

every journey has purpose.

# Walk by Faith.



# Our Mission

Being dependent on God,  
we inspire and equip  
at-risk youth and their families  
to lead healthy  
and responsible lives  
through family-centered care,  
treatment, and education.

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## Dear Family & Friends,

As I reflect on this year, I am reminded of the transformative power of hope, love, and resilience—the cornerstones of Rawhide’s mission. Every day, we witness remarkable stories of courage and perseverance as youth who have faced unimaginable challenges discover the light within themselves to heal, grow, and thrive.

In 2024, we built upon our legacy by expanding our programs and deepening our impact. Through the unwavering support of our team, partners, and donors, we’ve provided new opportunities for youth to overcome barriers and envision brighter futures. From enhancing our Behavioral Job Training Program with advanced courses in welding, culinary arts, and automotive, to celebrating milestones like the opening of the Bart and Cherry Starr Museum, we continue to create environments where young people feel valued, supported, and inspired.

This year, we extended our reach in school-based mental health services, partnering with more districts across Wisconsin to ensure students have access to the care they need without leaving their schools. We also celebrated the continued success of Career EXCELeRATE Wisconsin, where participants are entering high-demand fields with confidence and purpose. Programs like these demonstrate how Rawhide transforms lives—not just for today, but for generations to come.

To our dedicated team, compassionate partners, and generous supporters: thank you for being the heartbeat of Rawhide. Your belief in the power of second chances is the foundation of our success. Together, we are lighting the way for youth and families to move beyond survival and embrace the promise of a hopeful future.

As we look forward, we recognize the immense responsibility ahead. With your continued support, we will boldly face the challenges of tomorrow, ensuring every youth in our care has the tools and opportunities to succeed.

*Alan B. Loux*

**Alan B. Loux**

President and CEO, Rawhide Youth Services





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2024  
YEAR IN  
*review*



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# Outpatient Therapy

## SAVING MORE LIVES WITH EXPANDED OUTPATIENT SERVICES

Rawhide's outpatient counseling services continued to grow in 2024, reaching more youth and families than ever before. This year marked significant milestones, such as establishing a new location at the Oshkosh Boys and Girls Club. This expansion was the result of a collaborative partnership built over time. The new facility features four dedicated offices and houses full-time therapists, providing a central location for delivering much-needed mental health services.

Danny Stone, director of clinical services, emphasized the importance of this collaboration sharing, "The relationship continues to be enriched as we explore new ways to support youth through innovative training and internship opportunities." This partnership demonstrates Rawhide's commitment to addressing mental health challenges holistically.

*"The bond created during equine therapy sessions often allows breakthroughs that are difficult to achieve in traditional settings."*

*Danny Stone, director of clinical services*

Our shared solution model, originating with the Stevens Point School District, has been instrumental in expanding school-based mental health services. This model splits the cost of a therapist across three partners—the school district, Rawhide, and community donors—making services even more accessible to students without insurance or reliable transportation. By the end of 2024, over 70% of school districts we partner with had adopted this approach, allowing us to serve more than 55 schools across 15 districts statewide.

David Drewek, director of operations – community programs, highlighted the program's impact: "This model eases the financial burden on schools and ensures that students receive consistent, high-quality care."

This year also saw continued success with the Youth Justice Diversion program in partnership with Brown County. The grant-funded program serves as a vital tool in diverting youth from the juvenile justice system, offering therapeutic support at schools such as John Dewey Academy, Northeast Wisconsin School of Innovation, and Washington Middle School.

**As the largest equine-assisted therapy provider in the state, Rawhide continues to prioritize this unique modality that uses horses to support clients struggling with suicidal ideation, anxiety, depression, and trauma. Therapists certified in the Equine Assisted Growth and Learning Association (EAGALA) model work alongside equine specialists to create a safe and engaging environment. This therapy focuses on groundwork, leveraging the natural sensitivity of horses to build confidence and address underlying emotional challenges.**

Rawhide provides training in Trauma-Focused Cognitive Behavioral Therapy (TF-CBT), an evidence-based approach to treating trauma.

Unlike many other agencies, Rawhide ensures that all clinicians have the opportunity to complete this extensive training. This commitment underscores our dedication to equipping staff with the tools necessary to provide exceptional care.

**These advancements reflect Rawhide's ongoing efforts to support youth through comprehensive, community-centered services. As we look ahead to 2025, we are excited to further expand our reach, continuing to serve youth and families with excellence, compassion, and innovation.**



# Residential A Year of Growth and Transformation

In 2024, our residential program continued to evolve, delivering innovative and impactful support for at-risk youth. Through expanded facilities, strengthened partnerships, and specialized programming, the year marked a significant step toward transforming lives and fostering growth.

## RECREATION AND TEAM SPORTS: Building Confidence

Recreation remained central to the residential program in 2024, with activities designed to build life skills, foster teamwork, and instill confidence. Starr Academy's basketball team named All-Stars, under the guidance of dedicated coaches, provided opportunities for youth to experience the camaraderie and discipline of team sports. Events like the first-ever homecoming game showcased the program's growth and the importance of community support.

Beyond sports, unique experiences like falconry demonstrations and fishing programs enriched the lives of participants. Thanks to generous donor contributions, participating youth each received a fishing pole, creating moments of connection and joy in the great outdoors and on-campus pond.

"This year was all about laying the groundwork," said Issac Kemp, Rawhide's recreation and activities coordinator. "We're excited to build on this momentum and continue creating transformative experiences for our youth."





## YOUNG LIFE PARTNERSHIP

### Faith in Action

Rawhide's unique partnership with Young Life—a national Christian ministry focused on introducing youth to Jesus Christ and help them grow in their faith—continued to thrive, offering a blend of spiritual support and engaging activities. From Bible studies to bi-weekly clubs, the program inspires youth to explore their faith while building meaningful relationships. One of the year's most profound moments came during a Young Life club event, where 14 youth committed or recommitted to their faith—a testament to the impact of the program.

With two full-time Young Life campus ministry managers, Steve and BoLynda Masseth, the program can support youth at a different level. They explained, "This partnership allows us to immerse ourselves in the lives of these young men, supporting them in ways that go far beyond traditional programming."

## CREATIVE OUTLETS

### Fostering Expression and Resilience

The on-campus woodshop continued to be a cornerstone of creativity and healing. Throughout the year, youth had hands-on opportunities to craft meaningful projects like Mother's Day gifts and cornhole boards for the Rawhide Gala. Additionally, the launch of a new music studio offered an exciting avenue for self-expression, with plans to expand in 2025 to include podcasting and music production.

**These creative endeavors not only teach valuable skills but also encourage resilience and self-confidence. As one staff member noted, "It's not about perfection, it's about the journey and learning to embrace imperfections as part of life."**



## EMPOWERING FUTURES:

# Behavioral Job Training Program

This year, Rawhide's behavioral job training program grew, providing students with meaningful opportunities to develop practical skills, build confidence, and prepare for their futures. Through the dedication of our staff, the introduction of new courses, and strengthened partnerships, we are proud to continue equipping students with the right tools for success utilizing a trauma-informed lens to help youth who need extra support.

## EXPANDING HORIZONS WITH ADVANCED COURSES

In 2024, we introduced advanced classes in welding, automotive, and culinary. Launched over the summer, these tiered programs offer students the chance to build on their foundational skills at their own pace. The demand for these advanced programs grew from student interest, and this development has been a significant milestone for everyone involved.

## STRENGTHENING PARTNERSHIPS WITH LOCAL SCHOOLS

Our collaborations with local high schools have played a crucial role in the success of our job training initiatives and giving youth more opportunities to grow. New London High School's continued participation allows up to 12 students per semester to engage in our automotive and culinary programs. Shiocton High School's pilot semester, despite transportation and funding challenges, also demonstrated the value of these partnerships.

# Behavioral Job Training IMPACT 2024

Welding | Automotive | Culinary

## 2024 Program Statistics

20 Community Youth  
(New London High School students) + 133 Residential Youth = 153 Total Student Enrollments

144 successful course completions with a 94% retention rate

## BUILDING INDUSTRY CONNECTIONS

We're beyond grateful for our continued partnership with Titan Industries for donating their welding equipment and creating a specific area in their shop for our students. Miller Electric has also donated welding machinery and materials to help our students thrive and gain lifelong experience.

Additionally, other guest speakers and industry partnerships have enhanced the learning experience for our students. This year, representatives from Miller Electric and Les Stumpf Ford visited our students to share their expert insights. Highlights from these partnerships include a tour of Miller's Appleton facility, where students observed cutting-edge manufacturing processes and learned about the evolution of welding technology. In addition, Les Stumpf Ford provided a deeper understanding of opportunities in the automotive and diesel mechanics fields.

## CULINARY INNOVATION AND REAL-WORLD INTEGRATION

Our culinary program has embraced a farm-to-fork approach, combining classroom instruction with hands-on experience. Students actively participate in gardening, hydroponics, and food preparation using ingredients they grow themselves—right on our New London campus. From making maple syrup to trying unique dishes like alligator sausage, the program encourages creativity and exploration while teaching them invaluable skills for their future careers.

Beyond the classroom, the automotive and culinary program integrates with the Work Experience Program (WEP) and Project Experience Program (PEP). Students collaborate with staff to prepare meals for the campus, earning wages and gaining valuable work experience in a professional kitchen setting.

## ENHANCING OPPORTUNITIES FOR EVERY YOUTH

The WEP provides students with structured job roles across campus, from the automotive shop and barn to office assistant positions and recreation aides. Students earn \$7.25 per hour and gain academic credit for every 45 hours worked. Regular performance reviews and pay raises every 90 hours worked reinforce the program's focus on the youth's accountability, skillsets, and growth.

The PEP offers flexible, project-based opportunities, allowing more Rawhide students to gain job readiness skills as they participate in new, and ongoing, work projects around campus. These roles range from one-time tasks, where students earn \$7.25 per hour, like unloading hay or cleaning campus spaces to ongoing projects such as landscaping or garden maintenance. This ensures that every single youth can participate and benefit from hands-on work experience.

## A COMMITMENT TO GROWTH AND SUCCESS

Our behavioral job training program represents our unwavering commitment to the personal and professional growth of every youth at Rawhide and in our community. By continuously enhancing these initiatives, fostering industry partnerships, and responding to the needs of our students, we are preparing them to step confidently into their futures.

**BREAKING BARRIERS,  
BUILDING FUTURES:**



# Career EXCErate | Wisconsin

For many, the path to success can be riddled with obstacles. For the participants in the Career EXCErate program, those obstacles are met head-on with unwavering support, tailored guidance, and a belief that every individual has the potential to succeed. In partnership with Goodwill of North Central Wisconsin, Fox Valley Technical College, and Rawhide Youth Services, Career EXCErate is a career training and placement program designed for individuals who experience trauma or are battling mental or behavioral health challenges. Participants are guided through career exploration and aligned with one of eight in-demand career pathway trainings.

## A BEACON OF HOPE

Levester's story exemplifies the program's impact. Levester joined Career EXCErate determined to overcome the challenges he faced in the past. He worked closely with Rawhide navigators to rebuild his confidence and reenter the transportation industry. Initially enrolling in Diesel Tech, Levester found support through one-on-one counseling and academic resources. Despite setbacks, his persistence paid off when he completed the Truck Driving pathway and earned his CDL. On November 21, 2024, Levester hauled his first load, proudly texting, "It's been a long time coming. I wouldn't be here without you all!"

Xavier's story adds another layer to the program's focus on mental health. Facing social conflicts and challenges with self-confidence, Xavier entered Career EXCErate unsure of his potential. Through the support of his navigator and Diesel Tech instructors, Xavier found his footing. He joined the Diesel Club, where he

practiced hands-on skills in a supportive environment, and participated in additional study sessions to build his confidence. Xavier's journey is a testament to the program's ability to foster growth both personally and professionally, ensuring every individual feels seen, supported, and capable of success.

Yahya's journey also underscores the impact of Career EXCErate. Originally from West Africa, he faced challenges adjusting to life in the U.S. and struggled to find stable employment. Through the support of his navigator and the structured career pathways, Yahya worked diligently to complete his training and enter the trucking industry. Though his journey was not without obstacles, he ultimately achieved his goal, expressing gratitude for the support he received throughout the program. His story serves as one of many examples of how Career EXCErate helps individuals gain not only skills but also the confidence to create a stable future.



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## RAWHIDE'S UNIQUE APPROACH

Career EXCEerate's approach is unique in that it seamlessly integrates career training with comprehensive mental and behavioral health support at every step. This includes one-on-one meetings, peer support groups, and structured interventions designed to build emotional resilience. In fact, 89% of program participants report improved mental health, demonstrating the effectiveness of this holistic approach.

## MEASURABLE IMPACT

Career EXCEerate's success is rooted in its ability to deliver measurable outcomes, equipping individuals with the skills, certifications, and mental health support they need to secure long-term employment. Over the past year, we served 325 individuals across our programs, with 89% reporting improved mental health and 91% securing employment or pursuing higher education within six months of completing their program. These results reflect our commitment to creating lasting change.

By integrating data-driven strategies and fostering community partnerships, Career EXCEerate maximizes its impact, helping participants achieve self-sufficiency and career stability through targeted training programs. In collaboration with local employers and educational institutions, we've expanded opportunities for participants to gain real-world experience, leading to a 92% satisfaction rate among those who complete the program. Our statistics consistently highlight the transformative effect of our services, tracking key metrics such as employment rates, wage increases, program completion rates, and long-term mental health improvements—providing clear evidence of lives changed and futures rebuilt.



## 2024 WISCONSIN TITAN 100 Community Day at Rawhide

We were honored to be chosen as this year's nonprofit partner for the 2024 Wisconsin Titan 100 Community Day, held on May 23 at our New London campus.

This impactful day marked major strides in our campus beautification project, as volunteers rolled up their sleeves to assist with landscaping and enhance the grounds. The event also featured opportunities for meaningful networking and wrapped up with a traditional Fish Fry lunch, providing a sense of camaraderie and celebration. A standout moment of the day was an exclusive sneak peek of the Bart and Cherry Starr Museum, personally guided by Bart Starr Jr., which left Wisconsin's Titan 100 participants feeling inspired and deeply connected to our mission.

The collective efforts of the Titan 100 business leaders, our residential youth, and the dedicated Rawhide team made a lasting difference. Together, we are unlocking potential and bringing hope to our communities. A heartfelt thank you to everyone who contributed their time, passion, and energy to make this day a success.

## WHAT IS TITAN 100?

The Wisconsin Titan 100 program recognizes the top 100 CEOs and C-level executives. They are the area's most accomplished business leaders in their industry using criteria that includes demonstrating exceptional leadership, vision, and passion.

We are proud to congratulate Rawhide President and CEO Alan Loux and Rawhide Board Chair David Voss Jr. on being recognized as Wisconsin's Titan 100 honorees in 2024. Alan's exceptional leadership, vision, and dedication to transforming the lives of at-risk youth have earned him this well-deserved recognition.



# Enchanted Forest 2024 THE MAIN EVENT GALA

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2024 Gala raises over \$750,000 for youth mental and behavioral health services.

Rawhide’s enchanted forest-themed The Main Event Gala, presented by the Green Bay Packers, took place on May 9, 2024, in the iconic Lambeau Field Atrium. Celebrating its fifth year, the gala brought together over 900 guests who raised more than \$750,000 to support Rawhide’s outpatient therapy program.

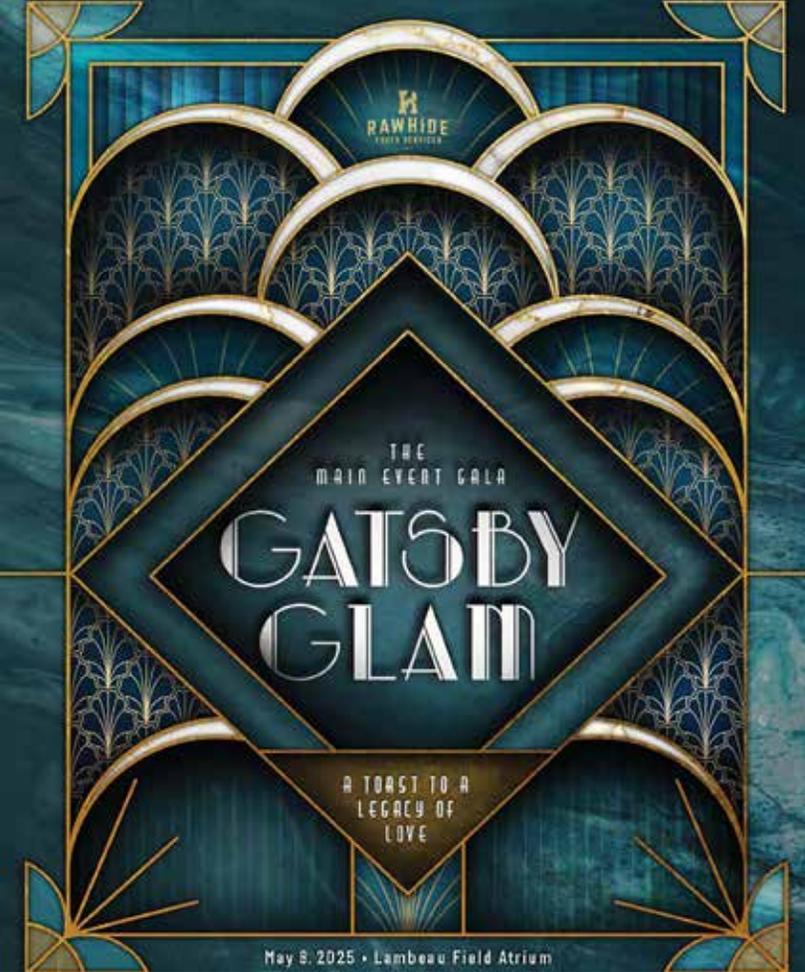
Guests entered the evening in awe, greeted by the soothing sounds of a live harpist as they meandered through a lush, aromatic path reminiscent of an enchanted forest. Inside the atrium, captivating aerialists and performers from Enticing Entertainment and Pantaloon Productions mesmerized attendees, embodying the beauty that unfolds when we uplift and empower our youth with love and purpose.

The night’s program featured moving testimonials. One of the highlights came from a mother and daughter, Aimee and Lucy, who courageously shared their journey through

Lucy’s self-doubt and the impact Rawhide played. Lucy spoke about how her therapist, Sarah, helped her to develop healthy coping mechanisms and find her voice. Green Bay Packers Quarterback Jordan Love also took the stage, reflecting on his personal struggles with the loss of his father and the pivotal role mentors played in his upbringing.

During the exhilarating live auction, led by Rod Johnson from Johnson Auctioneering, attendees bid enthusiastically on luxury vacation packages, exclusive Packers experiences, and a special private dinner with Jordan Love.

A heartfelt thank you to Emily Deem of WLUK for emceeding the unforgettable evening and to our generous sponsors and donors. Your support helps shine a light on the path to hope, ensuring youth have access to the mental and behavioral health programs they need.



## 2024 Cherry Starr Award Winner JOSH RITCHIE



Josh Ritchie was recognized as the 2024 Cherry Starr Award recipient at Rawhide's The Main Event Gala. This prestigious award honors a staff member's exceptional dedication to Rawhide's youth, and Josh exemplifies this commitment every day.

As the automotive and welding instructor for Rawhide's Job Training Program, Josh creates a welcoming and supportive environment where youth feel safe, respected, and empowered. He approaches job training not just as a way to teach skills that lead to certificates, but as an opportunity to connect deeply with each student, helping them see their worth and envision a brighter future.

Josh's genuine care for every young person he meets is evident in how he consistently sees the good in them, regardless of their past experiences. His unwavering belief in their potential inspires them to persevere and believe in themselves. Josh never gives up on our youth—and he won't let them give up on themselves. Rawhide Chief Financial Officer Ben Berg shared, "Josh helps youth through difficult moments, which is where Josh shines. His love is fierce, he genuinely cares and pushes youth to new levels. He sees their future through a lens of hope and possibility, and because he does, they begin to see it too."

Reflecting on his work and the impact of his faith during his acceptance speech, Josh shared, "If they get a touch of the love from the Father that I've experienced in my faith, that's not only going to change one life but will change generation after generation. And I remind our youth that God made them warriors, not victims."

The Cherry Starr Award is named in honor of Cherry Starr, co-founder and devoted supporter of Rawhide. Cherry was a compassionate, loving, and selfless woman who dedicated her life to helping others and making a difference. The inscription on the award captures her spirit: "Outstanding commitment to saving lives through fierce love and unwavering dedication."

### 2025 THE MAIN EVENT GALA

## Don't miss our 2025 The Main Event Gala.

We invite you to the Lambeau Field Atrium on May 8, 2025 to toast the power of unconditional love, encouragement, and reassurance that transforms the lives of at-risk youth. Step into the opulence of the 1920s for an unforgettable evening of elegance, purpose, and generosity. Join us as we raise our glasses to 60 years of transforming lives and celebrating a legacy of unconditional love, support, and encouragement for youth in our communities.

The evening will be filled with glamour and glitz as you enjoy fine dining, unforgettable entertainment, inspiring speakers—including Green Bay Packers quarterback, Jordan Love—and a live auction that includes extraordinary items and experiences.



## UNVEILING THE BART AND CHERRY STARR MUSEUM:

# A Testament to Love and Legacy

After three years of close collaboration with Cherry Starr, the Starr family, the Green Bay Packers, and the National Football League, Rawhide Youth Services is honored to present The Bart and Cherry Starr Museum.

Cherry's heartfelt wish was to establish the museum on Rawhide's grounds as a living testament to the character, values, and life story she shared with Bart. More than a tribute to the past, this museum is a testament to their life and the choices they made on how to live—summarized simply as the *choice to love*. Everything they did, from raising their children, loving each other wholly, playing hard in the NFL, staying connected with friends through letters, and, yes, co-founding and growing Rawhide, were all done as acts of love. The museum is a space to share their journey and the lessons they learned with everyone involved in Rawhide's mission—staff, donors, and youth. Through this museum, Cherry envisioned inspiring others to embrace the same guiding values that shaped her and Bart's lives together.

"The intent from the start was to create a destination location that celebrates their lives in a way that honors not just their achievements and heroics but the embodiment of who they were," said Alan Loux, President and CEO of Rawhide Youth Services.

The Starr Museum brings to life Bart and Cherry's remarkable journey, offering inspiration and guidance through thoughtfully curated exhibits. Visitors are moved by the essence of their life journey and what shines the brightest throughout—the endless love Bart and Cherry had for each other.

"From humble beginnings to facing life's challenges, Bart and Cherry lived a life full of purpose and resilience," Alan reflected. "Walking through this museum is like stepping into the lives of Bart and Cherry Starr, feeling their presence and the impact they had on so many."

We invite you to experience the museum and be inspired, not only by Bart Starr, the legendary football player, but also by the compassion and generosity of the Starr family, whose dedication to transforming the lives of at-risk youth continues to leave a lasting legacy.

The museum's grand opening included a special family and friends event with Bart Starr Jr. on June 6, followed by the public grand opening on June 21, which coincided with our first fish fry event of 2024.





FOREVER IN OUR HEARTS:

# Cherry Starr

May 3, 1934 - February 27, 2024

On February 27, 2024, Rawhide Youth Services and the world lost a beacon of love, strength, and selfless service: Rawhide Co-founder, Cherry Starr. At the age of 89, Cherry passed away peacefully at her Birmingham, Alabama home, surrounded by family and close friends. Her unwavering commitment to Rawhide's mission and the youth we serve remains an enduring legacy.

Cherry's life was defined by values she cherished and embodied every day: love, humility, faith, and perseverance. Those who knew Cherry recall her radiant smile that could light up any room and her steadfast dedication to making everyone feel respected and valued. Her love for her late husband, legendary Green Bay Packers quarterback Bart Starr, and her tireless work alongside him for nearly six decades laid the foundation for Rawhide's success and impact.

Cherry's heart for service extended far beyond Rawhide. She championed cancer research after the passing of Vince Lombardi, supporting efforts that continue today through the Starr Children's Fund. Whether in Green Bay, Birmingham, or anywhere in between, Cherry dedicated her life to uplifting those in need, always treating people with dignity and kindness.

**"Cherry gave her life to serving others,"** shared Heather Stern, Rawhide chief growth officer. "She was a role model for loving others and always treated people with respect. Her influence on Rawhide and the youth we serve is immeasurable."

The Bart and Cherry Starr Museum on Rawhide's campus stands as a testament to their impact, a place where their story continues to inspire generations. Cherry's example of fierce love and unyielding commitment is a guiding light for us as we move forward.

Cherry often reminded us, "To whom much is given, much will be required." Her life was a living embodiment of this principle, and as we honor her, we commit to carrying forward her legacy—leading with love, lifting others up, and never losing sight of the purpose she so deeply believed in.

Thank you, Cherry, for your boundless love and for teaching us all the true meaning of service.

## FEATURED ITEMS

- Bart Starr's MVP Corvette: The infamous donation that helped to fund Rawhide
- Bart Starr's Original Hall of Fame Inductee Jacket
- Rare NFL Memorabilia
- Handwritten Love Letters: A glimpse into Bart and Cherry's enduring love
- Personal Keepsakes: Tokens that reflect their life
- And much, much more



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Mission  
MOMENTS



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# A Young Dreamer's Path to Finding Her Voice

Mila is a dreamer. At just 11 years old, the sixth grader from Milwaukee envisions a future where she's a Disney Imagineer, creating magical experiences through her love of art and engineering. "I've always been creative," Mila says. "I love designing little houses, acting in plays, and even dancing. My mom says it's in my blood because both my parents are passionate about the arts."

But Mila's journey to building her dreams hasn't always been smooth. Like many kids her age, she's faced challenges that felt overwhelming. "I used to feel like my body was shutting down," she admits.

Her mom, Deana, noticed the signs early on and wanted to help Mila find a way to navigate her emotions. "Mila was really little, but I could see that she was dealing with big feelings," her mom recalls. "She's always been someone who feels deeply, and living between two homes—primarily with me in Milwaukee and visiting her dad in Chicago—made things even more complex. I wanted to give her the tools to handle those feelings before they became too much to carry."

"I didn't know how to control my feelings. I'd get angry or sad, and I didn't know how to use my voice to talk about what was going on. It felt like everything was bottled up."

Mila started art therapy, and from the very beginning, it was clear that she had found a safe space. Working with her therapist, Teresa Buss, Mila began to understand her emotions and learn how to express them. "When I first started therapy, I liked that I could play while talking about what was happening," Mila remembers. "It made me feel comfortable. Now, I've learned how to check in with my body and figure out what I'm feeling before I even say anything."

One of the coping mechanisms Mila learned from Ms. Buss is what they call the 'Feeling Robot.' "It helps me practice what I

want to say," Mila explains. "You rehearse it until you feel ready to say it out loud. It's really helped me, especially when I'm nervous or emotional."

Therapy became especially important when Mila faced one of the hardest moments in her young life—her dad's brain cancer diagnosis. "It was really scary," Mila shares. "I didn't know how he would look or act after the surgery, and I was afraid to see him. Therapy helped me figure out strategies to talk to my stepmom about my fears and to feel more ready to visit him."

**Mila is proud of the progress she's made. "I've learned how to stop holding things in until they explode like a volcano," she says. "I can talk to my mom, my siblings, and even my dad about how I'm feeling. I'm learning how to explain myself so people understand me better."**

Looking ahead, Mila is excited about her future. She dreams of attending Yale someday to study engineering. Even more than that, she dreams of building a life where communication and trust are at the center. "I want my future family to feel safe to share their feelings, just like I've learned to do," she says.

For Mila, therapy at Rawhide has been life-changing. It's given her the tools to navigate life's challenges, the confidence to pursue her dreams, and the ability to deepen her relationships with those she loves.

"Mila's story is still being written," says her mom. "I know she's writing it her way—with courage, kindness, and a whole lot of heart."

# From Struggle to Strength

For Tavin, life wasn't just noisy—it was chaotic. Growing up in an apartment where stability felt like a distant dream, he often relied on his grandmother for care. Amid the constant hum of disruption, Tavin struggled to find balance, and his argumentative behavior often led to conflicts at home and school. As he struggled to find his footing, a series of escalating events eventually brought him to Rawhide's residential program.

When Tavin learned he'd be leaving for Rawhide, he braced himself for what he thought would be a rigid, boot-camp style experience. To him, structure felt like another limitation in a world that already seemed to offer so few possibilities. But Tavin didn't let his assumptions hold him back. Instead, he approached the unknown with quiet determination, ready to face whatever came next.

**Despite his initial uncertainty, Tavin soon found himself adjusting to a new rhythm. He began to recognize opportunities to grow, step-by-step, as he explored his strengths and gained confidence in his abilities.**

Our behavioral job training program became another powerful step in his journey. Tavin joined the welding and auto programs, where he not only gained practical skills but also discovered potential career paths he had not considered. These programs gave him confidence in his own potential and offered him real skills he could see himself using in the future. The hands-on training showed him possibilities for independence, empowering him to handle life's challenges on his own.

Therapy also played a big part in Tavin's transformation. He began with group sessions, which then led to individual and equine therapy. Equine therapy, in particular, became a favorite. Although he had once been afraid of horses, he found himself drawn to them on a difficult day. "I really like hanging with the horses," shared Tavin. "They have helped me to be more vulnerable and more comfortable with change." Spending time with the horses was calming and offered him a new way to find peace and process his emotions.

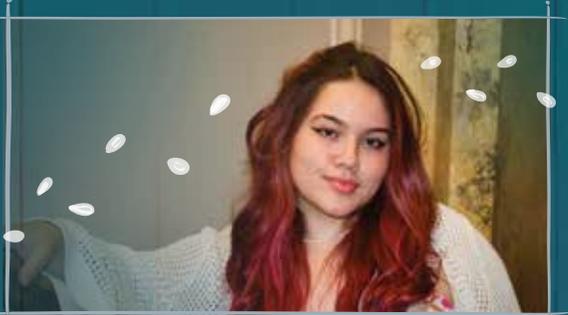
**Over time, Tavin found his voice and gained confidence in his ability to succeed.** The staff, he says, were instrumental in helping him open up and trust others. They created a safe space for him to explore his growth, encouraging him to see the potential within himself. Inspired by their dedication, Tavin dreams of returning to Rawhide one day—as a staff member, helping other young people find the same support and opportunities that changed his life.

Through Rawhide, Tavin found a way forward. What once felt like limitations transformed into possibilities, with the guidance and care of staff who believed in him. Tavin's story stands as a powerful reminder of the impact of love, patience, relentless dedication, and the potential for every youth to be saved through connection and opportunity.



# Mya's Journey of Growth

# Stitching Together Strength



For Mya, an 18-year-old from Milwaukee, her journey to self-discovery has been one of courage, resilience, and growth. From her earliest sessions with a grief therapist after losing her father at the age of nine to her transformative work with Teresa, her current therapist, Mya's story is a testament to the power of connection and the strength found in vulnerability.

"My biggest goal is to learn to put myself first," Mya shared.

"It's not selfish to prioritize your needs, and I'm learning to be okay with that."

Growing up, Mya enjoyed hobbies like crocheting, reading, and taking nature walks—simple pastimes that offered her peace amid life's challenges without her father. However, as she entered her teenage years, she began struggling with body image, unhealthy relationships, and a sense of isolation. By the time Mya started high school, she was grappling with the aftermath of a toxic relationship and navigating a world where finding her place felt like an uphill battle.

"I felt like I really had nobody," Mya shared. "I was always looking for that one close friend, and it just never seemed to happen."

Therapy became a safe haven where Mya could process her feelings and begin to untangle the complexities of her emotions. With Teresa's guidance, she learned essential coping tools, like breathing exercises to calm herself in overwhelming moments and journaling to unpack her thoughts. These strategies helped her rebuild her self-esteem and confront deep-seated insecurities.

**"Teresa taught me how to breathe through tough moments and to focus on things I like about myself," Mya explained. "Over time, I started to believe in my ability to change."**

The work wasn't easy. Mya admits to struggling with honesty as a coping mechanism—a habit born from wanting to avoid conflict or hurt others' feelings. Through therapy, she has started to tackle this head-on, recognizing the importance of authenticity in her relationships and with herself.

As she reflects on her progress, Mya is proud of the steps she has taken to grow. "I've learned that I'm emotional, but I can use that sensitivity to understand myself better," she said. "I'm finally realizing that being okay with change is how I'll keep moving forward."

Mya's future is filled with promise. In January, she will begin manicuring school at Aveda, a step toward pursuing her passion for nails and creativity. She also has her sights set on moving out of her mom's house by 2026—a goal that fills her with both excitement and determination.

Through it all, therapy has been a constant anchor for Mya. She describes her sessions with Teresa as a judgment-free zone—a space where she could find clarity and unconditional support. "Teresa was there for me when I needed someone the most," Mya said. "She helped me see the world and myself differently."

Today, Mya continues to build on the foundation she created with Teresa. Her story reminds us that growth is a process and that with the right support, it's always possible to find strength in the face of adversity.

# A Life Reimagined

## THROUGH LOVE AND HOPE

For Micah, life hasn't been easy. Raised primarily by his grandmother, he spent his teenage years feeling adrift, with no clear sense of direction. His mother was part of his life, but his father had been incarcerated since Micah was just eight years old. "I knew right from wrong," he shared, "but I was pulled to do the wrong even though I knew it wasn't the right way to go." Without hope for the future, Micah found himself making choices that spiraled into trouble.

At just 15 years old, Micah's life took a terrifying turn that changed his life: his grandmother's house was shot at more than 100 times. That moment was a wake-up call, one he couldn't ignore. **Soon after, Micah arrived at Rawhide—a safe haven and his first experience in a residential treatment facility. Initially, he admits he "acted a fool," but his motivation began to change. He became driven to complete his program so he could return home and see his five-year-old sister, who means the world to him.**

Micah's journey at Rawhide was transformative, offering him experiences and opportunities that reshaped his outlook on life. Participating in equine therapy was a pivotal part of his healing process.

"It was the first time I ever tried therapy, and I actually liked it," he shared. Working with horses and being in a barn for the first time provided a sense of peace and responsibility. He also experienced many other firsts: working with hay, fishing, and even taking his first boat ride.

Through Rawhide's behavioral job training programs, Micah discovered new passions in career development and culinary classes. His favorite creation? Wings and a deep-fried Snickers bar. But most importantly, he focused on his education for the first time. At Starr Academy, Rawhide's accredited on-campus

school, Micah buckled down, earning school credits and catching up academically. With licensed teachers creating personalized learning plans to meet his needs, students like Micah can work at their own pace and focus on subjects where they need the most support.

"Watching Micah's transformation has been incredible," said Michelle McNichols, Starr Academy principal. **"When he first arrived, he struggled to see his potential, but through hard work and experiences like equine therapy, he started believing in himself. Micah's commitment to earning school credits and his newfound passion for learning are a testament to his strength and resilience.** I'm so proud of how he's embraced respect and responsibility, and I know he has a bright future ahead."

Micah's growth is a powerful example of resilience and transformation. Each day, he chooses to face his challenges head-on. Being away from home has tested him with limited family interactions and the frustration of an uncertain timeline. However, he has not let those struggles define him. He has worked hard to build meaningful connections with peers and leans on the support system he's found here.

Now, Micah is shaping a future he can be proud of. His story reflects the heart of what we do at Rawhide—empowering young people to overcome obstacles and discover their strength. His determination inspires us and reminds us that growth is always possible, even in the face of adversity.

# A Journey of Resilience

## FINDING STRENGTH THROUGH THERAPY

Emma wasn't sure if therapy would work this time. She had tried before—multiple times—but never felt heard. Talking about her emotions felt pointless, so she stopped trying. But when she met Jamie at Rawhide, everything changed.

"At first, I didn't say much. I figured, why bother? No one had really understood me before," Emma admitted. "But Jamie didn't give up on me. She kept showing up and kept listening. Eventually, I realized—this was different."

It took time, but Emma slowly began to trust the process. With Jamie's guidance, she worked through years of bottled-up emotions, learning to recognize and reframe negative thought patterns.

**"Emma came in guarded, not expecting much," Jamie shared. "But with patience, we found a rhythm. Watching her open up, challenge her thinking, and truly embrace change has been incredible."**

Through therapy, Emma discovered practical ways to manage her anxiety. Spending time outside, running, and opening up to her family became routine. "I used to think I had to handle everything alone," she said. "Now, I know I can talk to people. I don't have to keep it all inside."

Jamie also encouraged Emma to explore her identity in new ways, from setting personal goals to small expressions of self-discovery. "Emma started to reclaim who she was," Jamie reflected. "She found her voice, her confidence, and a new sense of purpose." That sense of purpose led Emma to set sights on a future in psychology, hoping to help others who struggle as she once did.

**"Therapy has taught me so much about myself," she said. "I want to be that person for someone else one day."** But she's the first to admit—growth isn't a straight line.

"It's not like everything just gets better overnight," Emma explained. "There were ups and downs, and there still are. But now, I have the strategies to get through it." Jamie couldn't agree more. "Emma is resilient. She kept showing up, even on the hard days. That's what makes the difference."

Now, Emma sees the world—and herself—through a new lens. "I can't control everything, but I can control how I respond," she said. "And that mindset has changed everything."

*\*To respect privacy, names and identifying details have been changed. The experiences shared remain true to the individual's journey.*

# A Future Reclaimed

Picture a childhood where the crack of gunfire is as common as the sound of laughter and the shadows of violence loom: a brother shot, friends lost, and near brushes with death that feel inevitable.

This was reality for young Kahmari. By 14, running away felt like his only option, a frantic bid for freedom in a world offering none. With nowhere safe to turn, danger became his companion—stealing cars, gripping guns, and clashing with law enforcement. For Kahmari, life became survival in a cycle that felt inescapable.

Reflecting on that time, Kahmari described the relentless toll it took on him. **“I didn’t know what to do with my life,” he admitted. Anxiety consumed him, anger bubbling over into bursts of defiance. Every step forward landed him deeper into instability.**

When Kahmari was sent to Rawhide, it was a decision he met with skepticism. To him, it felt like yet another system designed to confine him, just another set of rules meant to strip away his freedom. Adjusting to the structure and expectations initially tested his patience and resilience. He didn’t have the independence he wanted and resented the constant supervision.

However, as he adapted, he began to experience small victories that chipped away at the walls he had built around himself. Rawhide became a home, a place that opened doors, and gave him new coping mechanisms, skills, and opportunities. Trusting others, opening up, and taking responsibility—things that once seemed impossible—suddenly became achievable.

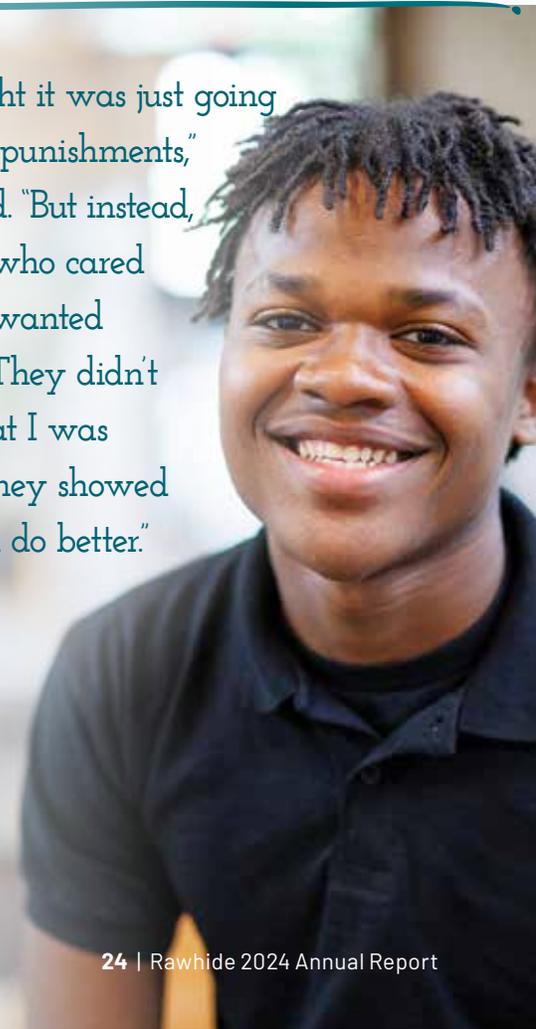
That’s when Kahmari’s transformation truly began. He stepped into opportunities he would have never imagined for himself, discovering strengths and passions he didn’t know he had. Rawhide’s behavioral job training program became a turning point. Learning culinary techniques and becoming ServSafe® certified encouraged Kahmari to continue his learning, later enrolling in welding. These courses gave him more than just practical skills, they gave him a sense of purpose and accomplishment.

As Kahmari explored more of Rawhide’s programs, he began to rebuild himself from the inside out. He credits the different therapies he received from equine-assisted, to anger management and family therapy for his personal growth and the person he is today.

**“I’m not the same person I was,” he said. “Now, I know how to handle things in a way that makes me better—not worse.** I can talk to my mom now and tell her stuff I never wanted to tell her before. I can tell her and not be scared.”

As he looks to the future, Kahmari sees endless possibilities. His story isn’t just one of hardships, it’s a story of rebuilding, rising, and finding a path when the odds are stacked against you. Kahmari’s transformation reminds us that no matter how dark the past may seem, the future is always within reach for those who have the right support to take the first step.

**“At first, I thought it was just going to be rules and punishments,” Kahmari shared. “But instead, I found people who cared about me and wanted me to succeed. They didn’t just tell me what I was doing wrong—they showed me how I could do better.”**



A young woman with blonde hair in a braid, wearing a blue t-shirt with 'Rawhide' written on it, blue jeans, and black riding boots, is leading a brown horse. The horse is wearing a green halter. They are standing in a dirt area in front of a large red barn with white trim. In the background, there is a white fence and another red barn building with a cupola. The sky is clear and blue.

OUR  
*donors*

# RAWHIDE Strong

Changing Lives. Together.



*Walk by Faith.* every journey has purpose.

# 2024 150 STRONG Community

Eloise Anderson and Patrick Le Mahieu	Jerry Doss	David Loux	Kathi Seifert
Vic and Chris Anthony	Cathy Dworak	Gordon and Beth Loux	William and Rhonda Sepic
Appleton Alliance Church	Kris Erickson	Jonathan and Jan Loux	Leonard Shefchik
Bruce and Sarah Backer	Michael Friis	Maggie Lund	John Shippy
Dean and Kim Basten	Joseph Fritzsche	Randy and Rhonda Mahoney	Sachin and Lipi Shivaram
Dan Began	Brendan and Vicki Ganser	Steve and BoLynda Masseth	Miles and Carolyn Smith
Ben and Renee Berg	Larry and Kathy Gentine	Arist and MaryBeth Mastorides	Bart Jr. and Elaena Starr
Luke and Andrea Benrud	John Gillespie	Audrey Mathieu	Doug Stecker
Anthony Besasie	Dale Gisi	Dustin and Stacie McClone	Dirk and Patty Steinert
Barbara and Keith Beuscher	Brian Goldstine	Emma and Denning McTague	Peter and Heather Stern
Denise and James Binning	David and Tracey Hataj	Jeff and Kim Miller	Brian Sterns
John and Gayle Bittner	Anthony and April Hauser	Michael and Vicky Mueller	Richard and Anne Stoltenberg
Bryan and Rebecca Blankfield	Chris and Sue Heimerl	Randy and Marilyn Mueller	Lynn and Jerold Tank
Bryan and Sally Brandt	Dr. Richard and Diane Hilsabeck	Virginia Nachreiner	Denny and Rose Tattum
Dan Brown	Trisha and Kenneth Huizenga	Tim and Joy Neuville	Alan and Sue Tetzlaff
Ed and Sandy Bush	Cathy Jacobs	Mike and Cami Noffke, A-Z Process Solutions	Thrivent Matching Gift Foundation
William and Nancy Bush	Bill Jansen and Mary Goggans	Mary and Mary Olsen	Ellen and Larry Uebelher
Capital Credit Union	Dr. Fred and Tracey Johnson	Rob and Lisa Messina	Kim and Rob Underhill
Mark and Linda Carlson	Greg and Pam Jonas	Will Robinson	Paul and Melissa Van Den Heuvel
Robert and Cindy Cavagnol	In Memory of Kristin Jones	Mike and Debbie Rohrkaste	Tim and Bacelisa Van Wyk
Andy Chisel	Robert Keller	Scott and Gretchen Romanesko	Loren and Linda VandeLune
Mark and Denise Christopher	Steve and Faye Klessig	George and Lois Rossi	John and Germaine Vicchiollo
Custom Glass Products, Inc	Sheron and Wilbur Kollmeyer	Michael Sajbel and Susan Allen, MD	David Jr. and Jane Voss
Alyce Dahlin	Jane Krause	Kaleb and Hannah Schad	John and Keri Vosters
Connie Danforth	John and Beckie Krause	Stuart and Lucia Schneider	Joel and Tara Walker
Mike and Sherry Daniels	Denis and Michele Kreft	Tracy Schoenrock	Randy and Angel Washington
John and Kathy Davis	Tyler Lane, First Call Restoration	Ivan and Mary Schrodt	Steve and Jean Weiland
Curt and Melissa Detjen	Wade and Val Leipold	Don and Gail Schroeder	E.G. and Paula Whitman
Richard and Kathleen DeVries	Pastor Bob and Carol Lenz	Kevin and Brenda Schuh	Matt and Carie Wille
Kellie and Chad Diedrick	Jodi and Mike Lorrig, Apex Electrical Design	Chad and Brenda Schultz	Gary and LuAnn Williams
Larry and Audrey Dietz	Alan and Lori Loux	Mallory Schwan	Dr. Thomas and Pamela Winek
Pete and Aliece Dorsch			Mark and Connie Wunderlich

150 Strong empowers people to come together and help fund key Rawhide programs in our communities.

In 2024, more than \$300,000 was raised to help area school districts address the need for critical mental and behavioral health services.

## HOW IT WORKED

- At least 150 people committed to help fund placing therapists in local schools
- Each person donated \$1,000
- Each donation was matched up to \$150,000
- More than \$300,000 was raised

## LEARN MORE ABOUT RAWHIDE 150 STRONG

For more information about 150 Strong and how you can become the hero kids in our communities need:

**call** 920-982-6100

**email** [development@rawhide.org](mailto:development@rawhide.org)

**visit** [rawhide.org/150strong](http://rawhide.org/150strong)





# A Legacy That Spans Generations

For nearly six decades, the Starr family name has been synonymous with Rawhide's mission of transforming lives. Following in the footsteps of his parents, Bart and Cherry Starr, Bart Starr Jr. has continued their legacy of unwavering commitment to Rawhide's youth. Through the Bart and Cherry Starr Foundation, he ensures that their vision of hope, healing, and opportunity for at-risk youth lives on for generations to come.

The Starr family's involvement with Rawhide has never been about simply lending a name—it has always been about investing in the long-term transformation of young lives. Reflecting on his parents' dedication, Bart Starr Jr. shares, "Mom and Dad realized that Rawhide could provide a service on behalf of young individuals that was missing from their lives ... the transformative power of faith-based love toward them. Their partnership with John and Jan Gillespie was a once-in-a-lifetime opportunity to create something truly impactful."

That impact has extended well beyond the young men who have passed through Rawhide's doors. One encounter that left a lasting impression on Bart Jr. was with a former Rawhide youth who had overcome an abusive past to become a successful architect and loving father. Years later, this man's daughters were making wise choices, building stable lives—proof that the support he received at Rawhide didn't just change his life but shaped the future of his entire family. "That's why my parents set up this foundation," Bart Jr. explains. "To ensure that Rawhide's work continues to uplift families for generations to come."

Today, the Bart and Cherry Starr Foundation supports Rawhide through annual fundraising events like the Bart Starr Memorial Golf Tournament and by engaging the next generation of the Starr family in Rawhide's mission. Bart Jr. and his family remain active participants, ensuring their presence at key Rawhide events, including the upcoming 60th Anniversary Celebration in summer of 2025.

**"Every friend and family member who visits Rawhide uses words that are remarkably similar. They note the spirit of goodness, the presence of genuine devotion, and the look of confidence and trust on the faces of those who most needed to experience these qualities. Each trip to Rawhide reinforces our determination to perpetuate the good works already taking place."**

Through his foundation and personal involvement, Bart Starr Jr. carries forward the work his parents began, ensuring that Rawhide continues to change lives—one generation at a time.

# Tim and Joy Neuville

## A LEGACY OF COMMUNITY AND COMMITMENT

Few stories capture the spirit of Rawhide like that of Tim and Joy Neuville, donors whose involvement spans nearly five decades. Their journey began in the late 1970s when Tim, fresh from college, returned home and, alongside his father, purchased a local car dealership. Through his early involvement with the Wisconsin Auto and Truck Dealers Association (WATDA), Tim was introduced to Rawhide's mission. He recalls those early days fondly, "We started as a car donation drop-off location for Rawhide many, many years ago," a nod to the simple yet impactful process of donating a car back when it was as easy as checking a Blue Book value.

Joy entered Tim's life in the early 1980s, and it didn't take long for her warmth and genuine passion for community to shine through. After joining him on one of Rawhide's tours, she quickly became an integral part of their shared journey. Together, they found a calling in supporting the youth who benefit from Rawhide's programs, reinforcing their belief that every act of kindness—no matter how small—can spark change.

Over the years, Tim and Joy have made their presence known at countless fish fries, for which they have been long-time generous sponsors. Their involvement goes beyond mere attendance; it's about fostering a connection to the work they support. And they've expanded their generosity over the years to become members of the 150 Strong Community, supporting youth beyond the sprawling campus they visit often. This critical campaign serves Rawhide's community and school-based counseling programs, helping even more youth find the support and hope they deserve.

A particularly transformative moment for them was witnessing Rawhide's evolution from a residential program for boys to a multifaceted organization that now offers outpatient therapy, job training, automotive certifications, and even equine therapy. The equine program, in particular, resonated deeply with both Tim and Joy. They were struck by how horses seem to instinctively pick the youth who need them most. "It's amazing how a horse can pick the person it wants to help," they note, underscoring the life-changing opportunities the program provides.

Their commitment to Rawhide is deeply personal. Raised in a community where philanthropy was part of the family

legacy, Tim learned early on the value of giving back. He and Joy embody the philosophy that small, everyday acts of kindness build a friendlier, more supportive community. As they often say,

*"We just want to do our small part, making the world a better place, a friendlier place, pulling people up that might just need a little nudge every now and then."*

Beyond Rawhide's doors, Tim and Joy's influence is felt throughout the community. Whether through local events, support for the Waupaca Area Community Foundation, or simply sharing their story with neighbors, they remind us that while one person may not change the world overnight, lifting even one young life can create a ripple effect of hope and possibility.

Their decades-long support, genuine care, and enduring generosity not only sustain our programs—they inspire us every day to continue our mission. Their story is a testament to the power of community, the importance of tradition, and the belief that every act of kindness builds a brighter tomorrow.



# Mustang Spirit

## FUELING TRANSFORMATION THROUGH GENEROSITY

At Rawhide, every vehicle donated tells a story—a story of generosity, transformation, and hope. Among the many remarkable contributions we’ve received, the 1976 Ford Mustang II Cobra II stands out not only for its rarity but also for the incredible journey it inspired. Donated by its original owner Alan Haznar, who had special-ordered the car in 1976, this vehicle became the centerpiece of a thrilling charity auction that raised \$19,500 for Rawhide’s life-changing programs.

We are humbled by the Texas-based bidder’s enthusiasm for the Mustang, a car reminiscent of one he owned in the 1970s. His plan to install a high-performance engine and bring the car back to life reminds us of the incredible potential each donation carries—not just for the donor or purchaser but for the countless lives impacted through Rawhide’s programs.

This Mustang, lovingly maintained over decades, symbolized more than a classic car; it represented a commitment to making a difference. The funds from its sale directly supported programs that empower young people with skills, hope, and opportunities to thrive.



### A LEGACY OF GIVING

The story of this Mustang is deeply tied to Rawhide’s tradition of transformation through vehicle donations. For decades, generous donors have entrusted us with their vehicles, knowing that their gifts create ripples of positive change. From the first car gifted by this generous donor, a 1997 Lincoln Town Car donated in 2020 that raised \$650 to this year’s iconic Mustang auction, every vehicle plays a vital role in sustaining our mission.

### Learn More About Donating a Vehicle

The funds raised through vehicle donations directly fuel these initiatives, ensuring young people have access to the care and tools they need to build productive and joyful lives.

### HONORING DONORS, ENCOURAGING OTHERS

We extend our heartfelt gratitude to every donor who has entrusted us with their vehicles. Each donation is a seed of transformation, driving our mission forward and impacting countless lives. Whether it’s a beloved family car or a classic like the Mustang, your gift makes a difference.



# Professional Plating

## BUILDING A LEGACY OF LOCAL IMPACT

Founded by long-time philanthropists, Bob and Pat Endries of Brillion, Wisconsin, Professional Plating's commitment to Rawhide reflects a legacy of leadership rooted in community impact. Under Larry Dietz and general manager Kerry Behnke, the company has become a steadfast partner in Rawhide's mission, seamlessly transitioning leadership while maintaining a shared focus on giving back.

Larry Dietz, who served as general manager from April 2001 until October 2024, has long championed Rawhide's mission, serving on the Rawhide Northeast Wisconsin Advisory Council and bringing authenticity to the company's philanthropic efforts. "Staying local and making a local impact is just the right thing to do," Larry often says. His leadership ensured Professional Plating became a cornerstone supporter of Rawhide's The Main Event Gala, an event

critical to funding programs that empower youth. For Larry, philanthropy has always been about doing what's right, not seeking recognition. "We don't buy that table to sit close to the front," he shared, emphasizing the sincerity of their support for Rawhide's programs.

Together, Larry and Kerry have guided Professional Plating to sustain and grow its partnership with Rawhide. Their leadership fosters a culture of service that resonates throughout the company.

"Larry set the bar high," Kerry reflects. "But he also showed us how powerful it can be to truly invest in something bigger than ourselves. I'm honored to continue that legacy and ensure our partnership with Rawhide stays strong."

For Larry, the pride in seeing the company's values reflected in its work with Rawhide is deeply personal. "We're not in it for the recognition," he says. "We give because we believe in what Rawhide is doing, and we want to be part of that change."

At Rawhide, the impact of Professional Plating's support is seen in every life touched by their generosity. Under Larry and Kerry's leadership, the company has shown how businesses can lead with heart, creating ripples of change that extend far beyond their walls. Their story is one of purpose, passion, and a commitment to ensuring every youth has the opportunity to succeed.





# 2024

# impact

## LIVES IMPACTED

Total: 1,937  
Increase of  
**20%**

40  
Counties Served  
in 2024

Clients who are uninsured,  
underinsured or who's  
insurance reimburses us at/or  
below Medicaid rates

**94%**

## MALE/FEMALE CLIENTS



## ETHNICITY OF RESIDENTIAL YOUTH

White: 56%	Native American: 5%
Black: 33%	Hispanic: 2%
Bi/Multi-Racial: 4%	

## YOUTH DISCHARGED

79%  
Successfully Completed

84%  
Did Not Re-Enter Child Welfare  
of Juvenile Justice System

141 days  
Average Length  
of Stay



## CHAPS EQUINE-ASSISTED THERAPY SESSIONS

1,175

## COMMUNITY-BASED THERAPY SESSIONS

16,855



## JOB TRAINING

133  
Rawhide  
Youth Participation

20  
New London &  
Shiocton High School  
Youth Participation

## CAREER EXCELERATE

235  
Students Completed  
an Educational Certificate

82%  
Employed in Their  
Field of Study

40%  
Increase in Average Wage  
at Hire Post Completion

## IN-SCHOOL COUNSELING

57  
Schools with  
an Embedded Therapist



Increase of  
14 Schools

## EDUCATION

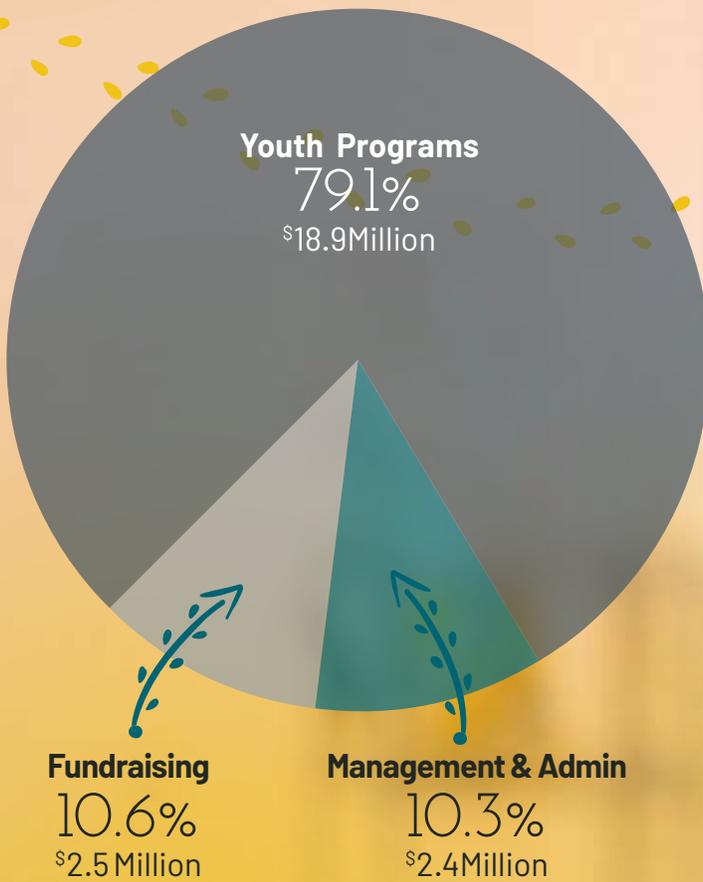
7  
Graduated from  
Starr Academy

82%  
GPA % Increase

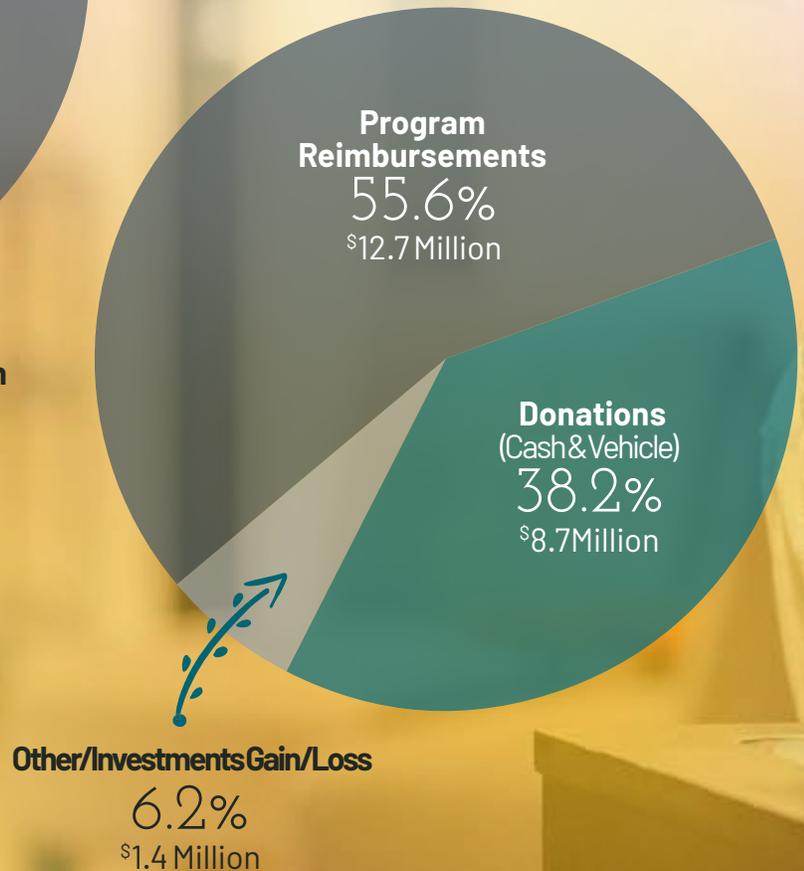


# 2024 Financials

How Funds Were Used  
**\$23.8 MILLION**



Source of Support  
**\$22.8 MILLION**





**2,528**  
Cars & Trucks



**346**  
Boats

Vehicle Program



**129**  
Misc.

**67**  
Motorcycles



**49**  
Campers/Trailers



# Honoring Rilla Belle “ROOTY” Leigh

## A LEGACY OF SERVICE THROUGH THE #15 LEAGUE

For Rilla Belle “Rooty” Leigh, giving back wasn’t just an occasional act—it was the cornerstone of her life. As a cherished supporter of Rawhide Youth Services, Rooty exemplified the values of dedication, community, and compassion that define this special group of supporters. Her contributions continue to inspire and uplift.

Rooty’s connection to Rawhide began with Earl, her husband and co-founder of the Madison Packer Backers. Together, they built more than a fan club; they cultivated a community focused on camaraderie and service. Their shared passion for football became a springboard for impactful giving, with Rawhide Youth Services at the heart of their efforts.

Rooty’s philanthropy took many forms. She championed annual fundraising initiatives through the Packer Backers, ensuring members understood and supported Rawhide’s mission. Over the years, the club adopted policies that reflected Rooty’s spirit, such as donating to Rawhide in honor of members who passed away, underscoring their shared values.

Rooty’s legacy extends beyond her financial generosity. She believed in connecting people with Rawhide’s mission. Her favorite memories include organizing trips to Rawhide events, where she encouraged others to witness the transformative impact of their contributions firsthand. She often said that giving was about more than writing a check—it was about showing up and making a difference.

Rooty’s final act of kindness, designating half of her estate to Rawhide, ensures her impact will be felt for generations to come. Her planned giving exemplifies the long-term commitment celebrated by the #15 League, where members use their resources to support youth through pivotal life moments. Rooty’s generosity embodies the League’s motto: creating lasting change, one story at a time.

**As Rawhide celebrates its 60th anniversary, Rooty’s story reminds us of the collective power of the #15 League to transform lives. Her unwavering belief in giving back continues to resonate, inspiring others to join her in making a difference.**





# Rawhide's #15 LEAGUE

Thank you to our members for leaving their legacy at Rawhide



**Learn More About  
Rawhide's #15 League**

## PLANNED GIVING

Leave a legacy by becoming a member of Rawhide's #15 League. The #15 League, named in honor of Green Bay Packers legend Bart Starr and his wife Cherry, was created to recognize and thank loyal supporters who choose to remember Rawhide with a planned gift. Included is a list of individuals who have named Rawhide as a beneficiary in their will, living trust, life insurance policy, retirement account, charitable trust, donor-advised fund, or charitable gift annuity.

We are grateful to all our generous members whose support will ensure that Rawhide can continue to carry out its mission to transform the lives of at-risk youth for years to come.

**For more information about becoming a member of the #15 League, please contact the Development team at (920) 982-6100 or [development@rawhide.org](mailto:development@rawhide.org).**

## #15 LEAGUE MEMBERS

Anonymous(8)	Kay Johannes
Lawrence Andersen, III	Marjorie Johnson
Margery Balliette	Yvonne Johnson
Darlene Ballweg	Janet King
Steven and Sandra Bender	Dorothy Kohlhagen
Bryan and Rebecca Blankfield	William Kohnen
Wayne and Mary Boss	Donald Kubichek
Constance Danforth	Alan and Lori Loux
Richard and Kathleen DeVries	Dianne Marek
Bob and Patricia Endries	Thelma Meyer
Cara Lynn Foster	Richard Meyers
Bernice Gebhard	James and Jean Miazga
Janet Gerbig	Cathy Pink
Peter and Dolly Gerhardt	John and Patricia Pospisil
Don and Audrey Geyer	Thomas Regan
Harold & Carol Gross	Nancy Runde
Nona Hataj	Jack and Maida Sawyer
Dr. Richard and Diane Hilsabeck	Larry and Leanne Schultz
Ray and Mary Hosmer	Donna Tischauser
Catherine Jacobs	Gary Treu
	Marjorie Wentworth
	Gary and Louise Ann Williams

## 2024 ESTATE GIFTS RECEIVED

Anonymous (1)  
 Estate of Robert Johnson  
 Ann S. Courtenay Trust  
 NCH Income Trust  
 Eleanor Darm Trust  
 Estate of Barbara A. Woerner  
 Estate of Arnold and Charlotte Des Jardins

# OUR donors

\*Gift is part of a multiyear pledge.

## \$25,000 AND ABOVE

Robert and Laura Abernathy\*  
Anonymous(2)  
Ariens Foundation  
Aylward Family Foundation, Inc.  
Bader Philanthropies, Inc  
Bart and Cherry Starr  
Foundation  
Bernatello's Foods\*  
BRP US Inc.  
Common Ground  
Healthcare Foundation  
Community Foundation for  
the Fox Valley Region, Inc.  
Daniel J. Calmes

Revocable Trust  
Deitrich Family Foundation Inc  
Eleanor Darm Trust  
Rhoda L. Esson  
Esther R. Gehrt Trust  
Faith Technologies, Inc.  
Frank C. Shattuck  
Community Fund\*  
Frank G. & Betty J. Koller  
Beneficiaries Trust  
Green Bay Packers Inc\*  
J.J. Keller Foundation, Inc.  
Robert and Lynne Keller

Kimberly-Clark Corporation  
Alan and Lori Loux\*  
David Loux  
Lynde & Harry Bradley  
Foundation  
William and Susan Matheson  
McPartland Family  
Foundation Inc  
Miron Construction  
Nicholas Family Foundation  
Nicolet National Bank\*  
Richard and Sharon Resch  
Robert & Patricia Endries  
Family Foundation, Ltd.\*

Schneider National  
Foundation\*  
Sensient Technologies  
Foundation, Inc.  
Sentry Insurance  
Foundation, Inc.  
Stalker Sports Floors  
Bart Jr. and Eleana Starr  
Victor and Christine Anthony  
Family Foundation, Inc.  
Dave Jr. and Jane Voss\*  
Zenon C.R. Hansen  
Foundation, Inc.

## \$10,000 - \$24,999

Lawrence Andersen  
Vic and Chris Anthony  
Appleton Lathing Corporation  
Barb's Centre for Dance  
Daniel Began  
Andrea and Luke Benrud  
Bryan and Rebecca Blankfield  
Bleser Family Foundation, Inc.  
Susan Brown  
CLA Foundation  
Congregational United  
Church of Christ  
Corcoran Glass  
Alyce Dahlin  
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## BUILDING MORE THAN STRUCTURES:

# 35 Years of Building Lives

After 35 years of dedication, Director of Facilities Brendan Ganser is preparing to retire from Rawhide in 2025. His path to Rawhide—and within it—has been as winding and transformative as the literal roads that have changed on the property over the decades. From gravel paths to paved roads, Brendan's time at Rawhide mirrors the growth of the organization itself, with each turn shaping him just as he helped shape the lives of the young men he served.

**"The roads have changed so much since I started," Brendan reflects. "Back then, there was only pavement up to the first drive at The Lodge home. Everything else was gravel or dirt. Now, the roads lead to so many places on the property. It's a lot like my own journey here—unexpected, sometimes challenging, but always moving forward."**

Brendan joined Rawhide in 1990 after transitioning from a construction job. Drawn by a radio ad for a facilities director position, he was eager to be part of an organization he had only heard about in passing. He accepted a position in the barn, caring for horses, maintaining the grounds, and helping with construction projects. Since then, he has served in grounds maintenance, as construction instructor, facilities manager, CATCH foster home house father, and temporary house father for the Smith House.

"I didn't realize that working in the barn would mean working closely with the kids," Brendan shares. "I had four to six guys with me every day, and I got to know them in a way I wouldn't have if I'd been hired for the director role. It was the best thing that could've happened."

This hands-on role allowed Brendan to build relationships with the boys, leading to an even deeper commitment. After one of the boys expressed interest in attending Brendan's weekly prayer breakfast, others followed. Before long, Brendan and his wife, Vicki were asked to become foster parents for Rawhide. Over six years, they opened their home to 21 boys, treating them like family.

"We always wanted them to feel like they belonged," said Brendan. His son Tyler, an only child, welcomed the boys like older brothers—so much so that his teachers thought he had an imaginary, ever-changing family when he drew pictures for class.

During his time at Rawhide, Brendan left his mark on every building on the property, from new constructions to renovations. But while his construction skills are impressive, it's the boys' personal growth that means the most to him.



## TEAM MEMBER Shout Outs

### Sonny Evan

Sonny, Thanks for all you have done for me personally and professionally. Thank you for helping out with the youth at Starr and talking with them in a way that they understand. You have a big heart, and it shows. Stay Strong, love unconditionally, and stay SONNY!

### Molly Riehbrandt

The sheer passion, value, and dedication you have to our clients and equine is invaluable. You go above and beyond every time, without hesitation. Not only do you show up for our clients and equine partners, but you spark such creative ideas that transform sessions and guide positive outcomes! The way you work through sessions with such effort, delicacy, and love is truly inspirational, Molly.

### Barbara Ford

Thank you for always being such an amazing support system and making sure I laugh on the days I don't want to. Your unwavering dedication to your team and the boys does not go unnoticed. I appreciate you. Keep shining bright.

### Ryan Pingel

For being such an integral part of Shiocton and our equine services. You are always willing to jump in and support wherever needed. Thank you!

### Jim Watters

Sometimes it seems like we're swimming upstream with the paperwork, but you put your heart and soul into working with the boys and their families, and you do what you need to do to get that "behind the scenes stuff" rolling. Thanks for your hard work! It does not go unnoticed.

### Jasmine Staebler

Great job speaking at the 150 Strong event! Sharing your personal experience as a clinician supporting youth in the schools was very brave and equally impactful. Your self-written poem, spoken from the voice of the provider, was heartfelt and moving. Amazing!

"Buildings come and go—they get remodeled or torn down—but the growth I've seen in the kids, that's lasting," Brendan reflects. "Watching them come in as one person and leave as someone stronger, more confident, and ready to take on life—that's what I'm most proud of."

Brendan acknowledges that working at Rawhide wasn't always easy. "I came in thinking that working for a mission-based organization would be all roses," he says. "But it's been one of the hardest places I've ever worked. The challenges—the struggles with people and the organization—forced me to grow. They made me who I am today."

This growth extended beyond his role at Rawhide and into his life as a pastor, a role he has held for the past 14 years. "If I hadn't worked at Rawhide, I wouldn't have what it takes to pastor a church," Brendan shares. "It's given me resilience, a thicker skin, and the ability to love people even when it's hard."

As Brendan reflects on his upcoming retirement, he finds himself at a crossroads—both literally and figuratively. "I've driven down Ernst and Weiland Roads for 35 years, from different directions and multiple homes, but they always led me here," he says.

While he's ready to trade the daily commute for more time with family, golfing with Tyler, and pursuing woodworking projects, Brendan knows the legacy of Rawhide will always be part of him.

**"Rawhide has shaped me as much as I've helped shape the kids here," Brendan says. "It's not just a place I worked—it's a place that built me into the person I am today."**

When asked how he'd like to be remembered, Brendan keeps it simple. "I hope people see me as the guy who didn't just build structures but helped build lives."

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Partner at Baker Tilly US

**Bill Sepic**

President and CEO of the Wisconsin Auto & Truck Dealers Association

**Mike Daniels**

President, CEO, and Chairman of Nicolet Bankshares, Inc. and Nicolet National Bank

**Alan Loux**

President and CEO of Rawhide Youth Services

# Rawhide Northeast Wisconsin Advisory Council Members

**Tony Besasie**

Chief Sales and Marketing Officer, KI

**Bill Matheson**

Retired Chief Commercial Officer, Schneider National, Inc.

**Scott Romenesko**

President, EnTech Solutions with Faith Technologies

**Kellie Diedrick**

Vice President of Critical Access Hospitals (North Region), ThedaCare

**Bob Mathews**

CFO, Jagemann Stamping Co.

**Mike Running**

President - Americas, Plexus

**Larry Dietz**

General Manager, Professional Plating Inc.

**Jeff Miller**

Retired President and CEO, CBC Coating

**Jeff Schroeder**

Segment Director, ITW Welding

**Pete Dorsch**

Retired Former Owner, Dorsch Ford Lincoln Kia

**Mark Olsen**

Retired Chief Financial Officer & Treasurer, Ariens Company

**Kim Underhill**

Retired Group President North America, Kimberly-Clark

**Steve Klessig**

Vice President of Architecture & Engineering, Keller, Inc.

**Patti Purcell**

President, Writing by Design

**Jodie Larsen**

Vice President of Community Engagement, Oshkosh Corporation







## LOCATIONS

### New London : HQ\*+

E7475 Rawhide Road, New London, WI 54961

### Appleton +

Westhill Professional Park  
446 Westhill Boulevard, Suite A  
Appleton, WI 54914

### Milwaukee\*

143 E. Lincoln Avenue  
Milwaukee, WI 53207

### Peshtigo

N. 2981 Schacht Road  
Peshtigo, WI 54157

### Fond du Lac\*+

N5682 County Road K  
Fond du Lac, WI 54937

### De Pere

301 N. Broadway, Suite 303  
De Pere, WI 54115

### Shiocton\*

N5367 Mayflower Road  
Shiocton, WI 54170

### Glendale

5555 N. Port Washington Road  
Suite 207  
Glendale, WI 53217

### Oshkosh

Boys & Girls Club  
501 E. Parkway Avenue  
Oshkosh, WI 54901

*\*These locations also offer CHAPS  
Equine-Assisted Therapy services.*

*+These locations also offer  
occupational therapy.*



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