



FALL2023 NEWSLETTER

E7475 Rawhide Road  
New London, WI 54961-9025

ADDRESS SERVICE REQUESTED

## WAYS TO EXPERIENCE RAWHIDE YOUTH SERVICES

Interested in experiencing the work we do?  
There are many opportunities to do just that by:

### Volunteering

As a volunteer at Rawhide, you can help struggling and at-risk youth create a healthy future—and we'll help you find the right way to serve that fits your schedule and skills.

### Requesting a Tour

Our New London campus is the heart of Rawhide Youth Services. We transform lives every day, we'd love to show you where it all takes place.

### Attending an Event

From our annual The Main Event Gala to our summer fish fries and onsite career fairs, there are plenty of opportunities to see what Rawhide is all about.

Visit [www.rawhide.org](http://www.rawhide.org) to learn more.



**1-800-RAWHIDE | RAWHIDE.ORG**

## Equine therapy leads to Kendall's most successful school year

Kendall is a rambunctious 9-year-old who loves softball, freestyle dance, and swimming, but life wasn't always simple for Kendall and her family.

"Life was challenging before therapy," said Kendall's mom, Stephanie. "Kendall had trouble controlling her emotions and focusing on learning. She was diagnosed with ADHD, anxiety, sensory processing disorder, and dyslexia. She really struggled in school."

Stephanie and her husband tried many things, but found that equine therapy, combined with the behavioral therapy she was receiving at school and a medication adjustment, was a great combination for Kendall.

**Kendall's family chose equine therapy because of her love for horses and because the family needed to learn how to control their emotions in a better way. They learned to talk more and fight less, and Kendall improved her active listening skills.**

"Kendall also struggled this past school year with a classmate who was giving her a hard time," said Stephanie. "We had many conversations with her Rawhide therapist about this friend. Her therapist brought in different horses to demonstrate and talk through friendship principles and dynamics."

Kendall and her therapist also talked about the different traits of the horses and observed how they got along to discuss the topic of friendships further.

**"The biggest takeaway that Kendall has learned is 'unicorn breathing,'" said Stephanie. "To this day, if she's frustrated, she will use that technique to calm down."**

Kendall also worked on being more polite, following directions, and completing tasks with fewer redirections and interruptions.

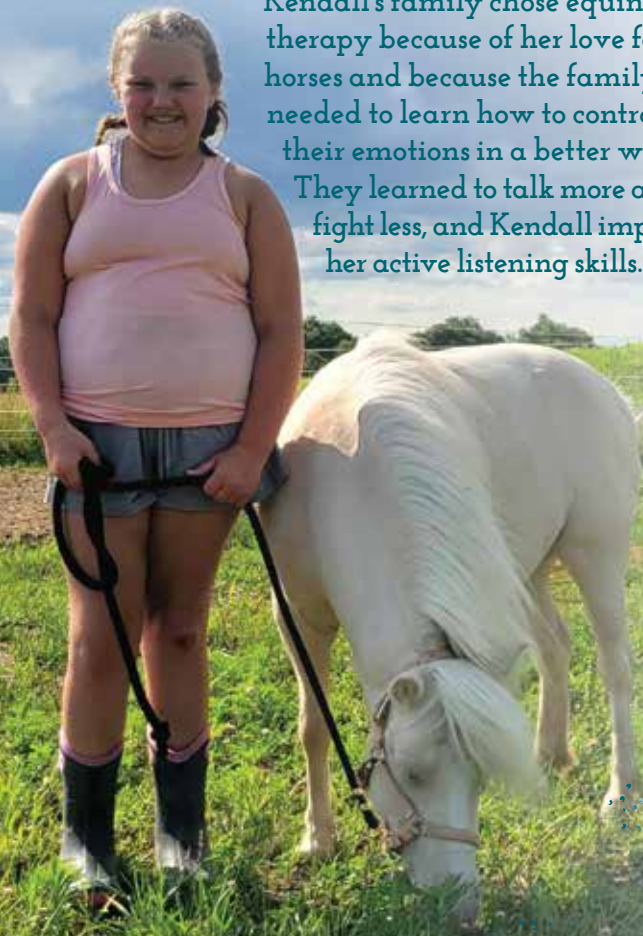
"My biggest takeaway as a parent was that I needed to stand there and watch her struggle, so she could figure it out," said Stephanie. "I had to ask her if she needed help and learn how to step back when she said no, and that was challenging."

School has been Kendall's largest area of growth.

"This past school year has been the most successful of her academic career," said Stephanie. "I attribute that to her medication changes, equine therapy at Rawhide, behavioral therapy, and her core IEP team at school. With this winning combination, her reading and math scores increased substantially, as well as her writing skills. Kendall's positive progress did not go unnoticed by those around her. Everyone continued to support and challenge Kendall to show her how successful she can be."

Kendall now has confidence that she can read, the tools to calm herself down when frustrated, and the resiliency to not give up.

"I plan to enroll her in a riding class after equine therapy to keep the skills we learned fresh, to continue building on them, and to foster her love for horses," said Stephanie.





## CEO MESSAGE

### Dear Rawhide Friends,

Thus far, 2023 has been a very successful year for Rawhide. We expanded our school-based therapy program to more than 40 schools and could grow to be in 60 or more by year's end. We are working hard to meet more of the ever-growing need for mental and behavioral health care. We have also expanded our care with the Rawhide Group Home at Peshtigo. This summer, we welcomed neighbors, local officials, and other stakeholders to an open house at our Rawhide Youth Home at Peshtigo. We continue to grow in Marinette County and cherish how that community has embraced us.

With the help of Titan Industries and Miller Electric, Rawhide grew its job training programs to include welding this summer. We look forward to helping youth learn more about this high-demand career and how they can grow their skill set in manufacturing.

Rawhide could not provide these transformational services and many more without the selfless, compassionate and professional support of each of our staff and our incredible partners and donors.

Thank you for making it possible for the youth of Wisconsin to change the trajectory of their lives. We look forward to finishing 2023 strong and making it our best year yet!

God bless,

**Alan B. Loux**

President and CEO, Rawhide Youth Services

## THANK YOU!


Without your support, we could not transform the lives of Wisconsin's at-risk youth. For more facts on how Rawhide is helping youth through the darkness, visit our website [Rawhide.org](http://Rawhide.org) for our 2022 Annual Report.



**TO DONATE TODAY,  
VISIT [RAWHIDE.ORG](http://RAWHIDE.ORG)  
OR CALL  
1-800-RAWHIDE.**



# First full Career EXCErate cohort enters Wisconsin workforce



On March 19, Career EXCErate Wisconsin celebrated more than 30 students who earned educational certificates through the collaborative new program operated in partnership with Goodwill of North Central Wisconsin (NCW), Fox Valley Technical College and Rawhide Youth Services. The program began in the summer of 2022 with support from a Workforce Innovation Grant from the state of Wisconsin.

"Rawhide couldn't be more proud of the students entering the workforce—many for the very first time in a new career," Alan Loux, President and CEO at Rawhide Youth Services said. "From the beginning, we knew Career EXCErate had the potential to change hundreds of lives in our community. This group represents the first of that change. These individuals are overcoming all kinds of challenges life

has thrown their way and, together with the good people of Fox Valley Technical College and Goodwill NCW, we've been able to help them discover a future they'd never thought possible."

Career EXCErate is a comprehensive career-training program offered at no cost to individuals who want to launch a lasting career but are struggling. Students benefit from individualized support to advance in their profession, enter a career or return to the workforce. The main purpose of the program is twofold: To support individuals as they seek high-demand careers in specific areas of study, and create a pipeline of job seekers who have the credentials to fill vital roles in Wisconsin.

*Career EXCErate 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. Learn more at: [CareerEXCErateWI.org](https://CareerEXCErateWI.org)*

## Rawhide gives youth a greater voice with Youth Advisory Council

In an effort to give residents an avenue for open and honest communication, Rawhide recently formed the Youth Advisory Council. The council is made up of two staff advisors and one youth representative from each house, who is elected by his housemates. The group meets 1 to 2 times per month in a classroom at Starr Academy.

Why create a youth council? In addition to giving residents a greater voice, the council enhances the leadership skills of youth members, helps resolve minor differences, and gives the advisors an opportunity

to set an example and lead residents toward the continued development of a positive and healthy campus culture.

Each resident representative must carefully consider the concerns of their living units and residents, and present important issues to the council. By bringing issues to light, it also gives the advisors an opportunity to provide services where needed. We look forward to all of the good this committee will do for not only the residents, but also Rawhide as a whole.





## 2023 The Main Event Gala a resounding success

Thank you to everyone who supported this year's masquerade-themed Main Event Gala!

We welcomed more than 800 guests to the Lambeau Field Atrium whose generosity, when combined with an anonymous donor match, raised more than \$600,000 to strengthen and provide hope for youth across our state. We look forward to planning next year's event, which will take place on Thursday, May 9, 2024.

100 PEOPLE COMING TOGETHER CAN CHANGE THOUSANDS OF LIVES.

## Join 100 Strong.

Families throughout Wisconsin are watching their children struggle with mental and behavioral health issues. Parents are desperate for help, and their kids can't wait six to nine months to begin healing. They need help now.

Rawhide continues to expand its youth counseling services to meet the growing need, but we can't do it alone. Eighty-five percent of the children we help are on Medicaid or other government programs. This leaves a significant gap between the real cost of care and the reimbursement received for our services.

That's why we're asking you to help us get youth on a path to healing by joining our 100 Strong Club – 100 individuals who generously give \$1,000 or more to help sustain our therapy services for disadvantaged youth. **Plus, thanks to a generous donor, the \$100,000 will be matched, doubling your impact!**

Your gift enables youth in desperate need of therapy to connect with our kind and compassionate therapists before it's too late. These kids cannot wait to begin addressing their trauma and depression. They need to begin now.

All kids deserve love, understanding, and compassion. Please, join our efforts as we build a brighter future for our kids.

Visit [www.rawhide.org/100-strong](http://www.rawhide.org/100-strong) to join!



# Ways to support Rawhide Youth Services

Your donation can help at-risk youth find hope, healing and a positive future. You can support Rawhide in a variety of ways, including:

## Vehicle Donation



Donate your used car, truck, van, boat or other motorized vehicle to Rawhide. We even take some non-motorized items like trailers and campers. Learn more at [www.rawhide.org/donate/](http://www.rawhide.org/donate/).



## Cash Donation

You can give online at: [www.rawhide.org/give-to-rawhide/](http://www.rawhide.org/give-to-rawhide/) or mail a check payable to "Rawhide Youth Services" to:

### Rawhide Youth Services

Attn: Development Department  
E7475 Rawhide Road, New London, WI 54961

## Planned Giving

As you're considering your end-of-life planning, you may wish to include a planned gift to Rawhide, such as a bequest, beneficiary designation, charitable remainder trust or charitable gift annuity.

## Stocks, Bonds, and Mutual Funds

Securities including stocks, bonds and mutual fund shares can be transferred to Rawhide as a tax-deductible, charitable contribution.



## Real Estate

Donating land or a building can make a huge impact and may be eligible for a tax deduction for the property's fair market value.

## In-Kind Giving

Support Rawhide with in-kind goods or services, such as office supplies, medical or professional services.

**For more information on how to donate, contact Tara Heindl, Leadership Giving Manager, at [theindl@rawhide.org](mailto:theindl@rawhide.org) or 920-531-2654.**

# WE'RE HIRING

We're looking to hire passionate, driven, and qualified individuals for a variety of rewarding positions.

In addition to competitive pay, a 9% 401k match, and a 5-week sabbatical, you'll be part of something bigger--helping at-risk youth get a second chance at life.

## Apply Today:

[www.rawhide.org/careers](http://www.rawhide.org/careers)



# What types of vehicles can I donate to Rawhide?

Comfy, old sedans. Well-worn trucks. Sporty boats and used snowmobiles. If it ever moved, it can make a difference. Rawhide accepts all cars, trucks and vans. If it has four rolling tires and a clear title, we want it.

We also accept the following donations on a case-by-case basis, depending on condition and location: Boats with road-worthy trailers, jet skis, RVs, campers (must be driven to New London, Wis.), garden/lawn tractors, motorcycles, mopeds/scooters, ATVs, go-karts, dune buggies, snowmobiles, heavy equipment, tractor trailers, fire trucks and semis.

## THE BEST PART OF DONATING:

The sale of your vehicle helps support our mission of helping at-risk youth heal and get a second chance.





## HOW DO I DONATE MY VEHICLE TO RAWHIDE?

1. **Tell us about your vehicle.** Fill out the form on our website at [www.rawhide.org/donate](http://www.rawhide.org/donate) or call us at 1-800-729-4433.
2. **Plan your pick-up or drop-off.** We'll contact you to schedule a pick-up time, or visit our website for a list of drop-off locations near you.
3. **Get your tax receipt.** We'll send you a receipt after we process your title.
4. **Feel great about helping a hurting youth heal and transform their life.**

