



# Rusk County Community Foundation

# Newsletter

*Bringing Together People Who Care With Causes That Matter*

Welcome To

## HEART Of Gold

Issue #2

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Foundation

### Rusk County Community Foundation

P.O. Box 54  
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#### Mission Statement

To improve the quality of life in the Rusk County Community through permanent endowments and grant giving.

#### Vision Statement

The Rusk County Community Foundation is the catalyst for community improvement and development, being a leading local resource promoting our community by providing the Rusk County non-profit community with philanthropic support used to responsibly address community needs.

### Has Someone Touched Your Heart?

Everyone is invited to the RCCF "Coming out Gala" aka the Heart of Gold Awards ceremony! This inaugural event will be held on Sunday, September 14 at 5 p.m. at the Tee-A-Way Golf and Steak House in Ladysmith.

The RCCF is collecting nominations from the public for individuals who have served the Rusk county community with volunteer acts of service and/or kindness beyond the call of duty.

We want to find Rusk County's people with Hearts of Gold.

#### **NOMINEES SHOULD BE:**

*Any person 18 or older, who enhances the quality of life of someone else is eligible. Such acts of service may largely go unnoticed and include, but are not limited to: helping senior citizens or the disadvantaged, working to improve the quality of education, expanding recreational and cultural opportunities, working with children, protecting the environment, building jobs in the community, promoting public safety, and unusual acts of kindness.*

The Heart of Gold Award ceremony will recognize all the nominees. In addition, three special finalists will be announced. Each of these three finalists will direct a \$1,000 grant to a pre-approved, non-profit organization, of their choice.

To help the Board of Selectors fully appreciate your nominee's efforts, you may find the following suggestions helpful in filling out the nomination form included with this newsletter.

- Please state the reasons why this person fits the description of having a "Heart of Gold."
- Be sure to address the concerns listed in this brochure under "Selection Criteria."
- Please type or write clearly. However, this is not an essay contest—no points are given for the style of this narrative.
- Be sure your nomination is post-marked by the deadline date.
- Please note that your narrative should be suitable for public audience and may be made available to local newspapers.
- Remember the deadline is Friday, July 18. Additional nomination forms are available on our website or contact the Foundation at 715-532-0772.

If you would like more information on the Heart of Gold ceremony, how to nominate an individual, or would like your favorite Rusk county non-profit organization added to our list of approved charities, contact a member of the RCCF board of directors, or visit our website at [www.ruskfoundation.org](http://www.ruskfoundation.org).

*We hope to see you September 14th!*

See Included  
Nomination Form!



## Introducing our newest Board Members

(for a full listing, visit our website)

### Lori Larsen

Lori is a Rusk County native who was raised on a dairy farm. She has been employed by Jump River Electric Cooperative for 28 years and has been in the position of General Manager since November 2003. She is the Secretary-Treasurer of the Ladysmith Federal Savings and Loan Association and is on the board of the Wisconsin Electric Cooperative Association. She's held offices in several other Rusk County organizations. She lives in Exeland.

### Bill Rands

Bill Rands was born and raised in Rusk County. As a local entrepreneur, he has started and operated a number of businesses. His main business is Rands Trucking, a 75 employee nationwide transportation and logistics business. He has been involved with a number of local organizations, and is a board member at local banks. He is married to Yvonne and has 4 children. He resides in Ladysmith.

### Sandy Roth

Sandy was born and raised in St. Paul, MN, moving to Ladysmith in 1992 and started working at WLDY/WJBL

radio station. In 2003 she and her husband David purchased the station. Sandy also publishes/owns the TIDBITS paper. She serves on the Rusk County Board and the board of the Homeless Shelter and is very involved with Shop with a Cop. She served two terms as president of the Greater Ladysmith Area Chamber of Commerce and also is a past treasurer. In addition to her grown children, she, husband David, and son Matthew reside in Ladysmith.

### Board Member Spotlight

Each newsletter we will feature a board member, sharing with you a little more about "what makes them tick" and why they have been selected to serve.

Gloria McGahey serves as the Secretary of the Foundation Board and is a member of the Publicity Committee. She graduated from Tony High School and went on to earn Bachelor, Masters and Doctorate Degrees. She spent the majority of her career in her own consulting company. After calling Boston, Atlanta and San Francisco home, she decided to retire in the town she now calls home, Tony, WI.

Gloria admits it's been an education settling in a rural area again, but she's

delighted she can again focus on family and community, two things that the pressures of work or living in a large city made challenging. She quickly got involved when she moved back in 2002, having served on several Board of Directors, fulfilled a two year term as President of the Hawkins Lion's Club and became a master gardener.

Gloria's passion is education and she's wanting to put her past experiences to work to see what she can do in Rusk County to help guide a focus on post-secondary educational opportunities for our youth. In addition, she's hopeful we can build our community so that we have jobs for those emerging young adults, creating character building activities that give young people options that will sustain a healthy community in the future.

This passion for the community in general is what led Gloria to the Foundation, and while it's still in the early stages, she is hoping that all of the interesting consulting and development projects she's worked on the past will somehow be put into new, creative ways to build community here in Rusk County. Her focus is now back here, where she started.

*Submitted by Bev Dukerschein*

## Stone Soup and Strega Nona

Having received many inquiries about the Foundation--What is it? What does it do? How does it work?—I've struggled to come up with a simple quick answer. My husband listened to my elevator speeches, patiently enduring technical terms and philanthropic lingo. Eventually, he put an end to my suffering (and his). "You're making it too difficult," he said. "Just tell them it's like Stone Soup." "Stone soup?" I asked. "You know, the children's story. The Foundation is Rusk County's version of Stone Soup. If everyone gives a little, you'll eventually have a big pot of soup for everyone." This, I thought, was almost brilliant. The Foundation is indeed like Stone Soup. Over time, everyone contributes ingredients to the pot—something for the carrot fund, the onion fund, the soup bone fund, a little for the garlic fund, and some salt and pepper to taste. With tender loving care, the entire community experiences giving, growing, and granting the results. And it's all done locally! Yes, Stone Soup was a great analogy, but not quite a perfect analogy. My husband would have been completely brilliant if he'd said the Foundation was a cross between Stone Soup and Strega Nona. In Strega Nona, as any pre-schooler will tell you, Big Anthony turns on the magic pasta pot, which produces an endless stream of noodles—similar to a foundation. Once individuals contribute ingredients to the soup pot, the pot cannot be turned off. It keeps producing, growing bigger and better over time, feeding the community forever. It just goes to show you, we really do learn everything we need to know in Kindergarten.

*Kathy Pakes  
RCCF Board Chair*



## Rusk County Community Foundation Frequently Asked Questions

### How is the RCCF governed?

The Foundation is governed by a volunteer board of directors who are chosen because of their demonstrated commitment to and knowledge of the needs of the community. The Board elects its officers, and each board member is appointed to serve a three year term.

### Is this only for rich people – How can I afford to give?

The Rusk County Community Foundation accepts contributions of all sizes. Your contributions can be combined with those of others who share your charitable interests to provide maximum impact to the community at a minimum administrative cost.

Many people choose to make small gifts to the Foundation in honor of, or in memory of a family member, friend, or loved one. The Foundation will send acknowledgments to the person being honored or to the family of the person being remembered and will also send thank you notes and appropriate tax receipts to the donors.

### How can I give?

- **Cash** Direct gifts of cash (or checks) are a convenient way to establish or contribute to a fund.
- **Securities** Stock can be donated to and sold in the Foundation's name. The donor is allowed the full value as a charitable income tax deduction, but pays no capital gains taxes on the sale of the stock.
- **Personal Property or Real Estate** Personal property or real-estate can be donated in the same manner and tax advantages as securities.
- **Will Bequests** When making a will, and after providing for loved ones, you may also make a gift to the Rusk County Community Foundation. Your gift may be a specified amount, a percentage of your estate or specific assets.
- **Life Insurance** You may designate the Rusk County Community Foundation as the owner and beneficiary of a new or existing life insurance policy.

Insurance premiums paid by the donor are deductible as a charitable contribution.

- **Charitable Remainder Trusts** You may transfer assets to a Charitable Remainder Trust. This trust provides for payment of a fixed income to you, a spouse, a disabled person or other loved ones. This trust enables the donor to provide a lifetime personal income and income for beneficiaries for a specified period or death of the last heir. The assets are then transferred to your fund in the Rusk County Community Foundation.

### How do I establish a fund?

Establishing a fund is easy. Because the legal apparatus is already in place, community foundations have appropriate forms available so that a fund can be established and the tax advantages obtained quickly and easily. Foundation personnel can meet with you to learn about your charitable intentions. Your fund can be named to honor your family or the charitable intention you wish your fund to support. Foundation personnel will explain the kinds of funds that can be established and the variety of ways to give.

A simple fund agreement is crafted by the Rusk County Community Foundation staff for each new fund.

### RCCF to sponsor workshops geared towards non-profits

Does your organization need assistance with financial management? Have you ever asked what a strategic plan is and whether your group needs one? Applying for Grants? Need to attract new board members? The RCCF has identified a local need for education and training on these issues and is working with the Northwoods Nonprofits Center at UW Superior to bring a four part workshop series to Rusk County. Please contact the Foundation if you are interested in attending or have additional topics you would like to see presented.

### Investment Committee Formed

The Rusk County Community Foundation has created an investment committee to oversee operational and endowed funds. RCCF board members Kevin Smith, Lori Stushek, Kathy Pakes, and Bill Rands as well as community member Brad Schultz comprise the investment committee which will meet on a quarterly basis to review the Foundation's finances.

### RCCF Members attend "Emerging Roles of Community Foundations"

Board members attended a two day seminar sponsored by the Wisconsin Donor's Forum. Topics included Models for Community Leadership, Creating Operating Endowments, Understanding the new 990, and Developing a Successful Board. "It was a very productive conference," said RCCF board member Eleanor Anderson. "Not only were the workshops top notch, networking with other Foundations in Northwest Wisconsin and learning from their successes and failures provided a valuable resource for us." Hitting the ground running has paid off for the RCCF. "We are definitely further ahead in our organization and master planning than other organizations were at this stage in their existence," said RCCF board member Kevin Smith. "Learning from others has been an invaluable resource."

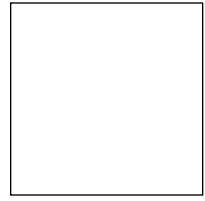


Clockwise from bottom center: Bev Dukerschein, Dinah Hahn, Sandy Roth, Kevin Smith, Gloria McGabey, Andy Albarado and Eleanor Anderson. Center: Kathy Pakes



Rusk County  
Community Foundation

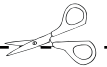
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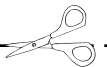


**I'd like more information about the services provided by the Rusk County Community Foundation.**

**Name** \_\_\_\_\_ **Phone (\_\_\_\_) \_\_\_\_\_**  
**Address** \_\_\_\_\_ **E-mail** \_\_\_\_\_  
**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

- \_\_\_\_\_ **I would like someone from the Foundation to contact me.**
- \_\_\_\_\_ **I would like information on how to establish a permanent endowment fund.**
- \_\_\_\_\_ **I would like information on the different ways to give to the community through the Foundation.**
- \_\_\_\_\_ **I would like to make a contribution to the Foundation's Administrative/Operating Fund.**
- \_\_\_\_\_ **I would like to make a gift. Enclosed is my check in the amount of \$ \_\_\_\_\_**

**Please mail to: Rusk County Community Foundation  
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**May 21 Financial Planners Luncheon**

The RCCF sponsored a luncheon for local professionals at the Carnegie Hall Bed and Breakfast on May 21, 2008. Carol Gienapp, executive director for the Community Foundation of Chippewa County, was the featured speaker and discussed the tremendous success experienced by the Chippewa Foundation. "The Chippewa foundation organized in 2001, and has already granted over \$497,000 to local causes." Ms. Gienapp recognized the similarities between Chippewa County and Rusk County and was impressed with the success enjoyed by the RCCF in a short period of time. She thanked Pat and Marty Reynolds for sponsoring the luncheon and recognized the great service they had done in saving the Carnegie Library. "Many of us in Chippewa Falls were saddened when the [Carnegie library] building was damaged" Gienapp lamented, promising to return for a quiet weekend as a guest in the historic building.



*Tom Hegeholz, Jim Doke, and Sue Moore enjoy lunch at the recent meeting that the Foundation hosted for area financial planners.*