green Bay 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.

The Foundation is a 501(c)(3) tax exempt organization which serves as the custodian for charitable gifts made to UW-Green Bay and assures that donor intent is honored.

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.

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

CONTACT:

Dr. Dawn Crim
Foundation President and Vice Chancellor
for Advancement, Community
Engagement & Inclusivity
crimd@uwgb.edu | 920-465-2511

920-465-2074

uwgb.edu/foundation | foundation@uwgb.edu
2420 Nicolet Drive, CL 805 Green Bay, WI 54311



@uwgreenbay

UWGBnews



@uwgb

#uwgb