

CHANGE THE WORLD



WITH A GIVING HEART

# National Philanthropy Day<sup>®</sup>

# AWARDS LUNCHEON

Wednesday, November 15, 2023

The Pfister Hotel

National Philanthropy Day is a special day set aside by the Association of Fundraising Professionals (AFP) to recognize the contributions of those active in the philanthropic community who are making our community a better place for all.



# Thanks to Our Sponsors

## GOLD SPONSORS:

---

**Anon  
Charitable  
Trust**



CAMPBELL  
& COMPANY



## SILVER SPONSORS:

---



## TABLE SPONSORS:

---

Advocate Aurora Health | Three Harbors Council, Boy Scouts of America  
Helen Bader Institute for Nonprofit Management | The Jendusa Family  
Life Navigators | Make-A-Wish Wisconsin | Northwestern Mutual  
Sabljak & Budisch | Siebert Lutheran Foundation | Amy & Jason Rowell  
UWM Foundation | Vivent Health | Wellpoint Care Network

## PATRON SPONSORS:

---

College Possible Milwaukee | Froedtert & The Medical College of Wisconsin  
Loving Venti Consulting | Rudnitzki and Associates

PRODUCTION PARTNER



# 2023 National Philanthropy Day®

The Association of Fundraising Professionals of Southeastern Wisconsin is honored to recognize individuals, organizations, and volunteers who are making our community a better place for all.



## SPECIAL ADDRESS

Cindy Bentley, Executive Director of People First Wisconsin  
*"Using Your Voice in Philanthropy"*

## PAST PHILANTHROPY AWARD RECIPIENTS

### **Evan P. Helfaer Donor Award**

- 2022 Calvin and Suzanne Schmidt
- 2021 Bob Dohmen
- 2019 Peter and Joan Bruce
- 2018 Harris Turer
- 2017 Cindy and Roger Schaus
- 2016 James and Yvonne Ziemer
- 2015 William Radler
- 2014 Billie Kubly

### **Leave A Legacy Award**

- 2021 A. Bela Maroti
- 2019 Bernie Kubale
- 2018 Al Troyke
- 2017 James H. Basler
- 2016 Pat and Joan Kerns
- 2015 John and Elizabeth Feith
- 2014 Dorothy Heale

### **Trailblazer Award**

- 2021 Marybeth Budisch
- 2018 Doris Heiser

### **Philanthropic Youth of Today Award**

- 2022 Ava Yuergens and Ben Otto
- 2021 Stephanie Guy and Autumn Mays
- 2019 Hannah Reynolds
- 2018 Katie Eder
- 2017 Erin McBriarty
- 2016 Michela Miller and Madison Sveum
- 2015 Isabel Pesci, Elizabeth Korb, Taylor Newcomer
- 2014 April Fehr

### **Scott M. Cutlip Professional Fundraiser Award**

- 2022 Tanya Mazor-Posner
- 2021 Sarah Malchow
- 2019 Penny Gutekunst
- 2018 Karen Spahn
- 2017 Daniel J. Mueller
- 2016 Shannon Watry, CFRE
- 2015 Steve Atwell, CFRE
- 2014 Julie Quinlan Brame

### **Todd Wehr Volunteer Award**

- 2022 Gina Peter
- 2021 John Kissinger
- 2019 Thelma Sias
- 2018 Wendy Carlson
- 2017 Paul Eberle
- 2016 Donald W. Layden, Jr.
- 2015 Mick Hatch
- 2014 Doug Ziegler

### **Wisconsin Organization Philanthropy Award**

- 2022 United for Waukesha Community Fund
- 2021 The Milwaukee Kitchen Cabinet
- 2019 Komatsu
- 2018 We Energies/ We Energies Foundation
- 2017 MGIC Mortgage Guaranty Insurance Corporation
- 2015 A.O. Smith Foundation
- 2014 Brewers Community Foundation

For a full listing of past award winners, please visit [www.afpsewi.org](http://www.afpsewi.org).

## 2023 Scott M. Cutlip Professional Fundraiser Award Recipient

---

# Sarah Gilday

**Nominated by:** Siebert Lutheran Foundation

**Letters of Support:** Lisa Attonito, Rikki Harry, CFRE, Steve Schmidt and Shannon Watry, CFRE



Continually curious, infectiously enthusiastic, and unabashedly positive are how those who know Sarah Gilday describe her.

Sarah is Siebert Lutheran Foundation's Director of Philanthropy. She joined Siebert in April 2022 after holding senior roles at Sojourner Family Peace Center, Junior Achievement of Wisconsin and as a consultant serving clients in Madison and Milwaukee.

Sarah was selected by Siebert to lead Siebert Serves, an initiative to build relationships and accept gifts for the first time in the foundation's 70-year history to deepen the financial support for grantees. She brings a deep skill set for securing large gifts, building relationships with a wide range of stakeholders and growing revenue by double digits to meet aggressive revenue goals.

Sarah has a passion for helping develop talent and finding innovative approaches to fundraising challenges. Under her leadership, Siebert launched a major donor fundraising cohort for Siebert grantees. She co-leads this 12-month cohort which cultivates grantees' competence, capacity, and confidence for raising money.

Sarah enjoys volunteering, serving at church, and mentoring professionals. When she finds the time, she loves traveling to new places, a good book she can't put down, delectable meals prepared by her husband Joe and scuba diving with her daughter Eden, age 15.

### **Scott M. Cutlip Professional Fundraiser Award**

This award recognizes a fundraising executive in Southeastern Wisconsin who has distinguished herself/himself professionally.



## 2023 Evan P. Helfaer Donor Award Recipient

---

# The Jendusa Family

**Nominated by:** Make-A-Wish Wisconsin

**Letters of Support:** Children's Wisconsin

Jerry & Becky Jendusa and their five children are pillars of philanthropy in Southeast Wisconsin. They are long-time supporters of Make-A-Wish® Wisconsin and Children's Wisconsin, making a significant impact on children and families and inspiring philanthropy throughout our community.

Jerry and Becky always involve their children in their giving as they work to instill the value of philanthropy and service learning in their kids. During COVID, the Jendusas made a \$1 million gift to Make-A-Wish Wisconsin and used their gift as a match for other donors to help fill a funding gap experienced due to COVID. The Jendusas have donated more than \$1,200,000 over the past nine years to Make-A-Wish Wisconsin, equating to over 240 wishes granted.

In January 2020, the Jendusa family gave a transformational gift of \$1 million to Children's Wisconsin for mental and behavioral health initiatives over a five-year period, plus \$50,000 for pediatric cancer research through the MACC Fund Center for Cancer and Blood Disorders at Children's Wisconsin.

The Jendusas have supported fundraisers for Children's Wisconsin and Make-A-Wish Wisconsin, including an annual golf outing that for over a decade, raised over \$750,000 for Children's Wisconsin. They also support Mukwonago for Wishes, which has raised more than \$400,000.

### **Evan P. Helfaer Donor Award**

This award recognizes an individual or couple for distinguished service in sharing resources with charitable organizations in Southeastern Wisconsin.



## 2023 Wisconsin Organization Philanthropy Award Recipient

# Eaton

**Nominated by:** Habitat for Humanity of Waukesha County

Eaton is dedicated to transforming communities into vibrant places. With a global presence, their employees reflect their commitment to the community through their skills and ideas. Eaton's company culture is exemplified by their staff's work ethic and passion in volunteer and advocacy efforts.

They have been instrumental in supporting nonprofit organizations in Southeastern Wisconsin. Eaton team members volunteered over 33,000 hours in 2022. Since 2020, they have donated approximately \$10 million worldwide, with 75% supporting health and human services, 20% for education, and 5% for civic and cultural organizations.

Eaton has been recognized as one of CR Magazine's "100 Best Corporate Citizens" for 13 years. Eaton's dedication to corporate responsibility and community involvement is evident in their volunteerism, charitable contributions, and distinguished corporate citizenship. They leave a legacy of vibrant communities worldwide.

### **Wisconsin Organization Philanthropy Award**

This award recognizes a corporation, foundation or organization with an outstanding record of philanthropic leadership in Southeastern Wisconsin.

## 2023 Philanthropic Youth of Today Award Recipient

---

# Madilynn Puetz

**Nominated by:**  
Three Harbors Council, Boy Scouts of America

**Letters of Support:** Michael Johnson and St. Paul the Apostle Catholic Church



The oldest of three, Madilynn Puetz always lent a helping hand, especially at her younger brothers' Cub Scout meetings. When Madi had the opportunity to join the Boy Scouts of America, Scouts BSA program in 2019, she was all in.

Since joining Troop 2002, chartered out of the Bartlett Youth Foundation in Mount Pleasant, WI, Madilynn has held several leadership positions, participated in recruiting events, planned numerous campouts and was elected by her peers into the Order of the Arrow. Two years later, she is the current Chief of the Kanwa-tho Lodge. She has participated in and staffed National Youth Leadership Training and attended the National Jamboree.

Successfully raising close to \$10,000 and securing another \$4,000 in construction materials, Madilynn's vision of building an outdoor chapel for her Eagle Scout project is almost complete. The structure will be used for weddings, funerals, Vacation Bible School and other needs of her congregation.

Madilynn is enrolled in the International Baccalaureate program at Jerome I. Case High School in Racine, is a school ambassador, plays viola in the orchestra and is a member of the National Honor Society. She cantors and plays her viola at Sunday Mass and is a member of the Pastoral Council. Madi also works part time at Hometown Pharmacy. Madilynn lives at home with her mom and dad and brothers Cayden and Landon.

### Philanthropic Youth of Today Award

This award recognizes a young person or group of young people who have made a significant difference in Southeastern Wisconsin through philanthropic leadership in the last year.

## 2023 Todd Wehr Volunteer Award Recipient

---

# Sean Mars

**Nominated by:** Children's Wisconsin



Sean Mars earned his Bachelor's degree in Computer Science and Psychology from Carroll University with minors in Sociology and Police Science. He started his career programming software applications for multiple industries. He was a police officer for a few years and left this work to start a company and develop software for police and security professionals. This software is now used worldwide.

Sean sold his company in 2017 and now devotes his time to giving back. He volunteers as a youth sports coach and at Children's Wisconsin, where he supports kids undergoing treatment at the MACC Fund Center for Cancer and Blood Disorders. Sean also runs the Mars Family Foundation, which he started after selling his company.

The Mars Family Foundation coaches nonprofits and charities to help them run more efficiently and sustainably. The Foundation develops software, tools and programs to help charities improve their operations and increase community engagement and support.

Through his organization, Sean also created leadership programs to mentor young adults. The Foundation's building has a virtual reality room with a simulator for golf, bowling and other games, where wounded warriors, kids with disabilities and their families can have a break from their daily struggles.

Sean's philanthropic generosity to Children's Wisconsin includes a gift to advance the Mental and Behavioral Health program. He is also a presenting sponsor of the 2023 and 2024 Miracle Marathon, a long-standing annual radiothon where parents, patients and care providers share remarkable stories to help raise critical funds for Children's.

### **Todd Wehr Volunteer Award**

This award recognizes an individual or couple for sustained volunteer dedication in raising philanthropic funds in Southeastern Wisconsin.



2023 National Philanthropy Day®

# PARTNERS IN PHILANTHROPY 2023 HONOR ROLL

The impact of our partnerships with donors, advocates and volunteers allows us to do the extraordinary work realized by over 2.2-million nonprofits throughout the country, and almost 35,000 in Wisconsin alone.

In honor of National Philanthropy Day® every year, Partners in Philanthropy is a unique opportunity for each AFP member to celebrate two donors/volunteers that have made a difference to their organization and to the greater community.

Below is a listing of those that have been nominated for making that impact for the members of the **Association of Fundraising Professionals Southeastern WI**, and their organizations.

## **American Company of Irish Dance**

GMF - Bill Borchert Larson Fund

## **Children's Wisconsin**

Kesslers Diamonds

Brian Anderson - TV Announcer,  
Milwaukee Brewers Baseball Club

Bob and Charlotte Miller

Jeff and Janessa Pierce

Meghan's Mission

## **College Possible Milwaukee**

Dick and Shelly Seesel

David Gay

## **Community Smiles Dental**

Froedtert & The Medical College of Wisconsin

ProHealth Care

## **Education Foundation of New Berlin**

Rotary Club of New Berlin

TDS Telecommunications

## **The Gathering of Southeast WI, Inc.**

Mel and David Johnson

## **Kids Matter Inc.**

Ticket to Dream Foundation

The Charles E. Kuby Foundation

## **Life Navigators**

First Business Bank

Al & Pam Pawelski

## **Make-A-Wish Wisconsin**

Baird

Fusion Recruiters

Sedgwick Claims Management Services, Inc.

Jersey Mike's

## **Siebert Lutheran Foundation**

Tim Larson

Cathy and Eric Jacobson

## **SPI Consulting**

Falls Area Food Pantry

## **Urban Ecology Center**

Rudy and Terri Sundberg

## **Wellpoint Care Network**

Monica Nichol

James Madlom

Jackie Herd-Barber

## **Women's Fund of Greater Milwaukee**

Ashton Henry

Monica Shah-Davidson

# ASSOCIATION OF FUNDRAISING PROFESSIONALS SOUTHEASTERN WI MEMBER ORGANIZATIONS

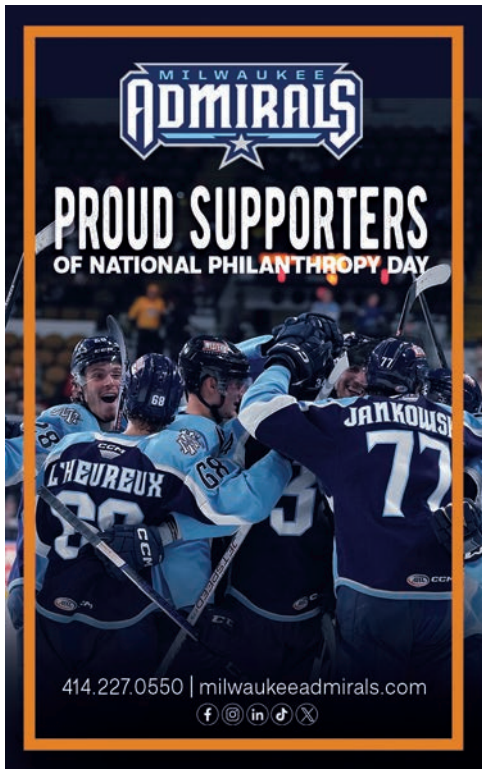
ACLU of Wisconsin  
All-In Milwaukee  
Assumption Hall  
Augustine Preparatory Academy  
Autism Society of Southeastern Wisconsin  
Carroll University  
Catholic Charities of the Archdiocese of Milwaukee  
Catholic Memorial High School  
Centro De La Comunidad Unida  
Children's Wisconsin Foundation  
Cincinnati Works  
Clearview Home Corp  
COA Youth and Family Centers  
Coalition For Children, Youth & Families  
Community Smiles Dental  
Concordia University Wisconsin & Ann Arbor  
Cristo Rey Jesuit High School  
Delia Kovac Company  
Dismas Ministry  
Ducks Unlimited  
Eastbrook Academy Inc  
Eastcastle Place, Inc  
Education Foundation of New Berlin  
Eras Senior Network  
Erin Cullen Company  
Executive Director Inc  
Feeding America Eastern Wisconsin, Inc  
First Stage  
Friedens Community Ministries  
Froedtert Health  
Gary Hubbell Consulting

Gateway Technical College Foundation  
General Secretariat of Franciscan Mission  
Goodwill Industries International, Inc  
GPS Education Partners  
Greater Milwaukee Foundation Inc  
Hear Wisconsin, Inc  
Heart Love Place  
Hebron Housing Services  
Helen Bader Institute For Nonprofit Management  
HIR Wellness Institute, Inc.  
Historic Milwaukee Inc.  
IMPACT, Inc.  
In Progress Consulting  
International Orthodox Christian Charities  
Jennifer Doyle Company  
Jewish Family Services  
Joined By Purpose  
Julie/INK  
Junior Achievement USA  
Kate Kenney Company  
Kenosha Public Museums  
Kinship Community Food Center  
Lake Area Free Clinic  
Legal Action of Wisconsin, Inc.  
Len laquinta's Excellence In Communications, Inc  
Life Navigators  
Light the Hoan, Inc.  
LOTUS Legal Clinic  
Lutheran Social Services  
Manitoba Possible  
Marcus Performing Arts Center  
Marquette University

Marquette University High School  
Maywood Environmental Park  
Medical College of Wisconsin  
Megan Kujawa Company  
Milwaukee Academy of Science  
Milwaukee Center For Independence  
Milwaukee Kickers Soccer Club  
Milwaukee PBS  
Milwaukee Public Museum  
Milwaukee Repertory Theater, Inc.  
Milwaukee Symphony Orchestra  
Mount Mary University  
NACCC  
NAMI Southeast Wisconsin  
Nativity Jesuit Academy  
Next Act Theatre  
Nick Sgarlata Company  
Nicole Wagner Company  
Old World Foundation  
Pathfinders  
Penfield Children's Center  
Priests of the Sacred Heart  
Rogers Behavioral Health Foundation  
Royal Marsden Hospital  
Rudnitzki & Associates  
Safe & Sound, Inc  
Saint John's Communities, Inc  
Secure Futures  
Shepherds College  
Shorehaven  
Siebert Lutheran Foundation  
Sisters of St. Francis of Assisi  
Sixteenth Street Community Health Centers, Inc.  
Social Current

Social Development Foundation  
Society of St. Vincent de Paul Milwaukee  
Sojourner  
SPI Consulting  
St Thomas More High School Inc  
St. Anthony School  
St. Joseph Academy  
St. Marcus School  
The Difference Principle, Inc.  
Threshold, Inc  
Tiffanie Wren Company  
Trees Forever  
TWB Fundraising  
United Community Center  
United Way, Inc  
University of Wisconsin-Milwaukee  
UpGrade Media Arts  
Vicky Cordani Company  
Vivent Health  
War Memorial Center  
Waukesha Co. Community Dental Clinic  
WCTC Foundation, Inc  
Wellpoint Care Network  
Westown Association  
Wisconsin Lutheran College  
Wisconsin Lutheran High School  
Wisconsin Lutheran Seminary  
Wisconsin Voices  
Women's Fund of Greater Milwaukee  
YMCA of the USA

The listing is taken from the AFP  
Global membership database



MILWAUKEE  
**ADMIRALS**

**PROUD SUPPORTERS**  
OF NATIONAL PHILANTHROPY DAY

414.227.0550 | milwaukeeadmirals.com

f @ in d X



Campbell & Company, a proud sponsor of AFP Southeastern Wisconsin, celebrates philanthropists and nonprofit leaders in the region and beyond committed to making an impact in the communities they serve.

**Congratulations to  
all honorees!**

www.campbellcompany.com  
877.957.0000





## **BOARD OF DIRECTORS**

---

**Amy Rowell**, President  
IMPACT, Inc.

**Mimi Laffin**, President Elect  
Goodwill Industries International

**Dawn Groshek**, Past President  
State of WI, Department of Milwaukee  
Children & Families

**William Loder**, Secretary  
Milwaukee Symphony Orchestra

**Scott Marshall**, Treasurer  
Feeding America Eastern Wisconsin

**Uniqua Adams**  
Milwaukee Academy of Science

**Rikki Harry**, CFRE  
MCHS Foundation

**Dr. Tequila Kurth**  
UpGrade Media Arts Schools, Inc.

**Jonathan Lord**  
Children's Wisconsin Foundation

**Jim Moore**  
Waukesha County Community Foundation

**Amanda Stahmann**  
Life Navigators

**Rebecca Surges**  
St. Vincent de Paul Society

**Michelle Strode**  
Pathfinders

**Heather Willette**  
Shepherds College

Administrator: **Julie Cordero**  
AFP Southeastern Wisconsin  
PO Box 510846  
New Berlin, WI 53151

## **NATIONAL PHILANTHROPY DAY COMMITTEE**

---

**Amanda Stahmann**  
NPD Chair, Life Navigators

**Jonathan Lord**  
NPD Vice Chair, Children's  
Wisconsin Foundation

**Beth Bender**  
Sixteenth Street Community Health  
Centers

**Julie Cordero**  
AFPSEWI Chapter Administrator

**Kendra Kelling**  
Maywood Ellwood H. May  
Environmental Park

**Will Loder**  
Milwaukee Symphony Orchestra

**Andrea Rivera de Vega**  
Milwaukee PBS

## **NATIONAL PHILANTHROPY DAY AWARDS SELECTION COMMITTEE**

---

**Melissa Baxter**  
Waukesha County Community Foundation

**Nancy Clarkin**  
United Way of Greater Milwaukee &  
Waukesha County

**Bryce Lord**  
Helen Bader Institute for Nonprofit  
Management

**Tanya Mazor-Posner**  
Jewish Home and Care Center Foundation

**TrenLan Pounds**  
Greater Milwaukee Foundation

**THANK YOU TO THOSE WHO HAVE DONATED THEIR  
TIME AND TALENT TO MAKING THIS DAY POSSIBLE**



## MISSION

The Association of Fundraising Professionals empowers individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy.



THANK YOU FOR JOINING US FOR OUR  
2023 NATIONAL PHILANTHROPY DAY AWARDS LUNCHEON