



# 2011 ANNUAL REPORT

*Fiscal Year October 1, 2010  
through September 30, 2011*



*Photo by Lisa Thinner • 2011 Photo Contest • Best of Show*

*The local, independent support group funding  
Old World Wisconsin with integrity & stewardship*



## PERSPECTIVE FROM THE CHAIR

Sandra Dionisopoulos  
Chair of the Board  
Old World Wisconsin Foundation

*Honoring the Past, While Creating the Future...* The Old World Foundation Board embraced this past season as a year of opportunity. We refined our course and revitalized the direction of the Foundation and of our *Friends of OWW* membership program with the introduction of the new Partner Program. The program provides access to and interaction with Wisconsin history through our long-standing signature Ethnic Dinner and Midsummer Magic events, along with other traditional and new events including the new Family Picnic, End-of-the-Season Party and annual meeting, Tea for Three, offsite historic tours and other member exclusive lectures and workshops. Forty-five members enjoyed picnic fare on a warm and bright day in August at the Heritage Picnic Pavilion during our inaugural Family Picnic event. Plans are well underway for events over the winter and the 2012 season.

We kicked off our expanded commitment to history education while supporting site revenue, by bringing in more children's groups to the site. This year Neighborhood House sent three groups of children to OWW totaling more than 100 kids. In addition, we sponsored a group of campers from the Salvation Army and a fine arts camp from out of state. Watch for the continued expansion of education focused and revenue enhancing support in 2012.

We continue to keep our eye on expenses, including staffing that fits our new initiatives. Our staff is a solid team with one full-time and two part-time employees. Sara Dostal was promoted in May as our new Foundation Manager. Before coming to the Foundation four years ago, Sara managed the school group program at Old World. Annie Rapacz is celebrating her 9th year and splits her time between managing our budget and programming. Gwen Griffin coordinates our events and organizes Foundation volunteers. With our new restructuring we reduced expenses this year by 9.6% over last fiscal year. We anticipate reducing expenses by an additional 9% over the coming fiscal year.

This winter the staff will be hard at work on additional offerings for our members and programming for children taking place both on and off-season.

I want to thank you and our Board of Trustees again for your continued support. Together we have helped and will continue to help to keep Wisconsin history alive for our members and the local community that cherishes our Wisconsin historic heritage.

### BOARD OF TRUSTEES

Sandra Dionisopoulos, Chair • Brian Knox, Vice Chair • Craig Peotter, Treasurer  
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Steve Nass, Tim Nettesheim, Barbara Pinckenstein, Gordon Segal

### HONORARY TRUSTEES

Warren E. Hansen • Patricia E. Kern

### STAFF

Sara Jean Dostal, Foundation Manager • Annie Rapacz, Bookkeeper/Office Manager  
Gwen Griffin, Development Specialist • Joanne Himebauch, Membership Recruiter (seasonal)



Photo by Joseph Haertle

## OBSERVATIONS FROM THE FOUNDATION OFFICE

Sara Jean Dostal  
Foundation Manager  
Old World Wisconsin Foundation

Fellow *Friends* Members,

As I reflect on the year's highlights that fill the following pages, one word comes to mind: *gratitude*. I'm grateful for our organizational ancestors who founded and funded Old World Wisconsin in the 1970s and '80s. I am thankful for past leaders who set up a 501(c)(3) charity called *Friends*, who developed it into the Old World Wisconsin Foundation, and who laid down a solid tradition of stewardship and transparency. I am lucky to be surrounded by compassionate and dedicated team members—both staff and volunteer—who are truly committed to the good work to be done at Old World Wisconsin.

Most of all, though, I am grateful for the many *Friends* who hold Old World Wisconsin near and dear to their hearts. It's no secret that 2011 has been a challenging year. A volatile market and continuing economic hardships have plagued our donors, and ultimately led to the Wisconsin Historical Society's decision to revoke unlimited free admission for our *Friends* members. In spite of these difficulties, you have continued to give.

Because of you, Old World Wisconsin Foundation remains the local, independent choice for supporting Old World museum. Our financials, audited annually, are available on our website. If you have questions about how your gifts were used, we invite you to simply ask. One of my favorite parts of the job is riding through the museum with donors, pointing out the tangible evidence—this fence, that sign, those day camp supplies—of their support.

Thank you, *Friends*, for your on-going commitment to Old World Wisconsin Foundation and to the museum programs and projects it supports.

## TWELVE MONTHS, TWELVE HIGHLIGHTS: *October 1, 2010 - September 30, 2011*

### 1 HOW YOU'VE HELPED

Can you imagine Old World Wisconsin without the farm animals? With no flowers or produce sprouting up in the heirloom gardens? What good would the historic kitchens be with no utensils or without working chimneys? What if all the interpreters wore khakis and polo shirts instead of authentic 19th century clothing?

Thankfully, Old World Wisconsin Foundation exists to provide support for Old World Wisconsin museum. Over the last twelve months, our members and donors have funded items for many museum departments. Our support has gone toward obvious enhancements, like a milk cow and repair of the omnibus wagon, and behind-the-scenes necessities like a hay bale feeder, veterinary care, and a well pump. Thanks to our members and donors, we have planted seeds and paved garden pathways, furnished and maintained historic interiors, clothed the interpreters, funded field trips, brought bluebirds back to the site, supported special events, and replaced falling fences. To all who so generously donated in fiscal year 2011, thank you! Your support has made—and is making—a difference.

## 2 TAKE PART IN YOUR HISTORY THROUGH MEMBERSHIP

Old World Wisconsin Foundation cordially invites the public to “take part” in their history and heritage by joining the Foundation’s new *Friends Partner* membership program. Members can participate in several new members-only events and lectures at Old World Wisconsin. Our trustees and staff recognize that Old World Wisconsin appeals to many different interest groups: crafters, gardeners, music lovers, woodworkers, naturalists, photographers and artists, as well as traditional history lovers and museum enthusiasts. The new Partner membership program gives these people opportunities to interact with each other within the context of local history. (Read more about specific new member events on page six.)

Other member benefits include discounted or free access to the Foundation’s special events, newsletter, an annual collectible gift, and coupons to businesses near Old World Wisconsin.

Of course, membership dues help Old World Wisconsin Foundation preserve Wisconsin history by enhancing museum visitation, conducting educational outreach, and maintaining historical artifacts and buildings.

Every membership gift is tax-deductible.



*Photo by Kevin Thomas • 1st Place • People (B&W)*

*Craftsmen, gardeners, musicians, nature-lovers, and many others love OWW.*

## 3 BACK TO SCHOOL CAMPAIGN SUCCESSFUL

Old World Wisconsin Foundation increased museum attendance and gave more than 500 children an educational experience to remember. The Foundation reached out to economically disadvantaged youngsters by partnering with local children’s advocacy organizations. The kids enjoyed good old-fashioned fun and learned about their American heritage...at no cost to their families or youth groups.

Student subsidies benefit Old World Wisconsin too. Since 2005, the Foundation has subsidized field trips for students in need. The Foundation’s new summer student subsidy program boosts attendance and revenue on otherwise slow summer weekdays.

The Foundation recently conducted a “Back to School” appeal to raise funds for student subsidies. Donors responded: some underwriting a museum visit for a few children, others generously subsidizing entire busloads of students. We look forward to hosting many more children at Old World Wisconsin in 2012.



*Photo by Lloyd C. Heath*

*Every Old World Wisconsin field trip features hands-on activities. The Foundation subsidized field trips for children.*

## 4 SINTER KLAAS, CHOCOLATE TRUFFLES MAKE A MEMORABLE DINNER

The Belgian Holiday Dinner brought more than 500 guests to enjoy the culture of Belgium. Although the weather most certainly did not cooperate, the event nevertheless netted nearly \$10,000. Visitors tasted hot chocolate from Espresso Love Coffee in Mukwonago and chocolate truffles from Indulgence Chocolatiers of Waukesha.

A Belgian style brass quintet provided traditional sounds of the season. The guests bravely attempted to sing "Sinter Klaas Kapuntje," the song known by all Belgian children. While they sang our volunteer St. Nicholas, or Sinter Klaas, walked among the tables distributing candy. In Belgium, Sinter Klaas leaves treats for the children in their wooden shoes, and our Holiday Dinner tables were appropriately decorated with mini shoes and flags.



*Photo by Steve Whalen*

*A lovely place setting at the Belgian Dinner.*

## 5 MIDSUMMER MEMORIES

Forty food and beverage purveyors, five musical acts, 120 auction items, and hundreds of guests added up to a successful summer fundraiser for Old World Wisconsin Foundation. Midsummer Magic raised more than \$16,000 after expenses. This year's event featured a popular new attraction: the artisans' craft market, with 17 local craftspeople demonstrating and selling their wares. In addition to our new artisans, the Foundation gladly welcomed several new food purveyors to the event. Once again the Klement's Racing Sausages were on hand to mingle with the crowd and dance to the music.

All printing was graciously donated by CCI/Coakley Tech, and the Hegwood Family generously sponsored the event. If you haven't been to Midsummer Magic, plan to attend our tenth anniversary in 2012.



*Photo by Steve Whalen*

*Klement's Racing Sausages joined the crowd at Midsummer Magic.*

## 6 VOLUNTEERS SHINE

Everyone knows that many hands make light work. Old World Wisconsin Foundation is privileged to have the hands of 121 valued individuals who share the workload. Our volunteers contribute to special events, serve on the board of trustees, and help with clerical work in the office.

The Foundation shares a special "thank you" with volunteer board chairwoman Sandra Dionisopoulos and all the board members who guided the organization through a transitional winter and spring.

## 7 OLD WORLD WISCONSIN: A NATURE-LOVER'S PARADISE

The Foundation hosted two nature walks for members and the general public, and approximately 100 people attended. The Early Morning Bird Walk is both early in the season and early in the day. Different species are attracted to the new tornado-altered Old World landscape. This year's walkers noticed an abundance of woodpeckers and comparatively few sparrows and warblers.

Guests also enjoyed catching sight of beautiful bluebirds. Museum administrators recently added historically accurate bluebird houses to several exhibits. This spring the Foundation funded the installation of panels featuring quotations from 19th century bird lovers. Museum visitors can now follow the "bluebird trail" through the site.

Yellow sweet clover, cone flowers, and butterfly bush were just a few of the plants seen by attendees of the June Wildflower Walk. We are grateful to coordinator Marlin Johnson, speaker Bob Ahrenhoerster, and all of the nature walk guides. Monches Farm in Colgate, WI combines a love of Old World Wisconsin with passion for blooming things by sponsoring the Wildflower Walk. Thank you, Monches Farm!



*Photo by Janice Smart • 1st Place • Nature*

*Guests at the annual Wildflower Walk spotted many native plants.*

## 8 COMMUNITY RAVES ABOUT ETHNIC GARDENING BOOK

About five years ago, a *Friends* member approached Foundation staff with an idea. So much loving care goes into cultivating the heirloom gardens. Why not publish a small booklet with background information on each museum garden?

The booklet idea quietly expanded into plans for a comprehensive, four-color 200-page book. The Foundation sought start-up funding, pitched the proposal to editors at Wisconsin Historical Society Press, and mustered volunteer photographers. WHS Press chose Old World Wisconsin's historical gardening coordinator, Marcia Carmichael, as the book's primary author.

Old World Wisconsin Foundation was pleased and proud when Putting Down Roots hit the bookstore shelves in June. Reviews and sales have been excellent.



*Photo by Joyce Gawrych Mate • 2nd Place • Agriculture (B&W)*

*Marcia Carmichael, author of Putting Down Roots, at work in the garden.*

## 9 OLD WORLD WISCONSIN SMILES FOR THE CAMERA

The Foundation recognizes the importance of photography to Old World Wisconsin. Pictures so artfully capture the Old World experience, giving visitors warm memories of their visit and piquing the interest of potential new guests. Old World Wisconsin Foundation hosted two photo-related events this season.

In July, approximately 80 members attended the Behind-the-Scenes tour. Rather than looking into off-limit areas of the museum, the members instead got a private peek into the administration of the annual photo contest. They went home with valuable tips from expert photographers. Heartfelt thanks to all the volunteer speakers, especially Sandy Matson who set up this year's tour.

Judging of the photo contest took place, as usual, on the Tuesday after Labor Day, and by the following Friday, the 28 winning images were matted, framed, and on display at the Photo Contest Reception. Members and the general public enjoyed snacks and beverages at the Eagle Municipal Building. Judge Loyd Heath gave insight into his choices for 1st, 2nd, and 3rd place in five categories. Nearly 400 photos were entered in this year's contest.



*Photo by Pat Fout • 2nd Place • People*

*Photographers enter the annual photo contest for the chance to win cash prizes & public display of their images.*

## 10 PLANNING FOR OUR FUTURE

As part of the Foundation's new *Friends* Partner membership program, we present new opportunities for members to interact with the Old World Wisconsin site and to engage with local history. In August 2011, members attended the inaugural Free Family Picnic, held at the Heritage Picnic Pavilion in the museum's Norwegian area. While the families enjoyed box lunches, presenters Gary Goyette and Marty Perkins spoke about the Eagle Diamonds vintage base ball team (founded and supported by Old World Wisconsin Foundation). Staff members did preliminary work on four new special events that will take place over the Winter of 2012:

» **Tea for Three: Mommy, Dolly, and Me**

Saturday, January 28th, 2012 at Caldwell Hall, Old World Wisconsin

» **Woodworking Lecture**

Saturday, February 25th, 2012 at Clausing Barn Restaurant, Old World Wisconsin

» **Old Fashioned Sing Along**

Saturday, March 24, 2012 at Caldwell Hall, Old World Wisconsin

» **Spring Celebration**

Details to be Announced

# 11 PLOWSHARE MEMBERS LEAVE A LEGACY

In agriculture the plowshare is the cutting or leading edge of the plow. It is the piece that does the hard work of breaking up the ground so that crops can be sown. The plowshare is an apt metaphor for a very caring, committed group of individuals: the Old World Wisconsin Foundation Plowshare Society. These members have named the Foundation as a beneficiary in their wills or charitable trusts. Alternately, they have pledged and/or gifted \$5,000 or more to the Old World Foundation.

Several new members joined the Society this year by including the Foundation in their estate plans. The Foundation also lost a good friend and Plowshare member this year. Douglas "Bart" Brown passed away in March, but his legacy of support lives on at the museum. The Foundation salutes all our Plowshare Society members for their hard work and leadership on behalf of Old World Wisconsin.



Gary & Patricia Ahrens  
Suzanne S. Borland  
Sam & Nancy Bradt  
Mary Ann & Frank Brazelton  
Karen & Harry Carlson  
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# 2011 DONORS

With gratitude we acknowledge those who have given generous support of \$150 or more this fiscal year.

## Gifts from Foundations, Corporations & Organizations

Kern Family Foundation	Standard Process Inc.
Melitta S. Pick Charitable Trust	The Herb Society of America - Wisconsin Unit
Runzheimer International	Janice & Raymond Perry Community Fund
Pleasant T. Rowland Foundation	Vulcan GMS
Alvin & Marion Birnschein Foundation	We Energies Corporation & The Wisconsin Energy Corporation Foundation
Kettle Moraine Garden Club	Target
Mae E. Demmer Charitable Trust	Wisconsin Historical Society
Segal Family Foundation	Northwestern Mutual Foundation
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The Camille A. Lonstrof Trust	

## Gifts from Individuals

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## 12 WITH INTEGRITY & STEWARDSHIP

### Old World Wisconsin Foundation presents its year-end Statement of Financial Position

<b>Assets</b>	<b>2011</b>	<b>2010</b>
Cash & equivalents	\$505,152	\$403,428
Pledges receivable	\$174,872	\$335,492
Prepaid expenses	\$661	-
Beneficial interest in		
Assets held by others	\$491,271	\$481,666
Security deposit	\$1,050	\$550
Office equipment	\$20,322	\$45,778
Accumulated depreciation	(\$16,170)	(\$40,300)
<b>Total Assets</b>	<b>\$1,177,158</b>	<b>\$1,226,614</b>

**Preaudited for September 30, 2011**

**Final audit available by request from the Old World Wisconsin Foundation Office.**

## MISSION STATEMENT

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*To enhance the visitor experience and preserve  
the historical integrity of Old World Wisconsin.*

## PURPOSE

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*To raise funds for and increase awareness of  
Old World Wisconsin.*



**Funding Old World Wisconsin with Integrity & Stewardship Since 1984**



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