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.
Dear Friends and supporters of Old World Foundation,

I am pleased to inform our Friends and supporters that, now well into its fourth decade of existence, the Old World Foundation continues to thrive. The Fiscal Year 2016-2017 brought numerous changes and bountiful news to our organization, all of which accrue to the benefit of the Old World Wisconsin historical museum, and the thousands of visitors it hosts every year. We are pleased to continue to add to the tally that has already brought over $9 million in donations to this important historical site.

The managerial and staff changes our Foundation initiated last year have yielded the desired results, and increasingly positive changes are evident. We successfully transitioned our offices to a new location that allowed us to eliminate the costs associated with outside storage for the materials needed to carry out our mission, while providing a more functional and efficient work environment. We also re-designed our website so that it is more “responsive” to visitors, assuring that videos and other materials can more easily be viewed on any device. These improvements were possible because of the high caliber work of our staff. In the past Fiscal Year the Foundation saw a nearly 30% increase in annual support revenue, “Annual Appeal” income, corporate funding and other sources of income.

The Foundation staff has also endeavored to meld its support efforts with the OWW Director, Dan Freas, to promote both organizations to the community at large. A number of joint visits to area Rotary Clubs were very successful and helpful in spreading the word. We also reached out and engaged new people and companies, and as a result our principal fundraising events saw an 18% increase in In-Kind donations. Unfortunately, severe weather conditions hampered attendance to the Midsummer Magic event. Nevertheless, attendees were well-entertained and the museum was able to showcase the historical significance of the site, with particular attention to the beautifully maintained and historically correct building structures and heirloom gardens that make Old World Wisconsin a premiere destination.

As we prepare to move into the new year, there is more to look forward to operationally and in new programs. A highlight is sure to again be the Christmas Holiday Dinner, scheduled for December 2, 3 & 9, which this year will feature Italy and the impact immigrants from that country had on Wisconsin history through its culture and cuisine. Join us at this annual fundraiser and enjoy a 19th century celebration of Italian holiday customs, including a four-course meal, along with music and dance performed by featured guest performance groups. Make sure you mark your calendars and purchase tickets early as this event usually sells out quickly.

In addition, we are working with the Historical Society on new projects that are currently under development, which will bring to Old World Wisconsin a level of excitement sure to be well-received by members and Friends – more on that later when details become available. In the mean time, please take a few minutes to peruse the contents of this report for more information on what we’ve been up to this past year.

I also wish to take this opportunity to announce that I shall be concluding my tenure as Chair of the Old World Foundation Board at the Annual Meeting on November 10. I thank you on behalf of the Board, visitors and future generations for all you do. We will continue to work assiduously on your behalf to help maintain and grow this important site, in order to retain its historic relevance amid a rapidly changing and turbulent world.

Sincerely,

Jo Ann Friend Villavicencio
Chair of the Board
Old World Foundation

Perspective From the Chair

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Honorary Trustees
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Staff
Gwen Griffin, Executive Director
Annie Rapacz, Bookkeeper/Development Assistant ♦ Julia Ingersoll, Event Coordinator
Thank you from Old World Foundation!

What’s Your Story?

Everyone has a story.
Who you are; Where you came from; What you hope your future holds…

Old World Wisconsin is a collection of stories, many times very similar to our own. Through the support of Friends like you, the stories of the families represented at Old World Wisconsin come ALIVE!

Thanks to you, each year over 18,000 school-aged children have an opportunity to visit Old World Wisconsin and live these stories through interactive experiences. Guests can step into one of the 65 historic buildings on site and step back in time. Heritage breed animals work and play in the pastures. Gardens filled with heirloom flowers and plants thrive, bloom and produce unique vegetables and beautiful flowers to decorate the landscape.

New stories are created and memories made because of your support of Old World Wisconsin… THANK YOU!

And there are many more stories to tell. Because this historic site must remain dynamic for future generations, exciting new exhibits and programs are planned for the coming years.

After thirty-four years, Old World Foundation remains committed to its mission to remain the local, independent and private funding partner of Old World Wisconsin. The Foundation treats every gift with integrity and stewardship. We feel a sense of pride when projects and programs are made possible at Old World Wisconsin through your support.

On behalf of the Foundation staff, museum staff and visitors, I thank you for remaining committed to Old World Wisconsin through Old World Foundation.

Together we look forward to an exciting future of preserving stories of the past and creating new ones.

Gwen H. Griffin
Executive Director
Old World Foundation

Observations from Old World Wisconsin

The gardens have long been a popular aspect of the Old World Wisconsin experience. Due to the numbers of people who participate in the gardening hobby our beautiful gardens often serve as a lure to guests who otherwise might never visit Old World Wisconsin.

2017 was a banner year for horticultural accomplishments at Old World. Thanks to the hard work of Marcia Carmichael and our team of committed volunteers, a wonderful new garden graced the front of Clausing Barn, serving as a colorful backdrop to many wedding events and brightening the day of those heading to the Cafe for lunch. A new teaching garden was established at the main entrance and adjacent to the historic Lueskow House. The teaching garden will provide inspiration and information for guests interested in growing these unique plants in their gardens. The teaching garden will be complemented by the transformation of the Lueskow House into an intimate garden shop selling packets of seeds and other merchandise related to the planting and enjoyment of heirloom plants. The garden shop and teaching garden combo is an example of "entrepreneurial interpretation," opportunities to enhance the learning experience while generating valuable revenue to support operating costs. Look for additional information about the grand opening of the garden shop next spring.

Last, but certainly not least, the 2017 season included the ultimate makeover of the Sanford House landscape. The old and overgrown landscape features were removed, providing Marcia and her team a blank canvas on which to create a new and more historically accurate representation of a first generation Yankee migrant landscape plan. The project included a complete rebuilding of the fence around the Sanford yard by Old World's maintenance staff. The end result is astonishing and would not have been possible without the financial support of the Old World Foundation and other partners including the Green Tree Garden Club.

Thank you to our entire garden team - staff, volunteers, and donors - for the accomplishments of the past year. I can't wait to see what blooms in 2018!

Dan Freas
Director
Old World Wisconsin

Photo by S. Matson
October 2016

Our Fiscal Year begins in October with an independent audit of our financial records. Once again, our audit was “unqualified.” The auditors, Reilly, Penner and Benton, LLP verified that OWF handles your donations with stewardship and integrity.

521 photos taken at Old World Wisconsin were entered into the 20th Annual Photo Contest. Contestants entered from Wisconsin, Illinois, Virginia and even Canada. Twenty-two of these beautiful photos told the story of Old World Wisconsin through the photographers’ lens. There were an additional 25 photos that were named as Honorable Mentions.

November 2016

The Old World Foundation Annual Meeting was held at Old World Wisconsin. Our Friends enjoyed refreshments while hearing about the projects and programs that Old World Foundation was able to fund with help from their Friends.

The Old World Foundation Board of Trustees voted to fund several projects/programs at Old World Wisconsin this year including marketing, event sponsorships, animal program, heirloom gardens, the expansion of interactive guest engagement, school field trip subsidies and enhancements to the Crossroads Village.

After the Annual Meeting, approximately 130 volunteers from both Old World Wisconsin and Old World Foundation were treated to a dinner in the Clausing Barn Loft sponsored by OWF. Thirty-four volunteers were recognized with pins that celebrated their years of service, and one volunteer even received a pin for 40 years of volunteer service.

Both Old World Wisconsin and Old World Foundation are very thankful for their volunteers!

December 2016

Old World Foundation sponsored “An Old World Christmas” at Old World Wisconsin. Guests learned about the various holiday customs as they strolled the Crossroads Village the first two weekends in December.

Over 600 guests gathered inside a warm and cheerful Clausing Barn to celebrate the traditions of the Polish Immigrants to Wisconsin at the 33rd Annual Ethnic Holiday Dinner Fundraiser. The Baboushka Babes folk music trio entertained guests as they arrived and found their seats. After a delicious 4-course meal catered by Mader’s Restaurant, guests were treated to singing and dancing by the Syrenka Polish Children’s Folk Dance Ensemble of Milwaukee. During the evening, we listened to stories of holiday traditions of the Poles and why many of them made the long, dangerous trip to America.
January 2017
Often people wonder what the Old World Foundation and Old World Wisconsin staffs do to keep busy during the long, winter months. The answer is that these months are not nearly long enough when you consider all the planning and preparation that happens during this time of year. Stories are researched and much thought is given to how to bring these stories to life in the coming season. What types of interactive activities can be offered to guests to give them a quality experience at Old World Wisconsin?

Old World Foundation, with funding from the Segal Family Foundation, provided funds to Old World Wisconsin for the printing of their guest map and the printing and distribution of 300,000 rack cards.

February 2017
With support from our Friends, the Foundation was able to provide funds for the feeding and care of over 100 heritage breed animals at Old World Wisconsin, as well as funding the purchase of materials to begin re-building the covered wagon for use on-site.

The Old World Foundation web site began undergoing a renovation. While the web site has been in place for many years, it was not responsive, meaning that it could not be easily viewed or navigated on different types of mobile devices. This re-design will help Old World Foundation better tell the story of Old World Wisconsin and explain how individuals, corporations and foundations can support this historic site through Old World Foundation.

March 2017
The warm weather in March allowed the Maintenance Crew at Old World Wisconsin to begin working on the Sanford House and Yard renovation.

Old World Foundation was happy to provide funding from our Friends to repair windows, doors, siding and fencing at this Greek Revival style house built by the Sanford family in the 1850s.

Thanks to a generous gift from the Green Tree Garden Club through Old World Foundation, trees were also cleared from the yard in preparation for a front yard renovation of this historic home.

These renovations will allow guests to hear new stories about the family and their gardens/plants that would have grown in their yard in the late 1800s.
April 2017

April started with “Tea with Laura Ingalls Wilder.” Old World Foundation hosted 55 guests in Caldwell Hall as Jessica Michna entertained them with her portrayal of Laura just after her first book was published. Guests enjoyed tea with sweets and savories as they listened to stories about Laura’s life.

At the end of the month, dog lovers of all ages gathered at Old World Wisconsin with their furry friends to walk the trails on-site. Guests also had their pictures taken with their best furry friends, participated in an agility course, talked with the various vendors in attendance and met “Bob” the sheep and several chickens that live at Old World Wisconsin. The Dog Walk raised funds for the Animal Program at Old World Wisconsin. Thank you to those who have “Adopted an Animal” this year. Your support of this program ensures that the heritage breed animals thrive!

May 2017

With the warmer weather in May, came the birth of many baby animals. Five piglets, two calves and 17 lambs were born in May! A new Cotswold Ram was purchased for the Heritage Breed Animal Program along with 2 breeds of chickens: Gold-Laced Wyandottes and Dominiques.

The Historic Gardener and her many volunteers were busy working on preparing and planting the 24+ heirloom gardens at Old World Wisconsin.

Thanks to funding from The Herb Society of America-Wisconsin Unit, herbs were added to the new Teaching Garden located next to the Lueskow building at the entrance to Old World Wisconsin.

Since 2017 was 150 years since the birth of Laura Ingalls Wilder, Old World Foundation was happy to fund the Anniversary Programming for Laura-related events this season.

June 2017

The 15th Annual Midsummer Magic Fundraiser was held on June 24. Over 700 people strolled the Village at Old World Wisconsin sampling gourmet food, wine, beer and other beverages from the area’s best eateries, wineries and breweries. Guests enjoyed live music on four stages as well as speaking with Interpreters and Historic “Base ball” players. Mobile bidding was introduced at the silent auction this year which gave guests the opportunity to bid right from their phones! Vintage vehicles were new to Midsummer Magic this year. Unfortunately the beautiful summer evening ended early as heavy wind gusts with rain made their way across the area.

Both the Four Mile House and Sisel Shoe Shop received new signs this year funded through OWF.

The OWF office moved 7 doors East on Main St. This space will allow us to better serve our Friends.
July 2017

A gift in the form of a grant was received from the Target Corporation for the Day Camps Program that OWW offers to children in the summer.

The Patrick and Anna M. Cudahy Foundation also provided a grant through Old World Foundation for school field trip subsidies.

The OWF Board of Trustees provides funds annually for school field trip subsidies for underprivileged youth to visit OWW and learn about history in an interactive, hands-on environment. Additional monetary gifts received provide more opportunities for many more children to have a wonderful learning experience at Old World Wisconsin.

August 2017

On August 5, 69 of our Friends joined us at Old World Wisconsin for a Behind the Scenes Tour and Picnic to learn about (and taste) historic brewing. After guests ate a delicious lunch catered by the Clausing Café, they proceeded to three different stations to taste samples of beer while joining in song; learn how beer was made over an open fire; and hear about and sample a seasonal, non-alcoholic “shrub” (similar to a cordial).

The prairie between the parking lot and the entrance to OWW was in full bloom. Standard Process funded the planting of this prairie through Old World Foundation and we continue to provide funds for the maintenance of this beautiful, natural garden.

September 2017

Probst! The Oktoberfest Fundraiser was held on September 17, which was a warm (87˚) day! The festivities began on the Visitors’ Mall at the entrance to Old World Wisconsin. Guests were treated to traditional German folk music, a photo booth, a sample of Sprecher beer and a keg tapping sponsored by Lakefront Brewery. Then guests rode trams to the German farms to continue the Oktoberfest traditions of music, dance, food and beer. An historic beer-brewing demonstration and horse-drawn wagon rides rounded out the evening’s fun!

With your support, The Foundation has continued to fund various projects and programs at Old World Wisconsin, many more than those listed in this report. We deeply appreciate the on-going commitment of our Friends to Old World Wisconsin through Old World Foundation.

We look forward to another year of shared stories and exciting adventures…

THANK YOU!
Plowshare Members Leave a Legacy

Old World Foundation recognizes with distinction the members of its Plowshare Society. These generous supporters have included the Foundation in their estate plans and/or gifted $5,000 or more to Old World Foundation through planned giving.

Gary and Patricia Ahrens
Deb Balis
Suzanne Borland
Sam and Nancy Bradt
Robert and Constance Brault
Mary Ann and Frank Brazelton
Karen and Harry Carlson
Joyce Cunningham
Tom and Lynda Curl
Richard and Kristine Davidson
Lee Ann and Charles Davies
George and Sandy Dionisopoulos
Susan Duffin
Fred and Anne Ehle
Karen Jo Walsh and Marsha Engquist
George and Julia Evans
Mary Flaschner
Donald Fundingsland
William Soderstrom and Lorna J. Granger
Claire P. Greene
Vivian Guzniczak
Robert and Heidi Hanley
Eunice and Warren Hansen, Jr.
Warren Hansen, Sr.
Loyd Heath
Robert and Barbara Hegwood
Ernst and Sharon Hensersky
Jan and Tim Hoeksema
Mrs. Peter D. Humleker
Karen and Jim Hyde
Deborah S. Kern
Judith Kern
Robert Kern
Brian and Terrie Knox
Fred and Karen Koermer
Mary Ann and Charles La Bahn
Lars and Barbara Larson
Lowell and Carolyn Larson
Eugene and Gwen Lavin
Sally Manegold
Carol Mazzone
Jeffrey and Mary Millikin
Charles and Carolyn Mowbray
Sally Mundt
William & Jean O'Loughlin
Ed and Linda Caldart Olson
Jackquelyn Omdoll
Robert and Holly Ottum
Elaine and Thomas Pagedas
Suzanne Perkins
Barbara Pinekenstein
Mike Pretasky
John and Kay Reilly
Carolyn Schloemer
Patricia and William Schmitt
Carole and Gordon Segal
Matthias Kastell & Scott Sieckman
Joyce Smith
Terri and Rudy Sundberg
Dawn Tabat
Donald and Carol Taylor
Richard and Nancy Van Deuren
Veronica Wallace-Kraemer
Edwin Wiley
Patrick and Joan Wilson
2017 Donors

With gratitude we acknowledge those who have given generous support this fiscal year.

Gifts from Foundations, Corporations and Organizations

Anonymous
Animal Clinic of Elkhorn and Clinton
Brookbank Foundation Inc.
Derse Foundation
Dudley and Constance P. Godfrey Foundation
Four-Four Foundation
GE Foundation Matching Gifts Program
Green Tree Garden Club
Johnson Controls Foundation
Koskinen Eye Clinic
Lorton Data Inc
LSP Whitewater L.P.
Markel Corporation
Melitta S. and Joan M. Pick Charitable Trust
Modern Woodmen of America
Polish Roman Catholic Union of America
Segal Family Foundation
Standard Process Inc.

Target
Town Bank
The Camille A. Lonstorf Trust
The Herb Society of America Wisconsin Unit
The Janice & Raymond Perry Community Fund Inc.
The Patrick and Anna M. Cudahy Fund
We Energies Foundation
Wisconsin Area Camera Club Organization

We would also like to thank the many organizations that donated in-kind items for our fundraisers this year...your thoughtful donations are deeply appreciated!

Gifts from Individuals

David and Sarah Allen
Don and Laurie Andruscavage
Linda Bachowski
Kateri Bahl
Mike Zang and Barbara Bakshis
Bernice A. Balicki
Deb Balis
Bonnie Barber
William G. and Linda S. Bauer
Susan Baumann
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Kimberly Bitto
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Denice Fennessy
William Flemming
Tom and Laurel Friedrich
Robert and Claire Gadbois
Robert and Diana Garnier
Anna Gerblick
Daniel and Kati Giesen
**With Stewardship and Integrity**

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

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<tr>
<th>Assets</th>
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Final audit available by request from the Foundation Office or online at friendsOWW.org.