



Fiscal Year October 1, 2023— June 30, 2024

Annual Gratitude Report

A Year of Celebration and Change

2024



Our Mission

Enriching lives through the preservation and celebration of history, Old World Foundation is dedicated to responsibly funding the advancement of Old World Wisconsin.

Our Vision

A future where lessons of the past ignite curiosity, inspire learning, and foster a deeper understanding of our diverse cultural heritage through impactful giving.

A Message from the Chair...



Rosanne McGuire

Dear Friends of Old World Wisconsin,

Forty years ago, a group of dedicated volunteers started a “Friends group” to raise money for Old World Wisconsin. In the past 40 years, Old World Foundation has raised over nine million dollars for Old World Wisconsin. The vision those men and women had 40 years ago has allowed Old World Foundation to provide educational programming, beautiful gardens, the care of heritage

breed animals and the preservation of the historic buildings nestled near the Kettle Moraine Forest.

The work started four decades ago continues under the leadership of our Executive Director Gwen Griffin, and a dedicated Board of Trustees. This year, we continued to provide support to those four core areas of need, along with sponsorship for the largest events that take place at Old World Wisconsin. We produced and premiered the documentary *Building Old World Wisconsin*— capturing the memories of Alan Pape, one of the men responsible for securing the buildings in the 1970’s that were relocated to Old World Wisconsin.

Our annual fundraiser, along with support from individuals like you, corporate donations, sponsorships and grants meant we provided over

\$132,000 to Old World Wisconsin during our shortened fiscal year. We are aligning our fiscal year with Old World Wisconsin’s so we are both operating on the same timeline.

It is time to invest a bit of money in Old World Foundation, so we can look at ways we can best support Old World Wisconsin. We will continue to grow our endowment funds. We have invested in a fundraising platform to help us identify new, like-minded donors, we will be overhauling the website, and we have hired a consulting firm to help us best identify more efficient ways of work to raise even more money for the site we all hold dear to our heart.

We couldn’t do this work without your help. Together let us work together to make a visit to Old World Wisconsin each year a tradition for all.

Rosanne McGuire
Chair of the Board
Old World Foundation

Special THANKS to our Board of Trustees for their Leadership:

2023-2024 Trustees

Rosanne McGuire, Chair ● Ron Buchholz, Vice Chair
Larry Martin, Treasurer ● Kristin Koeffler, Secretary

Beth Heaney, Kathleen Hurley, Jennifer Imediagwu
Jennifer Johnson, Jennifer Motszko, Jean Theis

Dan Freas, OWW Director and ex-officio member

Honorary Trustees

Terry Dignan and JoAnn Villavicencio

Staff

Gwen Griffin, Executive Director

Robin Oldenburg, Bookkeeper/Executive Assistant

In the spring of 2024, the OWF Board of Trustees met to discuss how to make a bigger impact at Old World Wisconsin. The Strategic Plan was reviewed and new mission and vision statements were created.



Mission Statement:

Enriching lives through the preservation and celebration of history, Old World Foundation is dedicated to responsibly funding the advancement of Old World Wisconsin.

Vision Statement:

A future where lessons of the past ignite curiosity, inspire learning, and foster a deeper understanding of our diverse cultural heritage through impactful giving.

Thank You from Old World Foundation!



Gwen Griffin

A Year of Celebration and Change Begins!

Happy Anniversary! In 2024, Old World Foundation is celebrating our 40-year partnership with Old World Wisconsin. This partnership

has been made possible by you, our *Friends* and supporters who are passionate about preserving the past through the stories shared at OWW. We are grateful for the trust you have placed in us to continue our mission and reach our vision for the future.

During this anniversary year, OWW's Board of Trustees has voted to change our fiscal year to align with that of Old World Wisconsin's fiscal year. This report highlights just a 9-month fiscal year as we make this change. Our new fiscal year began on July 1, 2024 and will end on June 30, 2025.

This year also saw the retirement of Dan Freas, OWW's Director for 12 years. During the search for a new director, I have had the pleasure of working with the Interim Operations Officer, Jack Drahus. Jack has stepped in to lead the dedicated

and knowledgeable team at OWW during this time. In addition, I have been fortunate to work more closely with Nick Hoffman, Administrator of Museums and Historic Sites for the Wisconsin Historical Society. Both Jack and Nick have worked to continue strengthening the relationship between OWW and OWF.

As we continue celebrating OWW's 40th anniversary into our next fiscal year, I look forward to continued engagement with our corporate partners, grant-making foundations, and individual supporters. While Old World Foundation exists to help fund Old World Wisconsin, we can not do this important work without you...
THANK YOU!

Gwen H. Griffin
Executive Director
Old World Foundation

Happy Trails, Dan



Dan Freas

After 12 years leading the Old World Wisconsin team, Director Dan Freas retired in March 2024.

When Dan announced his retirement, he stated:

"It has been a tremendous honor to serve as Old World Wisconsin's director for 12 years and I am very proud of what we have accomplished during my time at the helm. Support from the Old

World Foundation has made possible every aspect of my vision for the Old World Wisconsin guest experience from funding the initial planning of a new guest entry experience by PGAV Destinations to the creation of Animal Encounters. The Foundation has been integral to OWW's recent growth and success. I hope that my work with you has helped to establish a solid partnership, one that will continue to flourish as OWW approaches our next 50 years of operation."

Nick Hoffman, Administrator of Museums and Historic Sites for the Wisconsin Historical Society stated in part:

"Please join me in congratulating Old World Wisconsin Director Dan Freas on the announcement of his retirement from the Wisconsin Historical Society. Dan joined the agency as the OWW Director in January 2012. His tenure saw one of the most successful decades in the attraction's history as attendance and earned revenue nearly doubled and became standard operations."

Dan, thank you again for the mark you've left at OWW and across the historical society as we continue to expand experience design models you first brought to the agency twelve-years ago."

The Wisconsin Historical Society, the Old World Wisconsin team and Old World Foundation wished Dan well at a retirement party in March.



Best Wishes Dan!

We acknowledge the organizations and foundations who have given generous support during this short fiscal year... Thank You!

Anonymous
 Bessemer Trust
 Brookbank Foundation:
 Charles and MaryAnn LaBahn
 Citizens Bank
 Creative Plastics Corporation
 Four-Four Foundation
 Greater Milwaukee Foundation Funds:
 Anthony and Andrea Bryant Fund
 Hooper Corporation
 IAG Wealth Partners
 Kettle Moraine Garden Club
 Lorton Data Inc

LUMW Foundation
 Maihaugen Foundation
 Melitta S. and Joan M. Pick
 Charitable Trust
 Milwaukee Tool - Mukwonago
 Operations
 Moertl, Wilkins & Campbell, S.C.
 Rob Edwards Collaborative
 Segal Family Foundation
 Standard Process Inc.
 The Arthur C Kootz Foundation
 The Camille A. Lonstorf Trust
 The Herb Society of America--WI Unit

The Janice & Raymond Perry
 Community Fund
 Thelen Total Construction
 Waukesha State Bank
 Wausau Homes



Thank You to our corporate partners for their support this past year!



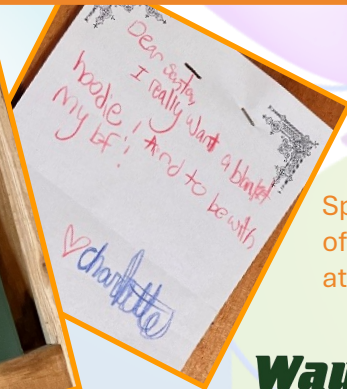
Blacksmith Experience
 Sponsors
 & Tool Donation!



Support for trail
 enhancement, to make
 the trails at OWW
 accessible for all



Sponsorship Support
 of Santa's Workshop
 at Home For The Holidays



OWF's 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 Anderson
 Bernice Balicki
 Bonnie Barber
 Ramona Barwick
 William & Linda Bauer
 Bonnie Birk
 Kelly Cornelius & John Bjork
 Michael Bruch
 Karen & Harry Carlson
 Tom & Lynda Curl
 Gerald & Ellen Schuh DeMers
 Terry & Nancy Dignan
 George & Sandy Dionisopoulos
 Setsuko Owan & David Dobson
 Sandy & Peter Douglas
 Joanne & Dan Dugenske
 Fred & Anne Ehle
 Linda Fahrenkrug

Patricia Fjetland & Linda Newton
 William Flemming
 Claire Gadbois
 Jim Gramentine
 Vivian Guzniczak
 Robert & Heidi Hanley
 Eunice & Warren Hansen, Jr.
 Norris & Nancy Harstad
 John & Jean Henderson
 Donald & Emily Henderson
 Earl & Eugenie Hildebrandt
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 Marilyn John
 Chad & Jan Johnstone
 Beverly Karweik
 Michael & Joyce Kastern
 Rick & Mary Kokan
 Veronica Wallace-Kraemer

Joanne Kraut
 John Krugler
 Peter Lovance
 Robert & Donna Lucht
 John & Julie Mann
 Sandra Matson
 Carol Mayer
 Donald & Margaret McCollum
 Daniel & Gwynne Napientek
 Steve Nass
 Sharon Nelson
 Marilyn Neumann
 Richard & Sherene Nicolai
 Kenneth Nieman
 William & Jean O'Loughlin
 Robert & Holly Ottum
 Darlene Szablewski
 & Lynn Perry
 Carolyn Schloemer

Joan Schultz
 Carole & Gordon Segal
 Jacqueline & Robert Smith
 Jerome Stefaniak
 Fred & Shelley Stich
 David & Prudence Sullivan
 Terri Sundberg
 Marilyn Swiontek
 Carol Taylor
 Jan & Bill Tweeden
 Phillip & Mary Tygum
 JoAnn & Paul Villavicencio
 Sheri Watkins
 Martina & Allen Wegner
 Dennis & Helen Williamson
 Charles & Sandra Yanke

Thank you to our Corporate Partners who shared their time by volunteering for Old World Wisconsin!



Volunteers from Milwaukee Tool-Mukwonago moved prairie plants across OWW



Generac volunteers worked on reconstructing a fence in the 1870s Hessian area



Building Old World Wisconsin, a Fundraiser for Historic Preservation



On November 4, 2023, OWW hosted a documentary premier as seen through the eyes of Alan Pape, Construction Supervisor at OWW in the 1970s. Highlights Media produced the documentary.



After the premier, OWW Director, Dan Freas and Alan Pape took questions from the audience and Dan and OWW Chair, Rosanne McGuire presented Alan with a plaque recognizing his contributions to Old World Wisconsin.



Thanks to the generosity of our donors, we raised \$12,175 for historic preservation projects at Old World Wisconsin.



Friends Appreciation Day Celebrating 40 years!

Old World Foundation was founded in 1984 to fill the funding gap between what Old World Wisconsin receives in state support and earned revenue and what is needed to preserve the buildings, care for the animals, plant the gardens, educate children and enhance the overall guest experience.

On June 1, 2024 our *Friends Partners* gathered at Old World Wisconsin to Celebrate our 40th Anniversary. Although the weather was cloudy and damp, our guests had a great time learning about the period clothing worn at OWW thanks to a program given by Collections and Exhibits Coordinator, Jennifer Young.



How do you celebrate an anniversary?
With cake and ice cream, of course!

The Baboushka Babes performed for our guests

Thanks to You,

Old World Foundation continues to fund projects & programs at OWW

Old World Foundation gave \$132,169.92 in our shortened 9 month fiscal year.

This past fiscal year, OWW sponsored:

- Halloween Legends and Lore
- Home For The Holidays
- Animal Encounters
- Educational Programs

AND secured the

- The Blacksmith Experience Sponsorship by Milwaukee Tool-Mukwonago

Through the support we received from individual donors, corporations and foundations, OWW also:

- Purchased 3 golf carts for OWW,
- Funded an oral history project
- Provided feed, vet care and supplies for the animals.
- Funded the outreach program and provided supplies
- Obtained funding for plants, seeds, fertilizer and other garden supplies
- Provided funding for OWW to hire a garden intern
- Purchased supplies for the Brewhouse and Tavern
- Purchased supplies for the new Wagon Shop Maker Space and Dairy Stories
- Purchased paint and other supplies for Caldwell Hall kitchen updates.

AND MORE!



The OWF Team volunteering at a couple of the events we sponsored.



With Stewardship and Integrity

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

| Assets | 2024 (audited) | 2023 (reviewed) |
|-------------------------------|---------------------|---------------------|
| Cash & equivalents | \$ 441,130 | \$ 477,306 |
| Pledges receivable | \$ — | \$ — |
| Prepaid expenses | \$ 1,194 | \$ 2,993 |
| Investments | \$ 768,989 | \$ 712,551 |
| Other | \$ 5,086 | \$ 8,902 |
| Office equipment | \$ 14,074 | \$ 14,074 |
| Leasehold improvements | \$ — | \$ — |
| Accumulated depreciation | \$ (12,672) | \$ (12,330) |
| Noncurrent pledges receivable | \$ — | \$ — |
| Total Assets | \$ 1,217,801 | \$ 1,203,436 |

Draft Audit for June 30, 2024 ****Change in fiscal year to end June 30, 2024**

Final report available by request from Old World Foundation.



Old World Foundation's mission began in 1984 when a few dedicated supporters met and committed to fund projects and programs at OWW that could not be adequately funded through state support and earned revenue.

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.

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oldworldfoundation.org