



UNIVERSITY of WISCONSIN  
**GREEN BAY**

Foundation

# **ANNUAL REPORT 2020**

**RISING TO THE CHALLENGE**





# DEAR UW-GREEN BAY DONORS,

Thank you. Your support is helping UW-Green Bay thrive.

In May, we exceeded 42,000 alumni who have graduated from this University. These are alumni who have benefited from a UW-Green Bay education and are making our communities better.

You are supporting a University that is truly on the rise. UW-Green Bay has experienced six straight years of enrollment growth and is the fastest growing school in the UW System. Campuses in Manitowoc, Marinette and Sheboygan were the only branch locations to grow in the state this past year. Engineering and nursing programs are thriving and we are expanding graduate programs in all of our colleges.

Even during the pandemic, the Division of Continuing Education and Community Engagement served more than 70,000 people to advance educational credentials and experiences.

We believe that all students who want a university education should have

access to it. Our mission is to provide that education, and the growth of the University in recent years shows we are fighting to support students to reach their educational goals.

You help make a UW-Green Bay education affordable for more students. Private funding from community members, retirees, alumni and businesses through the UW-Green Bay Foundation allows us to sustain the University and bolster the value of a UW-Green Bay degree.

Your gifts are investments in the future and the students, faculty and staff who will shape our region and beyond for the years ahead.

Thank you for joining us on this exciting ride. It is a great time to be a Phoenix and we are grateful for your support.

Best,

Chancellor Michael Alexander

## UW-GREEN BAY FOUNDATION

**Mission:** Founded in 2011, the UW-Green Bay Foundation supports the University by developing and increasing opportunities for students in the areas other than those in which the State of Wisconsin makes appropriations. The Foundation attracts, manages and distributes private resources that fund student scholarships; renovate or construct academic or recreational facilities; fund endowed faculty positions; support research; and fund educational activities to enhance learning environments.

## BOARD OF DIRECTORS

The UW-Green Bay Foundation Board of Directors assists in philanthropic development and fundraising in support of the University. The Board provides fiduciary oversight of the UW-Green Bay Foundation gift and endowment fund accounts, investments, expenditures, accounting and operations budget.

### Chair, Matt Mueller

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### Cordero Barkley `09, `16

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#### Tony Werner

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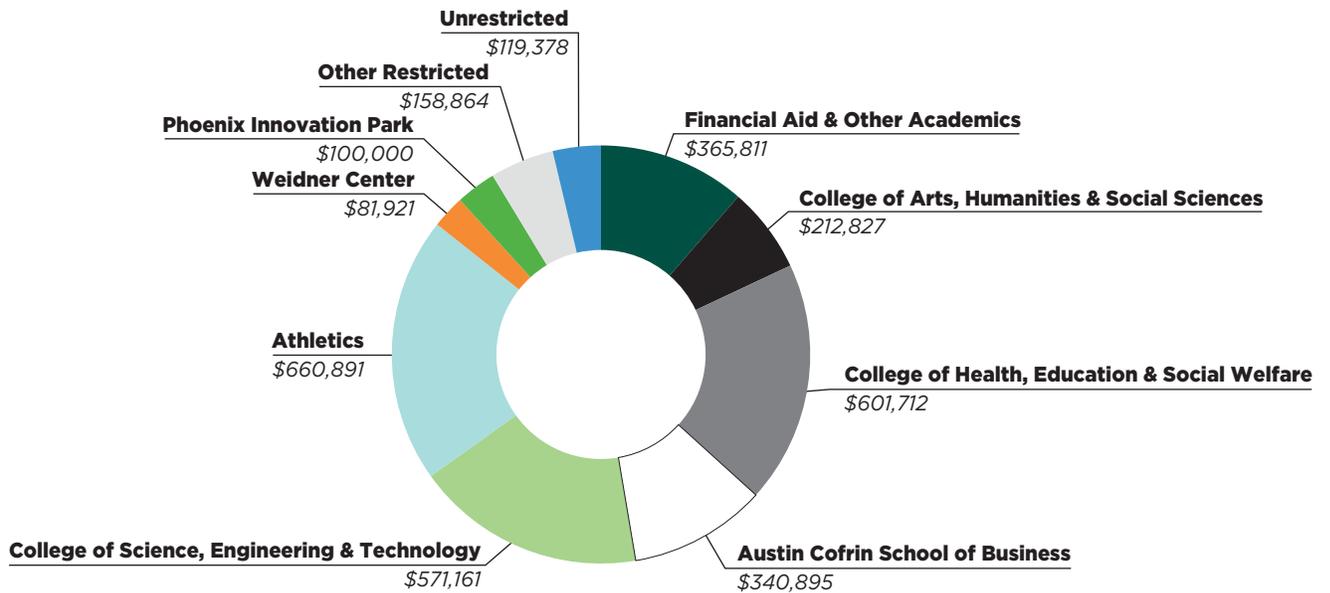
#### Sara Chaloupka

*Financial Specialist*

# GIVING IMPACT

With total assets of \$56,656,679, the UW-Green Bay Foundation distributed \$3,777,388 in support to the University to pursue its mission. Worthy of special recognition was the \$992,784 distributed to support scholarships for deserving students.

## 2020 CONTRIBUTIONS



Audited Financial Statements and 990s are available upon request or can be viewed at [uwgb.edu/foundation](http://uwgb.edu/foundation).

*“Good things are happening at UW-Green Bay. Community members, alumni, retirees and friends continue to fuel the growth of the University. Through their generous support, the University has been able to respond to critical needs, but also to create opportunities like a new state-of-the-art softball field to livestreaming performances all around the world.”*

**Matt Mueller**  
Foundation Board Chair



# THE COURAGE TO CARE

## TRADITIONAL BSN PROGRAM LAUNCHES FIRST COHORT IN RESPONSE TO NURSING SHORTAGE

2020 was a memorable year. And it was significant to nursing:

- 2020 marked 200 years since the birth of Florence Nightingale, the caring nurse and leader credited with professionalizing nursing.
- 2020 was declared the International Year of the Nurse and Midwife by the World Health Organization, recognizing nurses' courage and commitment during the COVID-19 pandemic.

2020 marked UW-Green Bay's first cohort of nurses in the traditional Bachelor of Science in Nursing (BSN) degree program.

The pandemic didn't cause 19-year-old Beyonce Moua to shy away from the field.

***"If anything, the pandemic has made me appreciate nurses even more than I previously did," says Moua. "These nurses are knowledgeable, compassionate and driven individuals who continue to impress me by working hard through the virus. I am happy that the rest of the world now also recognizes the great work that health care professionals provide."***

Nurses are playing a crucial role in this pandemic, says Heather Schroeder, Vice President of Nursing and Chief Nurse Officer for Aurora BayCare Medical Center in Green Bay.

***"The pandemic has touched every level in nursing. Nurses are at the front and center contributing their expertise in advancing the health and welfare of people."***

Moua's drive to become a nurse started at home in Appleton. "Watching my dad suffer through his two major (heart) surgeries, I would like to be a nurse helping those in similar situations to my father," she says.

Moua's pride in the profession underscores the importance and critical need for a sustained nursing workforce. It is estimated the shortage of registered nurses in Wisconsin will increase to nearly 20,000 by 2035, representing a 35 percent shortfall.

Each year, UW-Green Bay's traditional BSN program will accept 48 new students who will learn through an innovative concept-based nursing curriculum and in state-of-the-art facilities at the new Aurora BayCare Nursing Skills Center on the Green Bay Campus.

The Aurora BayCare Nursing Skills Center serves as a hub for hands-on practice, simulation of clinical events using hi-tech patient mannequins and open lab student practice time.

***"A BSN credential contributes to improved patient outcomes because it focuses further on aspects of research, evidenced-based practice, leadership development as well as provides more job opportunities for the nurse," says Schroeder.***

UW-Green Bay's partnership with Aurora BayCare ensures nursing students are prepared to deliver high-quality, safe patient care as they prepare for careers in nursing.





## AURORA BAYCARE NURSING SKILLS CENTER

Renovated space on the third floor of Wood Hall includes:

- *Skills lab/classroom with hospital beds and medium- and low fidelity mannequins for simulation learning; teaching and practice area with equipment for practice such as blood drawing, IV insertion, catheter placement, oxygen management*
- *Classroom with a medium fidelity mannequin for group simulation learning and observation*
- *Cloud Family Digital Learning Center serves nursing students in preparation for state testing*
- *UW-Green Bay students will learn even more clinical skills at Aurora BayCare Medical Center's new simulation unit in Green Bay using high-fidelity mannequins.*



## HELP IS ON THE WAY

Nursing students at UW-Green Bay were enlisted to help rollout the state's COVID-19 vaccination effort at 13 sites in Northeast Wisconsin. With the leadership of Professor Chris Vandenhouten and nursing faculty, nursing students have provided more than 700 hours vaccinating and educating at COVID vaccination sites in February and March alone. Additionally, nursing faculty have contributed 77 hours toward vaccination efforts during this period. Students were eligible for academic credit for their participation, as well as real-world experience.

- *The UW System offered \$500 tuition credits to nursing students who provided 16 hours of work in vaccine and rapid testing clinics at the state's 13 universities, allowing an opportunity for the more than 4,000 nursing students statewide to receive real-world experience during a time when traditional clinical experiences were limited because of the virus.*
- *UW-Green Bay hosted one of the state's COVID-19 surge-testing sites—a partnership between the UW System's 13 universities and the U.S. Department of Health and Human Services.*
- *Prevea Health partnered with UW-Green Bay to launch four community COVID-19 vaccine clinics at its campuses in Green Bay, Manitowoc, Marinette and Sheboygan. As of mid-May, more than 105,000 vaccinations had been administered at the University campuses.*

# POSITIONED FOR THE FUTURE

## SCHOLARSHIP HONORS DAHLIN'S CONTRIBUTION, WORK ETHIC

When Brian Wendt talks about Superior Diesel and Bell Power, he gives credit to the late Bernie Dahlin for not only contributing to the company's success, but to position it well for the future.

*"I think for Bernie, nothing came easy or was given to him in life. He had to work for everything," says Wendt, the company's president. "These are qualities that Bernie brought to Superior Diesel and how he challenged us. It was never about profitability of any particular project so much as it was about creating the infrastructure and foundation to keep the business growing and growing."*

After Dahlin passed away in May 2020, Superior Diesel was so moved that leaders decided to create a scholarship for engineering students in his name. Dahlin, an entrepreneur who had ownership in numerous companies throughout his career, loved Green Bay and with his wife, Alyce, supported the community in a myriad of ways.

*"The Dahlin family's support has made an incredible impact on our University community. Bernie and Alyce have, time and time again, demonstrated a commitment to higher education through their support for Athletics and the engineering program. Even more inspiring is how the Dahlins have recognized the value of scholarships, and their desire to support students. As a member of our Council of Trustees and Phoenix Fund Board, Bernie elevated the University. We are so grateful for the Dahlin family's generosity."*

**Chancellor Michael Alexander**

Bernie Dahlin had a passion for education, especially UW-Green Bay. He and Alyce were honored with the Chancellor's Award in 2007. The couple's philanthropy supported dozens of organizations throughout the community. Bernie contributed his time to numerous organizations as well, including St. Mary's Hospital Foundation and the University through its Phoenix Fund and Council of Trustees, an honor which he was most proud of even though he never earned a college degree.



*"(Bernie) would always challenge us, but he would ask questions because he always wanted to learn more. He was always looking to educate himself and to educate others," says Wendt. "That's why it was a natural fit to start a scholarship in Bernie's name to carry on that legacy."*

The scholarship is even more meaningful, says Wendt, as the company looks to the future. Superior Diesel, with facilities in Rhinelander, Wis., and Seville, Ohio, is a provider of engine power solutions for big equipment. While diesel is a cleaner burning fuel, business is moving toward operating much more environmentally friendly. In fact, in the next decade Wendt expects the company's products will be fully electric.

That shift creates a demand for mechanical and electrical engineers. With UW-Green Bay's newly launched engineering program and the electrical engineering program about to launch, Wendt sees Superior Diesel's relationship with the University growing to include internships and other opportunities for students.

*"Our owners believe in investing in the people, that people are the most important aspect of the business," says Wendt. "Being supportive and promoting the workforce, Bernie was a proponent of that. We want to follow in Bernie's footsteps to contribute to others and to learning."*



Philanthropists Bernie and Alyce Dahlin (pictured above with past scholarship recipient Jada Taylor) have supported UW-Green Bay for decades, helping transform the University through their contributions to Green Bay Athletics, the Weidner Center, the Founders Association and the Phuture Phoenix program.

Bernie passed away in May 2020. Alyce along with family and others carry on his legacy of community support. The Dahlin legacy is evident throughout the UW-Green Bay campus:

## SCHOLARSHIPS

- *Bernie and Alyce Dahlin Family Endowed Scholarship for Business*
- *Bernard A. and Edestein Dahlin Endowed Scholarship*
- *Rodney and Grace Germain Memorial Endowed Scholarship*
- *Bernie and Alyce Dahlin Family Endowed Scholarship*
- *Superior Diesel Endowed Scholarship for Engineering in Memory of Bernie Dahlin*

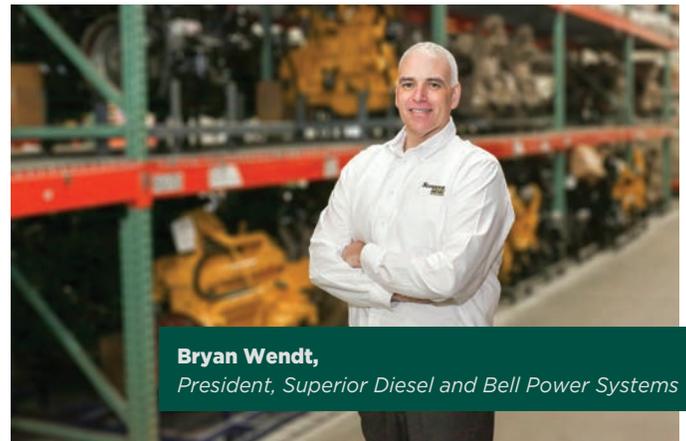
## FACILITIES

- *Aldo Santaga (soccer) Stadium Ticket Booth*
- *Peter F. Dorschel Natatorium (swimming and diving) Team Room*
- *King Park (softball) Press Box*
- *Brown County STEM Innovation Center Volunteer Room and Computer Lab*



The Superior Diesel Endowed Scholarship for Engineering in Memory of Bernie Dahlin provides a mechanical or electrical engineering student from Brown or Oneida counties an annual scholarship throughout their years at UW-Green Bay.

Founded in 1977, Superior Diesel with subsidiary Bell Power Systems, is a provider of engine power solutions for off-highway equipment.



**Bryan Wendt,**  
*President, Superior Diesel and Bell Power Systems*



**Betty Brown** (right) engages in conversation with a man during one of her many travels.

## FOCUS ON FIRST-GEN STUDENTS

### ESTATE GIFT BOLSTERS GENEROSITY OF BETTY BROWN, UW-GREEN BAY RETIREE

Both Betty and Donald Brown's parents' formal education ended with eighth-grade. College, they realized, was not a given. Still, their interest to pursue higher education was supported at home. Their college experiences helped develop their intellect and, even more importantly, it helped develop a curiosity and openness to the world.

Fast forward from those college days more than 70 or so years, Betty Brown is assisting an immigrant with whom she had been paired years before to help learn English. The man's daughter dreamed of becoming a teacher. Betty, who had watched the man's daughter grow from a baby to young woman, helped her search for scholarships. She shared the man's joy for his daughter's graduation and successful launch into her career.

The experience reinforced Betty's commitment to making such an opportunity available for a student attending UW-Green Bay, says Betty's son, John. Betty, herself the daughter of an immigrant, creating the Donald and Betty Brown Endowed Scholarship benefiting UW-Green Bay's first generation students.

Betty passed away in July 2020 at age 95. She generously included UW-Green Bay in her estate plans, which added to her initial gift to the scholarship.

*"She was very committed to the mission of UW-Green Bay," says John Brown, a faculty member at Clark University and one of five of the Browns' children. "I think the scholarship*

*recognizes what college can do for first generation college students on the one hand, and the recognition for UW-Green Bay on the other."*

Betty, a journalist who came to UW-Green Bay after a stint as Women's page editor for the Green Bay Press-Gazette, lead University news and publications services for 20 years. She also was a musician and performed for many years with the Green Bay Symphony and Civic Symphony of Green Bay, and was involved with many other musical groups and productions. Donald passed 20 years before Betty. He was an ordained minister and was longtime pastor of First Baptist Church in Green Bay. He was closely involved with UW-Green Bay's Learning in Retirement program.

Soon after Betty's retirement, she completed a memoir "UW-Green Bay: From the Beginning," which documented the history of UW-Green Bay, from 1969 through 1990, and later wrote a similar history for the Union Congregational United Church of Christ and Green Bay Packaging.

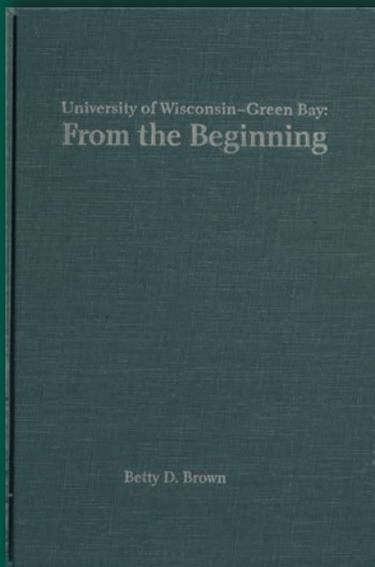
Betty was always interested in the world around her, says John. She had a natural curiosity, was a good listener and enjoyed learning, connecting with and getting others' perspectives.

*"Being in higher education, I'm quite aware of challenges people face today," says John. "The scholarship offers at least one person an opportunity and some help, and hopefully to feel little more adventurous in their college experience."*

*“With (this) help, I am one step closer to achieving my dreams and changing the world. Ms. Brown’s work is inspiring to me, and I hope that someday I am able to give back the way she has. I am extremely grateful for this scholarship and the help that it has given me on my educational journey.”*

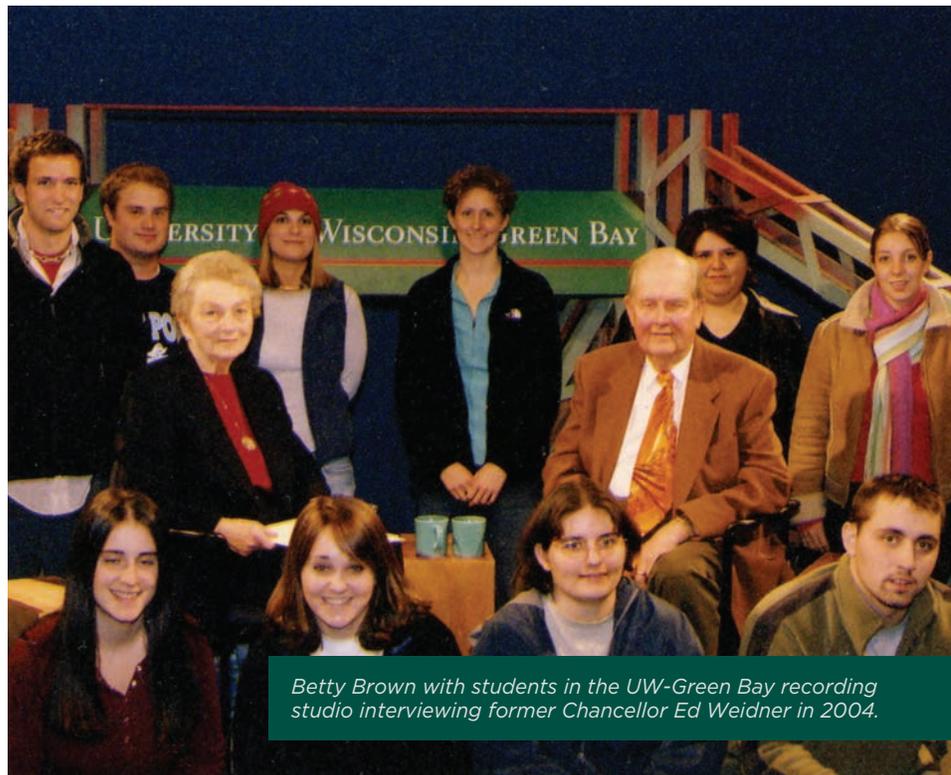
**Bricken Brown, '24,**

*Recipient, Donald and Betty Brown Endowed Scholarship*



## **UW-GREEN BAY: FROM THE BEGINNING**

Betty Brown researched and wrote a history of the first 25 years of UW-Green Bay using original documents, community members’ oral histories as well as personal observations gained as a member of the campus community.



*Betty Brown with students in the UW-Green Bay recording studio interviewing former Chancellor Ed Weidner in 2004.*

## **AT A GLANCE**

### **THE NIAGARA SOCIETY**

The UW-Green Bay Foundation honors people who have made a planned gift by enrolling them in the Niagara Society. The Niagara Society is composed of individuals who have informed the Foundation they have included a provision in their financial plans to benefit the University through their estates.

Members of the Niagara Society receive invitations to special events and University updates from the chancellor and Niagara Society chairs.

**Let us know your intentions:** If you have named UW-Green Bay in your estate plan, please let us know so that we can ensure your gift is used according to your wishes. If you prefer your gift to be anonymous, we will honor your request for confidentiality.

### **DONALD AND BETTY BROWN ENDOWED SCHOLARSHIP**

- *Established by Betty Brown in 2014, with additional funding from Brown’s estate in 2020.*
- *Awarded to a first-generation college student, who is a freshman majoring in a field of study within the College of Arts, Humanities and Social Sciences; student may receive multiple years in a row (renewable).*

# GENERATIONS OF GIVING

## LAFORCE FAMILY FOUNDATION CARRIES ON LEGACY OF JOE AND MAC LAFORCE

Fueled by a passion for helping others, Arionna Loughlin's goal is to become a physical therapist.

Majoring in Human Biology and Exercise, the UW-Green Bay junior is busy not only with her studies, but also working as a rehab aide at Bellin Titletown, where she schedules patients and helps the physical therapists and athletics trainers with patient assessments. She also leads the Tribeta Biology Honors Club as president and is treasurer of sorority Zeta Omega Tau.

Loughlin embodies the type of student the LaForce family wishes to support and is a multiyear recipient of the LaForce Family Scholarship. ***"I'm proud that my effort and dedication has been recognized because I work my hardest to achieve academic honors, and this scholarship allows me to focus solely on my studies without the burden of finances,"*** Loughlin wrote in her thank you note to the family.

Loughlin is one of hundreds of students over the years to receive much-needed financial support through LaForce scholarships.

***"Both my Mom and Dad were strong believers in the power of education to uplift and change lives for the better,"***

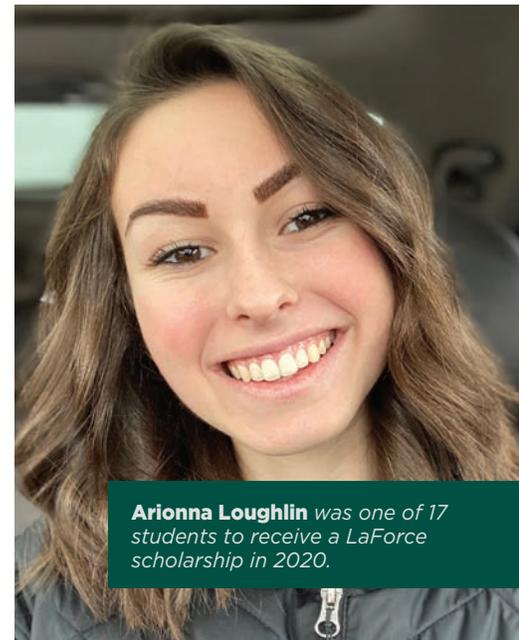
***said James LaForce. "It is a thrill for my sisters and me to help encourage the diverse, talented, and passionate people who attend UW-Green Bay."***

UW-Green Bay students are ever so grateful.

"I love having classes with fewer students because I get to know my teachers well. I would choose UW-Green Bay again as I'm obtaining an excellent education," says Loughlin.

LaForce and his siblings are the new generation to carry on the legacy of Joe and Eleanor "Mac" LaForce — early supporters of then fledgling UW-Green Bay which opened its doors in 1965 to provide higher education in the Green Bay area. The couple, who met while attending UW-Madison, bought a hardware supply business in downtown Green Bay in 1954. The business, LaForce Inc., has grown to become one of the largest distributors for commercial door opening products and services.

Joe LaForce joined the UW-Green Bay Founders Association in the 1970s, and served on the board for many years. In 2006, he created the Joe LaForce Business Faculty Development Fund, an endowed fund to support the



**Arionna Loughlin** was one of 17 students to receive a LaForce scholarship in 2020.

business college. A year later, following Joe's death, Mac created the Joseph and Mac LaForce Business Scholarship.

The LaForce educational legacy continues through their three children, Patricia LaForce, Jane LaForce Cinquini and James LaForce. This new generation, which believes just as strongly in the value of higher education, started the LaForce Family Foundation in 2015 to continue the spirit of giving back. The Foundation supports several educational institutions, as well as a variety of social service organizations.



## LAFORCE BACKS PRIDE CENTER EXPANSION

UW-Green Bay is expanding its Campus Pride Center—currently located at the Green Bay Campus and the Community LGBT Center at Marinette, to both its Manitowoc and Sheboygan Campus locations.

The Manitowoc and Sheboygan Campuses are opening Pride (LGBTQ+) Centers that will be staffed by interns 10 hours per week. The internships are made possible by funds from the LaForce Family Foundation. Pride Center interns will provide social support and resources for LGBTQ+ students, their families and allies, and will collaborate with local LGBTQ+ community organizations on Pride events and initiatives.

# UNRESTRICTED GIVING: HELP WHERE IT'S NEEDED MOST

GIFTS TO FUND FOR EXCELLENCE, PHOENIX FUND, UW-GREEN BAY SCHOLARSHIP FUND MAKE A DIFFERENCE



Sheng Thao (pictured above) attends the UW-Green Bay Sheboygan campus and intends to graduate in 2024 with a bachelor's degree — in what field, she's not sure yet. One thing she is sure

of: "I plan to graduate without any or minimum college debt, and (receiving a) scholarship has helped me achieve part of the goal," says Thao.

Gifts to the UW-Green Bay Scholarship Fund enabled this support for Thao, and other students like her.

Unrestricted and annual gifts to the scholarship fund, the Fund for Excellence, or Athletics' Phoenix Fund are critical to the financial viability of the University. **More than 1,301 donors made gifts to UW-Green Bay Foundation in 2020. Of these,**

**356 donors gave individual gifts of less than \$1,000 to the unrestricted Fund for Excellence, the UW-Green Bay Scholarship Fund, and Athletics' Phoenix Fund. These gifts added up to more than \$72,513 — equivalent to the payout from a \$1.6 million endowed fund.** Unlike the endowment, however, these gifts can be allocated to areas of greatest need.

There are many ways to give, all of which help support students and our mission. Your gifts are an investment in the future leaders of our community, our nation, and our world.



## WISCONSIN ALUMINUM FOUNDRY SUPPORTS ENGINEERING PROGRAM

Manitowoc County students seeking careers in engineering will have the opportunity for scholarship aid from local employer Wisconsin Aluminum Foundry.

The Wisconsin Aluminum Foundry, with support of the Schwartz family, has invested in the future of the region by creating the Wisconsin Aluminum Foundry Engineering Scholarship Fund at UW-Green Bay. The company aims to encourage students to consider careers in the manufacturing industry.



## UW-GREEN BAY TO HOST 'LIVING LABORATORY' ON BAY

Led by UW-Green Bay and local partners, Green Bay is seeking designation of a National Estuarine Research Reserve (NERR) on the bay of Green Bay.

This area will be the first National Estuarine Research Reserve (NERR) to represent Lake Michigan estuarine habitats. As a "living laboratory," the NERR will provide natural resource management, science research and educational opportunities at all levels. Grants and private aid of more than \$300,000 toward a \$1.5 million goal have been received so far.



## SCHOLARSHIP HONORS METZ, A CHAMPION FOR INDIGENOUS PEOPLE

Family and friends of former State Representative and UW-Green Bay alumna Sharon Metz ('84, Communication and the Arts), who passed away on June 19, 2020, have created an endowed scholarship in honor of Metz and her husband, Tom.

The Sharon and Thomas Metz Scholarship will benefit undergraduate students who are majoring in First Nations Studies and demonstrate financial need. This scholarship aims to carry the Metz family's fight for recognition and respect for indigenous people.



We gratefully acknowledge the generous donors who have entrusted us with their legacy by creating funds that are invested to provide support in perpetuity, and those who have provided current gifts which provide immediate support for our students. We regret we cannot name all of our contributors within these pages.

Interested in learning more about supporting students, faculty and programs?

Contact:

Tony Werner  
Vice-Chancellor for University Advancement  
President, UW-Green Bay Foundation  
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