

HEARTBEAT OF HOPE

Spring 2021 Newsletter



CELEBRATE HEALING!

On January 19, we celebrated our amazing new Fond du Lac Counseling Center being built with a groundbreaking ceremony.

We were so grateful to the Fond du Lac community for welcoming us since we opened more than a year ago. And we could not be more appreciative of our architect and builder Keller, Inc. and partners at the Fond du Lac Area Foundation for their support in this endeavor. We currently serve almost 200 youth and look forward to serving even more youth and their families with this new facility.

Our new location will be built on 37 acres of land to offer more pasture space for our equine therapy horses to roam. The 18,827-square-foot facility will allow for 12 horse stalls and two arenas for multiple equine-assisted therapy sessions at once. This is all in addition to providing occupational therapy at the new facility and school-based counseling in the Fond du Lac school districts.

The facility will also expand to six traditional therapy rooms and include a space designed for occupational therapy, which will also be a wonderful, new addition to the Fond du Lac community.

Stay tuned for a grand opening in Summer 2021!



Appleton
Greater Milwaukee
Green Bay
Fond du Lac*
New London*
Shiocton*

*Equine-assisted therapy locations.

COUNSELING ACROSS WISCONSIN

Did you know we have counseling centers throughout Wisconsin to offer therapy?

Call 877-300-9101 to schedule an appointment.

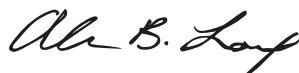
DEAR FRIENDS OF RAWHIDE,

As we all know, the world changed drastically in 2020, and those changes have continued into 2021. It is a time in our history when many people began struggling with their mental health due to quarantine from a global pandemic. Depression, anxiety and suicidal ideation have increased exponentially. While our at-risk youth are incredibly resilient and have adapted during these uncertain times, they need our help now more than ever. They need therapy and trained professionals to walk beside them, offering the tools to help cope with their struggles. That is why we made the purposeful decision to remain open, continue welcoming new youth, and adapt our services for youth who need a second chance.

Rawhide is the largest provider of equine-assisted therapy in Wisconsin, where we offer services at our Fond du Lac, New London and Shiocton counseling centers. Come June, our new Fond du Lac Counseling Center will only amplify what we offer. To meet the growing needs for excellent mental health care and saving the lives of hundreds of youth each year, we will continue to invest in expanding these therapy services throughout the state.

I am blessed to work for an organization with staff members who are passionate and flexible to make the healing journey of our struggling youth possible.

God bless,



Alan B. Loux

President and CEO, Rawhide Youth Services



"While our at-risk youth are incredibly resilient and have adapted during these uncertain times, they need our help now more than ever."

- Alan B. Loux

CHRISTMAS AT RAWHIDE



While the holidays may have passed, we wanted to share all the fun we had with our residential boys who were not able to spend time with family and friends this holiday season due to the pandemic.

To make Christmas extra special, we kept youth busy with festive activities, such as our Pop-Tart house building contest at Starr Academy and horse stall decorating contest in the barn. The winners were awarded special prizes, such as a pizza party, gift cards and an ornament filled with their favorite snacks.

Youth who helped set up displays at the Oshkosh Celebration of Lights enjoyed getting off campus and were proud to see their hard work!

On Christmas Day, youth opened so many wonderful, thoughtful Christmas gifts thanks to our incredible partners at Schneider®. Passionate community members also donated gifts from our Angel Tree.

Our youth also got in the Christmas spirit and donated firewood to families in need, all while wearing masks and practicing social distancing!



CONGRATULATIONS GRADUATES!



In 2020, we have had double the graduates than in the three previous years combined!

Pandemic or not, we put our students first. Our educational team at Rawhide stepped up to ROCK STAR status for our youth. Starr Academy celebrated 12 graduates who received diplomas before returning home to their communities.

This would not have been possible without our incredible academic instructors and education staff being flexible with open hearts as we switched from in-person to online to hybrid learning throughout the year.

THANK YOU to all our Starr Academy staff for keeping Rawhide's mission unbreakable!

| Year | Graduates |
|------|-----------|
| 2020 | 12 |
| 2019 | 1 |
| 2018 | 3 |
| 2017 | 3 |



"Staff aren't here for a paycheck; they're here to help out because they actually want us to succeed."

– Ethan



SUPPORT RAWHIDE!

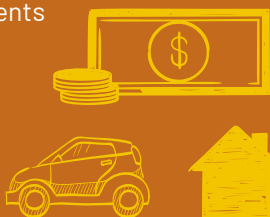
We are only as strong as our supporters. Our youth are struggling even before they arrive at Rawhide, which is why we need donations to provide all the necessary tools they need to heal and become successful when they return home.

There are many ways you can donate to help us transform youth lives:

- Monetary • Vehicle • Planned Giving • Attend Events

You can make a donation to Rawhide by:

- Mailing a check to our New London campus
- Donating online at **Rawhide.org**
- Calling **877-721-9121**



After months in quarantine, join us at our annual The Main Event Gala Dinner: A Starry Night in Paris May 12 and our Fish Fries in the summer!

This year now more than ever our fundraising events are crucial to us. Please know that while we are planning to have our annual The Main Event and famous Fish Fry events this year, we are taking extra precautions to prevent the spread of COVID-19. Your participation is crucial to making a difference in the lives of young men and women who just need a second chance.

Stay up-to-date with latest information about our events at [Rawhide.org](https://www.rawhide.org).



MEET THE EBAY CREW!

When you purchase a used vehicle from our eBay store, you will be greeted by our talented team that works hard each day to ensure quality customer service.

While vehicle donations were down significantly in 2020, we saw a 63% spike in eBay purchases compared to 2019. There was a 42% increase in car and truck purchases and a 95% increase in boat sales. It was such a difficult year for so many, and we're grateful to our supporters who bought a used vehicle from Rawhide. We rely so heavily on these funds to run our programs and services for our youth.

Please consider donating your unwanted vehicles today.



If you're interested in buying one of our donated vehicles, follow these steps:

- 1** Search our eBay site and pick out the vehicle you wish to purchase.
- 2** Call to set up an appointment to pick up your item.*
- 3** At your appointment, you will work with our crew to fill out paperwork.
- 4** Leave with your new vehicle!



With another season change just around the corner, visit [Rawhide.org/eBay](https://www.rawhide.org/eBay) to find what's available for your next outdoor adventure!

*Due to COVID-19, our campus is closed to the public and eBay pickups are by appointment only.

Browsing our eBay store can be very addicting. You never know what treasures await you. These are some unique items sold on our eBay store:

- Vintage vehicles
- Boats
- Campers
- Houseboats
- Classic cars
- Motorcycles
- Fire trucks
- and more!
- RVs
- Trailers
- Dump trucks



WE NEED YOUR USED VEHICLES TODAY!!!

Your donations are crucial for us to fulfill our mission.

Call 877-721-9121 or visit [Rawhide.org/Donate](https://www.rawhide.org/Donate)





PIZZA PARTY WITH A CAUSE!



Two passionate teams with one mission: Making a difference in youths' lives.

We could not have asked for better partners than Bernatello's Foods and Brew Pub Pizza. Since last summer, they have offered their slices of heaven to community members at pop-up events throughout northeast Wisconsin, a pizza promotion through Festival Foods and even a staff appreciation day event at our New London campus. A portion of the funds raised from all of these events supported our organization.

"Every single day, Rawhide is reaching out with a helping hand to the youth of Wisconsin, but we can't do it alone," said Sean Tiernan, our development manager. "To have two industry giants who want to partner with us and help extend that hand is an opportunity like no other. This goes way beyond a simple pizza and \$1 from each sale coming back to Rawhide; it's really about the synergy and impact that is created when these community leaders come together."

We were blown away when we learned the Bernatello's Foods and Festival Foods pizza promotion raised **\$21,000** and the pop-up events this summer raised over **\$5,000!**

Taking care of people is what we do, together.

"More than anything, we want to bring awareness to Rawhide Youth Services. Much like our pizzas, there are still a lot of people that don't know much about Rawhide Youth Services.

Maybe they've heard of the name or maybe donated a car, but there's a possibility they don't understand truly what's happening and what's going on with the organization.

So bringing awareness to all of what Rawhide does is one of our big goals."

- Matt Selvig

Bernatello's Foods Advertising and Promotions Manager

YOUNG LIVES. TRANSFORMED.

Jason was abused and neglected by his mother and never really knew his father.

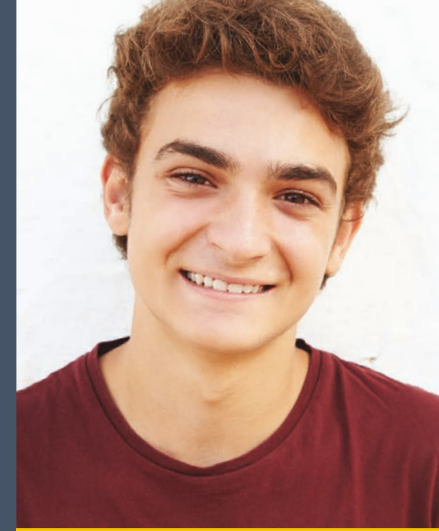
Eventually, his mother sent Jason to live with his aunt, and was placed into the foster care system. This traumatic beginning left him with unresolved anger and abandonment issues. He rebelled from these emotions by getting into trouble with the law. It also left him struggling with suicidal ideation. When the police caught him, he was sent to juvenile detention where the judge read his case thoroughly and decided to send him to Rawhide for a second chance at life. And that's exactly what he got.

Once starting therapy at Rawhide, he began journaling and writing music to release his emotional baggage. While Jason admits to still struggling with anger management, he has been able to recognize the anger for what it is and see how it can affect those around him, including himself. This has helped him learn to control the anger by releasing it in healthier ways. One day, he realized he truly wanted to change, heal and grow from his childhood wounds. He announced he was ready to go home and hasn't stopped working to better himself since.

*"I saw that Rawhide would give me a chance to change everything," he said.
"It's still a little rough here and there, but I'm doing my best."*

Rawhide helped wake Jason up to his potential and gave him the tools to change his life around. Suicide is not the answer, Rawhide is.

Note: Youth's name and photo were changed to protect his identity.



"I am ready to fix everything with the time I have at Rawhide, so I can be safely out in society when I return home.

- Jason



DID YOU KNOW?

Between our three counseling centers that offer CHAPS Equine-Assisted Therapy, we have 15 horses that walk beside youth during their mental health journey as many struggle with thoughts of suicide.

