

Visions from the Valley



GREEN VALLEY ENTERPRISES, INC.

Making a Difference

April 2011

Putting the FUN Back in Fundraising

"Fundraising"; its mere mention makes CEOs cringe, grown men cry, and dogs bay at the moon. Board members throughout the country have listed root canals as more enjoyable than fundraising. The reality, however, is that fundraising for a mission you believe in can be emotionally satisfying, worthy of your time and effort and, dare I say it—**FUN!**

Non-profits are feeling the pain of budget cuts as much, if not more, than private industries. Those of us who work toward achieving Green

Valley's mission understand that as government and private funding shrinks, the needs of the individuals and families we serve do not. In fact, as the individuals we serve age, many of their disabilities are exacerbated. That is why we must embrace fundraising and learn to enjoy the process.

Green Valley holds only two fundraisers per year. Each event represents an opportunity for the friends and families of Green Valley to work together to achieve the mission that has defined the agency's work for over 40 years!

"Green Valley Enterprises, Inc. serves people of all ages with special needs. The primary goal is to assist clients, along with their families, to achieve maximum potential, enabling clients to become more independent."

We can continue to work toward achieving our mission if we do it *together*. Our summer fundraiser will be held on Saturday, July 30th. The event features live music, pig roast, raffles and a ridiculous amount of **FUN!** Done right, we can ensure that we achieve our mission **and** have fun doing it!

Worth Noting

*HAM 'N JAM
FUNDRAISER SAT.,
JULY 30,

4 PM TO 9 PM

*AUTISM SUPPORT
GROUP MEETING
FOR PARENTS/
CAREGIVERS FIRST

WEDNESDAY OF THE
MONTH 6:30 PM
AT TRÖSTEN HAUS

*ALZHEIMER'S SUPPORT
GROUP MEETS

10 AM THE FIRST
WEDNESDAY OF THE
MONTH AT TRÖSTEN
HAUS

Top Shop Certificates Awarded



Green Valley production employees are recognized for superior performance on a quarterly basis. 2011 Top Shop Certificates were awarded in the following categories: Just Do It; an award that recognizes best overall communication between co-workers and staff. "Minute to Minute" recognizes outstanding attendance and punctuality. "You've Got the Look" recognizes employees who take pride in their appearance and practice good

grooming habits. The award for "Most Improved" is decided by the production supervisors. This award is based on general improvement in any number of areas. The "Buddy Work" award goes to two employees who consistently work well together and are willing to help their co-workers. The "Gotcha!" award goes to the individual given the highest number of positive behavior slips throughout the quarter. Congratulations to all our award recipients, and keep up the great work!

Pictured are First Quarter Top Shop Award winners Back L-R: Thomas Koch (Buddy Work), Amy Patterson (Buddy Work), Chris Gitzel (Most Improved), Brent Karnitz (Gotcha!), Morgan Higgins (Buddy Work), Jean Benter (Minute-to-Minute). Front L-R: Patsy Yelczyn (Just Do It), Klara Armstrong (You've Got the Look), Travis Herrick (Just Do It), and Jeff Kohlmann (Minute-to-Minute). Missing is Devan Zarczynski (You've Got the Look).

On Point by Jack Hanks, Executive Director



In my last column a few months ago I talked about the value of clear visibility. Little did I know at the time that

we'd be watching near-riots in Madison over some proposed changes for public employees due to budget pressure. It was probably inevitable that someday the forces which have reshaped much of American industry over the past twenty years would arrive at the front doorstep of public enterprise.

There's no shortage of finger-pointing over who is to blame for some of these megatrends. Workers tend to blame NAFTA and other laws which allowed for off-shoring. CEOs have incurred the wrath of many a columnist for their excesses in pay, benefits, and other outsized rewards for the work that they do. Business owners point at government intrusion into their lives, driving up their costs and lessening their competitive position. Decades of easy credit made this Disneyland-like atmosphere possible, and certainly Washington was a cheerleader for home ownership, even when it was clearly a stretch for many of the borrowers. Small investors love sizable growth in their mutual funds, but don't always understand that those returns are possible because of cost cutting. All of those things helped get us to where we are today.

Now we're watching a number of states undergo the hand-wringing that results from years of bad habits and lack of discipline. In too many cases,

decisions are made based on the next election versus actual problem solving. Some have opined that we have a *quid pro quo* government, where newly-elected leaders improve the pay and benefits for those who supported them, using tomorrow's dollars. Many don't want this to end, of course, and it is why thousands of people spent their late winter on the capitol lawn in Madison.

As an aside, most of the math we use today is at least several centuries old and is well understood by fifth graders, so it isn't as if we couldn't see this coming. Economists sometimes observe that "*trends which can't continue, won't.*" Government funds directly or indirectly play a central role in

the operation of agencies like Green Valley, thus it is unreasonable to think that we won't be touched as part of the budget process. That is why we have been preparing for it for several years. We will all feel the effects of this tightening in one way or another, and it's no longer a matter of if, but rather how much and when.

We first directed our efforts at running as efficiently as we can, as regular readers know. We invested in systems and revised internal administrative processes in such a way that we now spend less on those functions than we have historically. That effort, frankly, will never conclude.

Last fall, we added an agency development position in order to bolster our effectiveness at awareness and fundraising, and the results are already

clear. Our development manager, Kristin Hanson, brings sharp focus and high energy to the position, and we are very pleased with the progress we have seen to date.

Fundraising will be a bigger part of our future than we might have ever thought, but we now have the right resources in place to accelerate our progress in this area. While the likelihood of fewer public dollars is rising, we are making the changes necessary to counter that trend. Please read about our fundraising initiatives in this newsletter, and know that we are going full speed ahead to assure the long term sustainability of our mission. Please keep in touch.

Camp Green Valley



Camp Green Valley is ready for another summer of fun under the sun for Dodge County youth ages 7 through 17. Each summer campers enjoy swimming, fishing, craft projects, music, making new friends and getting lots of fresh air and sunshine!

The cost of Camp Green Valley remains the same as the past several years; \$350/camper for the entire eight week program. A deposit of \$175 must be received in the Green Valley office by Monday, May 15. For those who cannot pay the entire camp fee, financial aid is available. For information on whether your child may be eligible for scholarship funds, please call Program Director, Darla Harper (920-887-4282).

Five things ANYONE Can Do to Raise From \$100 to \$5,000

April 2011

In this article taken from the Board Café, found at www.compasspoint.org, the focus is NOT on what an organization can or should do to raise funds, but instead suggests what each of us, as just ONE supporter of Green Valley's mission, can do as an individual.

1. Make a personal contribution at a meeting or event. Anonymity isn't always a good thing. When other individuals see someone give to a worthy cause, it often leads to others adding to the donation.
2. Host a dessert party in your home or business and invite twenty friends and relatives. On the invitations say that they will learn about the organization, be asked but not pressured to make a contribution, while enjoying great desserts. The day before the party, call everyone and encourage them to attend. As a bonus, offer them two desserts (like cupcakes) to take home if they make a contribution before leaving your party.
3. Write a letter to ten friends and relatives. In the letter, explain why Green Valley's mission is so important to you. During the holidays, ask them to consider making a contribution directly to the agency. Many people want to give during the holidays, but don't have a cause that's near and dear to their heart—convince them that Green Valley is a worthy cause.
4. Many of us receive gifts throughout the year that we neither need, nor in most cases, want. Let everyone know that in lieu of gifts throughout the year, you would prefer they make a donation to Green Valley Enterprises in your name. Green Valley will alert you to the donation so that

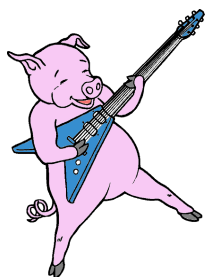
you are able to thank the donor. Green Valley sends all contributors a handmade thank you note as well.

5. Save your change. If you aren't saving change right now, you'll never miss it! It's amazing how much money can accrue over a year's time and it's painless. This is also a great way to get kids involved in giving campaigns. Encourage your children to start their own "sunshine fund." Donating a small amount from an allowance can lead to big leaps in self esteem and social awareness.

"EVERYONE HAS A 'SPHERE OF INFLUENCE'— A GROUP OF PEOPLE THAT THEY CAN GO TO, AND BECAUSE THOSE PEOPLE RESPECT YOU, THEY WILL WANT TO HELP YOU ACCOMPLISH YOUR GOAL IN SUPPORTING A WORTHY CHARITY."
—DIVERSIFIED
NONPROFIT
SERVICES

HAM 'N JAM 2011 DATE SET!

Mark your calendar! Our 2nd Annual Ham 'N Jam will be held Saturday, July 30, at the Beaver Dam Conservationist's Club. **Beaver Dam's Most Wanted** will be performing from 4-9 PM. Raffle tickets will be sold from May 1 until the event. The drawing (including a \$1,000 winner!) will take place at 7 PM that evening. The event is FREE and will include a pig roast, beverages, and separate onsite raffles featuring awesome prizes. Grand Prize



winners need not be present to win.

Free shuttle to and from the event will be available. Watch for details in the July newsletter!

Cathy's Corner by Cathy Coughlin

I found out from my doctor, Jenny Klueger, that I have medium-high blood pressure. Dr. Klueger told me that diet and exercise would help lower it! Maggie the nurse said, "You need to exercise more than you normally do!"

Hypertension, or high blood pressure as it's known, is a SILENT KILLER, so everybody should get theirs' checked.

I wasn't happy with the lifestyle changes I needed to make; no more potato chips, or bottles of soda out of vending machines at Green Valley. But, I realize it's really meant to help me get my body under control.

Cathy has worked on the

production floor for the past 25 years. This is Cathy's first reporting assignment!



Pictured is Cathy Coughlin, reporter for, "Visions from the Valley."



Making a Difference

GREEN VALLEY ENTERPRISES, INC.

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We're On The Web

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OUR MISSION

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Visions from the Valley

Green Valley Enterprises, Inc., 1223 Madison St., Beaver Dam WI 53916

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GVE serves the people of Dodge County with rehabilitation needs. This newsletter is intended to inform the public about the many services we offer to the special needs community.

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