

HEARTBEAT OF HOPE



Winter 2021 Newsletter



HEALING THROUGH THE SENSES

WITH OCCUPATIONAL THERAPY

Rawhide's Occupational Therapy (OT) services help children, youth, and their families who have physical, emotional, sensory, and/or cognitive impairments gain increased independence and confidence in their daily lives. Many of these youth come to Rawhide needing assistance working through trauma, illnesses, injuries, and/or disabilities that significantly impact their quality of life.

Through our comprehensive assessment process, our occupational therapists adapt the environment, activities, and/or tasks to fit each individual's specific needs. Our program has a dedicated therapy room filled with various activities and equipment to help each client work toward and accomplish their individual goals.

Rawhide also integrates CHAPS Equine-Assisted Therapy into our OT sessions, making for an incredibly unique experience as an additional therapy tool to meet the needs of every youth.

Occupational therapy is available with a physician's referral at our Fond du Lac and New London Counseling Centers.



WHY OCCUPATIONAL THERAPY?

- 1 Occupational Therapy puts the client in charge by creating client-centered goals and tailoring the treatment plan specifically to meet each individual's need.
- 2 Occupational Therapy helps promote and facilitate increased independence.
- 3 Occupational Therapy utilizes a holistic approach to treat a broad range of conditions and populations.
- 4 Occupational Therapy helps to reduce dependence on public services.

WHAT CONDITIONS DOES OCCUPATIONAL THERAPY HELP WITH?

Occupational therapy benefits individuals with musculoskeletal, neurological and cognitive impairments due to conditions including, but not limited to:

- PTSD
- Trauma
- ADD/ADHD
- Amputation
- Arthritis
- Autism
- Behavioral Disorders
- Birth Defects
- Brain injury
- Burns
- Cancer
- Cerebral Palsy
- Concussion
- Chronic Pain
- Diabetes
- Dizziness/Imbalance
- Developmental Delays
- Developmental Disorders
- Failure to Thrive
- Joint Replacement
- Low Vision
- Other Mental Health
- Multiple Sclerosis
- Orthopedic Injury
- Parkinson's Disease
- Post-surgical Recovery
- Spinal Cord Injury
- Sports-related Injury
- Stroke
- And More



To schedule an appointment, ask your physician for a referral. For more information, call 877-300-9101.



OCCUPATIONAL AND EQUINE-ASSISTED THERAPY

Equine-assisted therapy is a huge part of Rawhide.

Youth who have an opportunity to benefit from the incorporation of equine into their OT sessions, include individuals with sensory deficits, sequencing difficulties, fine motor deficits, attention disorders, initiation issues and more.

Youth will benefit from this unique pairing through various equine activities, such as grooming, painting, obstacle courses, general horse handling and safety.

DEAR RAWHIDE FRIENDS,

It strikes me each time I encounter a new staff member or a lifelong employee, just how passionate and dedicated they are to this organization and our youth. No matter how long they have been with us, they each go above and beyond to help our youth. Our youth are treated like family, which makes them feel safe, loved and inspired to accept the opportunity to start their healing journey, knowing they are in a safe, caring environment.

During our Staff Appreciation Day event this summer, I witnessed the true beauty of Rawhide as the staff and students came together to dance and socialize. It felt like a large family reunion of sorts where all departments and youth homes came together to enjoy good food, music and each other's company.

Over the last quarter, I have also been blessed by continued partnerships with incredible businesses and leaders from the community. So many have stepped up to volunteer their time, talents and funds to support Rawhide and its youth through several of our campaigns. The most significant, which is our Building Hope Capital Campaign, where we reached our \$6 million goal within less than a year. This project has allowed us to expand our residential program with the new Starr Youth Home and Resource & Training Center for youth and families throughout northeast Wisconsin.

I am excited to see what 2022 will bring and how many more youth we will be able to welcome through the doors of our eight counseling centers and our residential campus. Because of your support, we are changing and saving lives!

God bless,



Alan B. Loux

President and CEO, Rawhide Youth Services



2021 FISH FRY SEASON WAS A SUCCESS!



We had such a fantastic fish fry season after having to cancel all our events in 2020.

Thank you to everyone who came out to support us this year, especially to our newcomers who were eager to learn more about Rawhide and all we offer youth in need.

We served **1,194 guests** with the gracious help from our **37 volunteers** and **187 staff and youth helpers**.

See you next summer for our 2022 Rawhide Fish Fry season!





HELP US REACH 2,000 VEHICLE DONATIONS!

Did you know? 1 IN 7 children experienced abuse and neglect in 2020.

We provide youth the support and resources they need to overcome their mental health and behavioral struggles, and your vehicle donations make it all possible.

When you donate by Dec. 31, you will be entered to win the vacation of your dreams or a \$2,500 gift card.*



OPTION 1: DESTINATION KOHLER GIFT CARD

A \$2,500 gift card you can use for the ultimate golfing experience, luxurious lodging, spa treatments, yoga classes, fine dining, exploring the area and more in Kohler, Wisconsin.



OPTION 2: NASHVILLE GETAWAY

A 3-night stay and guided Nashville tour experience for two with airfare included. Explore the heart and soul of the Music City with a 3.5-hour guided tour past the historic Riverfront Park, Country Music Hall of Fame & Museum, the Ryman Auditorium, state capitol, and more.



OPTION 3: \$2,500 VISA GIFT CARD

Free funds so you can plan your own trip or buy that new toy.

DONATE TODAY rawhide.org/lifeline | 888-979-7879

*See website for more details. Source: Mental Health America Inc.



SCAN TO LEARN MORE.

BRENT HAS A LIFE-CHANGING EXPERIENCE

AT RAWHIDE

The first time Brent heard an Eminem song, he realized he had a passion for music and writing songs.

"I just really admired certain lyrics and the way he put rhythm and rhyming to connect the words," Brent said. "I wanted to create something like that someday."

Brent had always wanted to learn guitar and used to listen to his dad's CDs. One day, his dad told him that his late mother's favorite artist was Eminem. Everything came full circle for him and he realized where his love for music came from. It inspired him to start writing lyrics to songs. His uncle then gifted Brent his guitar, even though he never played it.

When Rawhide began its summer school program, Brent took advantage of the opportunity to learn how to finally play the instrument. It was four 1-hour sessions followed by daily practice in our Young Life Program Manager Mr. Jared's office any chance he got.

Mr. Jared and Brent talked about offering lessons to some of the other youth interested in learning guitar and offering it as an extracurricular.

"When I write songs and play the guitar, it helps me put my feelings that are hard for me to understand into words," Brent said. "I mostly write about feeling sad, hopeless and angry. But making music takes a lot of weight off my chest and helps me understand what I am feeling. It helps me cope with a lot of the emotions I have."

Rawhide doesn't just offer healing services like therapy, school and a safe place to live, we also provide life-changing opportunities these youth would not have experienced otherwise.



"I feel like I really inspired other kids to want to learn to play guitar when they would see me practicing," Brent said.



SUMMER SCHOOL THROWBACK!

While our residential boys attend school at Starr Academy year-round, we make summer time extra special. Here's a throwback to our incredible summer on campus!



CHERRY STARR

Visits Rawhide

Surrounded by our special donors, leaders of the community and Rawhide staff, we celebrated our Building Hope Capital Campaign groundbreaking ceremony alongside Cherry Starr and her loving family.

With her granddaughters and personal assistant by her side, Cherry enjoyed meeting youth at Rawhide and touring the Starr Youth Home that is currently being built. They also took time to sign the walls of the new home with messages of hope and love for all future youth who live there.

Outside of the Welcome Center, our Building Hope supporters wore crisp, white hard hats and tossed dirt with gold plated shovels to celebrate the groundbreaking of the Welcome Center. This building will be home to the new Resource & Training Center and Bart & Cherry Starr Museum. With this renovation, we can offer first-class facilities for meetings, trainings, seminars, support groups or social gatherings for staff, youth and families that need help and resources, including aftercare and alumni services.

During the ceremony, Miron's president and CEO Dave Voss, Jr. gave a moving speech about the impact the capital campaign project will have on Rawhide and the community. Sentry Insurance's president and CEO Peter McPartland also spoke, reminiscing about Sentry's lifelong partnership with the Starr family.

One of our residential boys presented Cherry with a framed gift from all the youth on campus, who painted their fingerprints on a canvas next to their names in the shape of a family tree. Cherry smiled widely and hugged the youth, thanking him for the sweet surprise.

The Miron construction crew tearfully presented Cherry with a cement block engraved with her own welcoming words to youth who will live in the future Starr Youth Home.

Rawhide could not be more blessed to have shared this moment with the Starr family, our special partners and the community.

If you would like to contribute to our campaign, visit Rawhide.org/BuildingHope.





"Rawhide has been the best thing that ever happened to Bart and me, to be involved with something that we could give back to this wonderful state, this community and to youth who need our help. Thank you so much for being so supportive of it."

- Cherry Starr



Rawhide welcomed Cherry Starr and her family to campus!

Rawhide Youth Services
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New London, WI 54961

1-800-RAWHIDE | Rawhide.org

HIRING NOW!

BE THE RIPPLE EFFECT

How can you be the positive ripple effect that impacts youths' lives?

- Change your career.
- Change your life.
- Change youths' lives.

Whether you are educating youth in the classroom, healing their trauma in an office or in the equine arena, keeping all our locations clean, or getting donated vehicles prepped for purchase, all of our available positions will give you the opportunity to change the lives of hundreds of at-risk youth in Wisconsin every year.

Join us at Rawhide as a therapist, special education teacher, food service specialist, janitor, youth development specialist, vehicle donation hauler, registered nurse and more.

We are hiring qualified, compassionate individuals year-round.



[Apply now at Rawhide.org/Careers.](http://Rawhide.org/Careers)