



### Going once ... going twice ... going online!

We're introducing a whole new way to show support for Marshfield Area United Way. Pack away the gavel and boot up your computer, we're holding an online auction.

The auction will run from November 1 through November 26. An unlimited number of guests can virtually "attend" our auction from the comfort of their own home. United Way volunteers will receive e-mails

about auction items, and members of the public can also participate by going to our Web site and clicking on Campaign HQ to find the auction site link.

To run the auction we're using exciting new software provided by cMarket, Inc., an organization with a focus on serving non-profit organizations.

*Continued on Page 3 ...*

### Programs benefit from fall grants

United Way recognizes that need strikes when we least expect it. To address needs that come up throughout the year the Community Impact Committee awards grants in May, August and November, if funds are available from the previous year's fund drive.

Big Brothers Big Sisters received a grant for "Worm your Way to Success," an enhancement to its current program that reinforces the Seven

Habits of Highly Effective Students.

Marshfield Senior Community Center received a grant for exercise equipment, a direct wellness service for its clients.

The next cycle of grant applications for supplemental, new or venture funding are due November 1 and should be submitted to Sarah Krenn at [volunteercenter@tznet.com](mailto:volunteercenter@tznet.com) or mailed to United Way at PO Box 771, Marshfield, WI 54449.

### Financial Pacesetters kick off 2007 campaign

"Every program director has a story," said John Baur, Drive Co-Chair at the 2007 Kick off. These stories are about mothers seeking help after domestic violence, families receiving food to fill hungry tummies, a young couple learning how to budget to save for their first home and many more.

These stories have happy endings because of everyone in the Marshfield area who contributes to the annual campaign.

This year's campaign kicked off Tuesday, September 12, 2007 at the Marshfield Eagles.

The 2007 Pacesetters were a unique group because of their creative campaigns, caring spirits and finally, because they were all businesses in the



Drive Chairs John Baur and Kathy Rhyner accept a check from the 2007 Financial Pacesetters at Kick off.

#### Thank You 2007 Pacesetters:

Associated Bank  
Central City Credit Union  
Heritage Bank  
M&I Bank  
Marshfield Savings Bank  
Pioneer Bank  
State Bank of Marshfield

financial industry.

Seven financial institutions took on the Pacesetter Challenge and ran their campaigns early to set the pace for the community campaign.

These companies, along with other early campaigns, raised \$90,310.88, which is 9 percent of the \$1,016,269 goal.

Keynote speaker Peter Kelly, president and CEO of United Way of

Fox Cities and current board president of United Way of Wisconsin, spoke about the importance on educating contributors and the Marshfield area about Community Impact. He said Community Impact is a culture and fundraising is merely a strategy United Ways employ to reach our mission: increasing our community's capacity to care for one another.

*Continued on Page 3 ...*



## Kim's Memo

One of the my most enjoyable responsibilities as Marshfield Area United Way's Executive Director is giving presentations about the work we do and our organization's role in serving many of the human services needs of residents in the Marshfield area.

Sarah Krenn, Stacey Oelrich and I, along with our community drive co-chairs, John Baur and Kathy Rhyner, have the terrific opportunity at this time of year

to be able to visit a wide variety of workplaces to talk about United Way and our efforts on behalf of those less fortunate in our community. We're also blessed to have previous drive chairs and

volunteers assist us with presentations when our schedules get too full – a great problem, let me tell you!!

As I orient the drive chairs prior to the campaign, we spend a good deal of time discussing how vitally important it is to analyze and think about the audiences we're going to speak to. Granted, this tidbit is among the very first lessons in Public Speaking 101, but if you screw it up, there's

usually no recovery.

United Way provides funding support for 39 different programs within three areas of focus – Community & Basic Needs, Families & Seniors and Youth Initiatives.

Often, businesses and their employees we meet with have strong connections to one or more of our Partner Programs. It could be that our youth backpack program provided school essentials for a co-worker's child, maybe the Share the Care program assisted a family member or friend during an extended illness or American Red Cross provided support at the scene of a house fire of someone they know.

In many cases, we're aware of how our Partner Programs have made a positive impact on the lives of the people they serve.

But, not always. In a recent presentation, an employee raised her hand and gave a moving testimonial about how two United Way supported programs have helped her and her family. That takes courage.

Many people aren't comfortable sharing their story, because it represents a very difficult or low point in their lives. However, the impact of the assistance she received allowed her to get through a tough time and get back to a good place in her

life. That's United Way's Community Impact going full circle. That's what matters.

United Way staff, our current and previous drive chairs and community volunteers have a great time going out to businesses anytime of the year, but it's especially gratifying during the community campaign.

You never know when someone in the audience will step up and make our job very easy. What can I say – it's priceless.

If you'd like to have a brief presentation given at your place of business, service club or church, please contact our office at 384-9992. We look forward to hearing from you.

## Associated Bank brings a Day of Caring to the Marshfield

This year three United Way Partner Programs were matched with volunteers from



Associated Bank employee helping at Soup Or Socks.

Associated Bank for Day of Caring projects. This event mobilizes employees of local companies to offer their time and talents to help those in need. It is a way to support and help your community.

They helped Soup Or Socks change over summer clothing to winter clothing, cleaned at Marshfield Area Respite Center and

delivered Home Delivered Meals.

Helping with these projects is a fun way to make a huge difference in just one day. This event not only gives volunteers a firsthand look at needs in our community, it also demonstrates how United Way and Partner Programs are making an impact and providing a way for the

volunteers to make an impact as well.

The participating businesses are increasing their understanding of our community's needs. It is a way to help companies strengthen employee teams, develop skills and form new relationships.

### Thank you to the following volunteers:

- Terri Anderson
- John Baur
- Denise Brunner
- Peg Davis
- Donna Fahey
- Sue Jacobson
- Kristine Johnson
- Lisa Snorheim
- Susan Youngwith

If there is a project you're interested in, let us know! A Day of Caring Event can be planned year round for any business!

# Marshfield Area Volunteer Center

## Fall Volunteer Opportunities

### Make a Difference Day

**Saturday, October 27**—Rake lawns for area residents who cannot do so for themselves. Volunteer as an individual, with your family or in a group. Call the Volunteer Center at 384-9992 to sign up.

**Home Delivered Meals**—Do you have an hour and 15 minutes you can spare in your week or month? Help with meal deliveries for homebound residents. Weekday and weekend drivers are needed. Call Jackie Zoellner at 387-9555.

**Pathway Partners**—The new school year is underway, and students need mentors. Minimum of one hour a month, training and materials provided. Call Amber Kiggens-Leifheit at 387-8464 ex. 384.

**Big Brothers Big Sisters**—Make a difference in a child's life. Share everyday activities to give a child confidence and friendship. Call Lisa Larson at 387-6198.

**Companion Day Services**—Consider working with our participants and staff in one the following areas taking into account your talents, expertise and interests: trivia, puzzles, crosswords, reading, creative arts, crafts, music, physical exercise and more.

**Aging & Disability Resource Center of Central Wisconsin**—Seeking drivers for the elderly in Marshfield, Arpin, Vesper and Pittsville. Your help is needed to drive elderly Wood County residents from their homes to medical appointments, wait for them and drive them back home.

**Marshfield Area Respite Care Center**—Ideal opportunity for adults or teens, we need volunteers to make a regular commitment to offer one-to-one attention to clients.

**These are just seven opportunities, but there are many more in our community. Call Sarah Krenn at 384-9992 or e-mail [volunteercenter@tznet.com](mailto:volunteercenter@tznet.com) to get involved and lend a hand.**

## Continued from Page 1: United Way invests in programs

The money raised by the 2007 campaign will fund 39 Partner Programs that address our community's priority and emerging needs.

Drive Chairs Baur and Kathy Rhyner participated in the Impact Process, are visiting many of the programs and going into the community businesses and organizations to share what they have learned about how United Way helps Marshfield area residents.

Get involved and make change. To volunteer or contribute, call 384-9992 or e-mail [unitedway@tznet.com](mailto:unitedway@tznet.com).



**Al Nystrom of M&I Bank and Kathy Rhyer of Associated Bank serve pies to employees.**

As a part of the pacesetter campaign, Drive Chair Kathy Rhyner, Community Bank President, of Associated Bank and Al Nystrom, Community Bank President, of M&I Bank set a challenge to see which bank had the highest percent of employee participation.

It soon became clear that employees from both banks rose to the challenge with 100 percent participation.

To honor the challenge, Al wore a logo shirt from Associated Bank and Kathy donned a M&I shirt and served their favorite apple pies to Associated and M&I employees at their Marshfield locations.

## Continued from Page 1: Online Auction

Thanks to the generosity of donors such as John Baur and Kathy Rhyner, UW-Marshfield/Wood County Continuing Education and the Green Bay Packers, we are assembling an exciting catalog of auction items to get people bidding.

Items up for bid include: an Italian dinner, a hot air balloon ride and an Aaron Rodgers autographed helmet. Donations are still being accepted – simply log on to the site and click on the

“Donate Now” button or call the office at 384-9992. We're looking for new items, themed baskets and gift certificates—think about things that are exciting and fun to receive as gifts but what people wouldn't think to buy themselves.

Money raised by the auction will go toward the 2007 campaign. Bidding takes place November 1-26 on the auction Web site. Everyone is welcome to browse and bid. You can

### Auction Facts

#### Bidding begins:

November 1

#### Bidding Ends:

November 26

Donate by calling 384-9992 or visit our Web site [marshfieldareaunderway.org](http://marshfieldareaunderway.org) Click on Campaign HQ and Online Auction.

also contribute to the auction's success by using the “Tell A Friend” button on the Web site—spreading the word to your friends, family and coworkers.

## Marshfield Area United Way

101 West 29th Street, Suite 104

PO Box 771

Marshfield, WI 54449

Phone: 715-384-9992 Fax: 715-384-0043

Email: [unitedway@tznet.com](mailto:unitedway@tznet.com)

[www.marshfieldareaunitedway.org](http://www.marshfieldareaunitedway.org)

NON-PROFIT ORG.

U.S. POSTAGE

**PAID**

MARSHFIELD, WI 54449

PERMIT NO. 75

### Return Service Requested

#### Board of Directors

##### PRESIDENT

**Marsha Barwick**  
Marshfield Clinic

##### VICE PRESIDENT

**Keith Strey**  
City of Marshfield

##### PAST PRESIDENT

**Andy Keogh**  
UW-Marshfield/Wood County

##### TREASURER

**Jeff Graves**  
Staab Construction

**Debbie Bauer**  
Marshfield Area Chamber of  
Commerce & Industry

**John Baur**  
Associated Bank

**Darlene Berry**  
School District of  
Marshfield

**Al Chaney**  
Marshfield Clinic

**Marshall Cusic**  
Marshfield Clinic

**Terry Gotter**  
Advantage Refrigeration North

**Lori Gropp**  
Automated Products

**Bob Hennes**  
Felker Brothers

**John Hutchinson**  
Wolfgram, Gamoke &  
Hutchinson

**Sharon Kostroski**  
Saint Joseph's Hospital

**Mike Murrell**  
Dental Clinic of Marshfield

**Amy Nystrom**  
Dental Crafters

**Joe Pacovsky**  
Marshfield Utilities

**Mary Ule**  
V&H, Inc./Heavy Trucks

## Priority Need: Family Relations and Prevention Behaviors

**Need:** Mary hated school when she was a child and realized she was affecting the way her daughter viewed her time in second grade.

**Results:** Mary and her daughter Alice were invited to the United Way program coordinated through Alice's elementary school. Here Mary

and Alice got to know teachers, the principal, other kids and their families in a relaxed, safe setting.

This time together strengthens family bonds, builds self confidence and makes this school year—and years to come—go much smoother.



## Internet searches can raise money for United Way with GoodSearch

You can raise money for United Way by the click of your mouse. As simple as that, no catches, no strings, no pop ups, only results—by contributing to Marshfield Area United Way.

How? Just use GoodSearch.com as your default search engine. Powered by Yahoo!, GoodSearch was founded by a brother and sister team Ken and JJ Ramberg, who wanted to make it easier for people to support their favorite causes. The site is dedicated to their mother, who they lost to cancer.

It works like other search engines; the difference is GoodSearch shares the revenue it generates from advertisers. So, every time a user performs a search, a portion of those ad dollars go back into the community.

Each search raises a penny for United Way. That means having more resources to address community needs that

matter most. And you can keep track of our estimated earnings by clicking on "Amount Raised" once you select Marshfield Area United Way as your organization of choice. As of October 9, searches for United Way have raised \$51.14 so far for 2007.

The more people who use the search engine on behalf of United Way, the more money we earn. So please spread the word.

#### To use goodsearch:

1. Visit [www.goodsearch.com](http://www.goodsearch.com). Where it says "I'm supporting..." Type United Way and click Verify.
2. Scroll down and select United Way—Marshfield Area. Now Search and donate to United Way for free!
3. Download the toolbar, set [www.goodsearch.com](http://www.goodsearch.com) as your home page or add it to your favorites.

#### Other easy ways to give to Marshfield Area United Way:

- **Pick 'n Save's** "We Care Community Dollar Program." Sign up for an Advantage Saver's Club card and specify 488233 to donate your bonus rewards to United Way.
- **Kwik Trip** will donate your Kwik Card reward earnings to United Way. Just designate Marshfield Area United Way on your application.
- **Marshfield Savings Bank** Charitable Money Market Account. Open a Charitable Money Market account with a deposit of \$500 or more. At the end of the year, Marshfield Savings Bank will donate one-quarter percent of your average balance if you specify Marshfield Area United Way.

Invest in our community's future. Remember Marshfield Area United Way in your will or trust.