

FUNDRAISING

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FUNDRAISING FOR YOUR AGENCY

First Steps

- **First and foremost, know that Special Olympics Wisconsin (SOWI) actively encourages Agencies to raise funds in support of their local programs.**
- The Special Olympics offices across the state will work to provide whatever assistance possible. Assistance may include:
 - Sample proposals
 - Sample letters of solicitation
 - Sample recognition ideas
 - Lists of successful fundraising events or promotions
 - The ability to brainstorm with other Agency managers and coaches from around the state and the Midwest
 - Review event plans and budgets and provide feedback and suggestions
- Read through the following *Fundraising Guidelines* (which contain information about how to comply with important state and Special Olympics policies), and be sure to contact your Regional Director of Development with any questions.
- Be sure to review the *Insurance* section of the *Agency Manager Handbook* to determine what types of events might be covered under SOWI's insurance policy.
- Complete a *Fundraising Project Application Form* (found in the *Forms for Duplication* section of this handbook) and send to your Regional office 30-60 days before your fundraising event is held.
- Determine how much money your Agency will need by working with the Agency's manager and treasurer to develop a budget. Find resources on how to create a budget on the Agency log in page on the SOWI website under Best Practices.
- Find volunteers who are willing to help by heading up different projects.
- Ensure that anyone handling funds raised by the Agency is a Class A volunteer with no financial restrictions.

Promote Your Agency and Your Fundraising Project in the Community

- If you live in a smaller community, invite someone from the radio or TV news department to attend a planning session for your event. He or she may volunteer to participate, or suggest ways to structure your fundraiser to make it easier and more attractive to cover as a news story.
- Besides publicity, some local stations may be interested in helping sponsor the event, or helping to enlist other community organizations.
- SOWI staff is available to support you in your fundraising efforts. Please contact the Marketing Specialist for assistance in working with local Media (e.g. press releases, Public Service Announcements, etc.).

Recognize Volunteers and Contributors

- Be sure to thank everyone who helped make the event or project a huge success.
- Recognition of a job well done through a letter or certificate is always appreciated and is the key to bringing back good volunteers year after year.
- A letter to the editor is often a good, no cost way to thank the community and the people who have been particularly supportive.

THE ABC'S OF FUNDRAISING

The Most Important Thing to Remember in Fundraising is that People Give for Three Reasons:

- Because they support the program or the cause
- Because of how they are asked or who asks them
- Personal reasons (direct stake in the program such as an acquaintance with an athlete)

Every good fundraiser needs to promote the cause in a clear, emotionally appealing way and to select appropriate people to deliver the message or, in other words, "make the ask." For helpful *Language Guidelines* and *Spokesperson Tips*, check out the *Communications and Public Relations* section of this handbook. Any good fundraising campaign will also find a way to recognize, promote and thank its contributors.

Statewide Events

SOWI Agencies can participate and earn money through several statewide events. Contact your Regional Director of Development to learn more.

- **Polar Plunge®**, February-March
 - Anyone can participate in this event.
 - Money is raised by soliciting pledges to jump into icy bodies of water at a community event.
 - 25% of money raised by an Agency team stays with the Agency.
- **Final Leg, Law Enforcement Torch Run®**, March-June
 - Athletes and Law Enforcement Officers can participate in this event.
 - Money is raised by selling Law Enforcement Torch Run T-Shirts, or other souvenirs as applicable.
 - Individuals raising funds have the choice to either receive incentives, or 25% of the money stays with the Agency.
- **Perfect Split**, August-December
 - Athletes can participate in this event.
 - Money is raised by soliciting pledges for bowling "non-events".
 - 100% of money raised by an Agency stays with that Agency.

Special Olympics Brand Marks and Polar Plunge

In order to comply with Special Olympics, Inc.'s guidelines below and to ensure risk management, all Polar Plunge events must be organized through the Special Olympics Regional offices. No Special Olympics Agency can organize a Polar Plunge event, but can participate in the Regional Plunges to raise money for the Agency.

As the owner of the Special Olympics Marks, Special Olympics, Inc. is responsible for registering, protecting and enforcing all of Special Olympics, Inc.'s ownership and related rights to the use of the Special Olympics Marks and the goodwill and value associated with them. Special Olympics, Inc. is therefore exclusively responsible for registering or recording all trademarks, service marks, copyrights, and all other recordable interests in any intellectual property comprising the Special Olympics Marks with the appropriate legal or governmental entities throughout the world, and for filing and prosecuting all actions against third parties for misappropriation, infringement or other misuse of the Special Olympics Marks or other intellectual property associated with Special Olympics.

Should Special Olympics, Inc. ever be challenged by the U.S. Patent and Trademark Office to show that it has properly protected Special Olympics, Inc.'s Marks it would be necessary to illustrate that the specific Mark was used consistently. It is for this reason that all Special Olympics Programs adopt the POLAR PLUNGE Graphic Guidelines and to use only the tagline "Freezin' for a Reason".

FUNDRAISING-HOW TO ASK FOR MONEY

- 1) Make a cash or in-kind contribution yourself, and let them know . . . *as a coach, I volunteer more than eight hours a week during training.*
- 2) Ask in person when at all possible. Using the phone or writing a letter makes it easy for you, but it also makes it easy for them to say "no." *Reminder: Due to our Special Olympics, Inc. direct mail contract, Agencies are not allowed to organize their own direct mail campaigns by sending letters to **individuals** and asking for outright financial donations.*
- 3) Stress the cause . . . not the organization. Talk about what SOWI has done for your athletes. Causes are emotionally appealing; organizations are brick and mortar.
- 4) Know the facts about SOWI and your Agency. You can review the *Agency Support Page* in the front of this handbook or the *Annual Report* posted on the SOWI website under "About Us". A fact sheet on your Agency can be created using a template available on the Agency log in page on the SOWI website. *How many athletes are served? What sports do the athletes compete in? Have any of the athletes attended a World or National Games? What are the ages of the athletes? Do you have a booster club? What geographic part of the state does your Agency cover?*
- 5) Tell them why you are involved or committed.
- 6) Be relentlessly positive. Avoid discussing other causes or charitable organizations to reduce competition, and project confidence when appealing to a donor.
- 7) Meet the donor's needs for information and facts. *Does the donor request a financial statement from SOWI? Answer his/her questions and they will answer with a YES! If you are asked a question about Special Olympics and you don't know the answer, don't make one up. Create an opportunity to get back in touch with the potential donor by saying, "I don't know the answer, but I will find out and get back to you. When would it be convenient to call?"*

Making 'The Ask'

Once all questions have been answered, and as the meeting is winding down, move towards the closing conversation.

- o "Could you help with \$\$XX?"
- o "We could use your support. A contribution in the \$\$X-X range would be greatly appreciated".

Here are some steps to consider when planning an 'ask':

- o Set a goal.
- o Identify prospects.
- o Identify who will be making "the ask".
- o Approach the prospect.
 - Send a letter/e-mail.
 - Follow up with a phone call.
 - If appropriate, request a meeting.

Here are some reminders to help you prepare for a meeting which will feature a financial 'ask':

- o Have your message ready.
- o Be prepared to answer hard questions.
- o Know that prospects may be vague or put-off; maintain confidence despite this.

Here are some guidelines for conducting a successful meeting with a potential donor:

- o Talk *with* prospects, not *at* them. Get them involved in a conversation, and make sure they have opportunities to ask questions.
- o Speak about the history of the organization and its mission.
- o Speak about your own experiences, as well as the experiences and benefits your athletes have gained throughout their involvement with SOWI.
- o Talk about the proposed event's budget, who will be in attendance, and how sponsoring the event could benefit your prospect.

Tips to Remember when Asking for Donations

1. Be specific: what do you want?

Example: "We need to raise \$800 to buy new uniforms for the 20 members of our basketball team" or "transportation expenses for our athletes to participate in three competitions this year will cost \$1,000." Avoid: "We need money for our athletes."

2. Target who you will be approaching. Ask yourself, who has money in this community, and who would benefit from being associated with Special Olympics? Now draw up a list:

- a. Don't overlook your friends, relatives or the friends and relatives of the athletes.
- b. Business people: bankers, morticians, doctors, chiropractors, lawyers, dentists, auto dealers, insurance companies, protected contacts, etc.
- c. Organizations: Lions, veterans groups, local business associations, student council and other student groups, etc. Call or go to the local chamber of commerce for a list of groups and organizations in your community and the surrounding area.
- d. Consider approaching church groups.
- e. Look for ways to double what you make. For example, your local grocery store may double what you make on a brat sale in their store. Lutheran and Catholic Insurance companies often double as well.

3. Decide how much you will ask for.

- a. This is tricky. Ask too little and you might get too little; ask too much and very few may respond. The length of your potential donor list may dictate how much you'll ask for (if you have five people and need \$1,000, obviously you wouldn't ask for \$25 from each).
- b. You might figure out how much it costs for each athlete to participate in your Agency and ask for the donor to sponsor an athlete for the year for that amount.
- c. If you have a long list of possibilities, ask for \$20 from each and you'll probably get much more than if you had asked for \$25. According to studies, people will give more than \$20 if you ask them for \$20 and just \$25 or less if you ask for \$25.

4. Before writing the letter or calling, decide what you will give in return.

- a. Call the local newspaper and ask what they charge if you take out a thank you ad. In many cases, the paper will match you dollar for dollar (meaning you can end up with a pretty nice ad).
- b. Take the inexpensive way and write a letter to the editor thanking the donors (if you think they will publish it).
- c. Think about what else you can do for them that lets the community know that they support your Agency (remember you can't put their name on the back of your uniforms).

5. When approaching someone in business, keep the following facts in mind:

- a. Remember that your local businesses get asked to donate all the time. You need to show them what having a relationship with Special Olympics can do for their business. Point out the following facts:
 - i. Special Olympics retains a favorable name recognition among 95% of the US public.
 - ii. According to *The Chronicle of Philanthropy*, Special Olympics is America's Most Credible Charity and was ranked one of America's Best Run Charities by *Financial World Magazine*.

- iii. The 1994 Cone/Rope Benchmark survey on cause-related marketing reported that:
 1. 84% of adults believe cause-related marketing creates positive company image.
 2. 78% would be more likely to buy a product associated with a cause they care about.
 3. 66% would switch brands and 63% would switch retailers to support their cause.
 4. 54% would pay more for a product that supported a cause they care about.
- b. Between athletes, donors and volunteers, Special Olympics touches the lives of one in every six families in America.

6. Use correct grammar and spelling, and be specific ("five people" is more specific than "some people").

Tips for Securing Major Sponsors for a Special Fundraiser

You need to put together a package that will attract a sponsor. Begin by asking "what can we offer?"

- Draw up a list of potential sponsors and then decide who you want to approach. Know how much you want for a sponsorship before you ask. The cost should include cash. You can approach by saying give us half in cash and the other half in product or services.
- Advertising and association with Special Olympics is the big carrot for a sponsor. They will want to know (though they will not ask you) how much they will get for their sponsorship in terms of advertising.
- Get publicity lined up first:
 - Ask your local radio station to be one of your media sponsors – leave knowing approximately how often they will advertise your event, and if they are willing to list your major sponsors on the ad.
 - Ask the local newspaper to be a media sponsor – leave knowing how many ads they'll put in for you, and if they are willing to list major sponsors.
 - Consider making up posters to promote your event. Figure how many you will put up, knowing that you will put major and supporting sponsors on them.
 - If you are going to have event T-shirts that you will give to all who participate, that is another way to put sponsor's names on something. Tell the sponsor how many shirts you will be giving away. Remind potential sponsors that our shirts are worn all the time and seen everywhere – this gets their name and association out to the public.
 - Add in the value of anything else that you'll have that will have a sponsor's name on it or will give them exposure as being associated with Special Olympics.
- Make sure to give a deadline to a potential sponsor for when you need to know by.
- Make sure you receive the money before you have started your publicity of the event – it can be very difficult to get afterwards.

FUNDRAISING POLICIES

Fundraising Project Application Form

Any project or event must be approved in advance by SOWI. A Fundraising Project Application Form (see Forms for Duplication) must be completed and sent to your Regional office 30-60 days before the project/event is held. Submitting this form ensures your Regional Director of Development is aware of your event and can lend assistance as needed. For example, if the Regional office is aware of your event, when they receive calls, they can confirm the event and provide accurate information. Whenever possible, the Regional office will help promote your event through their newsletter or monthly mailings.

Advertising and Recognition of Sponsors/Supporters

Volunteers and officials may wear jackets, T-shirts, caps and other apparel bearing small and attractively designed identifications of corporate logos at sports venues. Athletes may carry and use non-apparel, non-sports equipment items such as tote bags, bearing small and attractively designed identifications of corporate or organizational sponsors.

Athletes who are **not** in competition and who are **not** at sports venues (e.g. at training sessions, practices, trips, or away from competition sites) may wear apparel bearing small and attractively designed identifications of corporate or organizational logos.

Opening and Closing Ceremonies sites are deemed to have the same status as sports venues. Hence, team or delegation members and officials **shall not** wear warm-up suits, jackets, caps, etc. which bear corporate or organizational identifications which might be considered advertising.

Alcoholic Beverages

A Special Olympics Agency shall not allow the manufacturer or distributor of alcoholic beverages to publicly or visibly connect the trademark of an alcoholic beverage with Special Olympics events or activities. Non-alcoholic beer products are treated in the same manner as alcohol and beer products.

Alcohol distributors may sponsor Agency fundraising projects if the name of the company does not have a beer or an alcohol brand listed in it such as "Andrews Distributing".

Events involving alcohol are excluded from the SO liability insurance unless approved by insurance (see Insurance pg. 5).

Agencies shall not sell alcoholic beverages at a concession stand, sponsored fundraising event or any other activity where it is perceived the dollars raised will benefit Special Olympics or the Agency. Agencies may only accept funds donated through the sale of alcoholic concessions if the contribution is a blind donation by a third party and there was no advertising of alcohol sales utilizing the name of the Agency or Special Olympics.

An Agency may accept blind and unidentified contributions (cash or in-kind) from alcohol/tobacco manufacturers or distributors. These manufacturers or distributors may publicly link the trademarks of their products other than tobacco or alcoholic beverages with Special Olympics.

Tobacco Products

A Special Olympics Agency shall not allow the manufacturer or distributor of a tobacco product to publicly or visibly connect the trademark of a tobacco product with Special Olympics in any way.

Contractual Agreements

Contracts for facility rental may be signed by the Agency manager. See the *Insurance* section for further information, including the *Request for Certificate of Insurance* which must be submitted prior to an event needing insurance.

Telemarketing (Telephone Solicitation)

Special Olympics Wisconsin has contracted with a telemarketing firm to provide these services exclusively in the state. An Agency may not enter into a contract for telemarketing services or conduct a campaign themselves.

- SOWI contracts with Heritage/Medallion Productions, an Arkansas-based, third-party fundraising firm that supports 48 of the U.S. Special Olympics Programs.
- This firm calls businesses to raise funds, offer opportunities to donors and potential donors for volunteering, coaching, family involvement, information on planned giving, community events, calendar of events for the 670 sports events held statewide, in addition to educating donors and potential donors about SOWI and the many new programs that are available for athletes (Healthy Athletes®, Young Athletes™, ALPs, Unified Sports® and the many benefits the athletes derive from being involved with SOWI).
- The campaign typically raises about \$300,000 pledged dollars for Wisconsin between January 1st and December 31st.
- An average of 54% of dollars raised from the business campaign is net profit for SOWI. All expenses for this program are taken out of Medallion's percentage.

Direct Mail and Telemarketing

SOWI participates in an integrated direct mail and residential telemarketing program in cooperation with Special Olympics, Inc. This is a valuable source of revenue for us that we could not manage internally, but for which we also must abide by specific rules or risk losing this program. Letters sent to individuals asking for contributions is prohibited. This policy applies to all levels of SOWI (Headquarters, Regions and Agencies).

- Special Olympics, Inc. composes and mails all of the direct mail pieces for SOWI.
- Special Olympics, Inc. creates and deploys fundraising emails throughout the year in conjunction with other direct marketing efforts.
- Special Olympics, Inc. mails approximately 10 renewal campaigns annually, so it is possible for a donor to receive multiple mail pieces over a 12 month period.
- Special Olympics, Inc. approves all scripts and schedules for residential telemarketing.
- The names for our program come from our existing donor list as well as rented donor names from other mailers.
- SOWI receives net revenue for this program.
- There are no restrictions on friend-asking-friend event pages (like Polar Plunge® event pages) or online auction or merchandise sales.

These contributions support your local Agency as well as Special Olympics' worldwide programs and initiatives. By participating in a cooperative direct mail effort with Special Olympics, Inc. and other state Programs, we make these dollars go further for athletes here and around the world.

In-Kind Donations

An in-kind donation is the receipt of goods, materials or services that would have normally been purchased. The value assigned to in-kind donations should be the fair market value (i.e. what would have been paid to make the purchase). It is the responsibility of the donor to determine the value. *In-Kind Donation Forms* can be found in the *Forms for Duplication* section of this handbook or by contacting your Region office or the Headquarters office for these forms to be completed and signed by the donor and submitted to SOWI.

Region/Agency Geographical Boundaries

The geographic boundaries of each respective Region/Agency must be honored whenever fundraising occurs through any means. Permission must be obtained through the Regional office prior to locating any event or making any solicitation outside of the Agency's geographical boundary.

Gift Acknowledgements

All gift acknowledgements will be processed by the Headquarters office in accordance with Internal Revenue Service (IRS) rules.

Raffle Licenses

Raffles are a great way for Agencies to fundraise, especially if prizes can be donated. A raffle is a game of **chance** in which tickets are **sold** and a drawing for **prizes** is held. If you are holding a drawing that includes all three of these components, it is considered a raffle.

For every raffle conducted by an Agency, before printing tickets you must approve the raffle with the Headquarters office at (800) 552-1324. The Headquarters office will provide the Agency with a custom-made ticket for the event, the official license number, and guidelines to conduct the raffle to comply with the Wisconsin Department of Administration – Division of Gaming raffle rules.

There are two classes of raffle licenses. The determination as to which license is appropriate is based on "pre-event" raffle ticket sales or "day of event" ticket sales. A post event accounting of the dollars raised and products/services raffled is required by the state of Wisconsin and **must be completed within one month** of the raffle. Failure to do so could result in suspension of SOWI's raffle licenses by the Division of Gaming.

All sections of the raffle reporting form must be filled out completely before returning it to the Headquarters office. We use these forms to turn in our paperwork to the IRS and obtain the new licenses each year. Some key points in holding your raffle and completing the paperwork are:

- Contact the Headquarters office to obtain the license **BEFORE** planning your raffle and printing tickets.
- When requesting a raffle license, provide your name and contact information, the date of your raffle, an explanation of what the raffle is for, and if you are selling tickets in advance.
- Raffle tickets cannot be used as an admission ticket to an event.
- All raffle drawings shall be held in public. The drawing cannot be held at an event that requires admission payment to enter (i.e. a basketball game, a \$5 spaghetti dinner). You must hold the drawing outside of the event instead so that any ticket holders can be present.
- **Raffle tickets, stubs or money for the raffle cannot be sent via U.S. Mail.**
- For prizes valued over \$600, the winner's **social security number must be obtained PRIOR** to issuing the prize. This information must also be reported on the form.
- A complete name and address must be supplied for each winner of prizes worth \$100 or more.
- You will also need to submit any in-kind forms and invoices for your raffle with the reporting form.
- No other revenue or expenses (donations, sponsorships, event fees, auction bid proceeds) from your event that are not directly raffle-related should be listed on your raffle report.
- Class A raffle ticket stubs must be kept for 12 months after raffle date.

If you have questions about your raffle or need to obtain the license, contact the Headquarters office.

SOWI's raffle license was audited in 2008, and breaking any of the regulations provided by the Division of Gaming can result in the loss of our license for all levels of SOWI, including all Agencies. Several Wisconsin groups have had their raffle procedures audited and/or had their licenses revoked in 2008, including Big Brothers Big Sisters of Dane County and the Sportsman's Club in Green Bay.

United Way Affiliation

Special Olympics, Inc. and Special Olympics Wisconsin are not United Way agencies and do not participate in United Way campaigns. Therefore, a SOWI Agency cannot be an affiliate or a member agency of United Way or have donors earmark United Way donations to their local Agency.

On occasion, SOWI receives unsolicited United Way donations (i.e. someone writes "Special Olympics Wisconsin" or a specific SOWI Agency name on the contribution form). In this instance, the donor is giving to United Way and United Way in turn contributes to SOWI. This money goes into the general SOWI operating funds at the Regional level whenever possible and supports the cost of training and competitions. Due to inconsistencies in donor information provided by United Way, administrative fees deducted from these contributions, and delays in receiving funds, it is not manageable for this money to go to the local Agency.

Sometimes corporations will match employee United Way donations (as described above) and may write their checks directly to the local Agency. This money comes directly from the corporation to the local Special Olympics Agency and doesn't pass through the United Way system, and therefore, may be collected and spent by the Agency for allowable SOWI expenses.

Thrivent Choice Donations

SOWI is very cognizant of honoring donor intent. However, the mechanics of donating to SOWI through Thrivent Choice hinders us from separating our local programs from the SOWI account we currently have set up. We don't receive enough details from Thrivent to ensure funds are parceled out correctly from the lump sum we receive each month.

Development staff has been in touch with Thrivent to explain this issue and, unfortunately, they are unable to change their protocols. We did ask customer service representatives at the Thrivent Choice office to inform sales reps that they could not promise the program was capable of directing donations to local Agencies because of this lack of information. Therefore, if donors give in a similar manner in the future, it will go to the statewide SOWI efforts (which do indeed support the local programs, but not as directly).

Seller's Permits & Sales Tax

All in house Agencies will receive a seller's permit (the Headquarters office will obtain them from the WI Dept. of Revenue). This will allow you to raise funds by selling items, holding golf outings, and holding auctions. For more information, please refer to the Finance section.

WORKING TOGETHER: PROTECTED CONTACTS

The Protected Contacts list has been started in response to the feedback SOWI has received from companies and businesses statewide. When a company/business is solicited from an Agency, Games Management Team, Regional program, and the Headquarters office, they have no way to ascertain which "Special Olympics" requests are for a State or local event, or which may be more time sensitive or take priority – or in some cases, which are legitimate. The Protected Contacts list has been created to help improve communication and coordination and will be updated annually. Please respect the following existing relationships by contacting the Headquarters or Regional office before contacting the sponsor. In turn, if an Agency has an existing relationship with a sponsor, please notify your Regional office so SOWI Development staff can respect your existing relationships. By working together at all levels, we can best honor donor intent and receive the maximum potential gifts for our efforts.

Note: Businesses, corporations or organization's that have multiple sites or operate statewide, nationally or internationally, as well as foundations or police organizations/associations may not be solicited without prior approval from the Headquarters office.

Statewide

American Family Insurance
AT&T
Any Law Enforcement Agency
or Organization
Blue Leading Corp.
Buffalo Wild Wings
Charter Communications
Coca-Cola
Con-way Freight
Delta Dental
Dept. of Corrections
Dunkin' Donuts
Duplainville Transport
EH Wolf and Sons
Focus on Energy
Fox Sports Wisconsin
Humana
Hydrite Chemical
iCare
Johnson Controls
JX Enterprises/Peterbilt WI
Kiwanis
Knights of Columbus
Kwik Trip
Milwaukee Brewers
Osborn & Son Trucking Co.
Pepsi
Plexus
Quad/Graphics
Red Robin
Sentry Insurance
SOWI Board of Directors
SOWI Staff
Stephan & Brady
Tavern League of Wisconsin
Texas Roadhouse
TTI, Inc.

The Stan Group
Truck Country/Freightliner of Wis.
University of Wisconsin (all
campus's)
Vanta Commercial Properties
Wal-Mart
Walgreens
Waupun Truck-N-Show
WIAC
WI Motor Carriers Assoc.
Wisconsin Professional Police
Association
Wisconsin Towing Association

North Central Region 2

Bull's Eye Credit Union
Church Mutual Insurance Co.
Eastbay
Hardee's
Pool People
Prosthetic Laboratories
Trig's Food & Drug

Indianhead Region 3

Andersen Corporate
Ann Marie Foundation
Domer Foundation
Edward Rutledge Charity
Mega Charities
Mega Foods
Mega Holiday
Xcel Energy
Xcel Energy Foundation

Fox Valley Region 4

Alta Resources
BEL Brands
Bemis Company Inc.
Best Buy

Buffalo Wild Wings
Capital Credit Union
Community First Credit Union
Cousins Subs
Festival Foods
Faith Technology
Guardian Life Insurance
Hillshire Brands
Jansport
Jewelers Mutual Insurance Co.
JJ Keller & Associates
Jones Sign
JP Graphics
Kimberly Clark
Lee Beverage
McMahon
Miles Kimball
Miller Electric
MillTown Paper
Miron Construction
Neenah Paper
Nestle
Papa Murphy's
Secura Insurance
Strategies
Thrivent
ThedaCare
US Oil
VF Outdoor

Northeastern Region 5

Bay Lake Bank
Bay Tek Games
Beyond Abilities
Doc's Harley Davidson
Favre Fourward Foundation
Gazette Foundation
Green Bay Packers Org.

Jones Sign
 Lake Gas Group
 KI
 Oneida Group
 Oneida Tribe of Indians of WI
 PMI
 Prevea Health
 Schneider National
 Waltco
 WI Hospitality Group
 Wisconsin Public Service
 Foundation

South Central Region 6

5Nines
 96.3 Country
 Aerotek
 Associated Bank
 Bachmann Pools & Spas, LLC
 Badger Sports Properties
 Baker Tilly
 Charter
 Coliseum Bar
 Cuna Mutual Group/Cuna Mutual
 Foundation
 Event Essentials
 First Business
 Full Compass
 Johnson Health Tech
 Kalahari Resort
 Madison.com
 Mattel/American Girl
 National Guardian Life Insurance
 QBE
 ServiceMaster Clean
 Trek
 UW Health
 Walgreens
 Wegner CPA
 WKOW
 Z104
 Zimbrick

Southeastern Region 7

Aqua Fun Pools, Inc.
 Brat Stop
 Bristol Oaks
 Insinkerator/Emerson
 Johnson & Johnson
 Kellys Bleachers II
 Kenosha News
 Rustoleum
 The Waterman, Inc.
 UNFI-Sturtevant
 WIIL Rock/WLIP
 WRJN/WEZY

Greater Milwaukee Region 8

ABB, Inc.
 Anthem Blue Cross & Blue
 Shield
 Best Buy
 Briggs & Stratton
 Chancery
 Eaton Corporation
 Entercom Milwaukee
 GE
 Highland House
 Indiana Insurance
 Johnson Controls
 Journal Broadcast Group
 Matty's Bar & Grille
 Milwaukee Admirals
 Milwaukee Bucks
 Milwaukee Wave
 Milwaukee Electric Tool
 National Business Furniture
 Northwestern Mutual
 Qdoba
 Quintron Instrument Company
 RW Baird
 SPX Transformer Solutions, Inc.
 The Starr Group
 Tello's Grille and Café
 Thompson Reuters
 Waterstone Bank
 Wells Fargo
 WE Energies

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