



2022 ANNUAL REPORT

NOTE FROM EXECUTIVE DIRECTOR

"With all the opportunities we have ahead of us, it's going to be some very exciting times."



This statement was made at the end of my message in last year's Annual Report. And it certainly has been exciting!

We completed the repair and upgrade of the Lions Lake Loop Trail. Some would say, "It's like riding on a sheet of glass because it's so smooth!" Well, I wouldn't go that far, but it is so much better than it was, especially while sitting in a wagon being pulled by our tractor!

The cement staircase in the boys' area was poured, the railings were installed and the landscaping completed. Lighting was added and it provides a wonderful transition for our campers and guests to get from the cabins on top of the hill to the lake area below.

When Summer Camp comes to an end (mid-August 2023), construction will begin with installing shade structures by the beach, as well as a shelter and fire pit area along the lakefront by the totem pole. Speaking of the totem pole, it went through some major repairs last winter. It seems we had a very persistent pileated woodpecker that decided to make his "mark" in several areas of the pole and created some real issues with stability and safety. A big thank you goes out to our maintenance staff for the wonderful job they did, along with the help of a local artist, to get it repaired and back up before 2023 Summer Camp starts.

One more item we hope to get done before winter is the construction of a multi-use hard court that will replace the "well-used" blacktop basketball court we've had for many years. This court will be able to accommodate several different activities, including tennis, basketball and pickleball. All the funds for this project have been donated by one individual and the donation we received from the Green Bay Packers and Associated Bank this past summer.

We continue to move our Strategic Plan forward, by reorganizing our staffing to improve the services we provide. A Project Director has been hired to administer four of our five statewide projects – Diabetes Awareness, Hearing, Vision Screening and Eyeglass Recycling. Designating the responsibility to one staff member makes the dissemination of information and resource materials much more timely and efficient.

We moved our Assistant Camp Director into the Hospitality Director role this past fall to increase and expand our Rentals program, and improve the tour experience for all of our visitors.

With all the construction and reorganization happening, we continue to carry out our mission of Reaching, Touching & Improving Lives. Please take some time to look over the information in this report. You will see just how important it is that Lions, Leos and the Foundation work together to maintain the high level of service we continue to provide to those in need.

On behalf of the Board of Directors, the Staff, and volunteers, thank you for the positive experiences you provide for those in need. Most importantly, thank you to those we serve for making our work meaningful.



Evett J. Hartvig

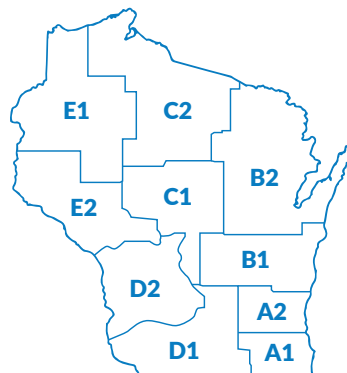
EVETT HARTVIG
Executive Director

Overview

The Wisconsin Lions Foundation, Inc. was formally organized in 1955 by the Wisconsin Lions Clubs to be the administrative arm of the Wisconsin Lions Camp, which was started to serve youth who are blind or visually impaired. As a 501(c)(3) non-profit organization, WLF has grown to serve thousands of youth and adults across the state.

Lions Club Districts

Districts were formed to create regions or areas where Lions Clubs could work together for training, leadership, programs and projects, as well as fundraising, support and networking. Wisconsin has 10 districts that work together to form Multiple District 27, which supports the Foundation and its projects.



Board of Directors

Larry Testa, President	E2
Brad Behrens, Vice President	C1
Pat Hart, Secretary	D2
Darrel Dwyer, Treasurer	D2
Dave Abstetar	A1
Denise Gibbons	A1
John Gassert	A2
Nathan Zank	A2
Fred Gebhart	B1
Dick Karl	B1
Tom Mueller	B2
Amy Quig	B2
Rita Mueller	C1
DG Phil Hollis	C1
Patty Krug	C2
Roger Weber	C2
John Elvekrog	D1
Jim Fletcher	D1
Barb Dulmes	E1
Jeanne Jensen	E1
Kayleen Rosman	E2



LIONS CAMP

Since 1956, Lions Camp has been dedicated to providing a quality camping experience for persons with disabilities at no cost. Our primary objective is to provide a fun, safe and memorable camping experience which will have a positive impact on the camper's life. In 2022, we were able to host a great group of campers across our five camp communities: Blind or Visually Impaired (BVI), Diabetes (DB), Deaf or Hard of Hearing (DHH), Epilepsy (EP) and Intellectual Disabilities or Autism (IDA).

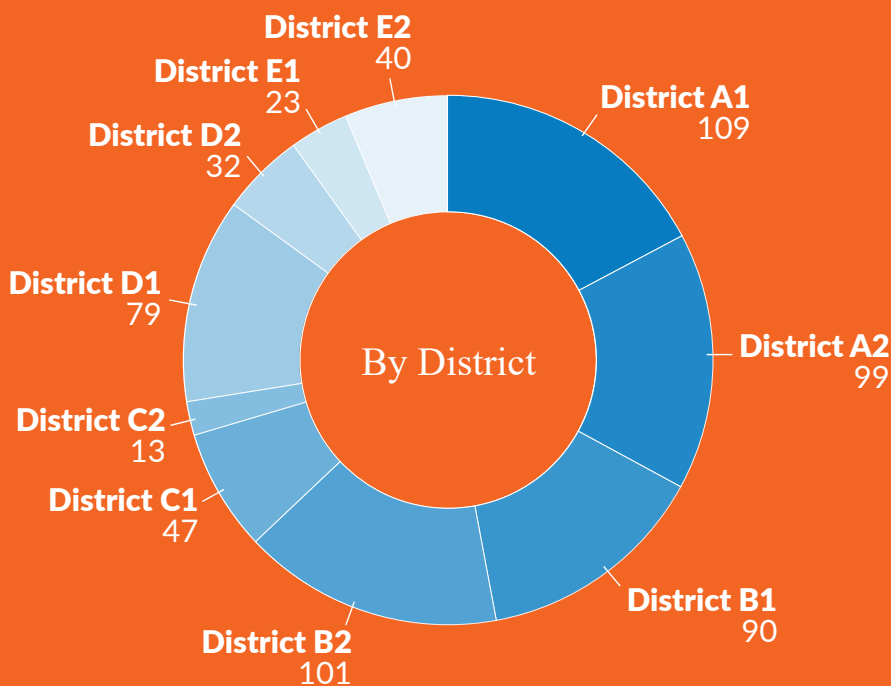
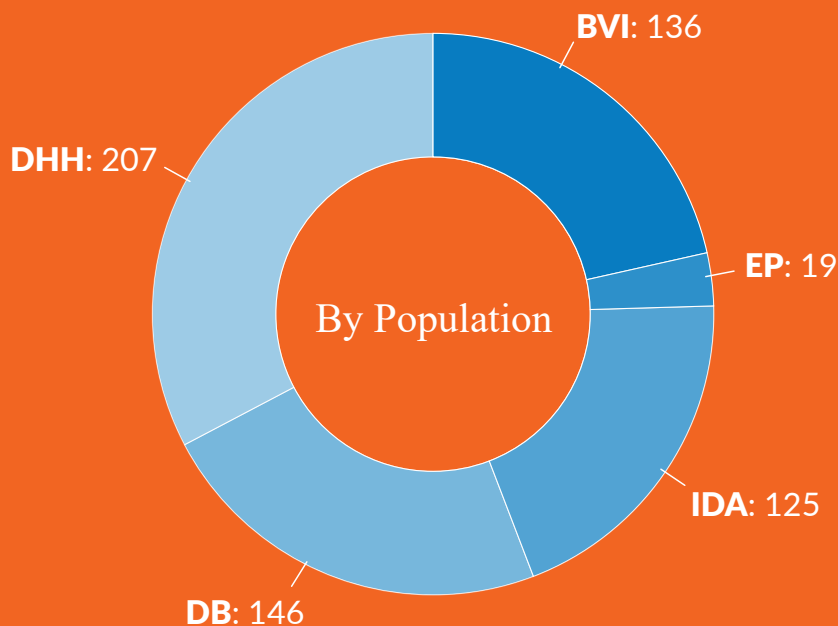
 www.wisconsinlionscamp.com

 www.facebook.com/CampLionsWI

 www.instagram.com/wilionscamp



CAMP ATTENDANCE



633
CAMPERS



DIABETES AWARENESS

The Wisconsin Lions Foundation is committed to fighting the diabetes epidemic by raising awareness and educating communities and individuals about their risk. WLF and our partners have created a comprehensive program centered on prevention and risk reduction, with resources and awareness events available annually for our Lions and community members.

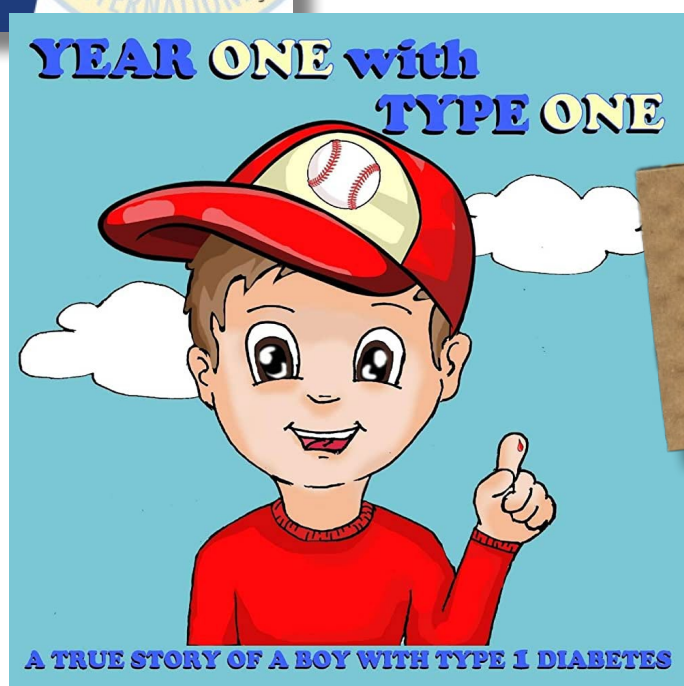
34,600
MATERIALS SENT
OVER 100
LIONS CLUBS ORDERED



10,300
Diabetes awareness
materials for
Diabetes Alert Day



2,500
Water bottle stickers



800
“Year One with
Type One” books



21,000
Coffee sleeves,
brochures and booklets

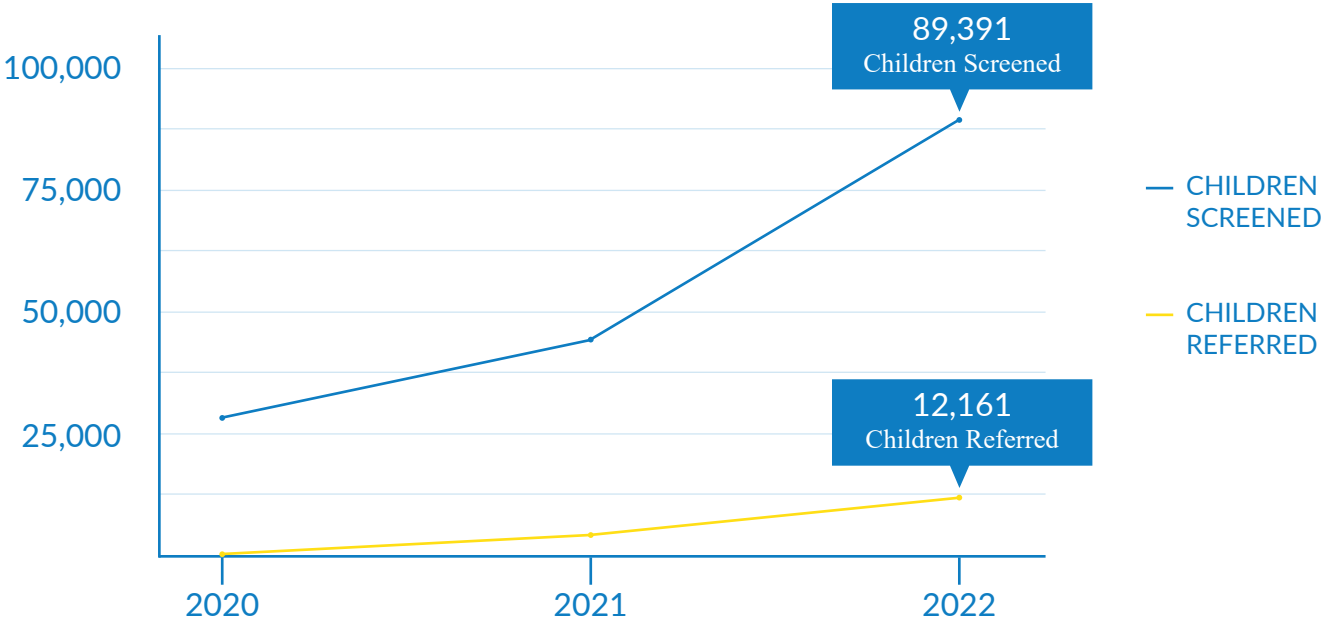


VISION SCREENING

Our Vision Screening Project is run in partnership with KidSight USA. The goal is to screen all children ages six months through 18 years for potential vision problems, with the emphasis on children enrolled in daycare centers and preschools.



CHILDREN REFERRED & SCREENED



EYEGLASS RECYCLING

Our center is one of 19 Lions Clubs International Certified Recycling Centers in the world. Once the glasses are sorted, cleaned, read and packaged, they are shipped to developing countries which have little to no access to eye health services. Despite the challenges of the last three years, our eyeglass recycling program remained successful throughout 2022. Thanks to our local Lions Clubs' eyeglass collection sites throughout Wisconsin, we were able to ship more than 134,000 glasses world-wide.



838,323

EYE GLASSES RECEIVED

134,277

EYE GLASSES SHIPPED

50

MISSIONS
SERVED

A small icon of an airplane flying along a dashed curved line that points towards the '50'.



HEARING PROJECT

The Hearing Aid Project offers hearing aids free of charge, or at a low cost, to Wisconsin residents who qualify under our eligibility requirements. The hearing aids are funded by collecting used hearing aids and recycling them for credit, as well as donations from individuals, Lions clubs and other organizations.

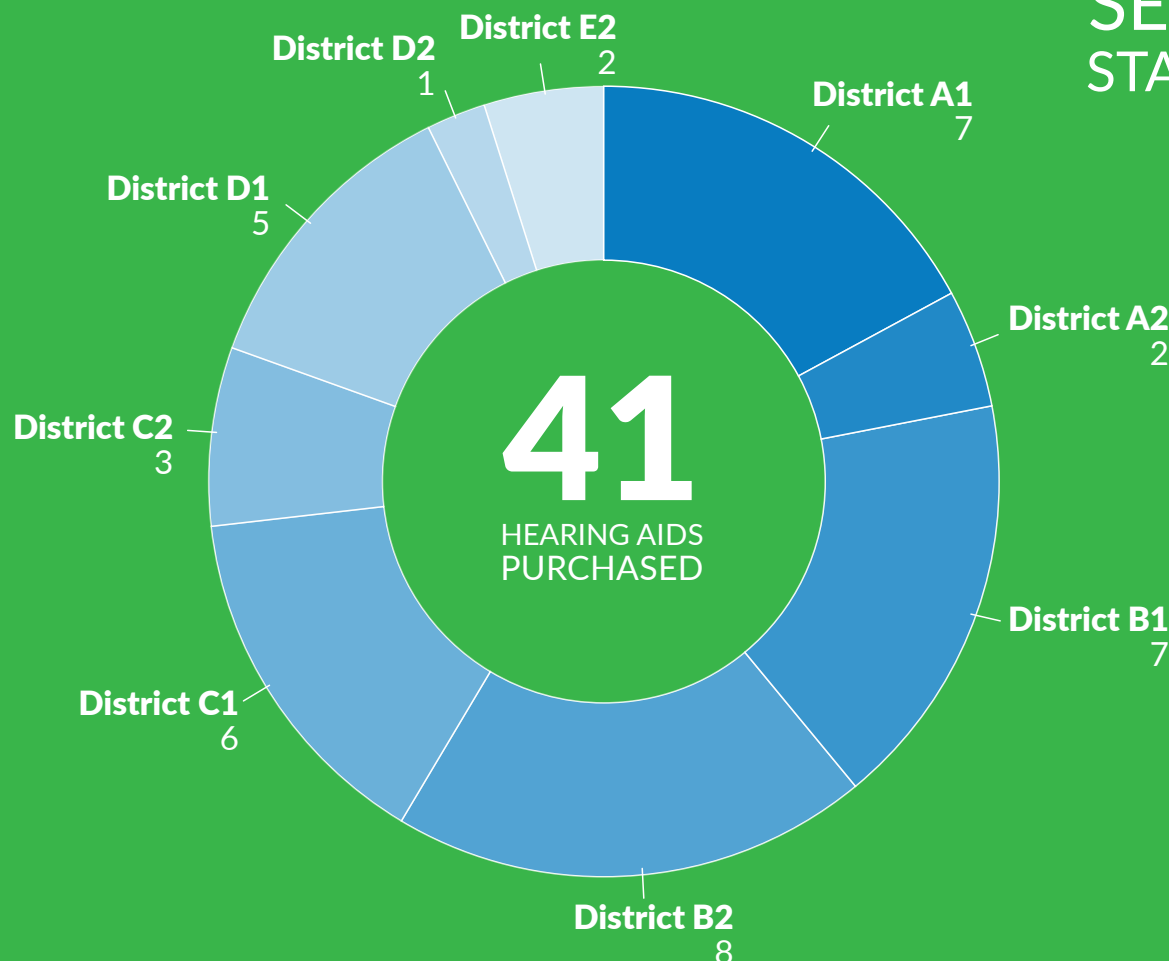


"I wish to express my sincere gratitude to you, the Lions Club of Wisconsin, and Hearing Chair, Kathy Friske, for making it possible for me to afford my first set of Signia hearing aids, which I was able to purchase through SSM Health in Baraboo.

Thanks to you and all those affiliated with the Lions Club, I am now able to hear my wife much better, along with many other things like the TV and the high end frequency sounds I was missing... like listening to the birds in our neighborhood, for example."

– John Lunney

HEARING AIDS PURCHASED BY DISTRICT



5,130

HEARING AIDS SENT IN FOR STARKEY CREDIT



NEW IMPROVEMENTS



2022 was a year of making strides towards improvement in our operations and projects, all while living up to our core Values: Accountability, Professionalism, Communication, Collaboration and Progressiveness.

STRATEGIC PLAN: PROGRESS

To keep moving forward with our Strategic Plan, we worked on expanding the offseason rental program, now known as “Rentals.” We have a full-time Hospitality Director, Phillip Potter, who moved into the position from Assistant Camp Director. With guidance and a helping hand from Camp Director, Andrea Yenter—who successfully ran our offseason program for over 20 years—Phillip is making great strides in developing our rental offerings and increasing our rental bookings.

MASTER SITE PLAN: UPDATES

Our Master Site Plan continues to move forward. The replacement of the staircase in the Boys’ area of Camp has been completed. Our campers now have a safe way to move from the cabins on top of the hill to the beach area.

The Lions Lake loop trail was completed in 2022 and we could not be happier with the way it turned out.

We have given contractors the “green light” to start reconstruction of the delivery drive and the Dining Hall loading dock, as well as the construction of the shelter/shade structures on August 21 of this year. To ensure the safety and well-being of all campers, visitors and staff, these projects will begin when Summer Camp is officially over.

TOTEM POLE IS BACK!

In the fall of 2021, an inspection of our fourth Totem Pole, “Na-Wak-Wa III,” which had been standing on the shore of Lions Lake since 2014, revealed there was significant damage. The damage occurred from not only the brutal Wisconsin winters and the hot and dry summers, but a woodpecker or two that decided holes the size of an average human fist would add to its beauty! Our Maintenance Staff placed it in the Rec Shelter over the winter so it could dry out and research began on how to repair it. In August of 2022, the project was finished, and the totem pole stands tall overlooking Lions Lake once again.

If you would like to read how the project was completed, including replacing pieces of wood, fixing the holes from the woodpeckers and painting/sealing, you can read the wonderful article that was written by Cynthia Rodeback, a local artist from Iola. The article is entitled “Pride of the Lions” and can be found in the April/May 2023 issue in the ***Our Wisconsin*** magazine that is published bimonthly in Manitowish Waters, Wisconsin.



FUNDRAISER INCOME

Thanks to our hardworking staff, dedicated Lions and generous community supporters, we were able to achieve great success in our fundraisers this year. The funds raised with these events help us to better fulfill our Vision and Mission by positively influencing and impacting the well-being of all the communities we serve in Wisconsin and across the globe. We are grateful for the success of this year's fundraisers, and look forward to continuing to reach, touch and improve as many lives as possible through our projects.

BIRCH-STURM GOLF OUTING

\$30,090

HUSTLE S'MORE

\$8,292

CAMP FOR KIDS RAFFLE

\$45,401

DEER HIDE COLLECTION

\$87,928

2022



FINANCIAL OVERVIEW

\$2.7M COMBINED CONTRIBUTIONS,
GRANTS & OTHER REVENUE

WLF PROJECTS: \$1.8M

Lions Camp
Eyeglass Recycling
Diabetes Awareness
Children's Vision Screening
Hearing

FUNDRAISERS: \$108k

**DIABETES
GRANTS: \$177k**

NET ASSETS:

2022 - \$6.2M

2021 - \$5.7M

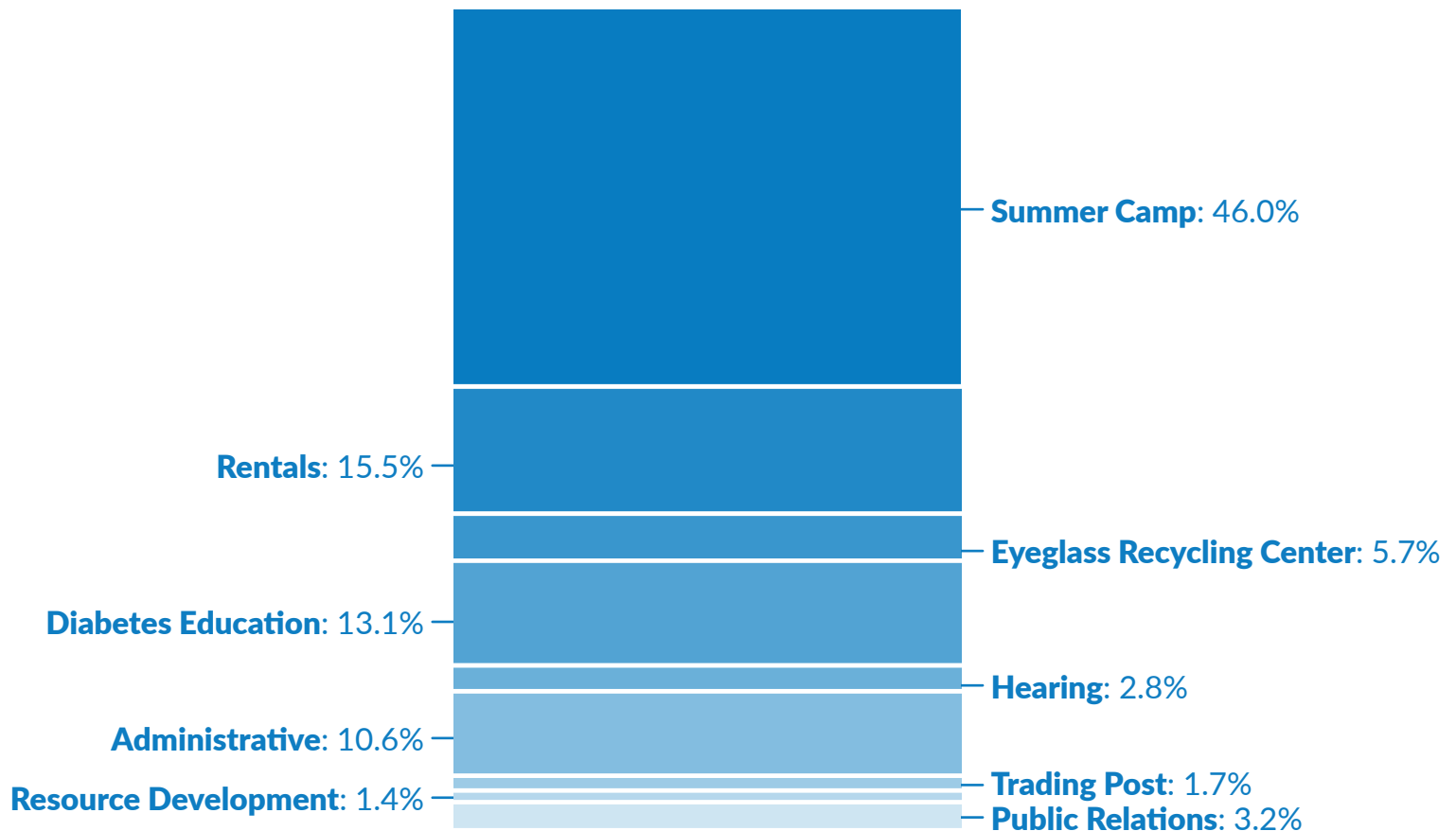
2020 - \$4.9M

[Click here to read our full financial report.](#)



FINANCIAL OVERVIEW

ALLOCATION OF EXPENSES



**Each section above is charged a percentage of the total Facility Costs (\$670,395) and 50% of the Administrative costs ((\$190,438) for the year.*

Totem pole repaired

New staircase





☎ (715) 677-4969

✉ wlf@wlf.info

3834 County Road A
Rosholt, WI 54473

