



# PGA™



92<sup>ND</sup> PGA CHAMPIONSHIP

## **COMMUNITY RELATIONS PROGRAM**

ENHANCING LIVES THROUGH GOLF

## 2010 PGA CHAMPIONSHIP COMMUNITY RELATIONS PROGRAM

The PGA of America is excited to return to Whistling Straits to host the 2010 PGA Championship. In 2004, The PGA was pleased to support many outstanding charities through the PGA Championship Community Relations Program. This year, many of those charities are among the 165 that will participate in the 2010 PGA Championship Community Relations Program. Each charity continues to be a vital resource and provider of services to their constituents. This brochure will highlight 35 charities as well as some special stories from individuals who are benefiting from their services.

The PGA Championship also has had another major impact. The State of Wisconsin Department of Workforce Development reported that in May, jobs were added within the 12 metropolitan areas. We are proud to say that the PGA Championship, with the support of our vendors, employed some 1,200 Wisconsin citizens. Each of these individuals was properly trained to provide services in the areas of food and beverage, security, transportation, cleaning services and general construction. We certainly hope that many of these individuals will obtain employment after the 2010 PGA Championship concludes.

In our efforts to determine where the PGA Championship Community Relations Program could have a significant impact, the Community Relations Committee obtained guidance from the Sheboygan/Plymouth Area United Way. As a result, a special United Way Day was created for 10 of the 31 United Ways across the state. We encourage this collaboration to continue and we look forward to receiving an update when the PGA Championship returns to Whistling Straits in 2015.

### THE IMPACT

**Collectively, the 165 charities received an estimated value of \$425,000.** We are proud that the PGA Championship could bring additional awareness to the outstanding work of these organizations as well as real value to support their programs, in the following ways:

- 124 charities participated in the Tickets for Charities Auction Program
- 35 charities received:
  - 4,500 tickets to attend the PGA Championship
  - Pepsi products, Championship hats and a picnic for 250 at the Youth Clinic
  - An allocation of a value of 1 percent from all on-site merchandise sales purchased via an American Express Card

Furthermore, six charities participated in the Levy Cares Concessions for Charities Program, and Levy Restaurants will donate all non-perishable foods and products to a local food bank.

We would like to acknowledge the support and guidance from the Committee: Chair Cindy Howley, Guillermo Gutierrez and Jim Richerson, the Kohler Company; Joe Stadler, Wisconsin PGA Section Executive Director; Barry Deach and Lauren Brubaker, PGA Championship Office; Kirk Douglas, Dianne Shirley and Earnie Ellison, PGA of America Headquarters.

*You may help by making a contribution directly to the Community Relations charities or through [pgafoundation.org](http://pgafoundation.org).*





## 92<sup>ND</sup> PGA CHAMPIONSHIP COMMUNITY RELATIONS PROGRAM ENHANCING LIVES THROUGH GOLF

**YOUTH AND FAMILY SERVICES** One of the keys to healthy communities is the formation of strategic and sustainable partnerships. The 2010 PGA Championship Community Relations program would like to share some examples of organizations that are working together for the betterment of youth with a common goal to help them develop the tools to become productive citizens and enhance family life. Many PGA Professionals support these organizations with golf programs specifically for wounded veterans and youth who generally would not otherwise have the opportunity to play golf.



### BIG BROTHERS BIG SISTERS OF DANE AND MANITOWOC COUNTIES

Big Brothers Big Sisters is the oldest and one of the most effective youth mentoring organizations in the world. This Community Relations program would like to recognize the Big Brothers Big Sisters of Dane and Manitowoc Counties and their success in pairing youth and mentors. Both continue to drive toward fulfilling the mission to help children reach their potential through professionally supported, one-to-one relationships with mentors that have a measurable impact on youth. The mentors are contributing to brighter futures, better schools, and stronger communities. Many of the youth are from undesirable circumstances that in many cases will yield undesirable results. The mentors, however, are very effective in prevention and are helping youth to improve in academics and self confidence.

### PERSONAL STORIES | A Parent's Perspective and Little Sister's Perspective

Thank you so much for all the things you provide not just for my children, but for all the kids. Without you providing these services and activities I would not be able to afford them for my children. The match that my son has is awesome! We couldn't be more thrilled with Justin and the changes in my son. We wait patiently for matches for my other son and daughter, but I still appreciate them having the opportunity to enjoy the monthly "Match Events."

Keraa, now 15, met her Big Sister Anne at age 9. Both lost a parent, Keraa's mother and Anne's father. Keraa shared her experience with Anne: "We would cry a lot the first few months. Talking to her was like therapy. I was sad a lot but always anxious to see Anne. Together we have done some pretty awesome things. Anne has taken me horseback riding, to the Wisconsin Dells, bowling and Badger games. We also spend time baking, shopping, going out to eat and playing Wii at her house. One of the best things we did was go to a Jonas Brothers concert.

Anne has always been there for me. She has helped me with getting scholarships and is always in the bleachers cheering me on when I play sports, and when I sing in the choir, she is in the audience smiling. She helps and encourages me to do my best. She is like the mom I never got to have. Anne is an amazing Big Sister and I know our friendship will never end."



### POTAWATOMI AREA COUNCIL BOY SCOUTS

The mission of the Potawatomi Area Council Boy Scouts is to prepare its 8,000 young people, supported by 3,500 volunteers, to make ethical and moral choices that will enrich their lives. In 2010 the Boy Scouts of America celebrates its 100th Anniversary! Over those 100 years, young men have learned leadership skills, developed lifelong friendships and discovered the beauty of giving back to their communities. One measure of this Council's success is that over the past year, 109 Boy Scouts have earned the rank of Eagle Scout, the highest rank in Scouting.

## THE GREEN BAY AND SHEBOYGAN COUNTY BOYS & GIRLS CLUBS

In many communities, boys and girls are left to find their own recreation and companionship in the streets. An increasing number of children are at home with no adult care or supervision. Young people need to know that someone cares about them. The Green Bay and Sheboygan County Boys & Girls Clubs offer that and more. Their Club programs and services promote and enhance the development of boys and girls by instilling a sense of competence, usefulness, belonging and influence.

Boys & Girls Clubs are a safe place to learn and grow – all while having fun. They are truly The Positive Place For Kids. Realizing that one central location is not sufficient to service the broader community, both have created relationships with the local schools and expanded those relationships by creating other Clubs to service more youth.



### PERSONAL STORIES | Testimony from a female Boys & Girls Club member, age 16

I attended the Club nearly every day from when I was 8 until I turned 14. I came every day to see the staff and play with my friends. I could get help with my homework, learn how to draw, or join the basketball team. It helped me stay out of trouble and they made sure I was doing my best in school. After my 8th grade year, my family moved to Racine, where we were from. I didn't like it there and neither did my brothers. They got in all kinds of trouble and so did I. I got pregnant when I was 15 and had my daughter, who is now 18 months old. We were all having a hard time in Racine, so we finally moved back to Green Bay. I got involved in the Club again, because I didn't know how I was going to support my baby. I joined the

Teens 2 Work program and got trained on everything I needed to know about getting a job.

I went through 12 weeks of training and then I got hired at the Club and started getting a paycheck. I did so well, that I even got moved to a school site where I got lots more hours and made more money. I'm thankful the Club gave me this chance so I could provide for my daughter. I'll never forget the Club!

## FELLOWSHIP OPEN SUPPORT CENTER FOR TEACHING ENTREPRENEURSHIP

This is a very effective partnership. The Fellowship Open supports organizations which are having a meaningful and demonstrable difference in the lives of the youngsters in the City of Milwaukee. In the nine years that the Fellowship Open has been in existence, it has highlighted and contributed in excess of \$500,000 to more than 50 organizations which are having a real impact on kids in the city.

The **Center for Teaching Entrepreneurship (CTE)** is one of these organizations. CTE's mission is to implement programs for young people ages 9-24 that promote the fundamentals of entrepreneurship and financial literacy. Our goal is to provide an awareness of personal growth opportunities and build individual responsibility. Since it was founded in 1991, some 14,000 young people have participated in CTE's workshops, and 55 youth-managed businesses have been developed.

This program also has a great retention rate, which creates a positive impact on the high school graduation rate and advancement to college. All of the 2009 high school graduates from this program are in college. In addition, 165 participants received internships.



### PERSONAL STORIES | CTE Students' Perspective

As a student in the Center for Teaching Entrepreneurship, the Fellowship Open has made a big difference in my life. I thank them for making it possible for me to attend the Black Enterprise Youth Conference. It happened at a time when I was really wondering what the future held for me. I had dreams and things I wanted to do but I wasn't sure how I could achieve them. When I attended the Black Enterprise Youth Conference I was exposed to a world that changed my outlook on life. The Black Enterprise Youth Conference was like attending a business mini-college.

The encouragement and respect I received from so many people made me determined to go to college. I realized I had to prepare myself so I could make the future what I wanted.

I am thankful for CTE broadening my thinking to include becoming an entrepreneur. With the support from the Fellowship Open I now strongly believe "I will be the CEO of Me."



## THE CLEMENT J. ZABLOCKI MILWAUKEE VA MEDICAL CENTER

The mission of the Clement J. Zablocki Milwaukee VA Medical Center (VAMC) is to improve the health of the veteran population by providing primary, specialty and extended care and related social support services in an integrated healthcare delivery system. To achieve this, VAMC delivers primary, secondary and tertiary medical care in 195 acute care beds (including PRRT) and provides more than 600,000 outpatient visits annually through an extensive outpatient program. The Community Living Center (long-term care) units of 113 operating beds offer geriatric programming that preserves and enhances the individual's dignity. All of Milwaukee's programs serve a veteran population of 321,421 in the southeastern and central parts of Wisconsin.



## THE MERRILL GOLF BOOSTER CLUB

The Merrill Golf Booster Club was founded in 2005 with the mission to support the Merrill Golf Course Junior Golf Program and the Merrill High School golf team. The club's major fundraiser is an annual golf tournament held at the Merrill Golf Course. The Merrill Junior Golf Program, with assistance from the Booster Club, has brought in The First Tee Program.



## THE COMMUNITY FOUNDATION OF CENTRAL WISCONSIN

The Community Foundation of Central Wisconsin is the new home for The Fat Boy Invitational, a non-profit fundraising organization which has been supporting junior golf programs in Central Wisconsin since 1997. By becoming part of the Community Foundation of Central Wisconsin, The Fat Boy Invitational has been integrated in the overall mission to make Portage and Waushara Counties a better place in which to grow, work, play and retire.



## THE PARK PEOPLE OF MILWAUKEE COUNTY

The Park People of Milwaukee County is an "umbrella" organization created in 1997 as a support group for the Parks and Recreation Department. Our Mission is to be the Citizen Stewards of the Milwaukee County Park System. We are working to enhance and ensure a better future for our Milwaukee County Parks through maintaining natural areas, initiating citizen-based friends groups, soliciting donations and managing funds which will provide enhancements to update facilities and beautify parks. We also serve as the leading voice of the citizens of Milwaukee County while speaking to issues that pose threats to the vitality and long-term sustainability of our park system.



## ASSET BUILDERS OF AMERICA INC.

Asset Builders of America Inc., is a 10-year-old, non-profit organization with a mission to design and implement financial education and wealth-building strategies that enhance the quality of life and self determination of low and moderate income youth, families and communities. Asset Builders accomplishes its mission through a number of innovative programs including the well-known Money Conferences, Finance and Investment Challenge Bowl, Millionaire's Clubs and CLIMB Investment Clubs. To date, Asset Builders of America Inc. has served more than 10,000 individuals, some of whom have bought homes, improved their credit scores and received college scholarships.



## NEW HOPE MISSIONARY BAPTIST CHURCH

New Hope Missionary Baptist Church is a faith-based organization (non-profit) that has been in the community for more than 62 years. The mission of NHMBC is to provide a variety of programs and services that meet the spiritual, emotional, physical, educational and housing needs of individuals and families living in the Milwaukee Community. NHMBC programs and services include the following: mentoring, tutoring, individual and family counseling, prison ministry, food pantry, temporary housing, and technology and health resource centers, as well as youth soft-skills job training. NHMBC is located in the Gardens Homes African-American community and offers services to all age groups and ethnicities.



## UNITED COMMUNITY CENTER (UCC)

United Community Center (UCC) is a non-profit, community-based agency that has provided a wide range of programs and services throughout the past 40 years. It is a multi-cultural agency that reaches out to the emerging ethnic groups in Milwaukee and develops understanding and acceptance of the Hispanic culture in Milwaukee. The mission of UCC is to provide programs to Hispanics and near south side residents of all ages in the areas of education, cultural arts, recreation, community development and health and human services. Annually, UCC serves nearly 15,000 individuals through its various programs. Ninety percent of UCC clients are racial or ethnic minorities, with 85 percent Hispanic and 40 percent low-income.





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**YOUTH SPORTS AND ATHLETICS** Healthy eating and physical activities are two goals within First Lady Michelle Obama’s “Let’s Move” initiative to end childhood obesity. One in every three youth in the United States is obese. Generally, youth that participate in sports eat healthier and are far more active because of the physical fitness component of sports. This is why one of the PGA of America’s goals is to help empower PGA Professionals to continue to become partners with local school systems and youth-based organizations to establish golf programs.



### THE FIRST TEE GREEN BAY

The First Tee Green Bay positively impacts the lives of more than 8,500 young people per year in Northeast Wisconsin through youth development initiatives founded on The First Tee Nine Core Values: honesty, integrity, sportsmanship, respect, confidence, responsibility, perseverance, courtesy, and judgment.



### BOBBIE BARNETT MEMORIAL JUNIOR GOLF FOUNDATION

The Bobbie Barnett Memorial Junior Golf Foundation (renamed from the Appleton Schools Golf Initiative) gave 5,520 hours of professional instruction to some 18,000 students through the school golf program. This program has successfully implemented golf in the Physical Education (PE) curriculum at five school districts to include 40 elementary schools and six middle schools. A total of 64 PE teachers have been trained to support the PGA Professionals who teach golf.



### PHOENIX FAST BREAK CLUB

The Phoenix Fast Break Club was founded to encourage sportsmanship, support academic achievement, offer financial assistance and promote the University of Wisconsin-Green Bay women’s basketball program.

## SPECIAL OLYMPICS WISCONSIN

The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for youth and adults with intellectual disabilities. This provides them with continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Special Olympics Wisconsin serves nearly 10,000 athletes with cognitive disabilities in the state of Wisconsin.



## WISCONSIN PGA JUNIOR GOLF FOUNDATION/ FIRST TEE CHAPTERS

The WPGA Junior Foundation, Inc., was created in 2000 to provide opportunities for children to provide positive opportunities, enjoyment and education to junior golfers. The WPGA Junior Foundation will accomplish this through tournaments, clinics, camps, academies, scholarships, grants and other necessary vehicles to encourage and promote the game of golf.

In 2004, the WPGA Junior Foundation signed an agreement to operate all of The First Tee Chapters of Milwaukee County: Noyes Park, Bridging The Gap Learning Center, Lake and Dretzka Park. In 2005, the WPGAJF began a Golf in School program with the aim of introducing kids to the game of golf and the life skills associated with it. In total, WPGA conducts more than 85 junior tournaments per year and reaches more than 6,000 kids per year with our programming.



## PERSONAL STORIES | Gabby and WPGA

Gabby Cross was the most amazing 5-year-old I have ever met. Gabby came to an Easter Seals golf program we had put together at Noyes Park. Her parents were afraid that with her being only 5, she would not be able to participate, but with one look at her there was no turning her down. Gabby spent most of her life in a hospital bed. She was born with a liver disease and soon received a transplant from part of her dad's liver. Among many of her battles these are the ones that hit her the hardest:

- She lost feeling in both of her feet due to a tumor on her spine, which could only be partially removed.
- She lost her ability to walk and use the bathroom.
- She had another tumor that was found higher up on her spine. This one, unfortunately, was inoperable; radiation and chemotherapy were the only ways to try to fight it. Gabby would come out in between treatments, hit maybe 5-10 balls and go back to the hospital. Her cancer returned and a tumor at the base of her skull was found.

Gabby and her family made the decision to stop treatment and let her live out the rest of her life in her own bed. The hardest thing I've ever had to listen to is Gabby telling me her cancer had come back, and there was nothing they could do.

After Gabby passed away at age 7 her mother stated that, "Gabby loved golf, Santa even brought her a golf bag for Christmas. Thank WPGA for doing what you do! Gabby lost her fight with cancer and passed away Memorial Day weekend. Golf was the most important thing in her life. She always looked forward to coming out and hitting a few more golf balls."



**FUNDING AND RESOURCE ORGANIZATIONS** Maintaining adequate funds is a major challenge for charitable organizations. Generally it is a balancing act to deliver the program services and generate the required funding. Consequently, they depend heavily on community agencies to help generate the shortfall in program funding, conduct research, provide training and lobby for policy reform. Funding agencies realize the need for the charitable organizations and have become strategic partners. PGA Professionals also play a major role because they help organize and manage golf outings to support charitable causes.

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### AMERICAN CANCER SOCIETY

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than 3 million volunteers, we are working to create a world with less cancer and more birthdays. We help people through early detection, healing after cancer diagnosis and passage of legislative reform. As the nation's largest non-governmental investor in cancer research, contributing more than \$3.4 billion, we turn what we know about cancer into what we do.

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### MARCH OF DIMES

The March of Dimes was started in 1938 by President Franklin D. Roosevelt to find a cure for polio. On April 12, 1955 that dream was realized by Dr. Jonas Salk. Their mission today is to improve the health of babies by preventing birth defects, premature birth and infant mortality. They carry out this mission through research, community services, education and advocacy to save babies' lives. Researchers, including 11 Nobel Prize winners, have brought about many important medical advances such as the first successful bone marrow transplant to correct a birth defect; the discovery that alcohol consumption during pregnancy causes birth defects; first prenatal diagnosis of sickle cell anemia; the successful use of surfactant to treat respiratory distress syndrome (RDS); successful use of gene therapy to treat hemophilia and retinitis pigmentosa in the lab; and the list of achievements continues.

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### WISCONSIN UNITED WAYS

The mission of the 31 Wisconsin United Ways is to improve lives by mobilizing the caring power of communities within the state to advance the common good. The vision is that all individuals and families will achieve their human potential through education, income stability and healthy lives. Chief Executive Officers from 10 Chapters participated in a special "United Way Community Day" to collaborate on ways to improve youth education, healthy relationships with adults and increase high school graduation rates across the State.

The United Ways are: Sheboygan and Plymouth Area, Brown County, Oshkosh Area, Marathon County, Fox Cities, Manitowoc County, Dane County, Inner Wisconsin, Green Bay and Fond Du Lac Area.

# THESE CHARITIES ARE BENEFITING FROM THE 92<sup>ND</sup> PGA CHAMPIONSHIP



## **American Cancer Society**

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## **Asset Builders of America Inc.**

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## **Big Brothers Big Sisters of Manitowoc County**

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## **Boys & Girls Club of Green Bay**

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## **Boy Scouts of America Potawatomi Area Council**

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## **Bobbie Barnett Memorial Junior Golf Foundation**

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## **Center for Teaching Entrepreneurship**

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## **Special Olympics Wisconsin**

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## **The Park People of Milwaukee County, Inc.**

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## **United Community Center**

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## **United Way of Inner Wisconsin**

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## **UW Green Bay Phoenix Fund**

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