

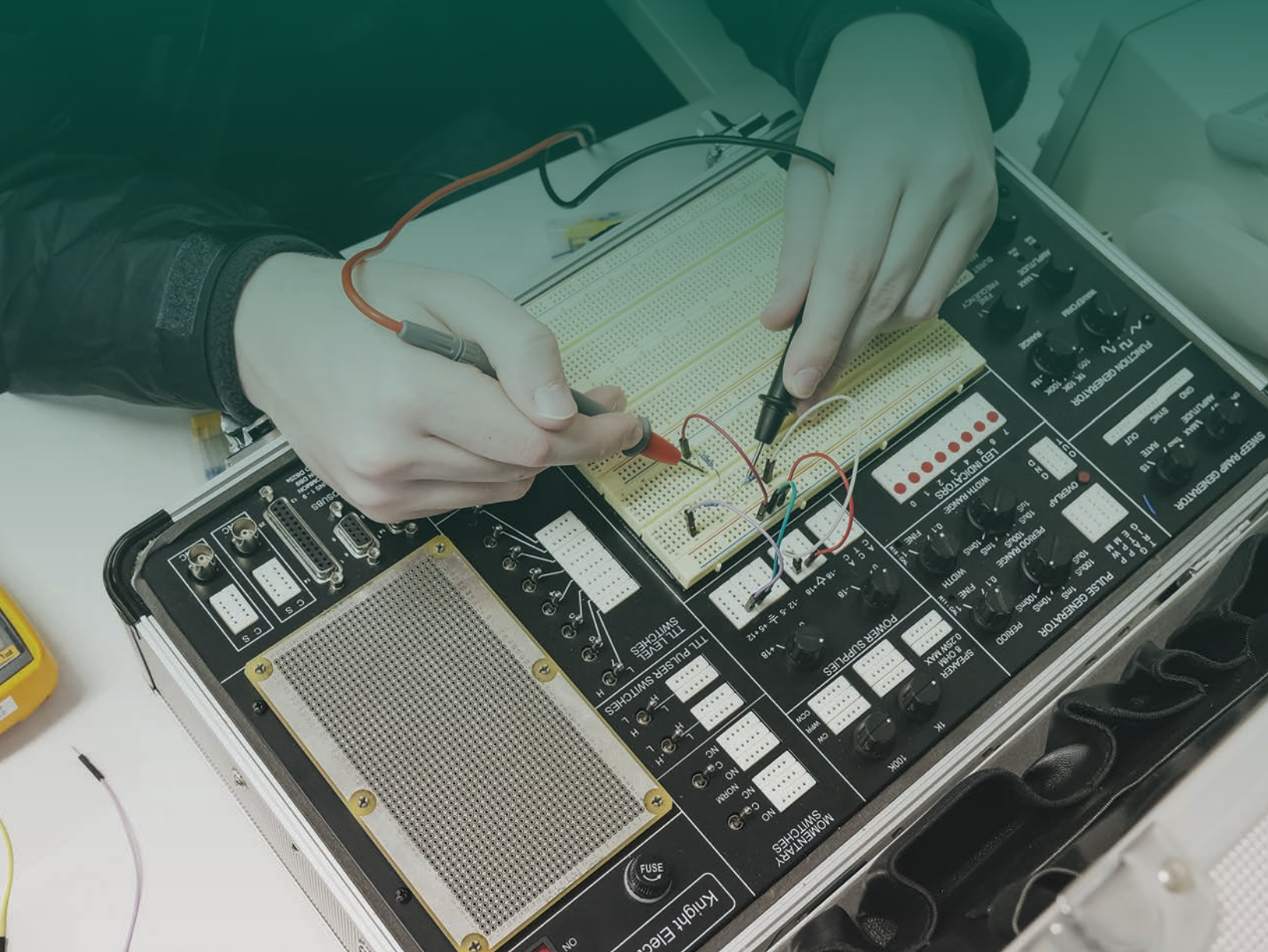


UNIVERSITY of WISCONSIN
GREEN BAY

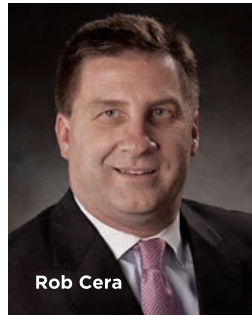
Foundation

ANNUAL REPORT 2023

A FUTURE IGNITED



FROM YOUR BOARD OF DIRECTORS



Rob Cera

I am thrilled to share with you the wonderful success of the UW-Green Bay Foundation's Ignite the Future campaign. Launched with an ambitious goal of \$20 million in 2022, the campaign has not only met, but surpassed its target, raising an impressive \$30 million. This achievement is a testament to the generosity and vision of our donor community.

We are once again the fastest-growing school in the Universities of Wisconsin system and are now the third largest regional comprehensive university in Wisconsin. That is because we have been nimble and innovative in rising to meet the challenges of the times. Just as importantly, we have a community of supporters who have put their faith in our University and followed every step of the way.

The success of the Ignite the Future campaign is a clear indication of the pivotal role philanthropy plays in advancing our mission. It's important to note that less than 20% of UW-Green Bay's funding comes from the state. Donor support is vital. Through strategic philanthropic investments, we are enhancing our capacity to serve our students and the community. From improving our educational facilities, to adjusting our programs to serve regional needs, to putting our athletic teams back on the map, every aspect of our growth is designed to boost student success, make higher education accessible and engage the communities we serve.

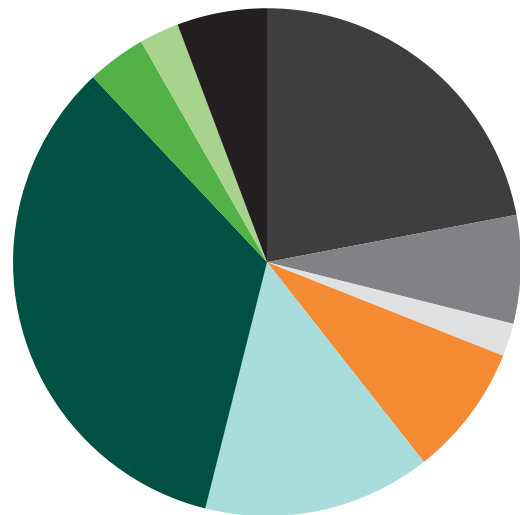
Thank you for your continued support and belief in the UW-Green Bay vision. Together, we are both responding to the challenges of today and laying the groundwork for a promising and sustainable tomorrow. Sincerely,

ROB CERA - CLASS OF 1984
Chair, UW-Green Bay Foundation Board of Directors

In this report, we are excited to highlight four of the strategic priorities that your generosity has fully funded. These areas—The First Nations Studies Outdoor Classroom, Athletics, the Shorewood Restoration and Electrical Engineering—demonstrate the diverse ways in which UW-Green Bay is evolving to meet the challenges of modern higher education and the specific needs of our region.

As the landscape of higher education transforms, UW-Green Bay remains adaptive and forward-thinking.

CONTRIBUTIONS BY AREA YEAR ENDING 12/31/2023



With total assets of \$70,872,355, the UW-Green Bay Foundation distributed \$10,315,925 in support to the University. The Foundation distributed a record \$1,399,903 in scholarships for 680 students.

	FINANCIAL AID & OTHER ACADEMICS \$1,674,587
	COLLEGE OF ARTS, HUMANITIES & SOCIAL SCIENCE \$524,653
	COLLEGE OF HEALTH, EDUCATION & SOCIAL WELFARE \$159,728
	AUSTIN COFRIN SCHOOL OF BUSINESS \$638,990
	COLLEGE OF SCIENCE, ENGINEERING & TECHNOLOGY \$1,103,354
	ATHLETICS \$2,592,612
	WEIDNER CENTER \$285,856
	OTHER RESTRICTED \$192,192
	UNRESTRICTED \$435,829

Audited Financial Statement and 990s available upon request or at www.uwgb.edu/foundation

UW-GREEN BAY FOUNDATION

Board of Directors

The UW-Green Bay Foundation Board of Directors assists in philanthropic development and fundraising in support of the University. The Board provides fiduciary oversight of the UW-Green Bay Foundation gift and endowment fund accounts, investments, expenditures, accounting and operations budget. Your gifts are in good hands.

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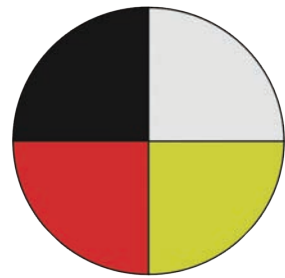


"UW-Green Bay has been serving Northeast Wisconsin for over 50 years by providing local students with a world class education and skills to enable them to have successful careers. 74% of alumni stay in UW-Green Bay's 16-county footprint after graduating, so they can serve the communities they came from. Whether locally, nationally or internationally, our graduates are providing innovative ideas to help solve the problems we face on a global scale."

DIANE FORD
Treasurer, UW-Green Bay Foundation Board of Directors and Retired VP and Controller, Integrys Energy Group, Inc.

FIRST NATIONS STUDIES OUTDOOR CLASSROOM WILL EMBRACE INDIGENOUS WAYS OF TEACHING AND LEARNING

In an oral history teaching, a Menominee elder, Napos, explains the concept of the Medicine Wheel. The Wheel is a circle with four quadrants and four spokes. **“Four is a sacred number to the Menominee people,” says Napos.** The spokes represent key concepts such as the four directions; the four aspects of people—spiritual, emotional, physical and mental; and the four medicines—sweet grass, cedar, tobacco and sage. The Wheel is a common teaching tool to explain the circle of life. It exists in some form across many indigenous cultures, including the Menominee and Ho-Chunk nations, who were the original inhabitants of the land which UW-Green Bay now occupies.



A version of the medicine wheel symbol

UW-Green Bay’s indigenous education program since she joined the faculty 27 years ago. **“Part of that vision has always included physical spaces, where all people—not just indigenous people—come together to share in and learn and interact in indigenous ways of being and doing, teaching and learning,” she said.**

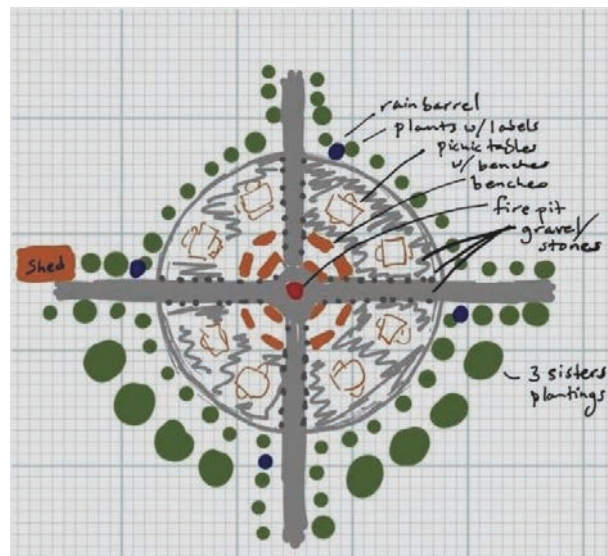
Outdoor learning has noted benefits for student mental health and fits into the indigenous worldview of unity with nature. **“It’s going to provide us so many more ways of connecting to the natural world in an educational setting versus sitting in a linear room at desks that can’t be moved or tables that are bolted down,” said Poupart.** The space will seat 48, enough to accommodate both classes and community events.

The project has garnered support from local individuals and organizations such as the Green Bay Packers, Delaware North, the 1923 Fund, Marcia Mueller and the Wochinske Family Foundation. **“We did not go to the tribes to ask for support. We really wanted to garner support to show that this is of interest to the greater community. People want to be part of this outdoor learning space,” said Dr. Susan Gallagher-Lepak, the dean of the College of Health, Education & Social Welfare.**

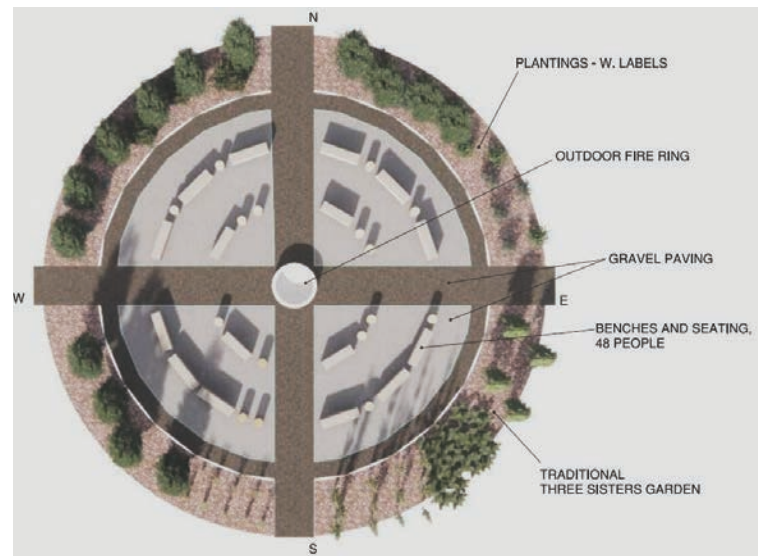
Though it will be a new construction, Poupart thinks of the outdoor classroom as a return, a renewed commitment to giving space for indigenous learning. **“Going forward, this will be a place for indigenous people to come and learn and engage with one another, as we always have for thousands of years. The return to that, I think, is profound,” said Poupart.**

In architectural renderings for UW-Green Bay’s upcoming outdoor learning classroom, the influence of the Medicine Wheel is apparent. The circular, covered structure will feature four gravel paths leading to a central fire ring, encircled by medicinal plants and garden plots. Donors to the University’s First Nations Studies (FNS) program have successfully funded the construction of this educational space, the first of its kind in the state. It was designed with input from FNS faculty and elders to be a place of learning, host cultural events and showcase First Nations culture, programs and environmental practices such as land caretaking and gardening.

Dr. Lisa Poupart, Chair of FNS, has had a vision for



A sketch envisioning the outdoor learning space



An architectural rendering of the outdoor classroom



Guard Noah Reynolds was named Horizon League Newcomer of the Year in 2024

WE’RE JUST SCRATCHING THE SURFACE FAN SUPPORT FUELS PHOENIX ATHLETICS SUCCESS

Phoenix Athletics has seen some massive successes over the past year. Women’s Golf and Men’s Soccer both clinched their Horizon League Championships in 2023, as did Women’s Basketball in 2024. The Men’s Basketball team made waves this year with the largest one-year win turnaround in Horizon League history.

Far from anomalies, these wins stem from renewed investment and enthusiasm for Phoenix Athletics. Much credit goes to Director of Athletics Josh Moon, who came to UW-Green Bay in July of 2021 and began laying the groundwork for future success.

“We needed to get back to the feeling of Phoenix Basketball,” Moon said, “It’s deeply embedded in people, but for some, it’s been frozen.” Basketball has long been the showpiece and entry point for fans to engage with UW-Green Bay, but for those who remember the excitement at games in the 70s and 80s, recent years have felt lackluster.

Recent successes for both men’s and women’s basketball have re-engaged community and alumni fans. When the men’s team beat Oakland this January, the Resch Center saw its largest Phoenix Basketball crowd in 5 years.

Tom Anderson, who played for the Phoenix Men’s Basketball team in the 70s, reconnected with the team after recent outreach from the coach and athletic director.



Athletics Director Josh Moon is seen speaking at his introductory press conference in 2021.

“I think Josh Moon and Coach Sundance Wicks have done just a tremendous job,” said Anderson, “part of that job is to get the alumni back involved.”

Moon, whose contract has recently been extended for 5 years, highlighted a direct correlation between donor investment in Phoenix Athletics and the success of the program’s 14 teams. Being able to hire additional coaching staff and invest in athlete services and equipment has significantly improved team performance.

Although Phoenix Athletics surpassed its Ignite the Future campaign goal, Northern Wisconsin’s D1 athletics program still receives far less support than Milwaukee or Madison. **“If we’re doing this with less, imagine what we could do with more,” said Moon, “We’re just scratching the surface of what’s possible here.”**

SHOREWOOD RESTORATION

WILDFLOWERS AND RUNNERS FIND A HOME ON FORMER GOLF COURSE



Former sand traps, now planted with cacti and other native plants, emulate a sand prairie ecosystem at the Shorewood site

If you walk through UW-Green Bay's former golf course this summer, you might see runners on the fairway, wildflowers on the green or a cactus in a sand trap. With the former golf course shut down since 2021, the space is taking on a new life as an ecological restoration area, cross-country course and university recreation hub, thanks to philanthropic support.

So far, the Cofrin Center for Biodiversity (CCB) staff and student workers have seeded eight acres of the Shorewood Park site with pollinator plants. CCB Conservation Biologist **Andrew LaPlant spearheaded the effort to restore what he calls, "one of the most intensely managed landscapes known to man," the golf course, to something more natural. "It's going to be kind of a mosaic of different plantings," said LaPlant of the plans for the site.** Some of the plants that sprung up absent golf course maintenance indicate an oak savannah landscape.

Oak savannah was once common along Green Bay's east shore and was stewarded by region's First Nations inhabitants through prescribed burns. LaPlant says he hopes to conduct such burns in the future to encourage the growth of native wildflowers.

The ecological restoration is not the only exciting development for the Shorewood Site. The space also now

boasts a 4,000-meter cross country course.

"We're very spoiled here," said Coach Mike Kline with a laugh. Kline is the head coach for the men's and women's cross country teams. He noted that a non-repeating course is a rarity for college campuses and a priceless recruitment tool for prospective athletes visiting UW-Green Bay. **"Runners don't like going in circles," he added.**

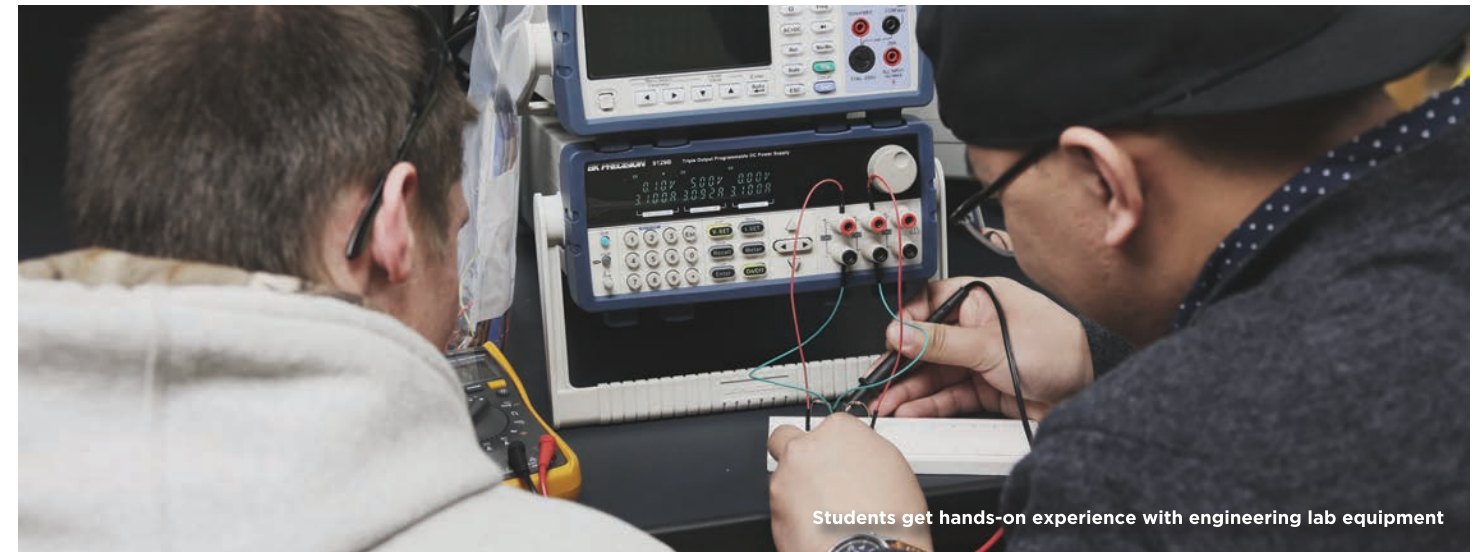
The course has already brought thousands of runners and their families to campus. Close to 1,000 high school athletes visited last fall for the De Pere invitational. Green Bay will also host the NCAA Horizon League championship this fall. In a couple years, Kline hopes to host the Wisconsin Interscholastic Athletic Association state cross country meet, which could bring over 10,000 people to Green Bay.

Kline emphasized that the course is not just for athletes—the Shorewood site is open to the public. He estimates over 70 community members walk or run the course daily. **"Whether you want to walk your dog, or your dog wants to walk you, you're able to go out on there," said Kline.** LaPlant said he hopes public access to the course serves as an opportunity for community members to learn about native plants and restoration efforts.

Though some lament the loss of the old golf course, supporters of the redevelopment will be pleased to know that native plants, bumblebees, butterflies and birds like the redheaded woodpecker are returning to that corner of campus. So too are thousands of runners and recreation enthusiasts. Coach Kline, who still has his student IDs and parking pass from when he was a UW-Green Bay student in the 80s, said he understands sentimentality. Still, he embraces the benefit of change: "It's the only thing constant, right?"



Cross country runners use the Shorewood course for training and competition



Students get hands-on experience with engineering lab equipment

TRANSFORMING ELECTRICAL ENGINEERING WITH SPACES THAT EXCITE

On the lower floor of UW-Green Bay's Instructional Services building, students engage with hands-on learning in the recently renovated Technology, Engineering, Arts and Media (TEAM) Laboratories. The space, with its floor-to-ceiling glass walls, brings to mind the clear technology craze of the early 2000s. Like the iMac G3 or the Gameboy Color, the point is to show off the inner workings, the cool stuff that happens inside.

"There used to be dank, dark storage areas, and they completely gutted it and got rid of all the junk that was in there. Now we've got four dedicated electrical engineering labs," said Dr. Patricia Terry, chair of the Resch School of Engineering. Terry said the labs have given students in the Electrical Engineering Technology program the hands-on experience they need. There are dedicated electrical engineering, electronic circuits, electrical machine and senior design and physics labs for students to practice applied skills. But, the lab equipment wasn't cheap. The labs, much like the rest of the Resch School of Engineering, came together with donor support.

Building upon the success of the Brown County STEM Innovation Building campaign, which launched the Resch School of Engineering and more with over \$11.6 million in philanthropic support, the Electrical Engineering program and TEAM labs were made possible with donor funding.

Many of the organizations that gave gifts to the Electrical Engineering program were also the impetus for its founding. Terry said Northeast Wisconsin's engineering industry needs fueled the development of the School. Companies like Circle Packaging Machinery Inc, The Village

Companies, PPC Foundation Inc., Salm Partners LLC, Fluid Systems, AK Pizza Crust and more helped fund equipment and spaces for Engineering students. Many companies, such as Fincantieri, Georgia Pacific, and Paper Converting Machine Corporation have given additional opportunities to students through scholarships, internships and hiring students after graduation.

Several industry leaders also serve on the Resch School of Engineering's Advisory Board, which gives the School input on how best to prepare students for the job market they will graduate into.

With donor and industry support, the Resch School of Engineering has grown to a program with over 500 students enrolled across several disciplines. That includes over 50 electrical engineers and more than 60 Engineering Technology majors. The faculty has likewise grown, from two engineering faculty when the program launched to 17 engineering faculty and 7 computer science faculty—with more anticipated as the School gears up to launch a Software Engineering major in 2025. The Electrical Engineering major has also begun the ABET accreditation process, which Terry anticipates will be complete in 2025 and which will be retroactive to the program's start in 2021.

Donor-funded learning spaces, like the TEAM labs, are giving students the applied learning opportunities they need to fulfill the region's demands for qualified engineers. As engineering needs in Northeast Wisconsin change, the Resch School of Engineering will continue to rise to the challenge.

BEING A SERVANT LEADER

Q&A WITH DR. SUSAN GALLAGHER-LEPAK



Dr. Susan Gallagher-Lepak, Dean of the College of Health, Education and Social Welfare (CHESW), is retiring after a 40-year career. She has spent 21 of those years at UW-Green Bay. Over her tenure, she has helped build CHESW into a college that prepares students to meet critical needs in Northeastern Wisconsin. Those include the need for nurses, K-12 educators, social workers, health information specialists and community health educators. She also personally supports student success as a donor to endowed scholarships. We asked her about her successes and her leadership at UW-Green Bay.

WHAT ARE YOU MOST PROUD OF OVER YOUR 21 YEARS AT UW-GREEN BAY?

In my dean position, I'm proud to have strengthened programs in Nursing, Social Work and teacher preparation—areas where our community needs positions. A highlight was starting the pre-licensure Nursing program, putting new nurses into our community. It was a heavy lift. It took not only all the approvals from our University and UW System, but also donor support. We needed to build facilities that would align with our needs for this new program. We couldn't have done it without tremendous donor support to build, for example, the Aurora BayCare Medical Center Nursing Skills Center in Wood Hall.

I'm also proud that during my tenure as Dean, we started the first educational doctorate program at UW Green Bay, an Ed.D. in First Nations Education. And currently, we have a new doctorate that will launch in 2024, an Ed.D in Applied Leadership. I'm proud of being part of putting doctoral programs at UWGB on the map.

Simply said, I am proud to have been of service to healthcare, the University and the community. A career in service is important. I hope my example of service will inspire others to follow in this path.

WHAT HAVE YOU LEARNED ABOUT LEADERSHIP?

When I started at the University, I wasn't a formal leader. Then I moved into the chair role, I moved into the Dean role, and I've had a lot of learnings about leadership. Leadership is about working with people. It's about working with people to prioritize the right initiatives, the right moves at the right time to create momentum. I've learned to work with donors and think about their desires for the University and where they can fit. People in our community want to help, and I've worked to be the vehicle to help them find what they're passionate about. There's plenty to find. I learned a lot of great lessons about leadership, and I hope I've been a strong leader to move the college forward and impact the university.

Mission

Founded in 2011, the University of Wisconsin-Green Bay Foundation furthers UW-Green Bay by developing and increasing opportunities for students in the areas other than those in which the State of Wisconsin makes appropriations. The Foundation attracts, manages and distributes private resources that fund student scholarships; renovate or construct academic or recreational facilities; fund endowed faculty positions; support research; and fund educational activities to enhance learning environments.

The Foundation is a 501(c)(3) tax exempt organization which serves as the custodian for charitable gifts made to UW-Green Bay and assures that donor intent is honored.

We gratefully acknowledge the generous donors who have entrusted us with their legacy by creating funds that are invested to provide support in perpetuity, and those who have provided current gifts which provide immediate support for our students. We regret we cannot name all of our contributors within these pages.



Interested in learning more about supporting students, faculty and programs?

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