

2022
A YEAR OF
*Growth, Grit
& Grace*



RAWHIDE
YOUTH SERVICES

2022 ANNUAL REPORT



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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CEO MESSAGE

Dear Family and Friends,

It's hard to put into words the transformational growth Rawhide experienced in 2022. The most exciting success was the growth in the number of youth we served in schools. Rawhide doubled the number of schools in which it provides therapy, from 19 at the year's start to more than 40 by year's end.

We also partnered with the Marinette County Health and Human Services Department to operate the Rawhide Youth Home at Peshtigo in July. This is the first youth home off our New London campus and the first time Rawhide has served females in a residential setting in our 57-year history.

In May, I was deeply honored to present to Congress on the importance of youth justice and how Rawhide's holistic approach could be a model for others across the country.

Part of that holistic approach is helping young people with mental and behavioral health challenges gain and maintain employment. We now provide job training programs in automotive technology and the culinary arts — both of which were designed with a trauma-informed lens. New London High School sent several of their students to our new job training programs this year, as well.

Rawhide joined Goodwill Industries NCW and Fox Valley Technical College to earn a Workforce Innovation Grant. This grant provides funding for Career EXCELeRATE Wisconsin —

Alan B. Loux

Alan B. Loux

President and CEO, Rawhide Youth Services

a program aimed at helping those with mental health challenges gain skills and employment within one of eight career pathways.

Overcoming challenges is what we do and, in 2022, the used car market and lingering supply chain issues tested Rawhide. Vehicle donations dropped significantly, and you'll see that impact reflected in our financial statements. Despite these challenges in the used car market, we were overall blessed with growth, support and new opportunities across all parts of our mission.

None of this growth was possible, however, without you. The support we received from the communities we serve was overwhelming and humbling. From our sold-out Gala that raised more than \$450,000 to the closing of our Building Hope Capital Campaign, we truly couldn't make the impact we've made without all of our supporters and donors.

In the end, it's about impact and changing lives. Because of our growth, we impacted 1,100 lives in 2022. That's an astonishing number and I couldn't be prouder of the team for their dedication to helping so many.

2022 was a monumental year for so many reasons. It gives me great excitement to see what 2023 brings.



2022 ANNUAL REPORT



2022

YEAR IN

review



RAWHIDE MORE THAN DOUBLES

School-based Therapy

Since the pandemic, Rawhide's outpatient therapy team has been called to serve more and more youth in their schools, as greater than half of high school students report feeling a level of anxiety that impacts their day-to-day functioning.

Despite these increases in need, access and utilization of mental health care is challenging. Rawhide answered this need by significantly expanding its community-based youth counseling services. In 2022, Rawhide doubled the number of schools in which it provides therapy, from 19 in January to more than 40 by the close of the year.

"It was important for us to offer services in schools, where the kids in need are, rather than requiring them to come to us," said Danny Stone, director of community services at Rawhide Youth Services. "It's also convenient for parents and discrete for the kids."

Meeting youth where they are and helping them develop the skills for managing the stressors they face fosters a child's capacity for healthy development and resiliency.

"The earlier these children have tools, the earlier we can set them on a path that encourages them to be resilient and helps them face their challenges," said Danny.

"The school district, as well as families, have seen a lot of growth in our students that receive therapy support from Rawhide," said Melissa Schepp, lead mental health navigator with Fondy CARES, a mental health initiative within the Fond du Lac School District. "Partnering with Rawhide has been very beneficial to our students and allows us to achieve our goal of helping all students reach their full academic potential."

School-based therapy will be a big part of Rawhide's work moving forward as we continue to see, firsthand, the truly life-changing impact Rawhide is bringing to students in their school setting.



RAWHIDE OPENS Youth Home at Peshtigo

Rawhide Youth Services and Marinette County's Department of Health and Human Services partnered to take over operations and provide programming at a group home in Peshtigo in July 2022. The Rawhide Youth Home at Peshtigo is both the first residential program outside of the original New London campus and the first to serve both male and female youth in Rawhide's 57-year history.

"We are excited to reach youth with residential care needs beyond our New London campus," said Greg Hooson, Rawhide's director of residential services.

"The new facility embeds us into a community in which we want to expand our services — a community with a great need for this type of care." The new facility is guided by Rawhide's residential treatment programming, which follows a trauma-informed, principle-based approach using Cornell University's Children And Residential Experiences(CARE) model. Rawhide is also a certified Qualified Residential Treatment Program (Q RTP) under the Family First Prevention Services Act, which requires high-quality programming and a proven, therapeutic approach to youth.

Both programs were selling points for Marinette County.

Rawhide is honored the Marinette community chose it to serve their struggling families.

"We are excited to help even more young men and women who struggle from trauma and loss to overcome mental and behavioral health challenges, so they can thrive in their communities," said Alan Loux, president and CEO of Rawhide Youth Services. "This sustainable and stable partnership is a win for area families, Marinette County and Rawhide alike."



RAWHIDE THERAPISTS PARTICIPATE IN

EAGALA

TRAINING

Rawhide has offered equine-assisted therapy for many years because of its incredible impact on suicidal, depressed and anxious youth. In fact, it is the largest provider of this type of therapy in Wisconsin. In an effort to sharpen their knowledge and skill sets, 26 Rawhide therapists and equine specialists took part in Equine Assisted Growth and Learning Association (EAGALA) training on the New London campus in July 2022.

"This type of therapy differs from others as it is client-led, allowing clients to move beyond and learn from their experiences in session, alongside equine," said Heather Ross, senior clinical programs manager at Rawhide. "Horses are considered part of the therapeutic team, along with the clinician and equine specialist. EAGALA also has its own set of ethics required for the experience and service delivery."

Given their size, horses can easily represent difficult situations, relationships, etc. that clients may be faced with in the home or community. Clients need to build a relationship with the horse and muster the confidence to engage the horse in activities. Horses, through their reactions and movements, also provide insight and feedback to the clinician and equine specialist that may not be seen in a traditional therapy session, allowing the team to support clients in differing ways.

"This unique therapy modality positively impacts the youth we serve by providing them with a place of safety and security," said Heather Ross. "They may be working with large animals, but those animals come judgement free and in a way that is highly attuned to the client."

Equine-assisted therapy removes the weight of having to sit in an office, just talking to a therapist, and gives clients the ability to solve their problems using their own processes. It allows movement, space, and the ability to find safety and healing in a non-judgmental space. Trauma-based diagnoses, anxiety and depression are most commonly treated with equine-assisted therapy, but it can be utilized with a diverse range of mental health and behavioral issues.



EAGALA is an international nonprofit association that provides professional development education to therapists and equine specialists who utilize horses to address mental health issues. The EAGALA model is designed to help clients discover, learn, and grow from the horse-human relationship.

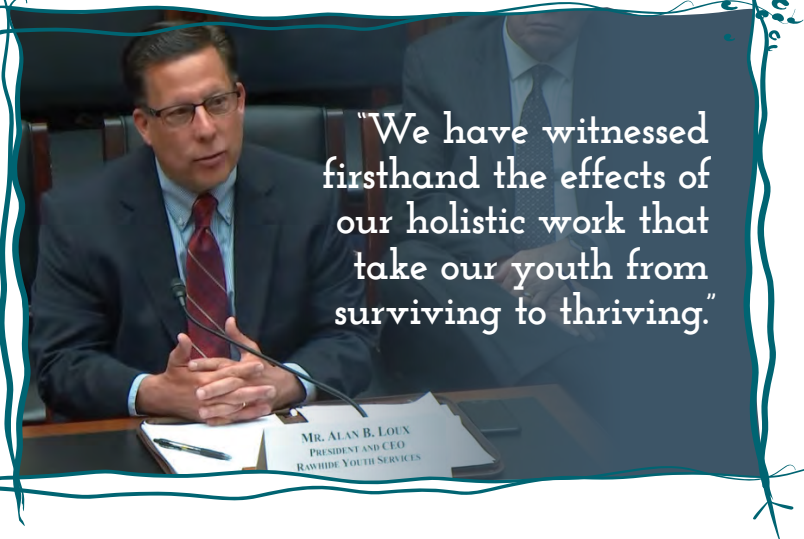
A Holistic Approach

Loux speaks to U.S. House of Representatives about holistic approach to at-risk youth

In May 2022, Rawhide Youth Services was honored to join the national conversation on caring for youth when President and CEO, Alan Loux, testified before Congress. His presentation, which was before the Subcommittee on Civil Rights and Human Services, detailed Rawhide's role in the juvenile justice process and the need for a holistic approach in the care of struggling youth.

Speaking on this very important topic demonstrates Rawhide's commitment to ensuring the best possible mental health and behavioral care for youth across the country. It's a win for not only the youth we serve, but also for all who have supported us throughout the years.

"Rawhide believes that its holistic approach is well suited to address behavioral and education-related issues affecting those in the juvenile justice system," said Loux. "Aberrant behaviors and school problems are most often the result of trauma that the youth have experienced or mental illness or related disabilities they may have. Rawhide's approach to these challenges incorporates trauma-informed principles, based upon the understanding that meaningful change is dependent upon first addressing the root causes of misbehavior. Therapy, education and family engagement are essential components of this process."



"Achieving results like this requires working collaboratively within a complex ecosystem of caregivers who are dedicated to the best interests of the youth we serve," said Loux. "We learned that working together is working!"

Rawhide's New London residential treatment program serves up to 65 youth at a time. Much of its success can be attributed to the fully accredited high school and wide range of therapeutic services available to address the behavioral, emotional, social, educational, and spiritual needs of young men who are referred to Rawhide via the Wisconsin juvenile court system.

"I was honored to speak on behalf of Rawhide Youth Services before Congress to share all that we are doing as an organization to help transform lives in Wisconsin and hopefully beyond," said Loux. "We have witnessed firsthand the effects of our holistic work that take our youth from surviving to thriving, and we were pleased to acquaint members of Congress with our methods and the positive outcomes that we've achieved."

According to the
Wisconsin Department
of Children and Families, in 2021
(the latest year for which data is available),
Rawhide had among the best outcome scores:

76%

of discharged
youth being
**successfully
reunited with
their families**

84%

remaining out of
the juvenile judicial
system for at least
six months following
discharge.



RAWHIDE LAUNCHES

Behavioral Job Training Programs

One of our greatest successes of 2022 was the launch of the automotive technology and culinary arts job training programs. Unlike other programs and Rawhide's previous offerings, these programs are geared toward those who have suffered trauma and offer industry-recognized curriculum and certificates-of-completion youth can use to build a resume.

"Our goal is to help those with mental health and behavioral issues obtain job training, so they can get and keep good paying jobs," said Jenny Schroth, job training program manager at Rawhide.

Rawhide began offering the culinary and automotive vocational training program to its residential youth in May 2022. Students enrolled in the programs complete 48 hours of training over a six-week period with four youth per cohort per program. During its first year, about 87 residential students completed the courses. In the coming year, manufacturing and construction classes are also slated to begin.

At the beginning of the 2022-2023 school year, Rawhide expanded the job training programming to New London School District students, with 11 students enrolling in the fall semester. Unlike the residential programs, these students complete 180 hours of training during a traditional high school semester. Due to their popularity and the success of the learning outcomes, the New London School District again included both programs in its 2023-2024 course catalog. Students who participate in the culinary arts course also receive dual credit at Fox Valley Technical College.

The curriculum was developed and provided in partnership with the National Restaurant Association and the Wisconsin Auto and Truck Dealer's Association. Students who successfully completed the courses received certificates from the respective association, as well as S/P2 (Safety and Pollution Prevention) certificates.

The post-program data showed significant improvements in knowledge-based learning. However, that wasn't the only learning. In a post-class survey, one student wrote:

"When I say 'thank you for having me this semester', I mean to say thank you for much more than the class. It was here that I made some of my closest friends. It was here that I was allowed to be myself. It was here that, in a world of crushing darkness, I finally found an eternal light. I found another person here to tell me that I'm not a loser. My dreams aren't impossible. I know this class might not mean that much to everyone else, but it came at a time where I really needed some reassurance."

"With the current worker shortage, this program has the opportunity to fill a gap and show employers that people with mental health and behavioral health issues can be great employees," said Jenny.





Career EXCELerate | Wisconsin

Rawhide collaborates with Fox Valley Technical College and Goodwill Industries NCW to make Career EXCELerate Wisconsin program a reality

In 2022, Rawhide, in partnership with Fox Valley Technical College and Goodwill Industries NCW, won a \$6.5 million Wisconsin Workforce Innovation Grant that funds innovative and creative solutions to the workforce shortage. Through the grant, we created Career EXCELerate Wisconsin – a program to help those with mental health struggles build a career and gain long-term employment.

Career EXCELerate Wisconsin is a multi-faceted job training program offering career skills coaching and technical training in eight in-demand career pathways. It also guarantees employment to program graduates and provides mental health support throughout training and the first year of employment.

“There is a population of individuals who are not in the workforce, but could be if they had the right support and training,” said Carissa Buchanan, senior strategic planning manager – Wisconsin Innovation Grant. “Unemployed adults often have adverse childhood experiences beyond the norm and mental health issues that cause them to struggle to get and keep jobs.”

Each member of the grant team brings a unique set of strengths. Fox Valley Technical College provides the technical skills employers are seeking. Goodwill Industries NCW provides case management, career exploration, job

coaching and soft skill development. Rawhide offers trauma-informed training and mental health resources and support, including a Navigator who participates side-by-side with the students.

“The most unique feature of the program is the Navigator role,” said Carissa. “These Rawhide team members are relationship-building experts who work directly with each participant to keep him or her engaged in the program. They help students navigate anxiety, depression, substance abuse, decision making, and related barriers to program completion and long-term employment. Navigators participate in the classes with the students, meet with them both inside and outside of class and throughout their first year of employment, mitigating risk for employers.”

Participants are also eligible for case management, which connects them to community and other state resources for things like childcare, transportation and housing, to remove any barriers. The entire program is free to students. Career EXCELerate is a two-year pilot program that launched in January 2023 and will run through spring 2025.

This project is being supported, in whole or in part, by federal award number SLFRP0135 awarded to Goodwill via the Wisconsin Workforce Innovation Grant Program by the U.S. Department of the Treasury.



1:3

One in three young adults 18 to 25 years of age experience a mental illness.

20%

Depressive symptoms in adults have risen over 20% in the past two years.

1/2+

More than half of young adults report feeling anxious.

34%

34% of young adults rated their mental health as “only fair” or “poor.”

2022 Cherry Starr Award Winner

Michelle McNichols

Michelle McNichols received the 2022 Cherry Starr Award at Rawhide's Main Event Gala in May. The award recognizes a staff member for his or her outstanding commitment to Rawhide's youth. Michelle has been a teacher at Starr Academy since September 2020. Since then, she has made her classroom a place of growth and healing through her infectious joy and love for her students.

She is a strong advocate for her students, fighting for what is best for them and working to ensure their needs are being met not only in her classroom, but also in the living units. Michelle has created this loving environment without compromising high expectations for behavior and academic effort. She walks with her students, assisting them as they grow, while refusing to do for them what they are capable of doing for themselves.

The award's namesake, Cherry Starr, is an incredible person who has stood by Rawhide for more than 50 years and has been instrumental in helping us continue our mission. Cherry is a kind, loving and selfless woman who cares so deeply about making a positive impact on people's lives. The inscription on the award reads, "For outstanding commitment to saving lives through fierce love and unwavering dedication."



Building Hope

Capital Campaign projects come to fruition

Rawhide Youth Services raised more than \$6 million through its Building Hope Capital Campaign, which concluded in early 2022. The campaign allowed Rawhide to build and remodel facilities to provide crucial services to additional youth and their families. Capital campaign-funded projects include:

Starr Youth Home: This new 10,000-square-foot residential home honors Rawhide's co-founders and greatest supporters, Bart and Cherry Starr. It increases capacity, safety and convenience in a family-centered, therapeutic environment. The new, 12-bedroom home can accommodate 16 youth.

Welcome Center: Rawhide's remodeled Welcome Center provides a state-of-the-art resource and training space that impacts not only its staff and youth, but also the community. This renovation offers space for meetings, trainings, seminars, or social gatherings for youth and families in the community. It will also offer aftercare and post residential services for those who need additional assistance after they complete their residential program.

Bart and Cherry Starr Museum: This destination attraction, located within the Welcome Center, honors the legacy and tells the story of Bart and Cherry Starr's life, values and connection to the Rawhide mission. It will open in late 2023.

"We are grateful to so many of our friends and partners for investing in Rawhide and the youth we serve," said Alan Loux, president and CEO of Rawhide Youth Services. "The outpouring of generosity for this project has been incredible."



2022 Gala

2022 Gala raises more than \$450,000 for outpatient therapy program

Rawhide's Polynesian-themed Main Event Gala was held on May 19, 2022 in the Lambeau Field Atrium. In its third year, the event welcomed more than 800 guests who raised more than \$450,000 to support Rawhide's outpatient therapy program.

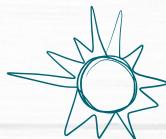
Upon entering the venue, guests were greeted with lush greenery with pops of fuchsia and orange. Attendees enjoyed mesmerizing entertainment, including an authentic Luau performance by Aloha Chicago, strolling hula performers, an interactive Polynesian Tiki Mask and a Polynesian performer on stilts.

The most captivating part of the evening was listening to inspirational alumni speaker Ever Morales-Gonzales share his touching story about how Rawhide helped him out of darkness and onto a path of hope and healing. Joining him was A.J. Dillon, running back for the Green Bay Packers, who gave an encouraging presentation on the importance of persevering through life's challenges.



After dinner, attendees took part in an exciting live auction, hosted by Bill Jartz from WBAY, with the opportunity to bid on vacation packages, one-of-a-kind event experiences and a custom designed ring.

Thank you to our generous sponsors, donors and all who helped us raise much-needed funds through the purchase of the tickets, paddles, lei and wine sales, and auction items. Thank you for supporting Rawhide and allowing us to keep our mission alive!



ARIENS FAMILY — FOUNDATION —

With a shared passion for helping youth gain workforce skills and live successful lives, it's no wonder the Ariens Family Foundation has graciously supported Rawhide Youth Services since 1988.

The Foundation became more interested in Rawhide's mission in 2021, when it learned about the organization's skilled team and the different therapy modalities Rawhide offers to help youth work through trauma and mental health issues. After exploring the opportunity further, the board decided to make a significant gift to Rawhide's Building Hope Capital Campaign.

With Rawhide, the board saw an opportunity to help nontraditional, underprivileged students gain job skills and good paying jobs.

"When the Rawhide capital campaign opportunity came to us, we said, this is an opportunity to make an enormous impact in the community," said Nick Ariens, executive vice president Ariens Company Americas. "It focuses on education, we know the team at Rawhide is going to do a great job executing it, and the community will be better for it."

"These are really good paying jobs that make great careers and don't necessarily require a four-year degree," said Nick. "The more opportunity we can provide to put people into the trades, the greater the ROI for the community," said Nick.

"Charitable giving has always been in our DNA," said Daniel Ariens Jr., vice president of the Ariens Family Office. "Our Grandma Mimi, who's been on the board for longer than I have been alive, has always been there to instill that charitable spirit."

Rawhide is so thankful for the generosity of the Ariens Family Foundation. It will continue to have a positive impact on at-risk youth for years to come. We look forward to a strong, continued partnership, working together to give youth the very best start in life.

*Mark Olsen, Chairman of the Board
of the Ariens Family Foundation
and member of Rawhide's
Advisory Council.*



"We feel there are so many young people that, if someone doesn't reach out and help them, will get lost in the system, and it's a system that's difficult to get out of," said Mark Olson, chair of the Ariens Family Foundation. "We need people here in Wisconsin to work for us and live in our communities. Through its programs, Rawhide is helping young people become contributors."

Rawhide's focus on education, training and helping youth become well-rounded individuals with pathways to prosperity and work aligned well with the foundation's interest in supporting large education-based projects. It was intrigued by Rawhide's rapidly developing behavioral job training programs and partnership with Fox Valley Technical College and Goodwill Industries to launch the Career EXCElerate program.



Mission

MOMENTS



Joe

Joe is 16 years old and has been in and out of various foster care placements, group homes and jail since he was 10 years old. After refusing to stay at his last placement, Joe moved in with a family member who was often physically and verbally abusive. While other placements did not work for Joe, Rawhide did.

"My parents made poor decisions, which led me down the same path — doing drugs and stealing cars," said Joe. "I didn't want to follow in their footsteps. I woke up one morning and decided I didn't want to live like this anymore. That same day, the police knocked on my door, tackled me in my kitchen and arrested me. It was like it was just meant to be."

When Joe arrived at Rawhide, he was scared and lonely for the first week.

"I didn't think it was going to be any better than foster care or jail, but it is," said Joe. "I came in motivated to complete my program and have enjoyed meeting new people."

Initially, Joe lived in the Starr Home and attended school at Starr Academy. After graduating from his residential program, he moved to The Lodge Group Home, which offers more autonomy. Joe now attends Catalyst Academy, an alternative school within the New London School District.

Joe attends two separate family therapy sessions, as well as individual therapy each week.

"My therapist is awesome," said Joe. "I love her. I've been in therapy in the past, but it wasn't as useful as it is at Rawhide. I held so much anger inside from everything that happened in my life, but I feel lighter and more able to cope now."

Joe has seen growth in the areas of patience, self-control, and anger, and plans to take the skills he has learned with him throughout his life.

"I've learned not everyone is a terrible, selfish person who wants to see the world burn," said Joe. "I had that mindset because it's all I knew. I feel less scared about life now. I hated being sober because of how I felt back then. Now I don't feel that way, so I don't need drugs to numb my feelings."

Joe is less angry with his dad and has forgiven him. He now enjoys going home to visit his dad and siblings.

"I have become someone I actually want to be, rather than who I used to be," said Joe. "When I have kids, I want them to live the life I wanted and not the life I got, so I want to do my best to do the right thing. I can't let one little mistake ruin it for me."

Joe loves the staff and fellow residents at Rawhide and sees them as family.

"Honestly
I love
this place."



"This is the best facility I've been to. The people are great. They really want to get to know you and are interested in your story. I also love the kids at the group home. They are like my brothers," said Joe.

In his free time, Joe enjoys playing the guitar and writing songs. His dream is to be a music writer, producer and singer, and tour the world.



GROUP HOMES

Rawhide operates two group homes, an all-male home in New London and a co-ed home in Peshtigo. These homes provide coaching, training, and assistance to 13- to 17-year-olds as they prepare to return to their communities. Staff at each home help the youth in their care achieve life skills and apply them through community-based social, spiritual, recreational, educational, and employment opportunities.



ALUMNI SERVICES

Youth who have completed Rawhide's residential or community programs are eligible for alumni services, which includes continued support in five key areas: education, environment, employment, economics, and other needs. Our goal is to stick with all of our youth until they successfully transition into adulthood.

Ethan

Ethan grew up with his grandparents, but moved into foster care after his brother was involved in a stabbing that nearly led to his brother being charged with murder. Following that event, Ethan's life spiraled downward and he came to Rawhide to get back on track.

"It was pretty traumatic when the police raided our house and arrested my brother," said Ethan. "It was determined to be self-defense, but everything just went downhill from there, including my mental health."

Ethan needed to heal from the trauma of the raid and his brother's legal battle and work through depression, suicidal thoughts, anxiety, anger, and accompanying issues. When he first arrived at Rawhide, he was nervous, but has since seen the benefits of staying focused on his program and going to therapy.

"I've learned to open up and talk to people when I feel depressed, instead of holding it in," said Ethan. "I used to not interact with my peers and the staff much, but now I feel more comfortable being part of the group."

In addition to traditional therapy, Ethan also takes part in equine therapy, which has helped him talk through his family and mental health struggles.

"If I could say anything to the therapy staff, I'd say 'you're doing awesome. Don't stop because there are a lot of new kids who need help,'" said Ethan.

At Rawhide, he is focused on staying on track academically at Starr Academy and hopes to graduate and go to college in the future. He is also enrolled in the career development class Rawhide offers in partnership with Goodwill Industries NCW to help him gain skills and determine what type of career would be a good fit for him.

"I am learning how to write a resume, interview for jobs and follow up to make sure the employer knows I am interested in the job," said Ethan. "I am looking forward to getting my driver's license and maybe becoming a welder."

Whether it's the library, trampoline park or swimming pool group, Ethan loves going off campus with his group home peers and staff. He also helped to build a firepit behind the Lodge Group Home and likes relaxing by it when the weather is warm. Ethan's now employed at a nearby organization.

"Being at Rawhide has helped me learn how to create a support system to help me deal with hard times, and I'll carry that skill with me long after I complete my program," said Ethan.



CHAPS EQUINE-ASSISTED THERAPY

Our CHAPS Equine-Assisted Therapy program creates a safe, judgement-free zone and builds a strong, unique network of trust between the youth, horse, and therapist. For some youth, bonding with a horse can help break down barriers, allowing them to work through trauma and overcome behavioral and mental health challenges. Equine-assisted therapy can be used to treat anxiety, depression, trauma, ADHD, and suicidal thoughts, among others. This therapy modality is offered on the New London residential campus and at our counseling centers in Fond du Lac, Greater Milwaukee, Neenah, and Shiocton. Rawhide partners with BEAMING, Inc. in Neenah and MKE Urban Stables in Milwaukee to offer equine-assisted therapy in their facilities — all to serve even more struggling youth in Wisconsin.



Nakira and Ky

Nakira and Ky are 12 and 16-year-old sisters, who live with their mother and stepfather. Their mother sought counseling for her daughters after she noticed them withdraw, show signs of depression and anxiety, and feel sadness about their biological father stepping out of their lives.

"The girls witnessed domestic violence when I was with their biological father and it's affected them negatively," said their mother, Latina. "Ky really wanted a relationship with him after we split. She kept trying and trying, but he did not reciprocate. It made her feel he did not love her, and she even contemplated suicide."

Latina knew the girls were feeling sad inside and needed extra support. Their school social worker connected the family with Nick, a Partnership in Youth Diversion (PIYD) Program case manager at Rawhide. Nick referred the girls to Shawna for therapy.

"I can't handle everything by myself," said Latina.

"Sometimes you need someone else to come in and help you. I always try to be encouraging and tell my daughters what I think is best as a mom, but that doesn't always work. Sometimes they need more help than a parent can provide."

Therapy has taught Ky and Nakira how to better interact with friends at school, solve problems, deal with challenging situations, and advocate for themselves more effectively. Ky, who was diagnosed with a mood disorder, anxiety, and cognitive delay, is now calmer and more accepting of feedback.

"Shawna is very sweet and she listens a lot," said Ky. "She has fidgets, lets us take our time, and gives us tools we can use to cope. Right now, I am learning to journal with her. She has also taught me to meditate and pause before I react to someone."

Nakira, whose main issue was bottling her emotions, has seen growth in that area, as well as in her decision-making ability and self-confidence.

"Therapy has made me less anxious," said Nakira. "I am better at communicating my feelings, and I'm working on not second guessing myself."

The girls' self-esteem has blossomed, and the entire family has benefitted from the PIYD program.

"They laugh and smile more now," said Latina. "Their improved ability to open up and communicate more has been their biggest accomplishment in therapy. They are sweet, bubbly, and loving girls."

The PIYD program is a grant-funded initiative available to students at Washington Middle School, John Dewey Academy, and NEW Lutheran in Green Bay, and their families. Students can be referred for family issues, alcohol and other drug abuse, truancy, and mental health struggles. Through the program, case workers connect families with the resources and support they need to get kids back on track.

In the future, Ky hopes to become a certified nursing assistant and Nakira is interested in becoming a hair stylist and nail technician.

"Sometimes kids have a hard time expressing their feelings or communicating what is going on," said Latina. "They may be suffering in silence and thinking about taking their life. Parents think they should have all of the answers, but sometimes the best answer is finding the right resources."



RYKER

Ryker is a spunky 7-year-old who was diagnosed with autism at a young age. While other occupational therapy (OT) and applied behavioral analysis therapy did not help Ryker enjoy the world around him, OT with Rawhide's Katie Leon certainly has.

"Life was very unpredictable for Ryker," said his mom, Kari. "He was often frustrated but, deep down, is an amazing young man."

Prior to starting OT at Rawhide, Ryker received applied behavior analysis (ABA) therapy for about 4 years, but his parents felt he had plateaued. Kari asked a Rawhide therapist if she thought talk therapy would be helpful. Instead, she recommended OT with Katie Leon and so, in August 2022, Kari and Ryker began making the 1.5-hour drive to the Fond du Lac counseling center.

"When we started, it was somewhat difficult for Ryker to go to OT," said Kari. "Katie worked at a pace he was comfortable with, however, and the two began to make big strides."

Initially, sessions were less structured with the main goal of Ryker exploring his environment, building rapport and trust, and being in a novel therapy setting. As he was given the opportunity to move at his own pace, less structured sessions transitioned into more structured sessions with ease over time.

“By remaining flexible and maintaining a focus on client-centered, individualized care, Ryker is able to help lead therapy sessions, and move at a pace that is comfortable for him. That, along with the remarkable family support is what made his therapy successful,” said Katie Leon, occupational therapist at Rawhide. “The work we are doing with Ryker is assisting him in becoming more self-aware of his sensory needs. Through this increased awareness, Ryker can better regulate his body and the way he reacts to various situations. With this improved awareness, Ryker can manage his behaviors more effectively, opening him up to more opportunities in the world around him.”

Katie, Ryker, and his family work as a team to encourage and provide opportunities for participation in various proprioceptive, deep pressure, and heavy work sensory regulatory activities. These types of activities promote increased body awareness, body coordination, and attention. Ryker can now participate in community events like ninja class, focus on tabletop activities for more than 20 minutes, and eat dinner at the table with this family – all things that would have been difficult before therapy.

“The occupational therapy has taught him how to be more comfortable in his own skin,” said Kari. “Our biggest learning has been the importance of allowing him to do activities that help his body regulate before asking him to do a task that requires sitting, focus or more in-depth thinking.”

Ryker’s biggest area of growth
has been his newfound interest in life.
He talks more and is more curious about life.

“If he has a question, he asks me to help him look up the answer,” said Kari. “It’s incredible for him to want to learn and know himself. He sees his successes. He knows he is capable of learning and he’s proud of himself.”

Kari has noticed Ryker becoming more aware of his surroundings, playing with siblings and their friends, and gaining coordination.

“Katie is his favorite. Between the two, there is patience, forgiveness, kindness, and understanding. It’s the exact relationship anyone would pray for between a therapist and a child. The amount of teaching and trust is incredible.”



OCCUPATIONAL THERAPY

Occupational therapy is a unique service that helps people become more independent and improve their quality of life by allowing them to do the things they love. Occupational therapists work closely with individuals across the lifespan who are impacted by various physical, emotional, sensory, cognitive, and/or social impairments. Using a holistic approach, occupational therapy provides individualized, client-centered care that is adapted to address each individual’s specific need to obtain, regain, and/or maintain independence and participate in the activities that are most important to them.

Kenny

Kenny is 16 years old and grew up with his grandparents. His mother abused drugs and was not present in his life, which caused him to be consistently angry and he often made bad decisions.

"Before I came to Rawhide, life was rough," said Kenny. "I was doing drugs, committing crimes, hanging out with the wrong crowd and skipping school. I came to Rawhide after I was arrested for starting fires and sent to a detention center."

Kenny lives in the Starr Home and is in the 11th grade at Starr Academy. He attends trauma-focused cognitive behavioral therapy every week to help him work through the anger and trauma he has experienced.

"I was really motivated to complete my program when I arrived at Rawhide and I still am today," said Kenny. "One of my biggest goals was to be able to control my anger. Therapy has helped me get that in check and taught me how to use deep breathing and coping skills to calm down more quickly when I do become angry."

While Kenny had a hard time attending and doing well in school at home, he has thrived at Starr Academy, even earning Student of the Month in 2022. He plans to use the academic skills and habits he learned to graduate high school.

He also participated in the culinary and automotive job training programs offered on campus, learning valuable skills like how to safely prepare food and change the oil in a vehicle.

In addition, Kenny works as an occupational therapy assistant on campus, doing light computer work, sanitizing equipment and making crafts.

"Attending Starr Academy made me realize that I am good at school and I can do the work," said Kenny. "I am really proud of winning Student of the Month."

"My relationship with my grandparents has also really improved," said Kenny. "We attend family therapy and they say I am more respectful and open on home visits."



Kenny's favorite Rawhide moment: Meeting Rawhide's co-founder and biggest supporter, Cherry Starr, when she visited campus for the grand opening of the Starr Home.

After he completes his program, Kenny plans to return to his role as pitcher on his local baseball team – a sport he has loved for the past 8 years. His goals for the future include graduating from high school, going to college to become a mechanical engineer, and someday having his own family.

JOB TRAINING:

Rawhide's job training program gives on-campus and New London High School students opportunities to gain and maintain essential employment skills through curriculum-based education.

Job Training options include:

- A specially designed, **trauma-informed Career Development class** in partnership with Goodwill NCW and the Division of Vocational Rehabilitation (DVR).
- **Hands-on learning experiences** in culinary arts from the National Restaurant Association.
- Practical automotive **technology instruction** from the Wisconsin Auto and Truck Dealers Association.

Through these opportunities, youth gain practical, marketable skills and can receive industry certificates of completion, while also earning academic credit.

Henry

Henry is 16 years old and has persevered through multiple traumas over the past three years, including the death of his father, a devastating house fire, two changes of schools, and struggles with his attention-deficient/hyperactivity disorder and oppositional defiance disorder. Henry's frustration manifested itself in his behavior and his mom, Sharon, received frequent calls from Henry's school about his disruptive behavior and impulse control issues.

"Henry's dad died in January 2020, so he needed to work through that," said his mom, Sharon. "A few months later, his older brother graduated from high school and moved out, so our family changed dramatically from what we imagined it would be."

He also needed to learn how to manage his mental-health disorders, control his behavior at school, and find ways to self-regulate. Henry changed schools in both September 2022 and January 2023 due to circumstances outside of his control, so he also needed to adjust to a new school environment and make new friends twice within a school year.

"He has been in therapy since 4K," said Sharon. "But Clarissa, his Rawhide therapist, is by far the best fit. She understands him and just clicks with him. Henry has a hard time sitting still and talking, so she gives him options like talking while they shoot hoops to allow him to keep moving. He's really been able to open up to her."

Henry has always struggled with impulse control and frequently got in trouble at school for talking out of turn and being disruptive in class.

"I'm learning to control my impulses, and I don't get angry as easily because I am able to express my feelings instead of holding them in," said Henry. "I want to continue to improve my ability to think before I speak or do something, so I make better decisions."

In therapy, Henry has discovered why he does things and understands the reasoning and emotion behind those actions. He's also more aware of the consequences of his actions and has developed more patience.



"Henry has never had a therapist I could just call and talk things through with," said Sharon. "Clarissa is very receptive and knows what we're going through. She communicates with the school staff and makes me feel like I have more of a team behind me."

One of the biggest challenges was Henry's willingness to go to therapy and really participate in it, but he has embraced it over time.

"Clarissa is a good listener, and she can answer my questions easily," said Henry. "I have a good relationship with her and, sometimes, I look forward to therapy because there is something I want to talk about."

Sharon and her late husband, Alex, had goals for their sons.

"We wanted to raise responsible, independent, kind children who treat people with respect," said Sharon. "Sometimes it might feel like you are failing, and you need to ask for help beyond what you can provide as a parent, but you can't give up. You have to find the right resources."

Henry's improved behavior and newfound ability to critically think before acting is proof that hard work, perseverance, and a willingness to engage can lead to positive change.

Bud and Cathy Jacobs

Bud and Cathy Jacobs inspire students through the Student of the Month program

Bud and Cathy Jacobs began supporting Rawhide Youth Services 23 years ago. In 2004, they began giving in another way – by adding their special touch to the Student of the Month program at Starr Academy.

A letter about the student and his achievements is sent to all donors who gave during the month in which he is recognized, and donors are encouraged to send words of inspiration back to the youth.

“Bud and I were blessed with long teaching careers and loved interacting with our students and helping them succeed,” said Cathy. “We wanted to become part of a fun and unique recognition program that challenges students to be their best and recognize those who succeed in doing so.”

Each month, the Student of the Month recipient enjoys an amazing lunch with Cathy. She feels blessed to be able to personally meet one of the “stars” of Starr Academy and see, firsthand, the difference Rawhide makes in students’ lives.

Each month, a young man is selected as the Student of the Month by the Starr Academy staff, based on his scholastic efforts, helpfulness to others, and positive attitude. Those selected receive the Bud Jacobs Award, a special lunch with Cathy and a gift card to Kohls Department Store donated by Cathy.

“In addition to teaching, Bud was also a coach and especially loved the game of basketball,” said Cathy. “I created the Bud Jacobs award to honor him for the amazing man that he was. While he might have been described as tough at times, he was extremely fair and caring. He gave 100% in all that he did and expected the same from his students and athletes.”



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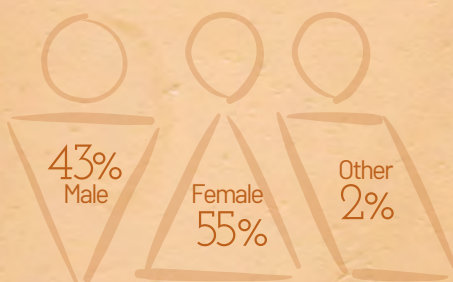
2022 impact

LIVES IMPACTED

Total: 1,099
Increase of
24% ↑

40
Counties Served
in 2022

MALE/FEMALE CLIENTS:



ETHNICITY OF RESIDENTIAL YOUTH

White: 60% Native American: 6%
Black: 21% Hispanic: 4%
Bi/Multi-Racial: 8% Asian: 1%



YOUTH DISCHARGED:

76%
Successfully
Reunited with
their Families

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

170 days
Average Length
of Stay

CHAPS EQUINE-ASSISTED THERAPY SESSIONS:

2,022

COMMUNITY-BASED THERAPY SESSIONS:

12,192

EDUCATION

13

Graduated from
Starr Academy

93%

Participation in
Young Life activities

78%

GPA % Increase



JOB TRAINING

87

Rawhide
Youth Participation

11

New London High School
Youth Participation

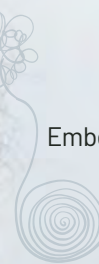


IN-SCHOOL COUNSELING

2022: 41

Schools with an
Embedded Therapist
Increase of

22↑
Schools



2022

impact

2022 Financials



SOURCE OF SUPPORT

Total Support = \$14.9 Million

Program Reimbursements

60%
\$8.9 Million

Donations (Cash & Vehicle)

52%
\$7.8 Million

Other/ Investments Gain/Loss

-12%
-\$1.8 Million

The negative is due to poor market returns
on our endowments in 2022

HOW FUNDS WERE USED

\$18.4 Million

Fundraising

10.3%

\$1.9 Million

Management & Admin

14.3%

\$2.6 Million

Youth Programs

75.4%

\$13.9 Million

VEHICLE PROGRAM

2,528
Cars & Trucks



245
Boats



123
Misc.



60
Motorcycles



23
Campers/Trailers



RAWHIDE'S #15 League

Thank you to all of our donors for their kind hearts

Leave a lasting legacy by becoming a member of Rawhide's #15 League. The #15 League was created to recognize and thank loyal supporters who have chosen to remember Rawhide with a planned gift. Below is a list of individuals who have included 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 of 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 Tara Heindl at (920) 531-2654 or theindl@rawhide.org.

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Bryan & Rebecca Blankfield
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Constance Danforth
Bob & Patricia Endries
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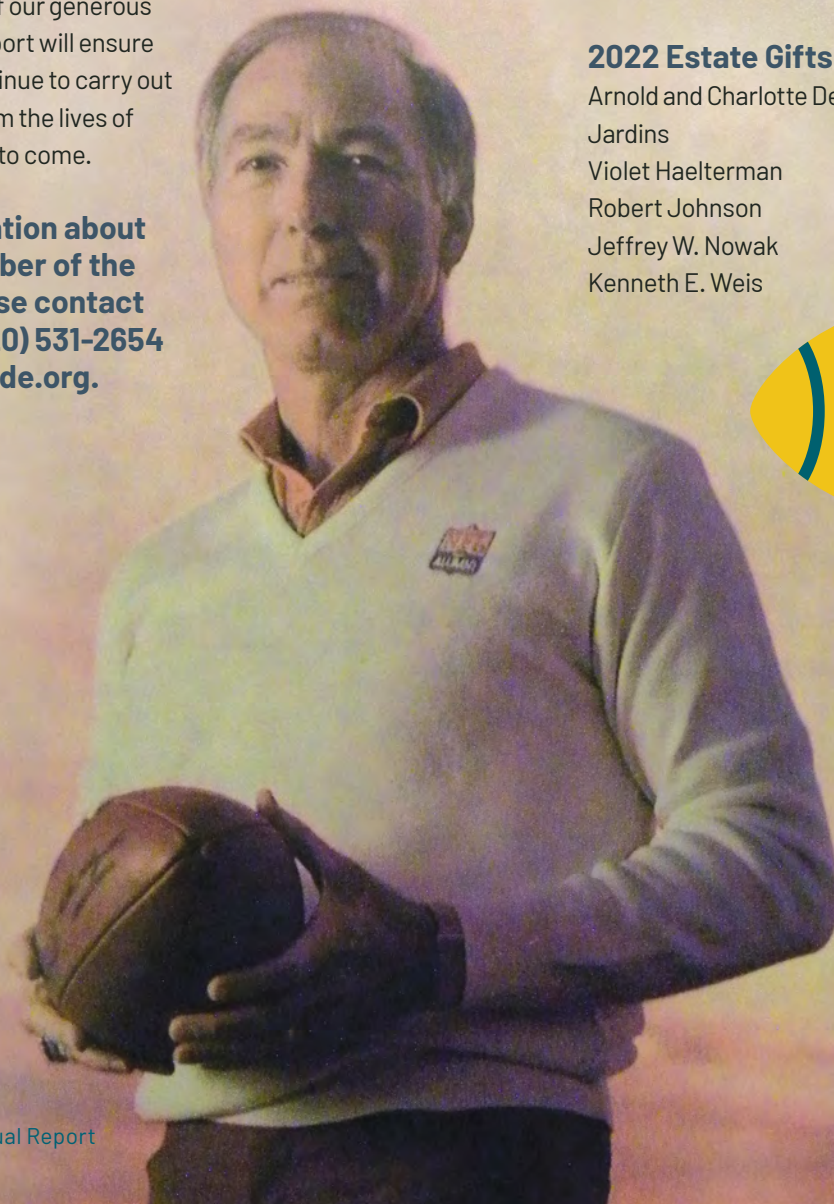
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Wayne and Sue Deitrich

It is rewarding to meet enthusiastic supporters of Rawhide Youth Services like Wayne and Sue Deitrich. Wayne joined Kimberly-Clark in 1970 and held various operations and business management positions until he became CEO of Kimberly-Clark spinoff Schweitzer-Mauduit in 1995. He remained in that position until he retired in 2008.

After Wayne's long career in the paper industry, which took Wayne and Sue all over the U.S., the couple relocated to the Fox Valley in 2016 and began searching for nonprofit organizations that support youth.

"Sue and I are focused on supporting the next generation," said Wayne. "We appreciate that Rawhide provides hope for youth who are facing an unknown future. We are happy to support Rawhide's mission to help youth realize they deserve happiness and success."

"I have always had a heart for children," said Wayne. "I think it is important to nurture and guide them. Organizations, like Rawhide, that do that type of work have my support."

Wayne and Sue visited the Rawhide campus in December 2021 with the intention of learning how to donate.

"We met with the development team and were impressed by the programs that Rawhide offered troubled youth," said Wayne. "We were sad and humbled to learn about the backgrounds of some of the youth, but encouraged to know what has been achieved and will continue to be done to positively impact youth served by Rawhide."

Wayne and Sue visited with the intention of giving a generous gift, but doubled the amount after their visit. This was the beginning of a wonderful partnership.

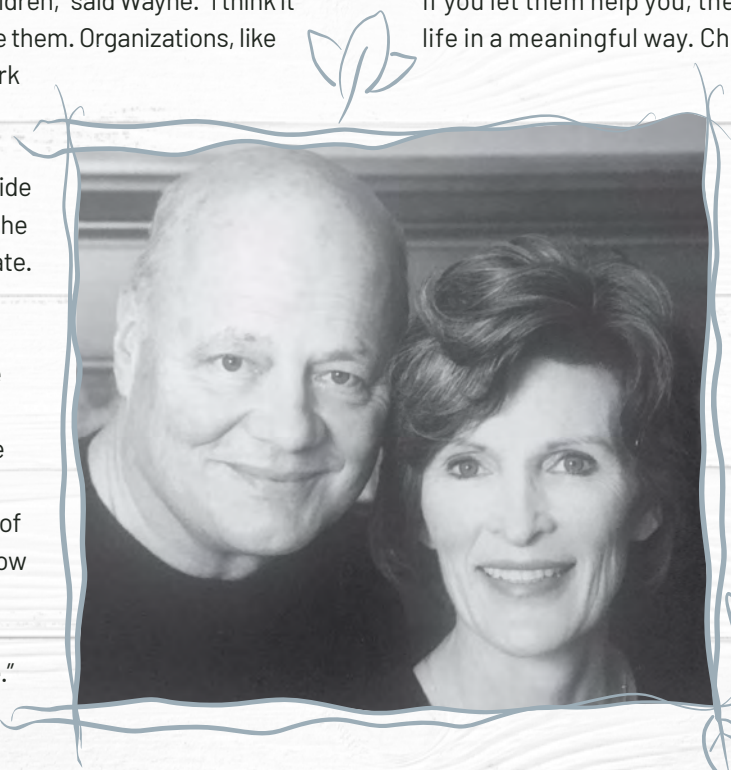
"I especially like the concept of the youth homes for the youth, and I salute the staff who choose to live and work there," Sue added.

In April of 2022, the Rawhide development team invited Wayne and Sue to the New London campus for lunch and an in-depth tour. With generosity at their core, they gave another significant gift the following June. With this investment, Rawhide was able to directly impact hundreds of under-insured youth throughout our eight outpatient clinics and 40-plus schools.

Wayne and Sue's message to struggling youth: "Believe in yourself. There is a whole community, like Rawhide, that cares about you and wants to help you achieve success. If you let them help you, they can positively impact your life in a meaningful way. Choose your friends carefully.

They will influence you more than you think."

Thank you, Wayne and Sue, for all you have done and will continue to do to support Rawhide's mission.





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IT TAKES A TEAM

It takes a team of dedicated, mission-minded individuals to make the life-changing impact Rawhide does every day. We are so blessed and honored to have some of the kindest, most compassionate, and intelligent team members doing this work. Thank you to everyone who has committed themselves to changing the lives of countless youth in our schools, communities, and residential settings across the state.

Issac Kemp

Youth Development Specialist

"Coming to do this work – it's purposeful. It's my motivation. It's definitely what energizes me in the morning because I know I'm coming to make a connection with someone. I look forward to doing it everyday."



Ryan Van Maanen

Living Unit Supervisor

"Love and hope are the two big things that I try to instill in the youth here, as they often didn't experience it in their first decade of life. Hope is something that can be diminished through trauma and simply people not believing in them. If I can leave something for these kids, it's that Mr. Ryan believed in me and Mr. Ryan showed up every day and was there for me, encouraging me and loving me. I hope when kids leave here, they remember that the adults in their life here truly cared about them."





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

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