



## Creating Change

As Community Shares of Wisconsin (CSW) prepares to celebrate its 40th anniversary in 2011, we look back on 2010 successes, and we say thank you to all of our supporters who helped us along the way.

We were pleased to see significantly increased donations in our workplace giving campaigns. Donors were generous, with our 2010 fundraising up 13% in the public sector and up 6% in the private sector. It's gratifying to see how people continue to respond to the work our nonprofits do.

With a second Willy Street Co-op open on the west side, we saw revenue from our sister organization, CHIP, at an all-time high of nearly \$120,000. That's up 18% compared to 2009.

This growth in revenue allowed us to make an additional funding distribution to our member groups.

And there were more positive developments in 2010:

- For two years CSW has been working with Professor Randy Stoecker and graduate student Catherine Willis, from the UW-Madison Department of Community and Environmental Sociology, to conduct research related to CSW fundraising practices. Over the years CSW has collected large amounts of data but lacked the ability to fully analyze the data. The research has provided extremely useful information that we can use, in various ways, to improve our practices. CSW staff, Professor Stoecker, and Ms. Willis have also presented information at the Community Shares-USA national meeting. We

believe that this work may lead to improved fundraising practices among more than 20 social action funds throughout the country. And we are grateful that in the past year the research has been funded by a grant from the Graduate School and a match from the Morgridge Center.

- We finalized plans to create the Center for Change, a collaborative space that will house Community Shares and six other nonprofits.
- The CSW staff was pleased to be recognized as one of *Madison Magazine's* Best Places to Work 2010-11, taking the #1 spot in organizations with fewer than 100 employees. According to the magazine, CSW had "an astonishing 100% in five out of six indicators." I believe this shows good leadership from our Executive Director and our Board of Directors.

As you look inside to see a small sampling of our member groups' successful work, recall that our members have always been on the cutting edge of social change. Though the issues have evolved, CSW has been steadfast in our passion to foster justice and create a better world for the future.

Thanks to each of you for your support and involvement!

*Emily Dickmann*  
Emily Dickmann  
President, Board of Directors

## OUR THANKS TO THOSE RAISING FUNDS THROUGH WORKPLACE GIVING

AFSCME Council 40	Great Lakes Higher Education Corp.	Mental Health Center of Dane County	Stoughton Area Schools
Alzheimer's & Dementia Alliance of Wisconsin	Greater Madison Convention & Visitors Bureau	MetaStar	Summit Credit Union
Bethel Lutheran Church	Group Health Cooperative of South Central Wisconsin	Monona Grove School District Combined Campaign	Teamwork Associates
Boardman Law Firm	Heartland Credit Union	Monona State Bank	Thermo Fisher Scientific
Breast Cancer Recovery	Herrick & Kasdorf	Morgan Murphy Media (Madison Magazine, WISC-TV, My Madison TV)	Union Cab
BT Squared Engineering & Science	The Hiebing Group	Morgan Stanley	UW Credit Union
Capitol Bank	Home Savings Bank	Morgridge Institute for Research	UW Foundation
Cascade Asset Management	Isthmus Publishing	Oregon School District	UW Medical Foundation
City of Madison Combined Campaign	Johnson Bank	Park Bank	WEA Trust
Combined Federal Campaign	Johnson Block & Co.	Park Printing	WEAC
Community Action Coalition	Kailo Fund	The Payroll Company	Wegner LLP
Community Car	Kelly Financial	Promega	Wells Print and Digital
Cullen, Weston, Pines & Bach	Lakeview Veterinary Clinic	Reilly, Penner & Benton	WiCell Research Institute
Dane County Combined Campaign	Lathrop and Clark	RenewAire	Wildwood Family Clinic
Dane County Credit Union	M3 Insurance Solutions	Spectrum Brands	Wipfli
designCraft Advertising	Madison College Combined Campaign (formerly MATC)	Stafford Rosenbaum LLP	Wisconsin Alumni Association
The Douglas Stewart Company	Madison Children's Museum	State Bank of Cross Plains	Wisconsin Alumni Research Foundation (WARF)
Earth IT	Madison Development Corporation	State Bar of Wisconsin	Wisconsin Energy Conservation Corporation (WECC)
EZ Office Products	Madison Environmental Group	State Environmental Leadership Program	Wisconsin Insurance Security Fund
First Business Financial Services	Madison Teachers, Inc.	State, University, and UWHC Employees Combined Campaign	Wisconsin Trust Account Foundation
Flad Architects	Madison Metropolitan School District Combined Campaign		Wi Sys Technology Foundation
Foley & Lardner			
Full Spectrum Solar			
Godfrey & Kahn			
Gordon Flesch Company			

Plus Community Shares' Member Groups

## FUNDING SOURCES

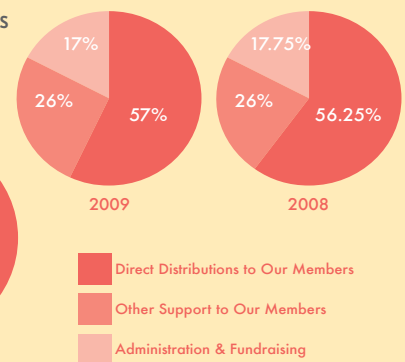
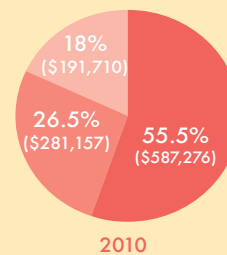
Public Employee Giving Campaigns	35.6%
Private Employee Giving Campaigns	27.3%
Individual Donors/Direct Mail	16.9%
Special Events/Corporate Sponsorships	2.8%
Contracts/Dues/Other	17.4%

Thanks to all who contribute specifically to Community Shares, since your gifts:

- Support the training and services we provide to our members.
- Benefit all of our nonprofits—with a portion of the gift divided equally among all our CSW member groups.

Remember: you can also direct donations to one or more of our member groups, and they receive **100%** of your gift.

Figures from expenditures reflect data from the IRS form 990.



Examples:

**Direct Distributions to Our Members**—gifts that donors direct specifically to certain member groups, as well as a share of the money given to CSW.

**Other Support to Our Members**—training, tech assistance, and other services to our groups.

**Administration**—state and federal reporting; accounting and bookkeeping.

**Fundraising**—creating materials to help our members raise funds; doing presentations at work sites; raising funds for/at annual event.



Interfaith Coalition for Worker Justice

## 2010 ALLOCATIONS

1000 Friends of Wisconsin	\$10,384	Midwest Environmental Advocates	\$6,037
ABC for Health	\$11,522	NARAL Pro-Choice Wisconsin Foundation	\$820
ACLU of Wisconsin Foundation	\$16,185	New Harvest Foundation	\$10,419
Arts Wisconsin	\$7,614	Nuestro Mundo, Inc.	\$810
Bayview Foundation	\$12,791	OutReach	\$13,856
Bicycle Federation of Wisconsin	\$11,669	Physicians for Social Responsibility-Wisconsin	\$7,290
Center for Media & Democracy	\$530	The Progressive	\$9,512
Center for Family Policy & Practice	\$3,153	Project Home	\$13,852
Chrysalis	\$9,597	Rape Crisis Center	\$34,287
Citizen Action of Wisconsin Education Fund	\$1,808	REAP Food Group	\$690
Citizens for Safe Water Around Badger	\$5,395	River Alliance of Wisconsin	\$22,498
Citizens Utility Board	\$5,177	Sierra Club Foundation	\$32,809
Coalition of Wisconsin Aging Groups	\$8,377	Sustain Dane	\$880
Community Action on Latin America	\$4,325	Tenant Resource Center	\$8,275
Clean Wisconsin	\$14,363	UNIDOS Against Domestic Violence	\$7,502
Common Wealth Development	\$9,675	Wisconsin Apprentice Organizers Project	\$3,947
Community GroundWorks	\$1,545	Wisconsin Community Fund	\$6,937
Dane County TimeBank	\$570	Wisconsin Coalition Against Domestic Violence	\$18,713
Disability Rights Wisconsin	\$9,395	Wisconsin Coalition Against Sexual Assault	\$7,128
Fair Housing Center - Greater Madison	\$5,650	Wisconsin Council on Children and Families	\$10,601
Fair Wisconsin Education Fund	\$12,612	Wisconsin Council of the Blind & Visually Impaired	\$520
Freedom Inc	\$548	Wisconsin Democracy Campaign	\$10,522
Friends of Wisconsin State Parks	\$18,473	Wisconsin Early Childhood Association	\$9,453
Gathering Waters Conservancy	\$13,182	Wisconsin Family Ties	\$7,865
Gay Straight Alliance for Safe Schools	\$20,228	Wisconsin League of Conservation Voters	\$670
Grassroots Empowerment Project	\$5,308	Wisconsin Literacy	\$10,645
Grassroots Leadership College	\$520	Wisconsin Network for Peace and Justice	\$545
Housing Initiatives	\$10,837	Wisconsin Wetlands Association	\$13,205
Interfaith Coalition for Worker Justice	\$1,620	Wisconsin Women's Network	\$5,832
League of Women Voters of Wisconsin Education Fund	\$8,544	Women in Transition	\$9,939
Legal Action of Wisconsin	\$11,098	Working Capital for Community Needs	\$520
Madison Area Community Land Trust	\$7,612	WORT 89FM Community Radio	\$30,109
Madison Audubon Society	\$9,267		

## CSW BOARD OF DIRECTORS

Emily Dickmann, President  
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 Pam Kleiss, Treasurer

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## CSW STAFF

Crystal Anders, Executive Director  
 Cheri Dubiel Buckner, Associate Director  
 Myla Burns, Membership Coordinator  
 Ana Cheung, Limited Term Employee  
 Liz Fitzpatrick, Campaign Associate  
 Julie Horst, Campaign Director  
 Kathleen Messinger, Financial Manager  
 Moira Ulrich, Marketing and Communications Director

Community GroundWorks: triumphantly displaying the garlic harvest at Troy Kids' Garden

*Thank you for your support in 2010*



## HOW DO YOU WANT TO CHANGE THE WORLD?

- READ ABOUT
- Our member groups' successful work
  - Good news from 2010
  - The revenue our groups received — thanks to you

COMMUNITY SHARES OF WISCONSIN: BUILDING SOCIAL AND ECONOMIC EQUITY AND A HEALTHY ENVIRONMENT. The oldest social action fund in the country, Community Shares of Wisconsin connects donors with more than 60 local, grassroots nonprofits—all creating change in Dane County and throughout Wisconsin.

Non-Profit  
Organization  
PAID  
Madison, WI  
Permit No. 154

612 West Main Street, Suite 200 • Madison, WI 53703 • 608.256.1066  
www.communityshares.com

Member of Community Shares-USA  
OF WISCONSIN  
**COMMUNITY SHARES**  
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HOW DO YOU WANT TO CHANGE THE WORLD?



YOUR DONATIONS TO COMMUNITY SHARES OF WISCONSIN GO TO HELP ALL OF OUR NONPROFITS WORKING ON LONG-TERM SOCIAL CHANGE AND ENVIRONMENTAL SUSTAINABILITY. HERE IS A VERY SMALL SAMPLING OF OUR RECENT PROGRESS IN CREATING LASTING CHANGE.

### PROTECTING OUR ENVIRONMENT

Thanks in part to the involvement of four CSW member groups, Wisconsin's lakes and rivers should see fewer unsightly, smelly, and toxic algae blooms—the result of excess phosphorus in the water.

These four member groups were listed by the Wisconsin Dept. of Natural Resources as having contributed valuable input for new and tougher standards that limit how much phosphorus gets in the state's waters from cities, factories, and farms:

- Clean Wisconsin
- Midwest Environmental Advocates
- River Alliance of Wisconsin
- Sierra Club Foundation

Wisconsin is the first state in the country to create these water quality standards for rivers, lakes, and streams. Reducing pollution from phosphorus also protects our tourism and recreation industry and makes Wisconsin's waters safer and more enjoyable for everyone.

### ADVOCATING FOR SAFETY

"American-born women often deal with domestic violence in a different way than Latina women do," said "Maria," a former victim of domestic violence who now assists others through **UNIDOS Against Domestic Violence**. "Latino culture has traditionally emphasized staying with your partner,

no matter what. And immigrant women can be really isolated. Abusers often use immigration threats as leverage to continue the abuse."

Maria, now an outreach advocate with UNIDOS, encourages other women to take a stand for their own safety as she staffs support groups for Latina women. "You can see the difference it makes," she said. "A woman may come to us many times before she finally leaves her abuser. But each time she is with us we see her get stronger, and we see more self-esteem. Finally she realizes, 'I can do this too.'"

### WORKING FOR CAMPAIGN REFORM

**Wisconsin Democracy Campaign (WDC)** works for clean, open, and honest government. It also works for reforms that make people matter more than money in politics. Recently the group:

- Persuaded the state Government Accountability Board to approve new rules requiring disclosure of all election campaigning. However the state Supreme Court stepped in and blocked the rules for the 2010 elections. In 2011 WDC will take on a legal battle for election disclosure in Wisconsin.
- Rallied hundreds of citizens on the Capitol steps and in Madison, protesting the U.S. Supreme Court decision in **Citizens United vs Federal Election Commission**. The decision repealed the ban on corporate spending in elections, allowing corporations and other interest groups to spend as much as they want.

## EMPOWERING PEOPLE WITH DISABILITIES



"I live up in the woods, and I don't have contact with very many folks," said Gary. He noted how helpful it was to attend a Vision Rehabilitation Program for seniors, sponsored by

the **Wisconsin Council of the Blind and Visually Impaired**, which serves clients statewide. Gary met with Council staff to discuss vision aids like magnifiers, reading machines, and a computer program that converts print to audio.

However, Gary said he also "really appreciated the opportunity to meet people who have been dealing with blindness for a long time, have accepted their situation, and have learned how to live active, productive lives. To see how positive and energetic these people were was a great help to me. I learned that there is life after vision loss, and I developed some new friends."

## ENSURING GREATER ACCESS TO HEALTH CARE

**ABC for Health** removes the financial and emotional burden associated with health care services so that families can focus on the medical needs of their loved ones. This past year, ABC met "Kathy" shortly after the unexpected death of her husband stunned her family—and shortly after Kathy's diagnosis of an advanced stage cancer. With the loss of her husband came loss of income and health insurance.

ABC helped Kathy cut through the bureaucratic red tape and she secured medical coverage

for her advancing needs and the needs of her young son. ABC's direct legal services were innovative, efficient, and effective in meeting the extraordinary needs of this family.

## WORKING TOWARD EQUALITY FOR ALL



The **Wisconsin Network for Peace and Justice (WNJP)** last year honored 11 high school students (like Sarah, shown here) from Prescott as youth peacemakers of the year. The

students were inspired by their Indian Studies class to organize in opposition to race-based Indian logos and mascots.

When there was a home game with an opposing athletic team that featured a race-based mascot, the students handed out educational fliers explaining why Native Americans often object to such mascots and logos. They handled potential conflict with both assertiveness and grace.

Many of the students also testified at the state capitol on behalf of Act 250, the Race-Based Indian Nickname, Logo, and Mascot Law. WNJP will continue to work with its member groups to educate communities across the state about the importance of this civil rights measure.

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Your support allows all of our member groups—more than 60 nonprofits—to continue their work in advocacy and activism. THANK YOU!



READ ABOUT THE WORK OF MORE CSW GROUPS AT [www.communityshares.com](http://www.communityshares.com)

612 West Main Street, Suite 200 • Madison, WI 53703 • 608.256.1066