

HEARTBEAT OF HOPE

Summer 2021 Newsletter



HONORING A LEGACY AND BUILDING HOPE FOR THE FUTURE

Imagine where thousands of Wisconsin's at-risk youth would be today without Rawhide. We are the last bit of hope youth have before going to jail, becoming homeless or continuing down a dark path in life. By the time these traumatized teens come to us, they are already struggling with thoughts of suicide or self-destructive behaviors, so it is critical we remain an option for them to get a second chance at life.

Our youth are resilient. They are survivors. But they do not have a fighting chance if we cannot expand our capacity for those in crisis. And, right now, our need to serve these youth is greater than our capacity.

Today, we have an opportunity to deliver even greater hope to our future generations. As we launch our Building Hope Capital Campaign, we ask that you please consider a gift to help us expand and enhance Rawhide's life-changing services. We cannot accomplish our goals without generosity from those who believe in youth as much as we do.



Co-Founders **Bart & Cherry Starr**

"It is our hope that this home will provide you with warmth and comfort.

The Bart and Cherry Starr home has been especially designed to welcome, love and protect you.

We want you to feel so proud to live here. May peace and joy surround you always."

— **Bart & Cherry Starr**

BUILDING
Hope
HONORING A LEGACY
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THE FUTURE

▼ STARR YOUTH HOME

The Starr Home will increase safety, convenience and capacity in a family-centered, therapeutic environment to care for at-risk boys who suffer from severe trauma and abuse.

The 10,000-square-foot youth home will portray the modern household with an open-concept, neutral tones and simple decor to create a cozy atmosphere, where youth will feel safe and right at home.

There will be 12 bedrooms each with a private bathroom and can hold up to 16 youth at a time. The Starr Home will allow us to welcome more at-risk boys to our New London campus throughout the year than any of our other homes.



BART & CHERRY STARR MUSEUM ►

Our first-class Starr Museum will be a destination attraction that honors the legacy and tells the story of Bart and Cherry Starr's life, values and connection to the Rawhide mission.



RESOURCE & TRAINING CENTER

Renovating our current Welcome Center will create a state-of-the-art resource and training space to impact, not only our staff and youth, but also our community.

With this renovation, we can offer first-class facilities for meetings, trainings, seminars or social gatherings for youth and families in the community that need help and resources. Aftercare and alumni services will take place in this space for youth and their families that need additional assistance and resources following the completion of their residential program.



BUILDING
Hope
HONORING A LEGACY
& BUILDING HOPE FOR THE FUTURE

Your donations today will be matched dollar for dollar thanks to our generous donors who have pledged a **\$2 MILLION** Building Hope Match!

GIVE HOPE



Rawhide.org/buildinghope

DEAR RAWHIDE FRIENDS,

The first half of 2021 has been busy and full of positive changes. We cannot wait to show you what we have been up to!

The launch of our Building Hope Capital Campaign has been successful, already raising over \$3 million. Our Building Hope \$2 million dollar-for-dollar match is possible thanks to several generous supporters who have pledged to match \$2 million.

Our 2021 The Main Event Gala was another magical success. We enjoyed having so many of our partners and donors all in one place. One of our resilient, residential boys, who recently graduated from Starr Academy, had the incredible opportunity to speak to more than 500 gala guests and shake hands with several Green Bay Packers legends.

We opened our new Fond du Lac Counseling Center building and began our partnership with two equine-assisted therapy facilities in Neenah and Milwaukee to offer life-saving services to even more communities.

Rawhide is pleased to welcome visitors back to our campus for the first time since the pandemic with our fish fries and other upcoming events. As always, thank you to our incredible partners for your ongoing support of Rawhide.

God bless,



Alan B. Loux

President and CEO, Rawhide Youth Services



"We hope you will enjoy learning about all the amazing things Rawhide has been doing since the new year."

- Alan B. Loux



SEE YOU AT OUR LAST FISH FRY OF THE YEAR!

August 20 • Serving 5-8 p.m.

You can also enjoy live music entertainment by the Green Bay Packers Tailgaters Band.

For more information, visit [Rawhide.org/events](https://www.rawhide.org/events).



BERNARD TAKES CHARGE OF HIS LIFE

WITH RAWHIDE'S RESIDENTIAL CARE PROGRAM

When anyone mentions Bernard to Rawhide staff, they all agree that Bernard positively changed the dynamic of the classroom and youth home. He has a passion for helping others make the right choice and is a born leader, who made poor choices in his past that led him down a path toward healing at Rawhide.

Bernard grew up in Janesville with his mom and three older sisters. They lived in poverty most of his life, and were even homeless at one point. Even at a young age, Bernard did everything he could to earn money to help his family pay the bills.

"Rawhide helped teach me that I can do the right thing," Bernard said. "I have a passion now to make healthier choices."

He is also a very talented songwriter, and in January 2021, he wrote a rap song that won him first place in a Rawhide contest. The prize he picked out? A giant teddy bear. Bernard is a testament that, no matter what Rawhide youth have been through or done in their past, they are children at heart and deserve love, respect and a second chance.

Bernard was able to take advantage of Rawhide's Work Experience Program (WEP), where Miller Electric welders came to our New London campus to teach Bernard the basics. Their hands-on projects helped Bernard see a potential career path in welding.

At his Starr Academy graduation ceremony, many youth and staff from his residential home shared special words of encouragement and memories of his time at Rawhide. Bernard was so well-spoken and genuine in his graduation speech that he was asked to speak at The Main Event Gala, where he got a chance to meet several Green Bay Packers legends and share his story with nearly 550 people. When he was finished, he received a standing ovation.

"Success to me means being comfortable and having a meal every night," Bernard said. "Happiness is having inner peace, and I have it now."



Work Experience Program (WEP) ▼



The Main Event Gala with Cherry Starr! ▼



HIRING YOUTH DEVELOPMENT SPECIALISTS!

Rawhide is looking for compassionate, qualified, trained, people to work with some of Wisconsin's most at-risk youth.

We are a faith-based organization with a huge heart and a supportive team atmosphere made up of compassionate people who want to positively impact youth in our communities.

BE THE CHANGE
IN A YOUNG
PERSON'S LIFE.



Learn more about our open positions at
Rawhide.org/careers.



EXPLORING A WORLD OF POSSIBILITIES!

We are excited to announce we have partnered with Goodwill North Central Wisconsin (NCW) to offer a 12-hour, 6-week career development class to our residential and group home youth on our New London campus!

Students will have the opportunity to receive a certificate of achievement and one-fourth of an elective academic credit after completing the class requirements.

Goodwill NCW's training program manager, David Foertsch, will visit our New London campus twice a week to teach youth how to be professional and help improve their chances of workplace readiness and success when they leave Rawhide.

We are thrilled to offer this unique opportunity to our youth!



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OUR 2020 ANNUAL REPORT IS READY!

Last year, despite the global pandemic, was one of our best years ever as an organization, thanks to our incredible staff, resilient youth, and generous partners and supporters!

GET IN TOUCH WITH US



1-800-RAWHIDE



marketing@rawhide.org



Rawhide.org

SUPPORT OUR MISSION

Give today at Rawhide.org/give-to-rawhide



YOUR VEHICLE DONATIONS ARE A LIFELINE

WE NEED YOUR USED VEHICLES!

Last year, the Kardish family donated their sleek, vintage, 1965 "Stone Soup" Pontiac GTO. In 2021, it sold for \$72,000 at a Mecum auction. The funds raised went back to supporting Rawhide at-risk youth. They work hard to heal and grow into successful, healthy, happy members of society when they return back to their communities.

We are so grateful for the Kardish family and the new car owner's generosity!

Used vehicles do not have to be as special as the Kardish family's donation. We take any vehicle with four tires and a clear title.

Rawhide offers a fast, no hassle way to donate your used vehicle.

When you donate, it is not just a car, truck, SUV, van, boat, pontoon, snowmobile, motorcycle or RV, it is a crucial part of our mission to transform the lives of at-risk youth by empowering them to succeed.

VEHICLE
DONATIONS
NEEDED



SUPPORT RAWHIDE

by purchasing a
used vehicle through
our eBay store.



Call 1-877-721-9121 or visit Rawhide.org/Donate to get started!



NEW COUNSELING CENTER LOCATIONS

Rawhide has partnered with MKE Urban Stables and BEAMING, Inc. facilities to expand its counseling and equine-assisted therapy services to the Milwaukee and Neenah communities. Rawhide also opened its brand new Fond du Lac Counseling Center in June.

MKE Urban Stables currently houses the Milwaukee Police Department's mounted patrol horses. Now, Rawhide utilizes their 12 additional horse stalls, equine arena and counseling room to offer equine-assisted therapy three days a week in the Milwaukee community.

BEAMING, Inc., a nonprofit that offers equine-assisted therapeutic riding to individuals with special needs, is now providing Rawhide with trained therapy horses and handlers to work with Rawhide therapists for equine-assisted therapy sessions in the Neenah, Oshkosh and Appleton communities.

The newly built Fond du Lac Counseling Center offers 6 therapy rooms, 12 horse stalls, 5 Rawhide licensed therapists, 1 occupational therapist and 2 equine arenas.

The goal for these locations is to provide more equine-therapy services to a wider geographic area. These therapy sessions include games and activities for the youth and horse to perform together, allowing clients to feel more comfortable opening up about their trauma and abuse in a safe, judge-free environment.



HORSE HIGHLIGHTS

Meet the horses who save lives!

Our trained horses help youth heal from their past through Rawhide's equine-assisted therapy services.

To learn more, visit Rawhide.org
or find us on:



THE MAIN EVENT GALA RECAP

The generosity of nearly 550 of our incredible partners and supporters lit up the starry night in Paris at The Main Event Gala in May.

It was a magical night filled with our most generous sponsors and supporters, who enjoyed strolling and stage entertainment, special guest speakers like Bart Jr. and Cherry Starr, Parisian-themed desserts and drinks, a live and silent auction, and so much more – all inside the beautiful Lambeau Field Atrium.

More than \$235,000 raised!

Thank you to our donors who helped us raise more than \$235,000 for our Building Hope Capital Campaign so we can continue transforming the lives of at-risk youth in Wisconsin.

We hope to see you next year at our third annual The Main Event!



**Join us August 20
for our last fish fry
of 2021!**

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1-800-RAWHIDE | Rawhide.org

