

Record Heat Causes Deaths In WI

Keep Wisconsin Warm/Cool Fund

Connection

SUMMER 2019

FORE! Geneva National set to host another Keep Wisconsin Warm/Cool Fund Charity Golf Classic

Partnership between course, organization continues to grow to keep the HEAT and POWER on for those most vulnerable in Wisconsin

For 17 years, the Keep Wisconsin Warm/Cool Fund's Charity Golf Classic & Silent Auction has shown what a grassroots effort can do to help those in need. The hundreds of people who come together every year to show their support for those less fortunate have helped the event become one of the state's premier fundraising events.

"Our supporters and participants in the event continue to openly express their amazement over the amount of support and the number people involved to ensure this charity outing stays a success," KWW/CF Executive Director Tim Bruer said. "The competition for participants and supporters continues to increase, which has resulted in our event being continually challenged to provide the highest quality possible."

It's that same outpouring of support that led to Bruer thinking bigger, as the event started to outgrow its space in Spring Green several years ago.

"After many years

at House on the Rock, we made the choice to relocate because of its fortunate growth," Bruer said. "We wanted to look for a venue that was not only affordable, but also would raise the bar in terms of participant satisfaction."

As Bruer and the KWW/CF staff searched for a big enough course to host the outing, they met the outstanding staff and saw the incredible location of Geneva National Golf Club in Lake Geneva.

The highly rated course features 54 holes of pristine golf designed by a trio of the sport's greats: Arnold Palmer, Gary Player and Lee Trevino. Carved out of the rolling countryside in southern Wisconsin, the facility offers a unique round of golf and an incredible landscape. Leadership and the staff at Geneva National quickly formed a partnership with the KWW/CF. Three years later, that bond continues to grow, as the course will host its third KWW/CF golf outing August 6.

Golf continued pg. 6



ABOVE: Golfers at last year's Charity Golf Classic and Silent Auction gathering before the shotgun start at Geneva National in Lake Geneva, WI.

BELOW: One of the 2018 golfers stopped to wave while participating in the putting contest sponsored by First Weber Group Foundation.



Olbrich Botanical Gardens, KWW/CF Share Close Bond with Community

Madison landmark hosts events benefitting the organization

For 23 years, the Keep Wisconsin Warm/Cool Fund has relied heavily on support from those in the community. What started as an emergency fund covering nine counties has grown to an organization that has thousands of supporters and is available in every zip code in Wisconsin.

Despite the changes, KWW/CF Executive Director

Tim Bruer has always known the organization can rely on the connection it has with the Madison area. So, when Schoep's Ice Cream and the KWW/CF formed a partnership, it was obvious to reach out to a historic place like Olbrich Botanical Gardens.

"Without question, Olbrich Gardens is a crown jewel for the Madison area

and the state of Wisconsin," Bruer said. "Nothing epitomizes a piece of the old Americana like Olbrich Gardens and the number of events and activities that are held there."

Those activities include things like Olbrich's Summer Concert Series and Member Movie Nights, which have become a staple for the 16-acre facility. During those events, Schoep's proudly serves its delicious ice cream and proceeds from sales benefit the KWW/CF.

"We are so proud, along with Schoep's, to be one of the very few vendors there that compliment much of their special activities," Bruer said.

Olbrich Gardens is owned and operated by the City of Madison Parks Division in partnership with the Olbrich Botanical Society, a nonprofit organization. Mike Gibson, a City of Madison Program Specialist who helps run events at Olbrich, said the facility found perfect matches in the KWW/CF and Schoep's.

"The ice cream socials are a hit with our concert goers, especially on beautiful summer nights when we have over 400 people attending," Gibson said. "It has also been great having them at our Member Movie Night."

The collaborative relationship has given the KWW/CF another firm supporter and one which gives the organization another way to continue helping those who must choose between eating and heating their home every winter.

"They are available on moment's notice to help in any way," Bruer said. "If you want to take a page of the old Americana textbook on how to work collaboratively and cooperatively, the people at Olbrich Gardens and their supporters have been beyond fantastic. Our events together are seamless... people just leave their ego at the door, roll up their sleeves and make the event enjoyable and beneficial for all parties involved."

It's been a "mutually beneficial" partnership for the City of Madison, as concert goers have a way to get a treat on a hot summer day while paying it forward and helping those in need.

"The KWW/CF is able to raise funds while attendees have access to ice cream," he said. "Some of the money raised is also donated back to Olbrich. We hope to continue the partnership for many years to come."

Bruer said that the KWW/CF and Olbrich Gardens feel like such a perfect match because each counts on those in the community to come through.

"Olbrich has also relied on a great deal of community support," Bruer said. "Olbrich Gardens is a perfect example of a body that really brings so much good to the community and the people who enjoy their venue."



ABOVE: KWW/CF staff are ready to scoop delicious donated Schoep's ice cream for hungry patrons in Madison.



ABOVE: Young concert-goers try on some of the KWW/CF ice cream hats at the first Olbrich Gardens Summer Concert Series Ice Cream Social.



Caring Crafters Create Beautiful Blankets

A look at the generous donation of blankets from an area organization



ABOVE: Some of the hundreds of blankets donated to give to households in need by the Caring Crafters this past year.

BELOW: The Caring Crafters at their holiday party, celebrating the work they have done throughout the year to help those in need.



ABOVE: Some of the hundreds of blankets donated to give to households in need by the Caring Crafters this past year.



FACT: Due to the downturn of the economy and record unemployment, more and more of Wisconsin's elderly, disabled, and working families with young children, applied to keep their heat and power on.

FACT: The recent record breaking heat wave this summer along with rapidly increasing fuel and LP cost have caused an unprecedented need this year.

FACT: Because of their limited incomes and skyrocketing increases in energy costs, these households are paying 40-60% of their monthly income towards keeping their heat and power on.

FACT: For your neighbors, family, and friends, heating, a basic necessity, has become an **UNAFFORDABLE LUXURY**.

FACT: Through no fault of their own, many of these households are forced to make the choice between eating and heating, or to neglect their other basic survival needs in order to stay safely in their homes.

FACT: *WITH YOUR GENEROSITY AND SUPPORT, YOU CAN MAKE A DIFFERENCE FOR THOSE MOST VULNERABLE, AND KEEP THE HEAT AND POWER ON DURING THIS WINTER'S BITTER COLD!*



With Keeler, Channel 3000's guidance, KWW/CF 'Day of Warmth' telethon raises \$60,000+

Bruer, media company have long-lasting relationship

For more than two decades, Tom Keeler has seen the direct impact the Keep Wisconsin Warm/Cool Fund has made across the state. That's why Keeler, the vice president and general manager at Morgan Murphy Media, has been devoted to making a change. Since its foundation, the KWW/CF has been fortunate in counting on its close relationship with WISC-TV (Channel 3000). It's used the partnership not only for fundraising purposes, but also to raise awareness to an unfortunate reality: Many people in Wisconsin must choose between eating or heating their home during the winter.

"We have seen the need of helping those veterans and those who are underprivileged who have to choose between eating or heating; this is a big deal," Keeler said. "We have been part of the (KWW/CF) family for a long time and we continue to be."

KWW/CF Executive Director Tim Bruer said Keeler and Channel 3000 have been main contributors to the organization since it started. It's happened in a variety of ways, he added.

"They have been beyond phenomenal through the decades," Bruer said of the company. "They have really stepped up to the plate in good times and in bad. They have invested a great deal of their personal time; their staff and talent and they have been a key to the success of a number of special events we have had over the years."

Day of Warmth a Success

This past winter, that connection was taken to new heights with a special telethon.

The "Day of Warmth," held February 21 and sponsored by Veridian Homes, saw overwhelming success. In just about two hours, hundreds of donors combined donate more than \$60,000 to the KWW/CF.

"The support and faith from people like Tom and his team has been spectacular," Bruer said. "In just a couple of weeks, both volunteers and supporters were mobilized seamlessly. With Tom's leadership, his team went into action."

The telethon was historically effective for the KWW/CF, with viewers coming to the aid of thousands of their fellow Wisconsinites. It's that same support that helped the KWW/CF expand its reach to every zip code in the state within just a few years.

"We just had such unprecedented success," Bruer said of the telethon. "The support and faith from people like Tom and his team is amazing. As a direct response of Channel 3's advocacy for our mission purpose and support for our delivery of crisis assistance, we were able to raise over \$1 million decades ago and go state-wide with the fund."

A "social responsibility" to help

Using a unique platform to bring attention to a crisis in the community is something Keeler said he's



ABOVE: Volunteers at the 'Day of Warmth' telethon actively taking calls for donations for those most in need in Wisconsin.

BELOW: KWW/CF Chief Spokesperson Timothy Bruer (standing on left) with ESI Energy Program/Human Resources Support Manager Bev Shook (standing on right) and volunteers before the start of the telethon.



been more than happy do. The KWW/CF is just one of many organizations the company supports, he said.

"As broadcasters, we certainly have a ton of responsibility to use the power of our signal to connect a need of the community with our viewers and the residents of Madison," Keeler said. "We take our social responsibility very seriously and we're selective on the types of causes that we lend our support to."

Every quarter, Channel

3000's editorial board holds a meeting to determine the charitable needs of the community and works to try and help in any way possible. It was a no-brainer to offer support to Bruer and the KWW/CF.

"The thing in broadcasting and media and news is that we can mobilize the community around a host of community causes," Keeler said. "We can do things like fill the food shelves overnight for the food bank. We

Klumb, KS Energy see results, impact support has on KWW/CF

Company will be top sponsor at this year's golf outing

As a major contractor in the industry, KS Energy understands the need that exists during Wisconsin's frigid winters and humid summers. With thousands of people unable to afford their utility bills throughout the year, the New Berlin-based company has remained eager to lend its support in any way possible.

When Dennis Klumb Jr., the company's president and CEO, saw the direct impact and reach that the Keep Wisconsin Warm/Cool Fund a decade ago, he was quick to get on board.

"The beauty of (the KWW/CF) is that you see where your money is going, and that's helping families in need," Klumb said. "When

you support an organization like the KWW/CF, you're directly helping families in need.

"It's easy to get behind an organization like the KWW/CF when you can see the direct impact that it makes."

With the KWW/CF hitting the ground running in 1996 and growing to raise more than \$30 million and help more than 90,000 households in crisis, Klumb has continuously furthered his backing of the organization.

"KS Energy is a perfect example of a company that really has a sense and a will of giving back, especially to those in need," KWW/CF Executive Director Tim Bruer said.

2019 PRESENTING SPONSORS



"They particularly appreciate rare charities like ours, where you can see the direct impact throughout every zip code in Wisconsin. That impact is the benefit of their generosity and support."

This year, KS Energy is

the top sponsor of the KWW/CF annual golf outing, along with Madison Gas and Electric. It's something Klumb said he made a point of doing.

"We took on the main sponsorship role of the event

KS Energy continued pg. 7

After two decades, Betty Lou Cruises still strong supporters of KWW/CF

Von Rutenberg happy to back organization

It was the mid-1990s when Jack von Rutenberg first found out about the Keep Wisconsin Warm/Cool Fund. Tim Bruer, the executive director of the nonprofit organization, was looking to reach more in-need Wisconsinites and knew the von Rutenberg family were strong supporters of the community. Twenty-three years and more than 90,000 households helped later, von Rutenberg is thrilled to see where things have led.

"We thought it would be a great idea to help promote its cause," von Rutenberg, the co-owner of Betty Lou Cruises, said. "We've

been involved with Tim for a very long time now, and it's encouraging and rewarding to see what (the Keep Wisconsin Warm/Cool Fund) started as and what it does for so many people now." Von Rutenberg and his iconic Madison-based charter cruise line were one of the KWW/CF's earliest supporters. When Bruer came asking for support early on, there was little hesitation.

"There are people out there who are not so fortunate to have guaranteed heat and there's a lot of them," von Rutenberg said. "Certain winters like this last one

Betty Lou continued pg. 8



ABOVE: The Betty Lou Cruise package, generously donated by Von Rutenberg Ventures, is a popular auction item at the annual Golf Outing.

GOLF continued from cover

“We love that the funds stay local,” Geneva National Director of Sales Rob Booth said of the KWW/CF. “This is helping people in our own communities...if we can play a little part in helping to further the cause, we are eager to do so.”

The 2018 outing was another overwhelming success, with \$279,000 going toward helping thousands of Wisconsin households in need. Booth said a big reason the partnership has been so successful is because of close communication and planning.

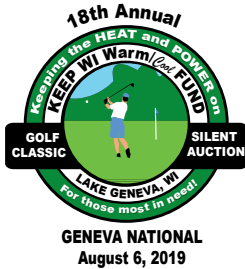
“The passion that Tim and his staff have are second to none,” Booth said. “They are also very organized, which makes for a great event.”

But it’s more than just agreeing to host the event that sets Geneva National apart. Bruer said the course and its staff have been beyond accommodating in a variety of ways.

“A big part of our success has really been the personal involvement of not only their leadership, but also their rank-and-file staff who have always gone the extra mile for our event,” he said. “Geneva National really has gone well beyond our expectations and imagination. From ‘Big Jim,’ who greets our volunteers, golfers and supporters, to those on the course, to the management staff, they have all taken an active personal involvement in our success.”

Booth said that Geneva National has been happy to put forth the effort to support the outing because they see the fruitful results that are a product of the outing.

“We are committed to assisting KWW/CF to keeping costs down so they can maximize their fundraising efforts,” he said. “There are other outings we could host, but we love KWW/CF’s cause and enjoy working with this team; it truly is a partnership in every sense of the word.”



ABOVE: Golfers relax and enjoy their dinner while listening to KWW/CF Chief Spokesperson Tim Bruer during the 2018 Awards Reception.

**A special thank you to the
2019 Premier KWW/CF
Charity Golf Sponsors who have already
pledged their support!**

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Schoep's Ice Cream continues growing its 'sweet' bond with the Keep Wisconsin Warm/Cool Fund

Iconic company, leadership, team members "roll up sleeves" to help those in need

If there's one thing the Keep Wisconsin Warm/Cool Fund has relied on over the years, it's having the support of the community.

Dozens of companies throughout the state have lent their support to the organization and provided a safety net for more than 90,000 households that find themselves in crisis. Years ago, the KWW/CF found a "sweet" match in Schoep's Ice Cream.

The Madison-based company shows its support for the organization by hosting multiple fundraising events throughout the year. Things like the \$5 all-you-can-eat Ice Cream Social at Olbrich Botanical Gardens in Madison and Wo Zha Wah Days Fall Festival in Wisconsin Dells always bring overwhelming support that goes a long way.

The initiative shown

by hosting several events is something that KWW/CF Executive Director Tim Bruer said has a huge return on the organization.

"(Schoep's and the KWW/CF) share a lot of appreciation for the old Americana, where neighbors, family, and the community comes together to help people in need," Bruer said. "We have really enjoyed a tremendous amount of success

with bringing in those special events and people together in that spirit.

"There's been a special chemistry and connection between the leadership and the rank-and-file at Schoep's and the KWW/CF. The level of respect we have for them continues to mount."

It's that unique bond with the community that led Schoep's to raise the bar in recent

Schoep's continued pg. 12

BELOW: A sundae made from delicious, locally made, Schoep's ice cream at a KWW/CF ice cream social at the Madison East YMCA.



KS ENERGY continued from pg. 5

because it's extremely important to us," Klumb said. "It looks to help those less fortunate, especially our military people and seniors. It's an easy cause to get behind and support as an organization.

"We believe what they're looking to do; for us, this is a no-brainer to get behind."

A past board member of many trade organizations and a long-standing advocate of various charities, Klumb brings more than just

monetary support. The assistance that KS Energy, which provides construction and maintenance services to some of the state's largest public service companies, offers also raises the credibility of the KWW/CF.

"Their support of our mission purpose continues to open doors with other companies throughout the state; it's resulted in greater support from their peers," Bruer said.

TELETHON continued from pg. 4

can get school supplies and things for kids going back to school. We can raise donations for Keep Wisconsin Warm."

While a formal decision is yet to be made on a second iteration of the telethon this winter, Keeler said he's been pleased to see Bruer's energy and enthusiasm for what he called a "remarkable cause."

"Tim's work at ESI and the Keep Wisconsin Warm/Cool Fund fits our local community and surrounding area very well," he said. "We're very proud of that and we like

to see the tangible results. Tim has a passion, he's a champion for those impacted."

Keeler said that building a strong relationship with the organization through more than 20 years has been a phenomenal experience. "It's a partnership we've been doing for a long while and it's a partnership that we feel gratified about and it's a partnership that we plan to continue," Keeler said.

It's that same reasoning that helped the KWW/CF's Heat for Heroes campaign get off the ground.

Since it launched in 2013, Keeler and Morgan Murphy's reach has helped the campaign offer life-changing assistance to thousands of military veterans who are struggling to get by.

"Much of the success we have had has been driven by the active involvement and support the company has provided," Bruer said of Morgan Murphy. "Tom and WISC-TV were the first to come forward with their support for our Heat and Housing for Heroes in Crisis campaign.

"This all would likely

not be where it is without their support. It's so much more than one could ever expect in terms of their support for making things as effective and successful as they have been."



BETTY LOU continued from pg. 5

are brutal, and there's a very obvious need...there's no doubt about the need for this service in the climate that we live in."

Bruer credits much of the KWW/CF's success to early supporters like the von Rutenberg family and Betty Lou Cruises.

"You could put everyone in a phone booth who thought the Keep Wisconsin Warm/Cool would ever get off the ground," Bruer said. "It was the Von Rutenbergs and their number of ventures, whether it be restaurants or cruises who helped us along.

"They really have a tremendous reputation that brought on a great amount of credibility to our cause early on. Not only were they one of the first to make the KWW/CF an operational charity, but they have also been tremendously supportive individually in our development and growth over the decades."

As the years have moved on, von Rutenberg said he's been proud to see the KWW/CF's evolution. He said it's a tribute to the hard work that's been put in by Bruer and his staff.

"It's not unexpected at all, but it's a bonus when it happens," von Rutenberg said. "You want it to help more people and expand; that's what's happened with Tim and the Keep Wisconsin Warm/Cool Fund. Tim's enthusiasm for what he does is contagious; he lives and breathes it every day.

"It's easy for (Tim) because he's got an incredible enthusiasm for what's going on with the cause...we've known Tim for so long and we believe in what he's doing."

Betty Lou Cruises has been a constant sponsor of the annual KWW/CF Golf Outing, which takes place this year August 6 at Geneva National Golf Club. Every year, Betty Lou Cruises donates a private charter cruise for auction at the event. It's often one of the most sought-after items, Bruer said.

"It's not uncommon to see a bidding war occur," he said. "It's one thing to cut a donation check -- which we really appreciate -- but it's another to contribute a Betty Lou Cruise and staff to our cause."

Bruer said that having the backing of such a highly regarded company and a family like the von Rutenbergs has had an enormous effect on the organization.

"The family is a perfect example of unsung heroes," he said. "They bring credibility to the Keep Wisconsin Warm/Cool Fund and have helped our ability to mobilize community support. We've continued to see a growing number of supporters coming forth because of their support."

For von Rutenberg, raising awareness to the KWW/CF year after year is easy to do when you see the direct results for those less fortunate around Wisconsin.

"KWW sees continuous growth, and hopefully we play a small part in that in being an example to others," von Rutenberg said.



Keep the HEAT and POWER on for those most in need in your community! For questions, please contact KWW/CF at:
1-800-891-WARM (9276)
or visit our website at
www.kwwf.org

Give the Critical Gift of Warmth

To ensure proper acknowledgement of your tax-deductible gift, please return this form with your donation.

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I would like to contribute:
\$500 \$250 \$100 \$75
\$50 Other

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NLS 19

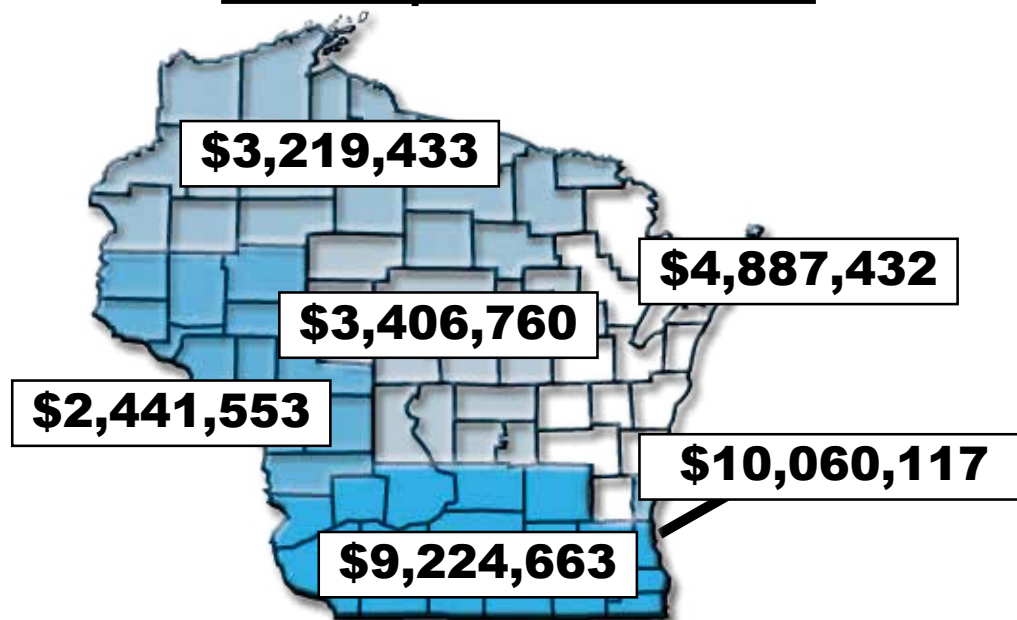
You may also visit our website to make a secure online contribution at: www.kwwf.org

Send your contribution to:
The Keep Wisconsin Warm/Cool Fund
P.O. Box 68
Madison, WI 53701



KWW/CF serving those most vulnerable throughout Wisconsin

As a result of the generosity of Wisconsinites, more than \$32.5 million has been provided to more than 111,300 households facing an energy-related crisis situation since the inception of the fund!



KWW/CF is supported in part by the State of Wisconsin, Department of Administration, Division of Energy Services.

Did you know....

KWW/CF Quick Facts

- ★ **The Keep Wisconsin Warm/Cool Fund (KWW/CF), founded in 1996, is a statewide nonprofit charity that assists those most vulnerable households in need that cannot afford to survive Wisconsin's bitter cold or blistering heat.**
- ★ **111,300 households in crisis have been assisted by more than \$32.5 million. YOU are making a difference one dollar, one senior, and one family in crisis at a time.**
- ★ **NINETY-FIVE CENTS OF EVERY DOLLAR CONTRIBUTED GOES DIRECTLY TOWARDS HELPING THOSE MOST IN NEED.**
- ★ **KWW/CF leverages resources through a unique state challenge to Wisconsinites that matches donations from private donors and businesses two to one.**
- ★ **KWW/CF partners with local county agencies that assist low-income households by arranging more affordable payment plans, offering budget counseling, and teaching ways to conserve energy.**

KWW/CF Campaign Committee

Tim Bruer,
Chief Spokesperson,
Energy Services Inc.

Wayne Harris, Co-Chair
6AM Marketing
Mary Grunow, Co-Chair

Scott Bloedorn
Focus on Energy

Brian Brugger
WPS Military and Veterans Health

Chris Carper
WI Public Service Corp.

Kathy DeMets
Madison Gas and Electric

Mike Lawrence
Park Bank

Shelly Liston
Driftless CPA & Consulting

Randy Manning,
ESI Board Member & Community Volunteer

Michael Mueller
We Energies

Eric Peterson
Fly High Wisconsin

Ron Phelps
The Phelps Group Morgan Stanley

Ross Kuchenbecker
Third Coast Advisors

Todd Stebbins
Madison College

Ryan Markwald
NCG Hotels



KWW/CF Golf Committee Helps Make Golf Outing an Overwhelming Success



A Committee Member Q&A on what it is like to help with one of the largest fundraisers in Wisconsin

Even with their career and life responsibilities, members of the Keep Wisconsin Warm/Cool Fund's Golf Committee dedicate their time and effort to the success of the annual Golf Classic & Silent Auction.

Without the committee's dedication and the incredible value they provide, the annual event would not be continuously growing to have its 18th iteration in August. Here are some of the things some committee members had to say about being part of the Committee and supporting the KWW/CF.

Why did you volunteer to be a member of the KWW/CF's Golf Committee?

"I felt this was a nice way to help others that, for whatever reason, need help. Not just sick folks, but people who have had a bad streak of luck...it felt like something that was right to do. We've got a good group and we're always trying to grow the team. We'd love to have more members on our committee. The more the merrier!"

— Wayne Harris, 6AM Marketing, Golf Committee co-chair

Why did you volunteer to be a member of the KWW/CF's Golf Committee?

"Being a veteran myself, as well as a mentor to veterans, I recognize the need to assist those who simply raise their hand and say, 'Yes, I will go and do what is asked of me.' I think America should appreciate the sacrifices our soldiers make and that, should these people fall on hard times, there should be organizations like the KWW/CF to help."

— Ron Phelps, The Phelps Hamus Group at Morgan Stanley

"(The KWW/CF) helps folks who are down on their luck. It's a little bit different, but it, too, deserves the attention that other charities get, but it doesn't get that kind of attention."

— Wayne Harris, 6AM Marketing, Golf Committee co-chair

What keeps you coming back and supporting the KWW/CF year after year?

"From day one, our support has been there to compliment the state energy assistance program. It gives counties and agencies flexibility during those months when energy assistance isn't available."

— Mike Mueller, We Energies and utility company representative

Why did you volunteer to be a member of the KWW/CF's Golf Committee?

"The co-chair of the committee, Wayne Harris, contacted the Madison College president about identifying someone at the college who might help out...I took one look at the organization's mission and value to Wisconsin and I was all in. I let Wayne know of my interest, and I've been participating in the planning committee ever since."

— Todd Stebbins, Madison College

Why did you volunteer to be a member of the KWW/CF's Golf Committee?

"When Madison Gas and Electric (MGE) became one of the early supporters of the KWW/CF at its inception, I became a member of the Advisory Board since I worked with ESI on assistance funding and the MGE Energy Fund. It was a natural fit for me and the KWW/CF was a much-needed addition to the resources available for families in need in Wisconsin."

— Kathy DeMets, Madison Gas & Electric

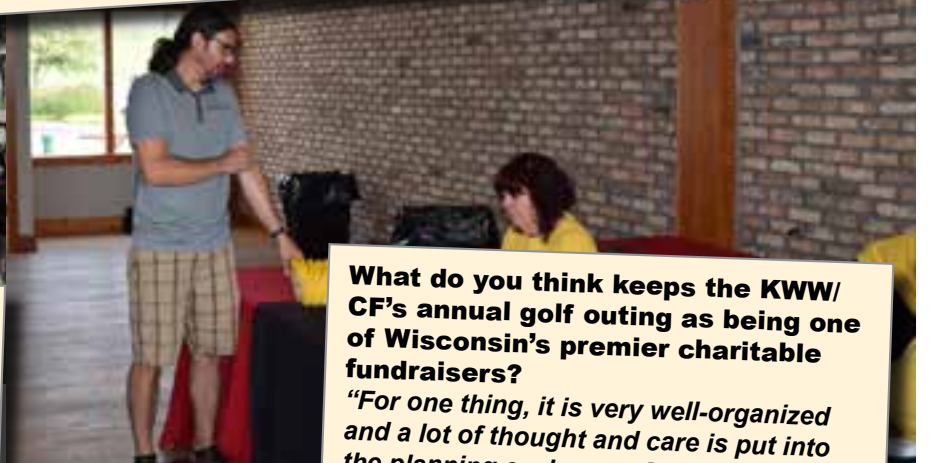
Why did you volunteer to be a member of the KWW/CF's Golf Committee?

"This organization does a great job of putting the needs of their target audience first; ensuring the dollars raised are used to ease the suffering of our senior citizens and those who served our country. We are so very proud of the impact KWW/CF is making in the lives of so many in WI."

— Ryan Markwald, North Central Group Hotels



What keeps you coming back and supporting the KWW/CF year after year?
"People believe in the organization and its mission and realize this event is the primary fundraising vehicle for KWW/CF. They are excited to participate, and the event sells out every year. That speaks volumes as to the quality and impact of this event."
— Ryan Markwald, North Central Group Hotels



What do you think keeps the KWW/CF's annual golf outing as being one of Wisconsin's premier charitable fundraisers?
"It's the overwhelming community involvement and the fact it's one of the largest veterans' grassroots efforts that can detail the number of those helped directly, as well as the camaraderie at the outing."
— Ron Phelps, The Phelps Hamus Group at Morgan Stanley

What do you think keeps the KWW/CF's annual golf outing as being one of Wisconsin's premier charitable fundraisers?
"For one thing, it is very well-organized and a lot of thought and care is put into the planning each year. Making the participants feel appreciated and that they make a difference to in-need families and veterans is a big part of it."
— Kathy DeMets, Madison Gas & Electric



What keeps you coming back and supporting the KWW/CF year after year?

"The statewide reach of this organization is incredible, and when the focus is on providing such a basic need as heat during the winter (and cool air during the summer) for those who otherwise could not afford it, I could not possibly turn my back."
— Todd Stebbins, Madison College

What keeps you coming back and supporting the KWW/CF year after year?
"People believe in the organization and its mission and realize this event is the primary fundraising vehicle for KWW/CF. They are excited to participate, and the event sells out every year. That speaks volumes as to the quality and impact of this event."
— Ryan Markwald, North Central Group Hotels

What do you think keeps the KWW/CF's annual golf outing as being one of Wisconsin's premier charitable fundraisers?
"It's very well organized and well run and it's usually one of the top two or three outings I'm involved with in terms of fundraising. It's near and dear to most all of the business owners we solicit, and they find it as such a worthwhile cause."
— Mike Lawrence, Park Bank



What do you think keeps the KWW/CF's annual golf outing as being one of Wisconsin's premier charitable fundraisers?
"It's got great committee members willing to get on the phone and call friends, acquaintances and people they don't know and ask for help. Number two, Tim (Bruer) has a great staff. They get on the phone and they're not afraid to call and ask people to chip in. Number three is Tim Bruer. Tim knows a lot of people, people who respect him. When Tim calls, people listen because they have so much respect for him. If he asks somebody if they will do something, usually if it's something they can get into their budget, they're going to do it."
— Wayne Harris, 6AM Marketing, Golf Committee co-chair

Why did you volunteer to be a member of the KWW/CF's Golf Committee?

"I wanted to get involved in the community with a nonprofit that really worked to make a difference. As a previous auditor for local and state utilities, I had been exposed to some of the state programs for utilities like heat or electricity, but I had never paused to consider the limits of these programs or that utilities are a basic necessity that so many struggle to keep. Wisconsin winters alone motivated me to want to get involved in an organization like this, the passion of all those involved in KWW/CF solidified my decision. Everyone I have met through KWW/CF from day one has been so passionate about the goals and purpose."
— Shelly Liston, Driftless CPA & Consulting



SCHOEP'S continued from pg. 7

years. The iconic company, which has been in business for more than 90 years, found new, unique ways to support the KWW/CF and help those in need.

“Our relationship and support has grown as far as the number of events we do,” Schoep’s Vice President of Sales and Marketing Jason Ledford said.

At those fundraising events, you can usually see leadership and employees from Schoep’s physically lending their support to help those in crisis.

“It’s engrained in our company’s culture that we help those who need it the most,” Ledford said. “Team members always get a great sense of pride from that. We try to be a very giving organization, and our team members go to events and are paid for their time volunteering and supporting those events.”

The commitment from the top down at Schoep’s has been something that has amazed Bruer. While the KWW/CF is fortunate to have the support of dozens of companies and corporations throughout the state, there is something about Schoep’s that motivates others to give back.

“When do you see the leadership (at a company) along with the rank-and-file scooping thousands of scoops of ice creams for a charitable cause?” Bruer said. “That’s unimaginable in this day and age.”

Ledford said that while the company is happy to back other charitable causes, the undeniable support it provides to the KWW/CF is because of the organization’s ability to help hundreds of households every year when they need it most.

“The reason we’re so engaged with them is the high rate of giving back,” Ledford said of the KWW/CF, which gives 90 percent of every dollar directly to those in need. “That’s a high rate for a nonprofit or a charitable organization that offers support for the people who need it.”

In the years to come, Schoep’s and the KWW/CF are looking forward to increasing their partnership, Bruer said.

“Their ability to roll up their sleeves, along with the growing relationships they have with other retail vendors promises to open up a number of new opportunities never imagined even a year or two ago,” he said.



ABOVE: An ice cream social is about to start at Olbrich Gardens, serving many flavors of Schoep’s delicious ice cream flavors, such as mint chip, cookie dough, and salted caramel.

BELOW: East YMCA staff and volunteers pose for a picture while enjoying the KWW/CF sundae bar with ice cream donated from Schoep’s Ice Cream.



ABOVE: A line of hungry patrons forms at an ice cream social at the East YMCA in Madison, WI.



UPCOMING EVENTS for Keep Wisconsin Warm/Cool!



Kewaunee Car Show Ice Cream Social
Kewaunee, WI
July 13 ALL DAY

Olbrich Gardens Summer Concert Series
Ultimate Ice Cream Socials
Madison, WI
July 16, 23, 30, and August 13 4:30 pm-7:30 pm

Schoep's/KWW/CF Ice Cream Social at
Breese Stevens Field
Madison, WI
August 3, Game Starts at 7:30 pm

18th Annual KWW/CF Charity Golf Classic
and Silent Auction
Lake Geneva, WI
August 6 ALL DAY

Schoep's/KWW/CF Ice Cream Social at
the Duck Pond at Warner Park
Madison, WI
August 10, Game Starts at 6:05 pm

Wo-Zha-Wa Days Ultimate Ice Cream Social
Wisconsin Dells, WI
September 15 from 9:30am-4:00pm

Flannel Fest
Madison, and Appleton, WI
November 1-November 4, times TBD

VISIT WWW.KWWF.ORG
FOR MORE INFORMATION!



**Just a few notes from many of the people who
were helped by KWW/CF!**

KWWCF/HEAT FOR HERDES,
I WANT TO THANK YOU
FOR THE ASSISTANCE WITH OUR
ENERGY COSTS IT WILL HELP
US ENORMOUSLY.

Dear Timothy Bruer,
With heart felt thanks
to you and your organization
for the payment of our
fuel bill. It is very
much appreciated.

Thank you again!

6/March/15

Thank you so much !!! It has been
Such a Brutal Winter, and it still is
NOT OVER. I Turn the Thermostat Down
To 48° at night and sleep in a Air Force
Down Sleeping Bag. During the Day I only
Turn the Thermostat up To 55° and still
have high heating bills. This has been a
great help.

Just a few notes from many of the people who were helped by KWW/CF!

KWWCF - energy assist -

I would like to thank KWWCF for the grant of \$400 given to me to help offset my heating bill for this coming season - this was unexpected and a pleasant surprise.

I am a widow, age 89 living alone out in the country, the same land that my husband and I purchased in 1960 on which we built the house I am still living in. I have 8 children all of which live close by and check on me daily. I am so blest. This will help me tremendously toward my heating bill.

Thank you to all who are involved and contributed. It is people like you who help make this country so great! Just want you to know it was appreciated.

JAN. 2nd 2019

Energy Services Inc.
Wisconsin Home Energy Assistance Program
1225 S. Park St.
Madison WI 53715-2101

Dear Sir/Ma'am:

I would like to thank you all, the Public Benefits program, businesses, and private citizens, ever so much, for your and these other ^{very} generous benefactors, for your donation toward my winter heating bills. This shows how thoughtful and kind you all are. And now the Universe has gained new stars for each of you.

Nice things just seem to bloom from you.

Thanks so much.

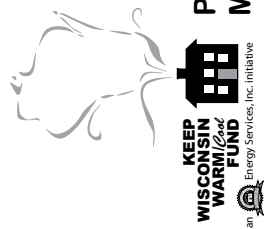
Dearest Angels,
Thanks from
the bottom of
my heart for
your great help,
& kindness.



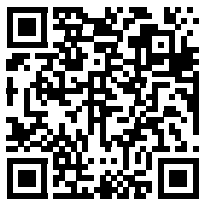
Thank You for Making a Difference!



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Keep Wisconsin Warm/Cool Fund



***Thank you for giving the gift of
HEAT and POWER!
www.kwwf.org***