

2022

*Fiscal Year October 1, 2021 – September 30, 2022*

# Annual Gratitude Report

*Thankful For Your Support!*



## *Our Mission*

*Old World Foundation enhances the preservation of Wisconsin history through local, independent support of museum visitation, educational outreach and maintenance of artifacts and buildings.*

# A Message from the Chair...



**Rosanne McGuire**

## What an exciting year it has been for Old World Foundation!

The grand opening of the Brewhouse was a true celebration, and we were excited that guests were able to see and enjoy the furnishings we raised money for when the Brewhouse officially opened this spring. The generosity of individual donors, sponsorships from corporations, and grant awards from other foundations allowed us to provide over \$181,000 in support to Old World this year!

Once again, we surpassed our fundraising goal for Sunset Soiree—and this past year's proceeds will help furnish the interior of the historic tavern. What a privilege to be a part of the board when a "new" building was brought to the grounds—something that hasn't happened in decades.

Support from Standard Process allowed us to purchase a much-needed truck for the garden program at Old World Wisconsin.

Unrestricted gifts allow us to focus on support for the animal program, gardens, education, and historic preservation. We are currently working to preserve Old World Wisconsin's history with a video documentary featuring historian Alan Pape who was instrumental in developing Old World Wisconsin in the mid-70s.

This next year we will continue our support of *Home for the Holidays*, and we will also be sponsoring *Independence Day* celebrations, and *Halloween Legends and Lore*, as well as the new Animal Encounters programming that will begin in the summer. Our sponsorship of these popular events enables the staff at Old World to enhance the guest experiences. Trips to any of these events are family memories in the making!

Long-time board members Joanne Kraut and Hans Pregler, along with trustees Jay Williams and Rhese Morgan are exiting the Foundation board. We thank them for their service and look forward to working with the new trustees who will be joining the board this fall.

We will be completing a strategic learning session this winter that will help guide the Foundation's efforts.

The work we do wouldn't be possible without the strategic leadership of Executive Director Gwen Griffin. Gwen's donor cultivation efforts, her efforts to secure grant funding, and her creativity are so valuable to our mission to preserve history at Old World Wisconsin.

Next time you visit Old World, bring a friend, sit at the Brewhouse and learn about historic brewing while you sample a beverage, point out the new entrance decking at Caldwell Hall, take a spin on one of the new replica antique tricycles, pet the new sheep and walk on the newly constructed walkway that improves accessibility to the Yankee Home in the village. Point with pride and know that your dollars, your support of Old World Foundation, made all of these things possible.

Rosanne McGuire  
Chair of the Board  
Old World Foundation

## Special THANKS to our Board of Trustees for their Leadership:

### 2021-2022 Trustees

Rosanne McGuire, Chair • Ron Buchholz Vice Chair  
Douglas Bruins, Treasurer • Kristin Koeffler, Secretary  
Hans Pregler, Immediate Past Chair,  
Beth Heaney, Joanne Kraut, Rhese Morgan,  
Jean Theis, Jay Williams

### Honorary Trustees

Terry Dignan  
JoAnn Villavicencio  
Sandy and George Dionisopoulos  
Gordon Segal

### Staff

Gwen Griffin, Executive Director  
Robin Oldenburg, Bookkeeper/Executive Assistant  
Annie Rapacz, Bookkeeper/Development Assist. (Retired in May)



# Thank You from Old World Foundation!



Gwen Griffin

## Preserving the Past with an Eye on the Future

We have once again ended a momentous fiscal year at Old World Foundation. Because of your generous support, we

surpassed our Chair's Challenge fundraising goal AND increased our giving to Old World Wisconsin by 67%.

As you know, when Old World Foundation was founded in 1984, our goal was to provide necessary financial support to maintain historic buildings, plant and care for heirloom gardens, feed and nurture heritage breed animals, and enhance educational programs to allow this historic attraction to flourish. Thanks to our *Friends* and supporters, we have been able to fulfill our mission of support for 39 years.

Since preserving the past is key, Old World Wisconsin is constantly looking to the future to create new ways to connect with guests while exploring stories from the past. This on-going creativity with

projects and programs provides new, exciting opportunities for our *Friends* to support Old World Wisconsin through Old World Foundation.

We value the friendships we have made and the partnership we have formed with Old World Wisconsin.

We look forward to the year ahead in anticipation of the new and creative ways Old World Wisconsin will preserve the past. As always, your gifts remain vital to achieving this goal.

With gratitude,

Gwen H. Griffin  
Executive Director  
Old World Foundation

# Observations from Old World Wisconsin...



Dan Freas

## Improving Access to the Past

When the development of Old World Wisconsin began in the early 1970s, the American with Disabilities Act (ADA) was two decades away from implementation. It would not be until the late 1990s that the concept of "universal design" was originated by architect Ronald

Mace to describe the design of all environments and experiences to be accessible to everyone, regardless of their age, ability, or status in life. Without this guidance in place, the creators of Old World Wisconsin planned and built spaces and experiences that were full of accessibility challenges.

With the support of Old World Foundation, the Old World Wisconsin team, led by Maintenance Coordinator, Brian Suhm, and Landscapes and Gardens Coordinator, Richard Will, took significant steps during the past year to improve physical access for guests throughout the grounds. Replacement of two boardwalks, slick when wet and full of tripping hazards, in the Crossroads Village and 1860 Norwegian Immigrant Farm, are two examples of work undertaken with the financial support of the Old World Foundation and *Friends* like you. In both cases, the old wooden boards were placed with a surface that provides easier and safer access while maintaining the

historical appearance of the space – brick for the Village and a compressed crushed granite and polymer mix that replicates a dirt path at the Norwegian Farm.

In addition to these projects, the Foundation funded the replacement of the deteriorated front porch and ramp at the Caldwell Farmer's Club Hall and the exterior stairway used by staff to access the second floor of the village's general store. Simultaneously, planning efforts continue to reimagine the front entrance to Old World Wisconsin using universal design principles.

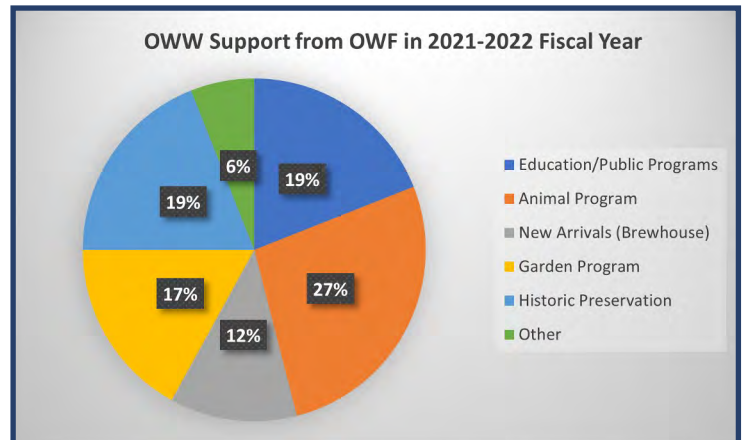
I look forward to sharing the final plans with you early in 2023, as we take an even larger step toward making the Old World Wisconsin experience more accessible for all guests.

Dan Freas  
Director  
Old World Wisconsin

# Your Impact this Past Year...

Thanks to your generous support of Old World Wisconsin through Old World Foundation, **\$181,259.27 was paid by Old World Foundation in support of Old World Wisconsin this past fiscal year.** As you can see in the graph, in the past year, support through OWF was needed in the various ways. Each year OWW's needs change based on particular projects and programs, but our donors can give general "unrestricted" gifts to use where needed most, or gifts "restricted" to your particular area of interest.

Gwen Griffin, Rosanne McGuire and Dan Freas celebrate your support!



**YOUR gifts make all this possible...**  
*thank you!*

"We are supporters of Old World Wisconsin because we believe the old adage that states you need to know the past in order to appreciate and help to navigate the future."



Andrea and Tony Bryant  
*Friends for over 14 years*

Old World Foundation's mission began in 1984 when a few dedicated supporters met and resolved to fund projects and programs at OWW that could not be adequately funded through state support and earned revenue. These supporters wanted to see OWW become the dynamic historic site that was envisioned by its founders.

With your gifts, this vision has become a reality, making Old World Wisconsin a sought-after destination for families.

Old World Foundation can accept a wide variety of assets on behalf of Old World Wisconsin. These include required minimum distributions from IRAs, gifts through donor-advised funds, stock, real estate, and life insurance. These options may offer substantial tax benefits and flexibility. Talk with your financial advisor for advice on how to best achieve your philanthropic goals with your diverse assets. You may also consult with one of the specialists that serve on the OWF Board of Trustees for ideas as to where to start.

We invite you to leave a legacy gift to Old World Wisconsin. Your generosity today will allow Old World Wisconsin to continue to share the stories of our ancestors in a fun and memorable way into the future.



# Key Areas of Support...

## Historic Preservation

- Walkway Rebuild
- Caldwell Hall Porch/Ramp Rebuild
- Paint Analysis for Wittnebel's Tavern
- Tree Removal
- Historic Building Repair Supplies
- Lampposts outside the General Store

*These are just a few of the ways your gifts have impacted historic preservation at OWW*



## Animals

- Animal Feed
- Veterinary Care
- Farrier Service
- Tractor Parts
- Fencing Rebuild
- Water Heater

*Just a few of the ways your gifts have impacted the animal program and the heritage breed animals at OWW*

## Gardens

- Compost and Soil
- Plants & Seeds
- Truck for Garden Program thanks to Standard Process and Kunes Foundation
- Apple Trees
- Garden Box Rebuild

*Just to name a few of the ways your gifts have impacted the heirloom gardens at OWW*



## Education / Public Programs

- New Tricycles for Catch Wheel Fever!
  - Supplies for Field Trips and Hands-on Activities
  - Sponsorship of Home for the Holidays 2021
  - Sponsorship of Behind the Book
  - Sponsorship of Stoughton Norwegian Dancers
- These are just a few of the ways your gifts have impacted the education and public programs at OWW*



# Thank you!



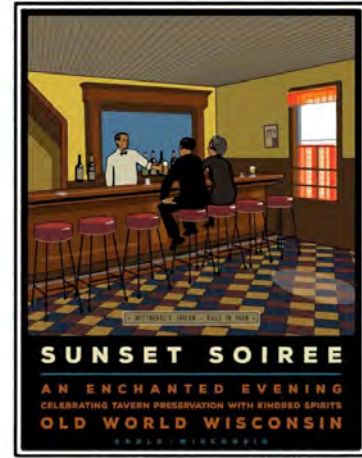


# Chair's Challenge: Wittnebel's Tavern

In the summer of 2022, Rosanne McGuire, Chair of Old World Foundation's Board of Trustees, issued a challenge to raise \$35,000 to fund the interior restoration and/or to purchase furnishings for the historic Wittnebel's Tavern that was relocated to OWW in 2021.

**Our Friends and Supporters accepted that challenge and thanks to donations from individuals and company sponsorships, Old World Foundation surpassed our goal and raised \$43,000! We also want to thank the two donors who matched all donations up to \$11,500.**

We are grateful for the community of Friends and Supporters who are dedicated to preserving the stories of the past, as well as enhancing programming for the future.



OWF Board of Trustees

Donors at \$250 or more, were invited to a celebration of thanks at Old World Wisconsin in August... our Sunset Soiree.

Those who donated \$500 or more, were treated to appetizers, more music, and a tram ride around Old World Wisconsin!





*With Sincere Gratitude, we recognize all who donated to the Chair's Challenge to impact tavern preservation at Old World Wisconsin:*

Anonymous  
 Kathleen and Bob Anger  
 Bonnie Barber  
 Doug and Paula Bruins  
 Anthony and Andrea Bryant  
 Ron and Luann Buchholz  
 Stephanie and Dave Chapman  
 Kathy and Mark Conrad  
 Mary and Brian Cook  
 Gerry and Ellen Schuh DeMers  
 Terry and Nancy Dignan  
 Sandy and Peter Douglas  
 Claudia Duckworth  
 Andy and Heidi Duester  
 Bill Flemming  
 William and Donna Granger  
 Sarah and Pete Harvey  
 Beth and Dwight Heaney  
 JoEllen Hegwood  
 John and Jean Henderson  
 Mary Henneman  
 Fr. Jack Hopka  
 Richard Howarth

Joanne and Bill Huelsman  
 Jennifer Imediegwu  
 Beverly Karweik  
 Amy Kinosian  
 Michael and Martha Klinker  
 Maria and Leroy Kluever  
 Joanne Kraut  
 Susan Lewis and Erin Larson  
 Linda Learn and Andy Loughlin  
 Alice Lundstrom  
 Kay and Duane Maas  
 Bob & Julie McGill  
 Rosanne McGuire  
 Cindy and Jim Nelson  
 Christian and Maura Overland  
 Kai Pan and Ji Yu  
 Cheryl Rausch  
 Barbara and Bill Rodewald  
 Patrick Romenesko  
 Kathy and Ken Sadowski  
 Jason Schmitt  
 Sandra Sirra and Brian Riedl  
 Jacqueline and Robert Smith

Gary and Teresa Sommers  
 Vaughn and Lori Stock  
 Debra and Bernard Stritzke  
 Terri and Rudy Sundberg  
 Jean and Ron Theis  
 Nancy and Randy Thelen, Thelen Total Construction  
 Richard and Mary Veed  
 Jane and David Villa  
 Sheri Watkins  
 Wisconsin Historical Foundation

**Sunset Soiree Partners:**

Standard Process, Inc., Corporate Sponsor  
 Citizens Bank, Corporate Sponsor  
 Creative Plastics Corp., Corporate Sponsor  
 Central Printing, Invitation Sponsor  
 Neal Aspinall, Poster Artist  
 Highlights Media, Videographer



We acknowledge those organizations and foundations who have given generous support this fiscal year...*Thank You!*

Anonymous  
Brookbank Foundation:  
Charles and MaryAnn LaBahn  
Citizens Bank  
Creative Plastics Corp.  
Patrick and Anna M. Cudahy Fund  
Derse Foundation  
Four-Four Foundation  
Dudley and Constance P. Godfrey  
Foundation  
Greater Milwaukee Foundation Funds:  
Anthony and Andrea Bryant Fund  
The Ceres Foundation Fund

Johnson Controls Foundation  
Kettle Moraine Garden Club  
Lorton Data Inc.  
LSP Whitewater L.P.  
LUMW Foundation  
Maihaugen Foundation  
Melitta S. and Joan M. Pick  
Charitable Trust  
Segal Family Foundation  
Standard Process Inc.  
Target  
The Arthur C. Kootz Foundation  
The BlackBaud Giving Fund

The Camille A. Lonstorff Trust  
The Herb Society of America--  
Wisconsin Unit  
The Janice & Raymond Perry  
Community Fund Inc.  
Waukesha State Bank  
We Energies Foundation



"Old World Wisconsin made an impression on me as a girl. Always a favorite field trip, a day at OWW provided a view into what was being taught through books. It is a testament to the organization that I can share an enhanced version of that experience with our daughter, decades later. Presented as an opportunity to travel through time, our trips to OWW spark curiosity and we always look forward to a return visit. With that in mind, our family contributes to the Old World Foundation to preserve a living museum for the next generation of students."

Sarah Pancheri (pictured with her husband Matt and daughter)  
*Friend for over 2 years*

The OWF Annual Sponsors are Partners who offset operating expenses, allowing more funds to be used directly for projects and programs at Old World Wisconsin...*Thank You!*





With Sincere Appreciation, we recognize our *Friends* who have supported Old World Wisconsin through Old World Foundation for 20 Years or More:

Anonymous  
 Sandra K. Anderson  
 Bonnie Barber  
 William G. and Linda S. Bauer  
 Kelly Cornelius and John Bjork  
 Mary Ann and Frank Brazelton  
 Karen and Harry Carlson  
 Tom and Lynda Curl  
 Terrence L. and Nancy Dignan  
 Joanne and Dan Dugenske  
 Fred and Anne Ehle  
 Patricia Fjetland and Linda Newton  
 William Flemming  
 Claire Gadbois  
 Mary Lou Geraltz  
 Vivian Guzniczak  
 Robert and Heidi Hanley  
 Eunice and Warren Hansen, Jr.  
 Norris and Nancy Harstad

John and Jean Henderson  
 Earl W. and Eugenie Hildebrandt  
 Fr. Jack Hopka  
 Mary Claire Huck  
 Karen and Jim Hyde  
 Marilyn W. John  
 Rick and Mary Kokan  
 Joanne Kraut  
 Cinda L. Berry and Arthur Krumrey  
 Lars and Barbara Larson  
 Robert C. and Donna Lucht  
 John and Julie Mann  
 Carol A. Mayer  
 Sally Mundt  
 Daniel R. and Gwynne Napientek  
 Steve Nass  
 Marilyn Neumann  
 William and Jean O'Loughlin  
 Robert and Holly Ottum

Carolyn Schloemer  
 Carole and Gordan Segal  
 Jerome L. Stefaniak  
 Fred and Shelley Stich  
 David B. and Prudence L. Sullivan  
 Terri and Rudy Sundberg  
 Marilyn Swiontek  
 Carol Taylor  
 JoAnn and Paul Villavicencio  
 Veronica Wallace-Kraemer  
 Martina and Allen Wegner  
 Steve R. and Erin G. Whalen  
 Dennis and Helen Williamson  
 Charles and Sandra Yanke

Several organizations and individuals donated in-kind items valued over \$500 this past year. Your thoughtful donations are deeply appreciated...

*Thank You!*

Neal Aspinall ♦ Central Printing ♦ Family Tree LLC  
 Geneva Lake Distilling & Studio Winery ♦ Highlights Media  
 Jerry and Sherry Janiszewski ♦ Kunes Foundation ♦ Erin Whalen

*Did you know?*

OWF has gifted over \$9 million in support of OWW since 1984.



Waukesha County Business Alliance, Young Professionals meeting in OWW's Brewhouse



*Friends* Appreciation Day at OWW

Old World Foundation holds 8 endowment funds that are used to fund various projects and programs at Old World Wisconsin. We encourage you to consider creating an endowment fund to leave a legacy for Old World Wisconsin.

It is with great appreciation that we list the following individuals who have made a significant gift this year (other than to the Chair's Challenge) :

Anonymous  
Elizabeth Adelman  
David and Sarah Allen  
Sandra K. Anderson  
Anne Booth and Charles Trainer  
Alice and Richard Appen  
Linda Bachowski  
Mike Zang and Barbara Bakshis  
Bernice A. Balicki  
Deb Balis  
William G. and Linda S. Bauer  
Susan Baumann  
Bonnie Birk  
Kelly Cornelius and John Bjork  
Mary Ann and Frank Brazelton  
Michael J. Bruch  
Doug and Paula Bruins  
Ron and Luann Buchholz  
Marilyn Campbell  
Karen and Harry Carlson  
Kristin and Matt Carroll  
Robert Christie  
Kathleen & Mark Conrad  
Tom and Lynda Curl  
Thomas A. Day  
Mary St. Ville and Duncan Delhey  
Gerald and Ellen Schuh DeMers  
Judith Derse  
Sally Devriend  
Bettie Petersen-Dicks & James Dicks  
Terry and Nancy Dignan  
George and Sandy Dionisopoulos  
Setsuko Owan and David C. Dobson  
Sandy and Peter Douglas  
Joanne and Dan Dugenske  
Lori Duginski  
Fred and Anne Ehle  
Michael Ellsworth  
Gerald H. and Signe Emmerich  
Sue and Larry Ferry  
Tom and Le Ann Field  
Patricia Fjetland and Linda Newton  
Jane and John Frederick  
Mary Lou Geralts  
Rita Giles  
Jim Gramentine  
Thomas and Mary Grossman  
Vivian Guzniczak  
Robert and Heidi Hanley  
Eunice and Warren Hansen, Jr.  
Norris and Nancy Harstad  
Pete and Sarah Harvey  
Nan Hayek  
Beth and Dwight Heaney

John and Audrey Hebert  
Michael Hecker  
Barbara Hegwood\*  
JoEllen Hegwood  
Donald L. and Emily J. Henderson  
John and Jean Henderson  
Mary A Hennemann  
Kathleen and Eric Herr  
Earl W. and Eugenie Hildebrandt  
Robert and Vicki Holschuh  
Fr. Jack Hopka  
Sandy and Brian Horst  
Barbara Houk  
Mary Claire Huck  
Karen and Jim Hyde  
Jerry and Sherry Janiszewski  
Pauline and Tom Jeffers  
Shelley and Leonard Jegerski  
Marilyn W. John  
Allen Johnson  
Bradley T. and Pamela J. Johnson  
Marlin Johnson  
Beverly Karweik  
Michael and Joyce Kastern  
Cheryl and Ed Kaufenberg  
Amy Kinosian  
Maria and Leroy Kluever  
Margaret M. Knight  
Brian and Terrie Knox  
Kristin Koeffler  
Rick and Mary Kokan  
Joanne Kraut  
John D. and Dee Krugler  
Cinda L. Berry and Arthur Krumrey  
Bernard and Karen Kubale  
Linda Kutchman  
Justin and Amanda Kutka  
Lars and Barbara Larson  
Gwen Lavin  
Lori Liebman  
Tom and Deb Longtin  
Sally Long and Franklin D. Loo  
Peter Lovance  
Robert C. and Donna Lucht  
Alice Lundstrom  
Julie Lynn  
John and Julie Mann  
Larry Martin and Martha Cranley  
Sandy Matson  
Rose Mary and Francis W. Matusinec  
Donald G and Margaret L McCollum  
Fr. Michael McElwee  
Rosanne McGuire  
Courtney Miller



Charles Mowbray  
 Sally Mundt  
 Pat Castelli and Peter Newman  
 John and Linda Nichols  
 Richard A. and Sherene Nicolai  
 William and Jean O'Loughlin  
 Robert and Holly Ottum  
 Sarah and Matt Pancheri  
 Janice & Raymond Perry  
 John Peters  
 Hans and Cindi Joy Pregler  
 Joe Quinn  
 Ronald and Joan Radtke  
 Joe and Marie Rakoczy  
 Donna Rehbeck  
 Charles and Irene Roberts  
 Kathy & Ken Sadowski  
 Phyllis L. and Donald Scharfenberg  
 Marion M. and Francis X. Schillo  
 Carolyn Schloemer  
 Donna Schmidt  
 Mark and Colleen Scholl  
 Joan R. Schultz  
 Carole and Gordon Segal  
 Roger and Helen Shimon  
 Jacqueline and Robert Smith  
 Jennifer Smith  
 Annette Stashek  
 Frank Stekel  
 Edward Stevenson  
 Debra and Bernard Stritzke

David B. and Prudence L. Sullivan  
 Terri and Rudy Sundberg  
 Linda Surles  
 Donna and Sherman Swanson  
 Roy and Donna Swedlund  
 Marilyn Swiontek  
 Joan Takala  
 Carol Taylor  
 Ron and Jean Theis  
 Thom S. and Deborah Thomassen  
 Phillip and Mary Tygum  
 Lois Vail  
 Richard Veed  
 JoAnn and Paul Villavicencio  
 Angela Villela  
 Diane Voit  
 Walter Wagner  
 Veronica Wallace-Kraemer  
 Terry Wandsnider  
 Sheri Watkins  
 Martina and Allen Wegner  
 Louise Pacholik and James Weiner  
 David C and Mary Weinetz  
 Andrew Willett  
 John Williams  
 Dennis and Helen Williamson  
 Diana Wood  
 Charles Yanke

*\*In memoriam*

## *With Stewardship and Integrity*

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

| <b>Assets</b>                 | <b>2022 (compiled)</b> | <b>2021 (audited)</b> |
|-------------------------------|------------------------|-----------------------|
| Cash & equivalents            | \$ 405,633             | \$ 405,389            |
| Pledges receivable            | \$ —                   | \$ 5,000              |
| Prepaid expenses              | \$ 2,693               | \$ 3,777              |
| Investments                   | \$ 657,875             | \$ 799,912            |
| Security Deposit              | \$ —                   | \$ —                  |
| Office equipment              | \$ 13,460              | \$ 13,114             |
| Leasehold improvements        | \$ —                   | \$ —                  |
| Accumulated depreciation      | \$ (12,608)            | \$ (12,885)           |
| Noncurrent pledges receivable | \$ —                   | \$ —                  |
| <b>Total Assets</b>           | <b>\$ 1,067,053</b>    | <b>\$ 1,214,307</b>   |

Draft Compiled for September 30, 2022

Final compilation report available by request from Old World Foundation.

A look back at the front entrance and Wittnebel's Tavern this past year..

Fall 2021



June 2022



September 2022



November 2022

Our Thanks to the Photographers who provided photos for this report:

Ron Buchholz  
Gwen Griffin  
Kaitlyn McNamara  
Jessica Spitzer  
Ron Theis  
OWW Staff

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