

Backyard NEWS

A PUBLICATION OF COMMUNITY SHARES OF WISCONSIN
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COMMUNITY SHARES NAMED **2010** BEST PLACE TO WORK!

Madison Magazine has named Community Shares of Wisconsin as the Best Place to Work 2010
—in workplaces under 100 employees. With CSW as the top honoree in this category, we are very pleased!

Even more exciting:

according to Madison Magazine, CSW succeeded in “scoring an astonishing 100% in five out of six indicators.”

The rankings were determined by a third party research firm, Next Generation Consulting, which assessed employees' answers to questionnaires.

“It's so gratifying to get this recognition,” said Executive Director Crystal Anders. “All the staff, as well as our board's Personnel Committee, work hard to create a cooperative, supportive, and efficient workplace. It's wonderful to have validation for our efforts.”

Here were just a few of the themes that our colleagues said they mentioned in their answers to the *Madison Magazine* questionnaire:

- Impressive leadership
- Having a collegial workplace, and being able to count on the support of one another
- True collaboration—our input is sought out, heard, and appreciated
- The opportunity to work with great people at our 64 member nonprofits
- Through our member groups, the chance to work with a broad spectrum of social issues
- Flexible schedule for those who need to care for young or elderly family members
- Feeling respected by all of our coworkers



The magazine article was on target in giving credit to both the public and the Community Shares' member groups.

According to the article: “ ‘I think the beauty of Madison is that people here really do understand social change,’ said Crystal Anders. That change comes directly at the hands of the member groups partnering with the small staff at Community Shares, who over the past 18 years have gone from a \$250,000 giving campaign to over a million dollars annually. ‘Our sense of collaboration sustains us during these challenging times,’ said Crystal.”

2009 CAMPAIGN RESULTS

Last fall's Community Shares of Wisconsin (CSW) workplace giving campaign was a success, given the continued economic challenges we all face. And it's thanks the thousands of employees who made a donation.

Public Campaigns

Public sector dollars remain the largest segment of CSW's fundraising for its member groups. Despite the fact that overall public campaign revenue was down compared to the year before, "we are grateful to the public employees who continue to faithfully support us," said Julie Horst, Campaign Director.

"I also want to say another thank-you to the many volunteers and coordinators who make all of the public campaigns successful," said Julie. "Their work is critical to our nonprofit groups."

Private Campaigns: Setting Record

Last year CSW saw its highest private sector campaign pledges to date. It's due to the efforts of staff at CSW and



Mary Prescott
Campaign Coordinator
Raven Software

at our member groups—who worked together to ensure that Community Shares was an option at more private businesses than ever before.

Raven Software is a good example, since in 2009 they began offering workplace giving. Not only was there good employee participation, but Raven provided a match for employee gifts, which boosted giving.

Mary Prescott, campaign coordinator at Raven, said that the nonprofits' work was what "sold" people on the idea of donating. "Once people learned more about Community Shares, they were excited about the chance to support these nonprofits. The local aspect—giving to nonprofits that benefit our community—was also a strong factor.

“ Maybe most important, people seemed especially willing to give when they learned that 100% of their directed gifts go to the nonprofits they choose,” Mary noted. “When employees realized that there was going to be a company match for their gifts, that spurred even more excitement and interest. So I’m glad we’re involved!”

CHIP DONATIONS REACH \$100,000

Last year's fundraising by members at Willy Street Co-op set a fundraising record, breaking \$100,000 for the first time!

From the perspective of Community Shares' members, the Co-op is much more than a great store. It also has a great staff and the best shoppers—people who are clearly strong supporters of our community. All of the 66 groups that are part of CHIP appreciate the support of each and every donor.



BACKYARD ADVOCATE



Denise Matyka, Executive Director of Project Home, with her daughter, Maria. Denise, who has been involved with Community Shares of Wisconsin (CSW) since the 1980s, is a long-time CSW board member, donor, and volunteer.

Though she says she gives “for selfish reasons, because it makes me happy,” Denise also mentioned a reason that’s purely altruistic. “I try to show my gratitude for a good life by giving to others.”

What have you observed about CSW over the decades?

I see Community Shares’ unwavering commitment to funding local organizations doing the work of social justice. Whether it’s in fashion or out, CSW has always supported these kinds of groups. And that really impresses me.

Since you donate your time, what motivates you to make financial gifts too?

I give to a small number of causes I believe in. I believe in Community Shares because it supports such a wide spectrum of local organizations working to make the world a better place. I am also impressed by Community Shares’ wise stewardship of the funds I donate.

As a mother, I hope for a better tomorrow. Community Shares is one of the tools I use to make that world happen.

SAVE THE DATE: OCTOBER 14, 2010

Community Shares of Wisconsin’s Annual Awards Event

will be held on

Thursday, October 14, 2010, 5:00-7:30 p.m.

Join us for the celebration!

STAFF NEWS

Liz Fitzpatrick, formerly the Office Manager at Community Shares, has a new title: Campaign Associate. The new title more accurately reflects her duties. It also reflects the great job Liz has been doing to manage the details of CSW’s many workplace campaigns.

Associate Director Cheri Dubiel Buckner has been named the President of the Association for Fundraising Professionals, Greater Madison Chapter. Cheri’s tenure runs from 2010 through 2011.

OUR MEMBER NONPROFITS

1000 Friends of Wisconsin
ABC for Health
ACLU Foundation of Wisconsin
Arts Wisconsin
Bayview Foundation
Bicycle Federation of Wisconsin
Center for Family Policy and Practice
Center for Media and Democracy
Chrysalis
Citizen Action of Wisconsin Education Fund
Citizens for Safe Water Around Badger
Citizens Utility Board
Clean Wisconsin
Coalition of Wisconsin Aging Groups
Common Wealth Development
Community Action on Latin America
Community GroundWorks at Troy Gardens
Dane County TimeBank
Disability Rights Wisconsin
Fair Housing Center of Greater Madison
Fair Wisconsin Education Fund
Freedom Inc.
Friends of Wisconsin State Parks
Gathering Waters Conservancy
Gay Straight Alliance (GSA)
for Safe Schools
Grassroots Empowerment Project
Grassroots Leadership College
Housing Initiatives
Interfaith Coalition for Worker Justice
League of Women Voters of Wisconsin
Education Fund
Legal Action of Wisconsin
Madison Area Community Land Trust
Madison Audubon Society
Midwest Environmental Advocates
Madison HOURS *
NARAL Pro-Choice Wisconsin Foundation
New Harvest Foundation
Nuestro Mundo Inc.
OutReach
Physicians for Social
Responsibility – Wisconsin
The Progressive
Project Home
Rape Crisis Center
REAP Food Group
River Alliance of Wisconsin
Sierra Club Foundation, John Muir Chapter
Sustain Dane
Tenant Resource Center
UNIDOS Against Domestic Violence
Wheels for Winners *
Wisconsin Apprentice Organizers Project
Wisconsin Coalition Against
Domestic Violence
Wisconsin Coalition Against Sexual Assault
Wisconsin Community Fund
Wisconsin Council of the Blind and Visually
Impaired
Wisconsin Council on Children
and Families
Wisconsin Democracy Campaign
Wisconsin Early Childhood Association
Wisconsin Family Ties
Wisconsin League of Conservation Voters
Wisconsin Literacy
Wisconsin Network for Peace and Justice
Wisconsin Wetlands Association
Wisconsin Women’s Network
Women in Transition
Working Capital for Community Needs
WORT 89.9 FM Community Radio

* CHIP-only groups



WHAT YOU'LL FIND INSIDE:

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BUILDING SOCIAL AND ECONOMIC EQUITY AND A HEALTHY ENVIRONMENT

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