



## 2012 COMMUNITY SHARES OF WISCONSIN ANNUAL REPORT

In 2012, our supporters came through for us again. As a result, 2012 gave us much to appreciate! Here are some highlights.

**Gifts through the Workplace:** We surpassed our goal for workplace giving! Our success is due to growth from those of you in our private sites and in public workplaces too.

**New Worksites:** Eight new businesses signed on to conduct workplace campaigns. New donors at these sites were engaged and enthusiastic. We not only had a higher percentage of employees giving to us (compared to new sites in past years), but we also saw higher average gifts than we normally do at new sites.

**Previous Worksites:** We worked strategically to increase our outreach, and the results were worthwhile: we saw more people giving, and higher gift amounts. So we—board and staff together—are working more effectively on behalf of **all** of our member groups.

**CSW-CHIP Merger:** Many of you know that our CSW board and our CHIP board voted to merge, which was effective at the end of the year. The merger increases our efficiency and lowers some of our costs. Better yet, in 2012 CHIP contributions topped \$221,000!

**Center for Change:** In 2011 we led the development of the Center for Change, our shared space for nonprofits, consultants, and small businesses. And we are so pleased that in the eight months after we launched membership in 2012, we grew to 65 members. We're hoping to grow to 90 members in 2013.

**In Short:** We are so grateful to have all of you:

- Donors in our many workplace campaigns
- Business owners who match your employees' workplace gifts
- Sponsors of our Annual Awards Event or other projects
- Those who make gifts by mail or through our website
- Shoppers who say yes to CHIP at Willy Street Co-op

Your generosity is a perfect example of our new tagline:

**Many people, many dreams, one community.**

With the help of you, your neighbors, and friends, we're working to realize our dreams for a better community.

*Emily Dickmann*

Emily Dickmann, President, Board of Directors

## OUR THANKS TO THOSE RAISING FUNDS THROUGH WORKPLACE GIVING

Affiliated Engineers  
AFSCME Council 40  
Alzheimer's & Dementia Alliance of Wisconsin  
Bethel Lutheran Church  
Boardman & Clark  
Capitol Bank  
Cascade Asset Management  
City of Madison Combined Campaign  
City of Middleton  
Combined Federal Campaign  
Community Action Coalition  
Community Pharmacy  
Cullen, Weston, Pines & Bach  
Dane Buy Local  
Dane County Combined Campaign  
Dane County Credit Union  
designCraft Advertising  
The Douglas Stewart Company  
Earth IT  
EZ Office Products  
Filament Games  
First Business Financial Services  
Flad Architects

Foley & Lardner  
Full Spectrum Solar  
Geek World  
Godfrey & Kahn  
Great Lakes Higher Education Corp.  
Greater Madison Convention & Visitors Bureau  
Group Health Cooperative of South Central Wisconsin  
Heartland Credit Union  
The Hiebing Group  
Home Savings Bank  
Isthmus Publishing  
Johnson Block & Co.  
Journey Mental Health Center  
Kailo Fund  
Kelly Financial  
KW2  
Lakeview Veterinary Clinic  
M3 Insurance Solutions  
Madison College Combined Campaign  
Madison Children's Museum  
Madison Development Corporation

Madison Metropolitan School District Combined Campaign  
Madison Teachers, Inc.  
MetaStar  
Monona Grove School District Combined Campaign  
Monona State Bank  
Morgan Murphy Media (Madison Magazine, WISC-TV, My Madison TV)  
Morgridge Institute for Research  
Oregon School District  
Park Bank  
Park Printing  
Promega  
Raven Software  
RenewAire  
SCS BT Squared  
Spectrum Brands  
Stafford Rosenbaum LLP  
State Bank of Cross Plains  
State Bar of Wisconsin  
State, University, and UWHC Employees Combined Campaign  
Stoughton Area Schools  
Summit Credit Union

Teamwork Associates  
Thermo Fisher Scientific  
Union Cab  
UW Credit Union  
UW Foundation  
UW Medical Foundation  
WEAC  
WEA Trust  
Wegner LLP  
Wells Print and Digital  
Whyte Hirschboeck Dudek  
WiCell Research Institute  
Wildwood Family Clinic  
Wipfli  
Wisconsin Alumni Association  
Wisconsin Alumni Research Foundation (WARF)  
Wisconsin Energy Conservation Corporation (WECC)  
Wisconsin Insurance Security Fund  
Wisconsin Trust Account Foundation  
Wi Sys  
  
Plus Community Shares' member groups

### WHO SAID IT (FROM BACK PAGE)

QUOTE 1: MIKE & ERICA SWEITZER-BECKMAN • QUOTE 2: MARK POCAN

QUOTE 3: CATHERINE KIMPORT • QUOTE 4: CECILIA GILLHOUSE



## 2012 ALLOCATIONS

1000 Friends of Wisconsin	\$8,644	Interfaith Coalition for Worker Justice	\$5,547	Wisconsin Apprentice Organizers Project	\$3,049
ABC for Health	\$11,967	League of Women Voters of Wisconsin Education Network	\$14,565	Wisconsin Coalition Against Domestic Violence	\$15,840
ACLU of Wisconsin Foundation	\$15,849	Legal Action of Wisconsin	\$11,074	Wisconsin Coalition Against Sexual Assault	\$6,239
Arts Wisconsin	\$4,908	Madison Area Community Land Trust	\$5,729	Wisconsin Community Fund	\$4,449
Bayview Foundation	\$12,829	Madison Audubon Society	\$10,260	Wisconsin Council of the Blind & Visually Impaired	\$5,215
Center for Family Policy & Practice	\$3,070	Midwest Environmental Advocates	\$5,767	Wisconsin Council on Children and Families	\$13,530
Center for Media & Democracy	\$7,839	NARAL Pro-Choice Wisconsin Foundation	\$13,020	Wisconsin Democracy Campaign	\$14,593
Chrysalis	\$10,815	New Harvest Foundation	\$9,292	Wisconsin Early Childhood Association	\$8,303
Citizens for Safe Water Around Badger	\$4,564	Nuestro Mundo Inc	\$3,675	Wisconsin Family Ties	\$6,345
Citizens Utility Board	\$5,482	OutReach	\$14,687	Wisconsin League of Conservation Voters	\$3,721
Clean Wisconsin	\$16,757	Outside the Bean (Community Action on Latin America)	\$3,729	Wisconsin Literacy	\$9,993
Coalition of Wisconsin Aging Groups	\$6,529	Physicians for Social Responsibility-Wisconsin	\$6,410	Wisconsin Network for Peace & Justice	\$2,596
Common Wealth Development	\$7,954	The Progressive	\$10,570	Wisconsin Wetlands Association	\$10,677
Community GroundWorks	\$10,952	Project Home	\$15,635	Wisconsin Women's Network	\$4,590
Dane County TimeBank	\$2,426	Rape Crisis Center	\$27,218	Women in Transition	\$11,578
Disability Rights Wisconsin	\$9,716	REAP Food Group	\$11,443	Working Capital for Community Needs	\$2,703
Fair Housing Center - Greater Madison	\$6,464	River Alliance of Wisconsin	\$17,428	WORT 89.9 FM Community Radio	\$26,942
Fair Wisconsin Education Fund	\$10,979	Sierra Club Foundation	\$18,680		
Freedom Inc	\$2,567	Sustain Dane	\$5,690		
Friends of Wisconsin State Parks	\$22,256	Tenant Resource Center	\$9,595		
Gathering Waters Conservancy	\$11,850	UNIDOS Against Domestic Violence	\$5,903		
Gay Straight Alliance for Safe Schools	\$26,923				
Grassroots Empowerment Project	\$5,448				
Grassroots Leadership College	\$2,621				
Housing Initiatives	\$9,334				

## FUNDING SOURCES

32%	Public Employee Giving Campaigns
27%	Private Employee Giving Campaigns
11%	Individual Donors/Direct Mail
6%	Special Events/Corporate Sponsorships
24%	Contracts/Dues/CHIP/Other

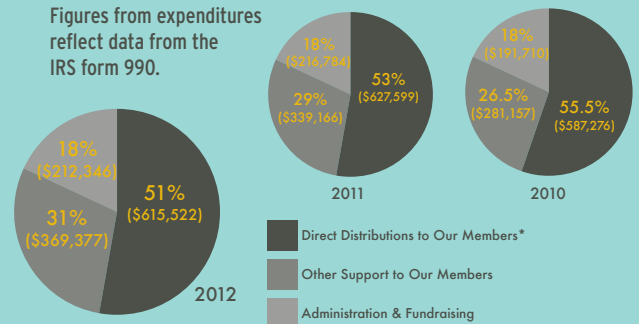
For those who give specifically to Community Shares:

- You allow us to give services and training to our members.
- You support all of our nonprofits, since some of your gift is divided among all our groups.

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

\* CSW continues to expand its support by providing opportunities for new donors to give through the workplace.

Figures from expenditures reflect data from the IRS form 990.



Examples:

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

Other Support to Our Members—training, technical assistance, and other services to our groups, including services offered by the Center for Change.

Administration—state and federal reporting; accounting and bookkeeping.

Fundraising—working on the annual awards event, representing our member groups at all workplace giving sites.

Member of Community Shares-USA

*Return Service Requested*



#### PHOTO CREDITS

PAGE ONE: Nuestro Mundo, Inc: Supporting bilingual, biliterate education as well as community development

PAGE TWO: Police Chief Noble Wray with some of the young marchers at the Walk a Mile in Her Shoes event, sponsored by UNIDOS Against Domestic Violence and Wisconsin Coalition Against Domestic Violence

PAGE THREE: Wisconsin Literacy: Taking a lead on Health Literacy to make health information understandable to all

## MANY PEOPLE, MANY DREAMS, ONE COMMUNITY

**WHO SAID IT? Here are comments from just a few people who are part of the community at Community Shares. To find out who made which comments, see page 2.**

- 1 “We give to support the community, and we like the infrastructure that CSW has in place to support its member groups. We believe that it’s the CSW member groups that will ultimately make life better for our daughter, Ruth.”
- 2 “We’re trying to create the change that people need to have fairness and equal opportunity. What CSW does is so enormously helpful—especially to small nonprofits like OutReach, where I was on the board.”
- 3 “Community Shares reminds us that changing the world isn’t something we take on alone. My contributions join those of many others in a comprehensive effort to strengthen our community.”
- 4 “Being involved in CSW is wonderful for us as a small nonprofit. Not only the funding; we really value the opportunity to network with others in the field of domestic violence—so that, together, we can better serve the needs of women.”



Catherine Kimport  
Supporter and Volunteer



Cecilia Gillhouse  
Director of UNIDOS  
Against Domestic Violence



Mark Pocan  
US Representative,  
Wisconsin 2nd District



Mike & Erica Sweitzer-Beckman  
Supporters