As we look back on 2015, we do so with pride for what has been accomplished and with excitement for what lies ahead. It is impossible to highlight all of the great work done by our statewide members, but our hope with this year’s Wisconsin Philanthropy Network (WPN) Annual Report is that our 2015 reflection captures its spirit and impact.

Every day, from our vantage point at the center of WPN’s amazing network, we have the unique privilege of seeing the boundless enthusiasm, energy and determination that our members bring to their work. We are proud to highlight several of those members in this year’s Annual Report and are hopeful you will enjoy their stories and visions.

This past year has brought many exciting transitions, including changing our name from Donors Forum of Wisconsin to Wisconsin Philanthropy Network. Our new name strengthens our belief that we actively promote opportunities to exchange ideas, build relationships and advance philanthropic excellence.

WPN also more fully expresses our mission and vision for the future without deviating from the values and principles that our organization has embraced over the past 38 years. Our philosophy remains the same and we will continue to be knowledgeable, ethical, collaborative, and transparent. We will also continue to provide education and thought leadership to Wisconsin grantmakers through our three core services: programming, networking and customized research.

WPN’s programming last year included 34 educational and professional development opportunities that were attended by more than 850 individuals. This represented a 22.5% increase in attendance over 2014 programs. And, our biannual Viewpoints Statewide Conference on Philanthropy attracted 230 participants which was the highest attendance in WPN history. Other programming featured presentations by local and national speakers.

Another essential component of WPN’s core services is customized research. Last year 105 research requests from 50 members were received, an increase of over 50% from 2014. This saved WPN members over 110 hours of staff time as well as costs associated with accessing data, publications, and reports.

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Finally, recognizing that networking is among the top reasons organizations maintain their WPN membership, last year WPN offered statewide networking events that were attended by 114 individuals.

As we continue on our path as WPN, it is an exciting time to think big and to be courageous in our collective decisions as our partner for effective giving.

Mary Anne Martiny, Chair
The Harley-Davidson Foundation, Retired

Karen Wilken, Vice Chair
Kers Family Foundation

Steve Goldberg, Secretary
CUNA Mutual Group Foundation

Karl M. Dickson, Treasurer
Telluris LLC

Julie Bauer
Alliant Energy Foundation

Curt Detjen
Community Foundation for the Fox Valley Region

Kathryn Dunn
Greater Milwaukee Foundation

Erin Frederick
Zilber Family Foundation

Lisa Hiller, Past Chair
Bader Philanthropies, Inc.

Amy Kervin
Great Lakes Higher Education Guaranty Corporation

Kathryn Leverenz
Brookhill Institute of Mathematics

Jay Scott
Prairie Springs: The Paul Fleckenstein Trust and R A Stevens Foundation

WPN members represent areas across Wisconsin from Superior to Racine.

**NEW BOARD MEMBERS**

Two individuals were elected to the WPN Board of Directors.

**Erin Frederick**
Zilber Family Foundation

As a Senior Program Officer for the Zilber Family Foundation, Erin helps to develop grant recommendations, provides technical assistance, and creates leadership opportunities to support the implementation of five-year plans focused on improving neighborhood conditions and increasing residents’ access to social and economic opportunities.

**Jay Scott**
Prairie Springs: The Paul Fleckenstein Trust and R A Stevens Foundation

Jay is a Trustee for Prairie Springs: The Paul Fleckenstein Trust which provides grants in environmental education and conservation. In addition, Jay is the Administrator for the R A Stevens Foundation which provides grants in the areas of literacy; supporting survivors of domestic violence; and education in Milwaukee and Waukesha Counties. Jay is also the Development Officer for the University of Wisconsin - La Crosse.

**BOARD OFFICERS**

Mary Anne Martiny, Chair
The Harley-Davidson Foundation, Retired

Amanda Buckley, MBA
Director of Program Development

Caty Bulgrin, MS
Director of Operations & Research

Laura Worcester
Director of Development

**WPN MEMBERSHIP**

WPN is a 501(c)(3) nonprofit professional membership association of philanthropic organizations. It is Wisconsin’s only statewide association for private foundations (family, independent, and corporate), corporate giving programs, community foundations, donor-advised funds, charitable trusts, university and healthcare foundations, and individual philanthropists who together represent over $7 billion in assets and invest over $600 million annually to improve the quality of life for Wisconsin residents.

**15 NEW MEMBERS**

**Southwest Wisconsin**
American Family Mutual Insurance Company; Community Foundation of Southern Wisconsin; Stateline Community Foundation; Katz Family Foundation; WPS Health Insurance; National Guardian Life Insurance Group

**Northeast Wisconsin**
HuTerra Foundation

**Southeast Wisconsin**
Cardinal Capital Management; Children’s Hospital of Wisconsin Foundation; Herb Kohl Philanthropies; Jewish Community Foundation; Johnson Bank; Marking Services; Scott Gelzer; Ziegler Family Foundation

**WPN STAFF**

Jill Van Calster, MS
President and CEO

Amanda Buckley, MBA
Director of Program Development

Caty Bulgrin, MS
Director of Operations & Research

Laura Worcester
Director of Development

WPN staff

**GEOGRAPHIC DISTRIBUTION OF MEMBERS**

**MEMBERSHIP COMPOSITION**
2015 Financial Spotlight

In August, WPN members voted on the proposed changes to the organization bylaws. Ninety percent of the voting group responded affirmatively, allowing university and healthcare foundations to become WPN members.

**Finances Overview**

**Total Assets** $541,979

**Total Liabilities** $36,994

**Total Unrestricted Assets** $306,800

**Total Temporarily Restricted Assets** $198,185

**Cash and Cash Equivalents Year End** $522,794

**Source of Funds**

<table>
<thead>
<tr>
<th>Source of Funds</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Dues</td>
<td>45%</td>
</tr>
<tr>
<td>Grants/Donations</td>
<td>27%</td>
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<tr>
<td>Sponsorships</td>
<td>13%</td>
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<tr>
<td>Program Revenue</td>
<td>8%</td>
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<tr>
<td>Program Related Revenue</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>$529,979</td>
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</table>

**Use of Funds**

<table>
<thead>
<tr>
<th>Use of Funds</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Revenue</td>
<td>8%</td>
</tr>
<tr>
<td>Salaries/Fringe</td>
<td>46%</td>
</tr>
<tr>
<td>Functional Expenses</td>
<td>6%</td>
</tr>
<tr>
<td>Research</td>
<td>8%</td>
</tr>
<tr>
<td>Building/Occupancy</td>
<td>7%</td>
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<tr>
<td>Outside Services</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>$482,431</td>
</tr>
</tbody>
</table>

**Sponsors**

- **$15,000 and above**
  - Bader Philanthropies, Inc.; Charles E. Benidt Foundation; Daniel M. Soref Charitable Trust; The Brico Fund; The Harley-Davidson Foundation; The Lynde and Harry Bradley Foundation

- **$5,000 - $14,999**
  - Alliant Energy Foundation; Associated Bank; Community Foundation for the Fox Valley Region; Great Lakes Higher Education Guaranty Corporation; Hispanic Chamber of Commerce of Wisconsin; Northwestern Mutual Foundation; Prairie Springs: The Paul Fleckenstein Trust; R A Stevens Foundation; Rockwell Automation; Siebert Lutheran Foundation; The Jane Bradley Pettit Foundation

- **$1 - $4,999**
  - Baird Foundation, Inc.; Beyer Construction; Community Foundation of Dunn County; Community Foundation of North Central Wisconsin; CUNA Mutual Group Foundation; Frank & Frank; Greater Milwaukee Foundation; Grovenor; Encourage Community Foundation; Johnson Bank Wealth Management; JPMorgan Chase Foundation; Madison Community Foundation; Marquette Associates; National Investment Services; National Guardian Life Insurance Group; Oshkosh Area Community Foundation; Quarles & Brady LLP; R. W. Baird; Stamm Technologies; Waukesha County Community Foundation; We Energies Foundation; William Blair & Company

**Bylaws Revised**

**Special Thanks to Our Funders and Sponsors:**

86% remain members so they can be a part of the **Only Philanthropic Membership Association in Wisconsin**.

- Professionally and personally, the membership and information shared through networking and ideas/opinions have been very beneficial.
  - Marybeth Cattrill, CFP
  - The Northern Trust Company

84% remain members so they can **Access Up-to-Date Knowledge and Information in the field**.

93% remain members so they can **Network and Learn from Others in the field**.

**Programming**

- WPN’s professional development opportunities provide valuable training that enhances the skills grantmakers need to be effective and efficient funders. In 2015, these included area experts such as Andy Holman and Dan Nesby who taught a **Financial Assessment** series, as well as noted author and renowned speaker Dan Pallotta, who presented **Uncharitable: Rethinking Nonprofits**. In addition, WPN launched **It’s Just Lunch**, a new series designed to bring nonprofit service organizations and funders together to learn about each organization’s mission, history and success stories to propel effective philanthropy.

**Networking**

- Recognizing that many Wisconsin funders focus their giving on their local communities, WPN offers its members networking opportunities to discuss common issues, share best practices, form communities of interest and explore potential for joint action.

**Customized Research Services**

- As the field of philanthropy becomes increasingly complex, it is imperative that grantmakers stay informed of current, national and international trends. WPN provides its members free, customized research and data such as benchmarking tools, sample metrics and policies, as well as critical information needed to make strategic and effective funding decisions. Often faced with a shortage of staff resources to conduct research, WPN members value and actively utilize this service.

**Members Making a Difference - Racine, WI**

- Photo at left: In early 2015, the Racine Community Foundation (RCF) was asked to meet with their local police department regarding the topic of human trafficking in their community. Recognizing that Milwaukee, just 30 miles to the north, was already a hotbed for this activity, the Racine Police Department, along with interested non-profit organizations and concerned volunteers, formed the Racine Coalition Against Human Trafficking (RCAHT). Committed to addressing community issues, RCF provided RCAHT with a $25,000 grant to stabilize the organization and hire a part time executive director. Now well-known for its efforts and collaborations, RCAHT has become a model in Wisconsin. Rescuing 35 victims of human trafficking in Racine County alone in 2015, RCAHT also conducted training and presented speakers. RCF is proud to have been their founding funder.

**RCF’s Three Core Services**

- **Financial Assessment**
  - Renowned speaker Dan Pallotta, who taught a series, as well as noted author and renowned speaker Dan Pallotta, who presented **Uncharitable: Rethinking Nonprofits**. In addition, WPN launched **It’s Just Lunch**, a new series designed to bring nonprofit service organizations and funders together to learn about each organization’s mission, history and success stories to propel effective philanthropy.

**Network and Learn**

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As part of WPN’s commitment to forging community collaborations, we actively engage social entrepreneurs, impact investors and consultants in our work to spur innovation in the sector. Two of our most recent and highly praised collaborations include Leadership Advanced and our Sustainability and Impact Project. Leadership Advanced is an innovative approach to leadership development for nonprofit and grantmaker executive directors and senior managers. WPN coordinates this nine session professional development training with facilitators Steve Zimmerman from Spectrum Nonprofit Services and Mary Stelletello from Vista Global Coaching and Consulting. The Sustainability and Impact Project, facilitated by Jeff Snell, Ph.D., founder of Midwest Social Innovation LLC, and Steve Kuper, Innovative Learning Strategies, is an executive education program designed for nonprofit leaders interested in designing and implementing their own social innovation model that achieves sustainability and impact for their organization.

In addition, in support of Wisconsin community foundations, WPN is currently spearheading Endow Wisconsin, an initiative to pass legislation that will provide a state tax credit for contributions made to a nationally accredited Wisconsin community foundation. Endow Wisconsin will not only benefit Wisconsin taxpayers, but will also have a positive impact on our regional communities—now and into perpetuity.

**Endow Wisconsin Initiative**

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**Members Making a Difference - Wausau, WI**

Photo at right: People with disabilities now have a way to participate in 5K and 10K runs, marathons, and other races alongside other competitors. All it takes is the right equipment, which is available through mTT (myTEAM TRIUMPH) - Wisconsin North Central Region. Established in September of 2015, it provides disabled “captains” with adaptive chairs to use free of charge for race-related activities. The chairs can be pushed by the captain’s team of mTT “angels” for long-distance runs, or attached to a bike for triathlon competitions.

A $6,000 Community Enhancement Grant, from the Caroline S. Mark Legacy Fund, held at the Community Foundation of North Central Wisconsin, enabled the startup nonprofit organization to purchase a chair and raft. The positive impact of these items can already be seen in the organization’s efforts.

**Proposal:** The proposed Endow Wisconsin tax credit will provide a valuable incentive for Wisconsinites to share a portion of their hard-earned assets with their local communities. Wisconsinites who contribute to the permanent endowment of a nationally accredited, Wisconsin community foundation will receive a 25% tax credit for doing so. Twelve million dollars would be leveraged for permanent endowments if Wisconsin invested three million to support the tax credits.

**Problem:** Demographic shifts suggest that assets will be channeled to other states rather than helping to strengthen hometowns throughout Wisconsin. Approximately $687 billion will be transferred from one generation of Wisconsinites to the next in the next 50 years. Keeping a portion of this wealth in Wisconsin presents a unique opportunity to grow assets that will build our communities.

**Relevance:** Endow Wisconsin will create the opportunity to keep assets in Wisconsin that will help communities grow, change, and be the places where future generations want to live, work and thrive. Adoption of the tax credit has the potential to raise significant dollars for use in Wisconsin while requiring only a modest investment from state revenue.

**Sustainability and Impact Project**

Generously Supported By: Bader Philanthropies, Inc.

The Sustainability and Impact Project is a newer project in the Greater Milwaukee area. It’s modeled after the Social Innovation Leadership Experience which served the Fox Valley – an Executive Education Program started in 2010. Past participants in the Fox Valley have launched award-winning models of social innovation/social entrepreneurship, including, Riverview Gardens in Appleton (national SE finalist, June 2014, The Manhattan Institute) and The Farmory in Green Bay (winner, best marketing, The Venture Center business model competition, Oshkosh, November, 2014).

**Leadership Advanced**

Generously Supported By: Charles E. Benidt Foundation; Bader Philanthropies, Inc.; Prairie Springs; The Paul Fleckenstein Trust; R A Stevens Foundation; Rockwell Automation; The Brico Fund; The Harley-Davidson Foundation

Leadership Advanced (LA) is an experiential learning program designed to bring together senior leaders from nonprofits and grantmakers to strengthen the community. LA develops leadership and management skills to guide nonprofit and grantmaker leaders collectively in transforming themselves, their organizations and ultimately maximizing the impact of the nonprofit sector in our community.

LA has provided a great combination of self-reflection, readings, and resources to take back to my organization, as well as connections with others in the sector.

Susie Seidelman, High Ground Collaborative

**Members Making a Difference - Janesville, WI**

Photo above: A counselor at Evansville’s J.C. McKenna Middle School knew the value in offering a program to 7th and 8th grade middle school students that could help reduce the challenges they face when emotions swing, physical attributes transform, friendships shift, and more.

The school counselor applied for a $5,000 grant from the Evansville Fund, a component fund of the Community Foundation of Southern Wisconsin, to help support what she saw as a great need in the district. The results have made teachers, parents and most importantly, students, take notice.

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