



WISCONSIN
HISTORICAL
SOCIETY

POWERED BY OUR PAST

ANNUAL REPORT | 2022 FISCAL YEAR | JULY 1, 2021 - JUNE 30, 2022





A message from the Society's Ruth and Hartley Barker Director & CEO

Dear Friends,

It is truly remarkable how far we have come in the past year.

When I penned my message for last year's annual report, we were still navigating the second year of the COVID-19 pandemic that upended our lives in a myriad of ways.

As I wrote then, the Wisconsin Historical Society was not immune to the staggering challenges. However, we have navigated the worst of the pandemic.

I often say that everything we do of significance, we do in partnership with others. That has never been more apropos than in this past year. Our members and donors maintained their giving and even offered us additional financial gifts. Wisconsin residents and regional audiences enthusiastically returned to our historic sites and museums as well as engaged in statewide programs and services. Our stakeholders' support helped the Wisconsin Historical Society endure and grow with purpose during one of the biggest challenges of its 176-year history.

We are grateful for our friends, who believe in the power of our mission to connect people to history by collecting, preserving, and sharing stories. I am delighted to report terrific news on numerous fronts from the 2022 fiscal year. These accomplishments put us on a pathway to transform how history will be shared and understood in Wisconsin for generations to come.

Among the many highlights:

- We welcomed guests back for a full season of in-person experiences at our library, archives, historic sites, and museums.
- We opened the new Brewhouse at Old World Wisconsin, marking an exciting beginning to a multi-year transformation at the site.

- Our maritime archaeologists along with the Ho-Chunk Nation made international headlines with the discovery and recovery of a 1,200-year-old dugout canoe in Madison's Lake Mendota.
- Finally, we made enormous strides on the largest project in Society history: Building a new Wisconsin history center. Thanks to over \$6 million in private gifts that pushed our fundraising total beyond \$39 million and continued bipartisan support from the State Legislature and the Department of Administration, the \$120 million project achieved important milestones that put it on firm footing moving forward.

Tucked in the middle of this report you will find an insert from our nonprofit partner, the Wisconsin Historical Foundation, with its fiscal-year highlights. The Foundation has provided services to the Society for decades and has been especially vital to the success of the history center project.

I hope you enjoy these reports and take pride in the fact that **you made so much possible!**

As always, thank you for your steadfast support for history. Indeed, as the theme of this report states, we are "Powered by Our Past." Here's to the promise of the exciting future we are building — together.

Cheers!



Christian W. Øverland
The Ruth and Hartley Barker
Director & CEO

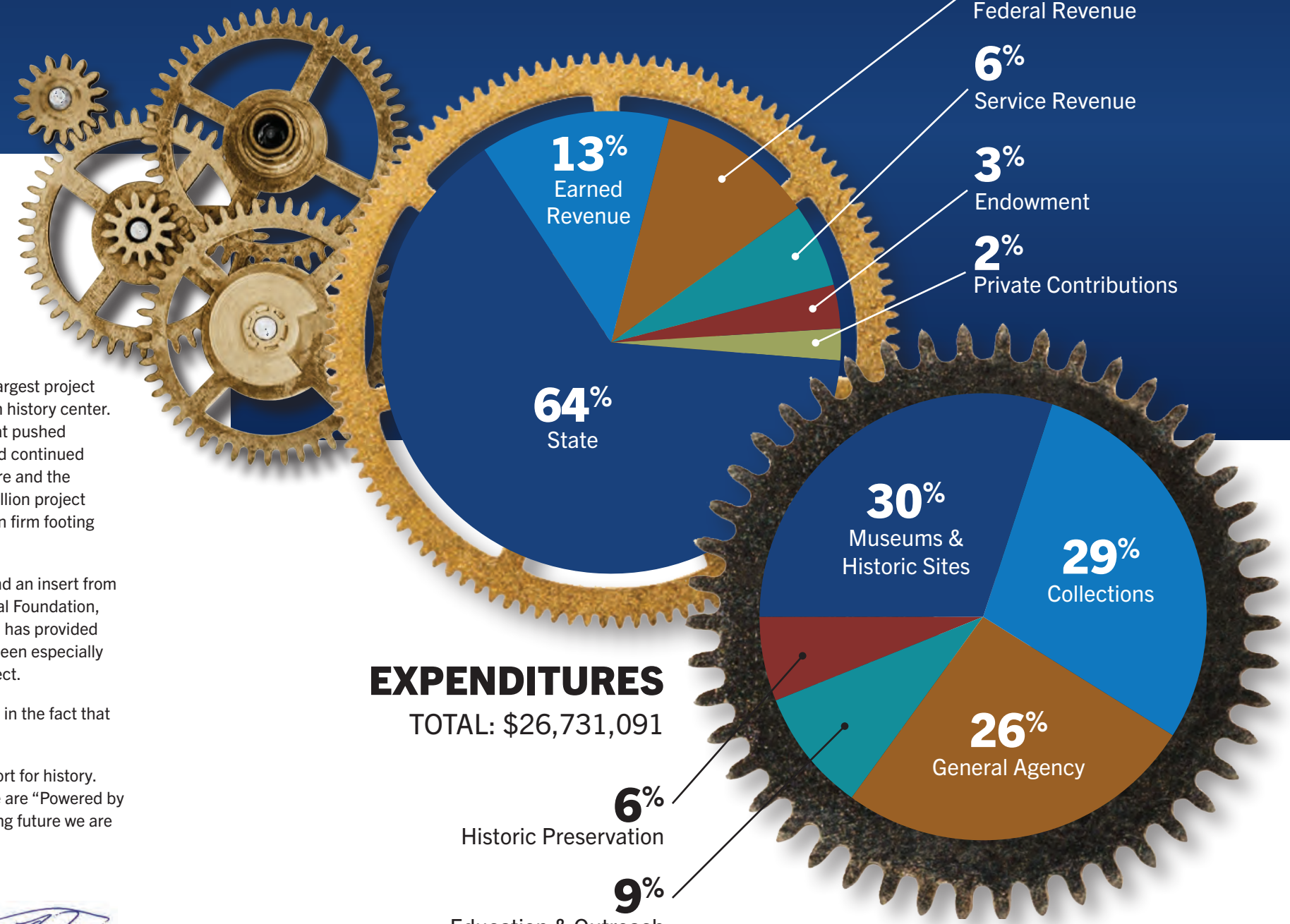
FY22 Financial Snapshot

REVENUE

TOTAL: \$27,151,327

Percentages do not equal 100 due to rounding

- 11%** Federal Revenue
- 6%** Service Revenue
- 3%** Endowment
- 2%** Private Contributions



EXPENDITURES

TOTAL: \$26,731,091

- 6%** Historic Preservation
- 9%** Education & Outreach

The Society's ability to fulfill its mission of collecting, preserving, and sharing stories is made possible by the consistent and unwavering support of the Wisconsin Legislature, the Governor's Office and administration, private donors, and members of the general public that provide financial support through the use of Society services.

History Center Project Reaches Major Milestones

It was a momentous fiscal year for the Wisconsin Historical Society's plan to build a new Wisconsin history center. Significant milestones were achieved, giving the project strong forward momentum and putting it onto a firm path toward its target completion date of 2026.

- Last October, a final site was secured thanks to the generosity, leadership and vision of Fred and Mary Mohs and the Mohs family, ensuring that the history center will be located on Capitol Square.
- In December and April, exhibit and architectural design firms were hired.
- In June, the Legislature's State Building Commission approved the release of \$4 million of the \$70 million in enumerated State funds, allowing the architectural and experience design phase of the project to officially begin.
- Throughout the fiscal year, more forward-thinking donors stepped up with over \$6 million in gifts, pushing the Wisconsin Historical Foundation's private fundraising total to \$39.2 million.
- New commitments from Madison philanthropists Jerry Fraitschi and Pleasant Rowland brought their combined gifts to \$16.6 million.

"We still have work to do and funds to raise, but we're extremely grateful to the donors, legislators and others who have shown leadership and helped us get to this point," said Christian Øverland, the Ruth and Hartley Barker Director & CEO of the Wisconsin Historical Society. "The history center truly will be a hub of learning. It's going to be relevant. It's going to be compelling. It's going to be inspiring. We cannot wait to open the doors to the public."

"It has been an exciting year as we forge ahead in building a best-in-class state and national history center. We have assembled an industry-leading design team to build our nation's next great cultural attraction."

— Christian Øverland, The Ruth and Hartley Barker Director & CEO of the Wisconsin Historical Society

A HOME ON CAPITOL SQUARE

The first bit of exciting news arrived when Fred and Mary Mohs and their family offered to sell to the Society, at below-market-value, two properties they owned next to the current Wisconsin Historical Museum.

That guaranteed the history center a home on Capitol Square in downtown Madison at the top of State Street. The expanded site at one of Wisconsin's most iconic intersections will allow for a 100,000-square-foot center that will more than double the exhibition space of the current museum, welcome more than 200,000 guests annually and double the number of PK-12 students served to 60,000.

The latest digital technology will connect the Society's collections and interactive programming with residents across Wisconsin and the world. Toward that end, the Society was awarded a \$334,186 grant from the National Endowment for the Humanities as part of the American Rescue Plan to fund a major digitization project.

Bringing it all to fruition will be internationally known design firms. The building will be designed by Continuum Architects + Planners of Milwaukee and the global firm SmithGroup, while the experience designs will be created by New York-based Ralph Appelbaum Associates.

Donor Spotlight

The Society thanks the following individuals and organizations for generous financial gifts of at least \$5,000 to the Wisconsin Historical Foundation for the Campaign for a New Wisconsin History Center during the 2022 fiscal year:

- Nancy Marshall Bauer
- Beach Family Foundation
- Phil and Kit Blake
- The Boldt Company
- The Comer Family Foundation
- Diane Dei Rossi and James Hardy
- Dan and Natalie Erdman
- Pat and Anne Fee
- First Business Bank
- W. Jerome Frautschi and Pleasant Rowland Frautschi
- Conrad and Sandra Goodkind
- Mary Roelli Hilfiker
- Gregory Huber
- Joshua and Megan Jeffers
- Claire and Marjorie Johnson
- Steven and Lynn Karges
- Robert D. Kern
- Kohler Trust for Preservation
- William and Jennifer Kraemer
- Mark and Ilene* Laufman
- Dale Leibowitz and Ron Suliteanu
- The Lenz Family
- Irving & Dorothy Levy Family Foundation Inc.
- Peter and Jill Lundberg
- Frederic and Mary* Mohs
- Tom* and Nancy Mohs
- National Guardian Life Insurance Company
- John R. and Catherine C. Orton
- Jerald and Mary Phillips
- Fred and Nancy Risser
- Brian and Karen Rude
- Amelia and Walter Rugland
- Don and Cindy Schott
- Richard Searer and Cathi E. Wiebrecht-Searer
- Miriam Simmons
- Steinhauer Charitable Trust
- Dawn Stucki
- Summit Credit Union
- Rhona E. Vogel
- von Briesen & Roper, s.c.
- Neal and Cathy Wegner
- JoAnn and Michael Youngman

* *In memoriam*

The design will be informed by prior and upcoming statewide listening sessions, making it, as Øverland says, "a history center designed by the people, for the people."

Demolition of the current museum and the adjacent buildings is set for 2023, with construction expected to begin in 2024. The funding for the new building has been successfully secured through \$70 million in public State support and \$30 million in private gifts.

MORE THAN A MUSEUM

Because of myriad opportunities made possible by the Society's enormous collections and scope of public services, Øverland and other leaders intentionally have begun referring to the project as a history "center" instead of a "museum." "We envision a dynamic cultural hub that transcends the traditional museum experience," said Øverland.

The center will be a place of inspiration and exploration where guests of all ages will see themselves reflected in the stories being told.

"We hope our gift provides momentum and inspires others to invest in such a worthy project. Studying history is critical to an informed society."

— John and Sherry Stilin, Redmond, Wash.

"Our goal is to create captivating exhibits and programs that draw from the nearly 290 million items in the Society's world-renowned collections," said Angela Titus, the Society's assistant deputy director and chief program officer.

The Wisconsin Historical Foundation continues to engage with private donors to raise needed funds to support the visitor experience, programming, and operating expenses, ensuring that what guests experience inside the center will be as memorable as the building itself.

"We are humbled by the generosity of our early donors that made it possible to meet our initial \$30 million private funding requirement to support the design and construction of the new facility," said Julie Lussier, executive director of the Wisconsin Historical Foundation. "We are now focused on the next phase of fundraising to deliver an incredible visitor experience and provide programming resources long into the future."

To learn more, visit wisconsinhistory.org/historycenter.



Brewhouse opening a milestone moment

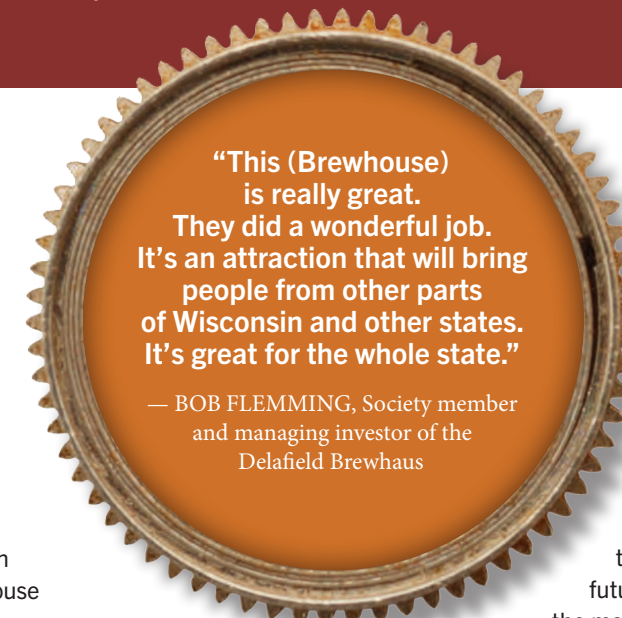
Guests visiting Old World Wisconsin discovered that progress doesn't just look and feel good, it also tastes great. That's because after a year of anticipation, construction was completed and the new Brewhouse opened to the public at the Wisconsin Historical Society's 600-acre public history attraction in Waukesha County.



Donor Spotlight

The Society thanks the following individuals and organizations for generous financial gifts of at least \$5,000 to the New Arrivals Campaign for Old World Wisconsin during the 2022 fiscal year:

- Briess Malt & Ingredients Co.
- Cleary-Kumm Family
- The Coburn Company, Inc.
- Museum of Beer and Brewing
- Old World Foundation
- Only in Wisconsin Giving, the charitable foundation of the New Glarus Brewing Company
- State of Wisconsin
- Charles E. and Ruth Werth



“This (Brewhouse) is really great. They did a wonderful job. It’s an attraction that will bring people from other parts of Wisconsin and other states. It’s great for the whole state.”

— BOB FLEMMING, Society member and managing investor of the Delafield Brewhaus

Indeed, things are moving forward in a big way at the site beloved by generations of Wisconsinites since it opened in 1976.

“This is a perfect example of our mission and vision coming together,” said Angela Titus, Assistant Deputy Director and Chief Program Officer of the Society. “One of our goals is to use a 21st-century approach to interpretation and this Brewhouse experience that combines hands-on demonstration with multimedia is an example of that. We are sharing past cultural traditions with today’s audiences in ways that are engaging and accessible.”

Grand opening events in June attracted hundreds of guests who ventured inside the 1,760-square-foot building to enjoy The Brewing Experience presented by the Cleary-Kumm Family.

Visitors can observe and interact with volunteer brewers as they make a batch of historic beer; view a video showing highlights of the brewing process; enjoy samples of beer brewed on-site; and interact with a touch-screen display that shows the history of many current and past breweries located in communities across the state.

In addition to daily programming, the Brewhouse hosts monthly beer dinners and other programming. It will also host private events that generate important revenue to sustain ongoing operations at the site.

The opening of the Brewhouse is part of the first phase of a multi-year phased master plan that will dramatically transform the entire welcome area at Old World Wisconsin. It includes a new entry and ticketing complex, tram station and more. This first phase was made possible by over \$2.5 million in private

gifts to the New Arrivals Campaign being conducted by the Wisconsin Historical Foundation (WHF), the Society’s nonprofit fundraising arm.

“We’re extremely grateful to the many individuals and business partners that have contributed to this important initiative,” said WHF Executive Director Julie Lussier. “It will transform Old World Wisconsin for future generations by offering some of the modern amenities guests expect even while coming to enjoy a historic experience. This could not happen without generous and forward-thinking donors. We are excited to continue to spread the word and engage with new donors to realize the rest of this master plan.”

Indeed, it is the culmination of years of planning — but it’s just the beginning.

The Brewhouse will serve as the hub for a larger brewing experience planned for the site that will eventually include historic (1906) Wittnebel’s Tavern, an outdoor beer garden and an actual garden where historic and contemporary ingredients used in brewing will be grown.

Exterior work on Wittnebel’s began this summer. If enough private funds are donated to complete the restoration of the tavern’s interior to its 1930s post-Prohibition state, it could open before the end of the 2023 season.

“This is an incredibly exciting time for Old World Wisconsin,” said Site Director Dan Freas. “There has been a lot of buzz across the state about what’s happening here. It has been a thrill to see so many smiles and happy families enjoying the Brewhouse for the first time. Many have already planned return trips. It’s truly the dawn of a new era for us.”





1,200-year-old canoe recovery attracts worldwide interest

For archaeologists at the Wisconsin Historical Society, it was the kind of year that only comes around once in a career — if you're lucky. And it's all because of a canoe.

No ordinary canoe, mind you. A 1,200-year-old dugout canoe, carved from a single piece of white oak wood, most likely by ancestors of the Ho-Chunk Nation.

The finding and recovery of the canoe from Madison's Lake Mendota last fall made headlines across the world and put the work of the Society, especially its archaeologists in the State Historic Preservation Office, in the spotlight.

The 15-foot canoe, uncovered by Society maritime archaeologist Tamara Thomsen in 27 feet of water, is the oldest fully intact vessel ever to be extracted from Wisconsin waters. It is also the first canoe that has been found with artifacts on board — in this case, net sinkers used for fishing.

"It's pretty amazing," said Thomsen, who happens to live on Lake Mendota. "I'm underwater a lot, but this was the first dugout canoe I've ever seen underwater. It was incredible to be working here, literally in our backyard."

Thomsen found the canoe while exploring the lake on a dive with a friend. Once she confirmed it to be a fully intact canoe, the Society verified the age by carbon dating and consulted the state's tribal nations. Then Thomsen and her colleagues received permission for a precarious recovery mission.

"By taking action to preserve this canoe we are protecting a piece of history for future generations," said Christian Øverland, the Ruth and Hartley Barker Director & CEO of the Society. "The canoe is a remarkable artifact that connects us to the people living in this region 1,200 years ago. We are excited about the possibilities the canoe offers to work with the Ho-Chunk and other tribal nations to share Native American stories and culture through the present day."

An Unforgettable Day

On Nov. 2, 2021, about six weeks after Thomsen found the canoe, she and fellow Society archaeologists Caitlin Zant and Amy Rosebrough, assisted by the Dane County Sheriff's Department dive team and other volunteer divers, spent several hours retrieving the canoe from the bottom of Lake Mendota.

At nearby Spring Harbor Beach, word quickly spread throughout the neighborhood. Despite frigid temperatures hovering in the 30s, dozens of curious residents gathered to observe the operation. Seeing the canoe exposed to air for the first time in over a thousand years when it was carried ashore was a moment nobody present will forget.

"When we came out of the water, some (people) cried and some cheered. It was an emotional experience. It made me think of things a little differently."

— James Skibo,
State Archaeologist

"The thing that has been sticking with me is the experience of pulling it out," said State Archaeologist James Skibo, who led the team that planned and executed the recovery effort. "People were sitting there for hours and when we came out of the water, some cried and some cheered. It was an emotional experience. It made me think of things a little differently. You don't realize the thrill and importance of the moment and what it can mean to people."

Among those on shore was Bill Quackenbush, tribal historic preservation officer for Wisconsin's Ho-Chunk Nation. In a moving moment, Quackenbush took a knee next to the canoe, gently touched it with his right hand, and solemnly reflected on his ancestors.

"If it's going to protect and preserve the history and culture of us and of mankind in this area, we're totally in support of that," he said. "And looking at the crowd here, there's a lot of interest."

It wasn't just those on hand.

When news of the recovery was first reported by local and state media, hundreds of outlets from across the world covered it, including CNN, magazines such as the Smithsonian and Newsweek, and outlets in the United Kingdom, France, Australia, India, Canada, Ireland, Singapore, Taiwan and Argentina.

"We were doing interviews and fielding phone calls constantly," said Skibo. "I've never been a part of anything like this. The fact that it has attracted this kind of interest across the world shows you how meaningful it is to people."

Ho-Chunk Students Connect with Canoe

After recovery, the canoe was transported to the State Archive Preservation Facility (SAPF) in Madison, where it was immediately submerged in a vat filled with water to protect it and begin a three-year preservation process.

The SAPF is not open to the public, but occasional private tours are held. Among them was a meaningful late June visit by Quackenbush and Ho-Chunk students he was leading on a paddling expedition in their own dugout canoe. Earlier in the day, they visited the location on Lake Mendota where the canoe was raised.

"It was an emotional event for them," Skibo said. "It's one thing to hear about your ancestors, but another to be at the place where they lived. ... The canoe just keeps on giving."

New to the Society's Collections

Over the past year, the Society acquired hundreds of artifacts and archival collections representing a diverse array of historical and contemporary stories. These pages highlight a few of them.



Women's bowling league pantsuit and papers

Bowling pantsuit set designed and made by Donetta Ulrich for her team, the Bel-Airs, of the Stratford Women's Bowling Association from 1976-1981. Ulrich (1930-2022) donated the suit as well as papers from the league. The league thrived in the Marathon County village of Stratford from 1947 until 2005, largely through the efforts of Ulrich, its longtime president.

Potsie's 'Happy Days' sweater

University of Wisconsin letterman's sweater worn by actor Anson Williams, who portrayed Potsie Weber in the television series "Happy Days." Set in Milwaukee in the 1950s, the sitcom aired 255 half-hour episodes from 1974-1984. WHS Artifact Acquisition Fund purchase.



John Chancellor papers

John Chancellor was a journalist, foreign correspondent and commentator, spending most of his career with NBC news and serving as anchor of "NBC Nightly News" (1970-1982). Included are materials documenting his coverage of the Apollo Soyuz mission, U.S. elections and political national conventions, and interviews with former presidents Jimmy Carter, Richard Nixon and Gerald R. Ford.



Luther Allison shirt and guitar

Performance shirt worn by prominent guitarist, Wisconsin resident, and Blues Hall of Fame member Luther Allison, 1990-1997. Allison (1939-1997) died in Madison, five days before his 58th birthday. Also, a Gibson Les Paul model electric guitar (not pictured) owned and played by Allison shortly before his death, as well as an extensive archival collection. All were gifts from Carolyn Brown.



Ada Deer papers

Ada Deer is a member of the Menominee tribe and was the first woman elected to chair the tribe in Wisconsin. Deer was appointed by President Bill Clinton to lead the United States' Bureau of Indian Affairs (BIA) from 1993-1997. She was successful in advocating for the restoration of the Menominee as a federally recognized tribe (1973). Deer's collection contains material related to her work with the BIA, including speeches, congressional testimony, and correspondence.



Milwaukee 'freedom schools' desks

Set of school desks used at St. Matthew Christian Methodist Episcopal (CME) Church "freedom schools" organized by the Milwaukee United School Integration Committee, mid-1960s. Gift of the Wisconsin Black Historical Society/Museum.



Hmong immigrants' silver bars

Silver bars, representing accrued family wealth, brought from Laos by the Xai Her Yang family, Hmong immigrants to Green Bay, 1979. WHS Artifact Acquisition Fund purchase.



Ultralight aircraft

Ultralight aircraft used to lead migratory flights during the international effort to reintroduce the endangered whooping crane to eastern North America from 2007-2015. Gift from Bob and Nancy Rudd.



Specimen from first atomic bomb explosion

Trinitite specimen (liquefied sand from the first atomic bomb explosion) acquired by former University of Wisconsin lab manager Gus Schultz, who was foreman of the Laboratory Shops at Los Alamos during the Manhattan Project (1945). Also acquired: a journal kept by Schultz's wife, Bertha, describing the scientific achievements and her thoughts after the use of atomic bombs on Japan. WHS Artifact Acquisition Fund purchase.



DIVISION OF MUSEUMS AND HISTORIC SITES

This Society division operates 12 historic sites and museums and creates immersive and engaging learning experiences for guests of all ages. These attractions, located across Wisconsin, interpret and preserve the state's history and prehistory for the public.

Together again! Making memories & building for the future

There's nothing quite like visiting one of the Wisconsin Historical Society's 12 historic sites and museums. By immersing yourself in historic surroundings, your senses come alive as you learn from the past and make meaningful, lasting memories. Making those experiences available to the public is essential to the Society's mission and critical to supporting the local tourism economy in each region, so we were thrilled to resume in-person operations and welcome back thousands of guests during the past fiscal year. Enjoy a peek at some highlights.

"It's been a wonderful career. A lot of my heart went into this place. I know it will go on, and that's gratifying."

— Dave SaLoutos, who marked his final season as ringmaster after 39 years at Circus World



CIRCUS WORLD

The beloved attraction in Baraboo, original home of the historic "Ringlingville" winter headquarters for the Ringling Bros. Circus, enjoyed what longtime ringmaster Dave SaLoutos might call a "stupendous" year. Circus World welcomed large crowds and secured a major federal grant to fund significant future improvements.

Daily performances returned, which had added meaning for SaLoutos, a Baraboo native who had entertained audiences for 39 years. It was his 33rd and final season as ringmaster. "It's been a wonderful career," said SaLoutos (pictured at left). "A lot of my heart went into this place. I know it will go on, and that's gratifying." SaLoutos plans to continue supporting Circus World in other, non-performing roles. "He's been our very public face, our 'unofficial' mayor of Baraboo," Site Director Scott O'Donnell said. "He has wonderfully captured the hearts of children of all ages, through a combination of grace, heart and talent."

Planning for the future: Staff completed a concept planning project with PGAV Destinations for future guest experiences. The concepts focus on a restored and immersive Ringlingville experience, year-round performance facility and reimagined Circus Wagon exhibition. Also, thanks to private funding from the Les & Judy Smout Foundation, Renee and Tom Boldt, Fred D. Pfening III, and Circus World Museum, Inc., staff also collaborated with Isthmus Architecture to complete a Historic Structures Report (HSR) on the National Landmark buildings that comprise Ringlingville. That work culminated in the Society receiving a \$499,999 Save America's Treasures federal grant from the National Park Service to restore the business office that is the most historically significant building in Ringlingville but has never been open to the public.

OLD WORLD WISCONSIN

Thousands of guests returned to the 600-acre living history attraction in the Waukesha County village of Eagle.

New Brewhouse: One of the year's major highlights was the June opening of the new Brewhouse, which is part of the first phase of a multi-year phased master plan to transform the welcome area. Daily historic brewing demonstrations proved popular and monthly beer dinners, featuring brewers from across the area, quickly sold out. Read more about the Brewhouse on pages 6-7.

Legends & Lore: The beloved four-day event that highlights eerie tales (pictured) returned in October 2021, quickly selling out and delighting guests with a much-desired in-person experience. It is hosted in collaboration with Kettle Moraine School for Arts and Performance, with generous funding once again provided by WaterStone Bank.

Pleasant Ridge: A \$10,000 grant from Wisconsin Humanities is helping Society staff develop a new guest experience and interpretive themes for the outdoor exhibit that focuses on a historical Black community in southwestern Wisconsin from 1850 through the early 20th century. The Society is working with consultants, experts and community partners to create a sustainable model for inclusive living history practices rooted in community dialog.



BLACK POINT ESTATE & GARDENS

The historic site on the shore of Geneva Lake enjoyed a booming recovery from the paused visitor experience by attracting over 10,000 guests, a season record. In addition, nearly every public program sold out.

The site, which includes the 20-room Victorian mansion built in 1888 as the summer home of Chicago beer baron Conrad Seipp, hosts tours of the mansion and estate gardens, book readings, and other events.

Private donors continue to provide gifts to improve the site. Among them, the Royal Joy Williams Questers Club helped fund the construction of a pedestal for the 1864 Seipp Brewery stone lintel.

Also, volunteer Jan Palzkill continued to finance the Black Point internship program, now in its seventh year. The 2022 intern was Maria Dickfoss (pictured above), a student at Badger High School in Lake Geneva. Former interns have gone on to positions at the Madison Children's Museum, Old World Wisconsin and the Lake Washington School District.



MADELINE ISLAND MUSEUM

Fifty student artists from 10 tribal nations enjoyed a rare and exciting opportunity to have 64 of their beadwork creations included as part of the exhibition, "Oshki-Anishinaabeg: Telling Our Stories with Manidoominensag." It opened with a celebration hosted by Bad River Tribal Chairman Michael Wiggins, Jr.

The project complemented the main museum exhibition "Meeting Nanabozhoo: Works by Rabbett Before Horses Strickland," featuring the internationally recognized Red Cliff Ojibwe artist. Together, they shared a story of Ojibwe culture and persistence.

Madeline Island, located just off the Lake Superior shore from Bayfield, is the original home of many of the Midwest's Ojibwe bands. The Mashkiziibi (Bad River Band) still maintain 200 acres along the Amnicon Bay shoreline of Madeline Island. The exhibition honored and celebrated the historic and continuous ties to their homeland, called Mooningwaanikaaning, the place of the yellow-breasted flicker birds.



Donor Spotlight

The Society thanks the following individuals and organizations who have given at least \$5,000 to support our historic sites and museums during the 2022 fiscal year:

- Circus World Museum, Inc.
- Ray and Kay Eckstein Charitable Trust
- Marty and Amy Fields
- Friends of H.H. Bennett Studio
- Dana Goodall DeAngelis, in memory of John C. Goodall, Jr.
- John C. Goodall III, in memory of John C. Goodall, Jr.
- Gorenstein Charitable Foundation, Inc.
- Greater Milwaukee Foundation's Black Point Historic Preserve Operation and Maintenance Fund
- Greater Milwaukee Foundation's Black Point Horticulture Fund
- Greater Milwaukee Foundation's Walter A. Wilde Fund
- Hayssen Family Foundation, Inc.
- Kohler Foundation, Inc.
- Kohler Trust for Preservation
- Jun and Sandy Lee
- Les & Judy Smout Foundation
- Thorson Foundation, in memory of John C. Goodall, Jr.
- WaterStone Bank
- Wisconsin Humanities
- Kenneth Young, in memory of Jack Ryan

FIRST CAPITOL

Guest experiences resumed at the historic site in Belmont, which features the two buildings where legislators of what was then the Wisconsin Territory met to pass the state's first 40 laws. During the 2022 fiscal year, work began on a project to develop new outdoor interpretive signs to highlight the history of the Capitol and founding of the state of Wisconsin. Additionally, the state historical markers on the grounds were sent to Sewah Studios in Ohio for restoration.



"Each of our locations are critical pieces to the tourism economy and community pride within their home regions. We were thrilled to be able to resume visitor experiences at every location."

— Nick Hoffman, Administrator of Museums and Historic Sites

WADE HOUSE

Work began on a master planning project with PGAV Destinations to identify new opportunities to strengthen visitor experiences at the historic site, carriage museum and grounds, located in Greenbush. Thanks to funding from the Kohler Trust for Preservation, a major project to upgrade the horse arena and event infrastructure was launched. The first event to occur after resuming the visitor experience was the blacksmith workshops (pictured), which remain extremely popular and routinely sell out. Summer camps for children (pictured) also resumed.



PENDARVIS

A major accomplishment was the completion of the Historic Structures Report for the historic site located in Mineral Point. The report, funded by the Memorial Pendarvis Endowment Trust and Jeffris Family Foundation, outlines the restoration work, engineering and budget needed to restore the site to the period of 1935-1970, when Bob Neal and Edgar Hellum preserved and operated the Cornish and mining historic site.

Pendarvis also participated in the Mineral Point Museum Night as a key feature in the historic community's heritage tourism network.

WISCONSIN HISTORICAL MUSEUM

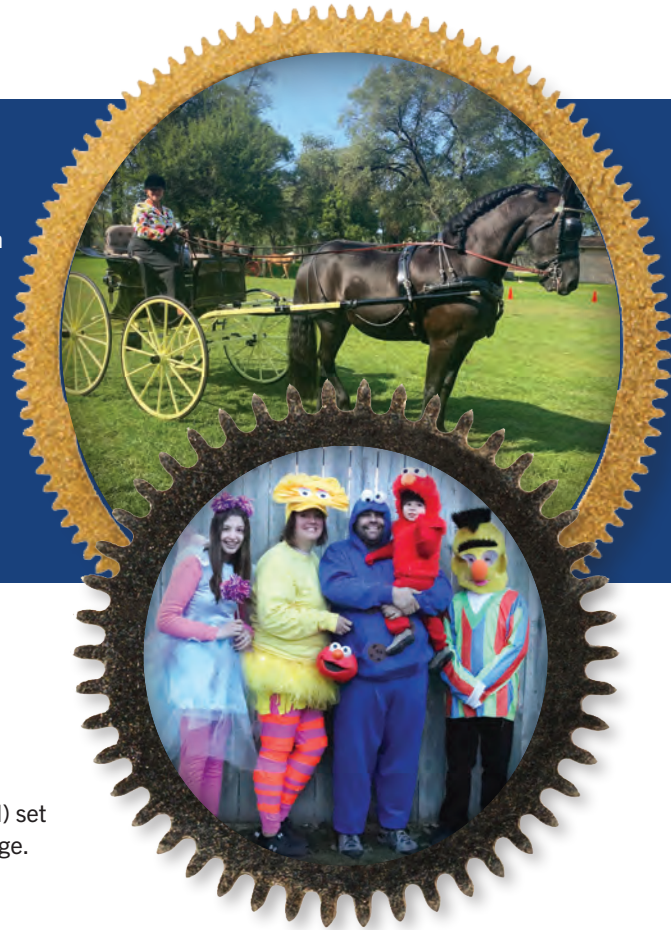
School tours welcomed nearly 10,000 students back to the museum, resuming the tradition as a field trip highlight to the Capitol Square in Madison. Staff also launched virtual programs that reached over 1,100 students whose school groups were still unable to visit in person. Another major tradition resumed with the return of the Ever Gleaming aluminum Christmas tree exhibition, which included additional interpretive context on the atomic age when the trees were introduced.

VILLA LOUIS

It was an eventful year for the historic site on the banks of the Mississippi River in Prairie du Chien, as it marked 150 years since construction began on the Dousman family mansion and 70 years as a state historic site.

Villa Louis hosted more than a thousand people for the Society's first major event in the recovery from the two-year pandemic pause with the 40th anniversary of the highly popular Carriage Classic.

Meanwhile, the first phase of a restoration project restored and repaired the limestone walkway around the home, providing for much improved visitor accessibility. Phase 2 began in fall 2022.



H.H. BENNETT STUDIO

The historic site in downtown Wisconsin Dells, which includes the original 1875 studio of the legendary photographer, welcomed the return of visitors with the launch of a new studio experience that provides an authentic and personalized tintype photography session (pictured). Part of the revised experience includes a new mechanical backdrop system, funded by the Gregory C. Van Wie Charitable Foundation, which allows participants to pick a replica backdrop (pictured at right).



STONEFIELD

Smiles returned to the grounds of the historic site in Cassville, which is part of the original 2,000-acre estate of Wisconsin's first governor, Nelson Dewey. Most notably, it hosted a Safe and Spooky Halloween supported by the Friends of Stonefield and Nelson Dewey State Park. This popular community event (pictured) set an attendance record by welcoming over 3,000 visitors to the recreated rural village.

REED SCHOOL

In-person visitor experiences, including programming for students, resumed at the historic site in Neillsville. Inside, guests immersed themselves in the surroundings that were familiar to generations of rural children in Wisconsin, where 6,000 one-room schools once dotted the landscape.



The Society in Education

The Wisconsin Historical Society takes pride in being an educational institution, working with teachers and students of all ages across the state to facilitate history education and build a better future for the next generation. Here are a few highlights from the past fiscal year.

National History Day: Wisconsin boasts two national champions!

It was a fantastically rewarding year for Team Wisconsin in the virtual National History Day competition, as 52 students advanced to the national competition, with two eighth graders being crowned national champions: Emma Manion and Krin Blegen, best friends from Kettle Moraine Middle School.

Emma (pictured above), who placed fourth at nationals in 2021, took first this year in the junior individual performance category by portraying Lutie Stearns (1866-1943), a Milwaukee teacher and librarian who helped promote the establishment of libraries across the state and nation.

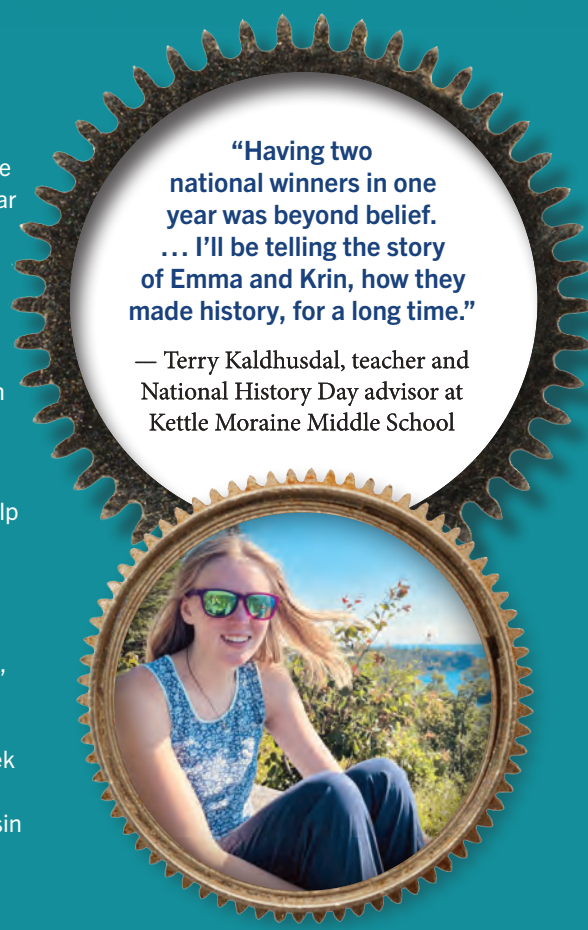
“To me, participation in NHD means more than just completing a history project,” said Emma, who lives in Waukesha. “It is a creative outlet, a journey of discovery, and a pathway for learning and growing as a student and a person. I will forever be grateful for the opportunity to participate in NHD.”

Krin (pictured at right), who received the African American History Award last year and had her documentary featured in a Smithsonian showcase, this year won the junior individual documentary category for her film, “What They Taught Us: How Grassroots Debate and Diplomacy Shaped the Milwaukee Open Housing Movement.”

“The experiences I have had and the tools I have gained through NHD will help me the rest of my life,” said Krin, who lives in Oconomowoc.

A total of 811 students competed at regional competitions across Wisconsin, with 400 qualifying for the state event. University School of Milwaukee eighth-graders Delia Narrai and Liesel Kocourek placed third nationally in the junior website category. The last time Wisconsin had a national winner was 2016.

To learn more about NHD in Wisconsin, visit wihist.org/NHDWI. For more on the NHD competition, visit nhd.org/winners.



“Having two national winners in one year was beyond belief. ... I’ll be telling the story of Emma and Krin, how they made history, for a long time.”

— Terry Kaldhusdal, teacher and National History Day advisor at Kettle Moraine Middle School



Donor Spotlight

The Society thanks the following individuals and organizations for generous financial gifts of at least \$5,000 to support education programming during the 2022 fiscal year:

- Jane Bradley Pettit Foundation
- The George and Jane Shinnors Charitable Fund, in memory of Barbara Shinnors Grainger



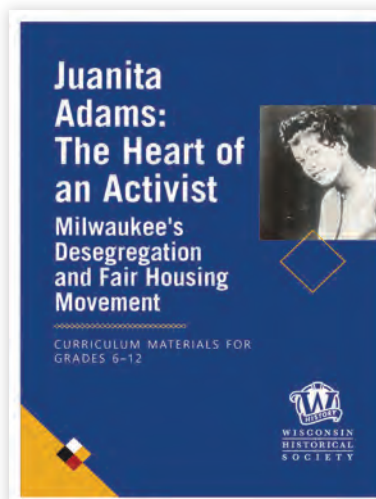
Pfisterer hired to lead Education team

The Society was delighted to add Abby Pfisterer as Director of PK-12 Education this year. Pfisterer, who started in May, came from the Smithsonian’s National Museum of American History in Washington, D.C., where she was a senior education specialist and manager of civic learning. Among her many responsibilities, she led the museum’s National Youth Summit and the Smithsonian’s NHD programs.

With a full career in museum education, Pfisterer brings an excellent blend of experience, having previously worked at Historic Morven Park, Tudor Place Historic House and Garden, and Gadsby’s Tavern Museum. An Idaho native with Colorado roots, Pfisterer is also a doctoral student in Education Sustainability (with a museum education focus) at UW-Stevens Point.

Society launches online education hub

For the 2021-22 school year, the Society launched a new webpage to connect teachers and K-12 students with resources to help them engage with Wisconsin and North American history. This education hub enables users to browse information about virtual and in-person programs and field trips, explore lesson plans and teaching materials, and discover stories from history through books and digital content. It also features a Teacher’s Lounge with resources for educators. Explore the hub at wiconsinhistory.org/learn.



Juanita Adams: Heart of an Activist

Working with the family of Juanita Adams, Society Coordinator of Primary Education Kurt Griesemer co-created “Heart of an Activist,” a 41-page educational packet designed to bring students into the mind and heart of the activist during the Fair Housing and Desegregation Movement in Milwaukee. Using archival and contemporary sources as well as an autobiographical essay, this curriculum was designed to enlighten and inspire students in grades 6-12. For details, visit: wihist.org/JuanitaAdams.

OFFICE OF PROGRAMS AND OUTREACH

This Society division helps people connect with their past by publishing books and magazines, providing expert professional advice to local historians, and supporting PK-12 students and teachers. It offers traveling exhibits and speakers to hundreds of community centers, libraries, schools and other organizations. It also supports over 400 affiliated local history and heritage organizations through consultations, webinars and workshops.

Making Connections Across Wisconsin & Beyond

Virtual Offerings Draw Large Audiences

LOCAL HISTORY CONFERENCE: The 15th Annual Local History and Historic Preservation Conference, conducted virtually for the second straight year in late October 2021, attracted a record-setting 445 participants from 55 Wisconsin counties, 21 states and the District of Columbia. The theme of the conference was “Connecting Communities to Preserve & Share History.” It included featured speaker Angela Fitzgerald (pictured at right), host of PBS’ “Wisconsin Life.” This conference, the largest history event in Wisconsin, brings together hundreds of historical society and museum volunteers, historic preservationists, and others interested in history.

WEBINARS: Programs on sharing women’s history and the Hmong refugee experience connected with thousands of people around the country. Nearly 10,000 viewers across multiple platforms from 18 international communities and seven countries tuned in to our four-part Ojibwe Winter Storytelling Series. It featured Ojibwe elders and artists Michael Laughing Fox Charette, Edith Leoso, Biskakone Greg Johnson and Leon C. Valliere (pictured at right).



Nearly 15K Enjoy Traveling Exhibits

The Society shared traveling banner exhibits with nearly 15,000 Wisconsinites and launched “We Will Always Be Here: Wisconsin’s LGBTQ+ Historymakers,” based on the award-winning Society Press book for teens and young adults. Original artwork for the exhibit was created by Madison artist nipinet landsem, a descendant of the Turtle Mountain Band of Chippewa.

Three-year Grant Helps Diversify, Improve Historic Markers

The Society is in the middle of a three-year, \$75,190 grant from the William G. Pomeroy Foundation to re-envision the State Historical Markers Program, with an emphasis on community collaboration and underrepresented histories. Outreach staff are collaborating with March On, Milwaukee to develop a series of 10 historical markers about Milwaukee’s civil rights movement. In addition, the Lake Ivanhoe Property Owners Association collaborated with the Society to create a new marker detailing the history of its Black-founded resort community. Over the next year, staff will consult with tribal nations to remove outdated and offensive markers and replace them with community curated content.



Society Press Enjoys Award-Winning Year

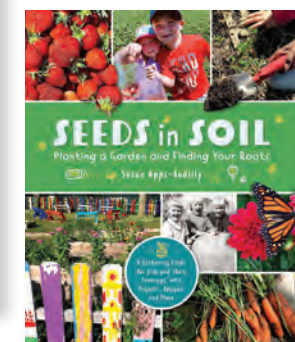
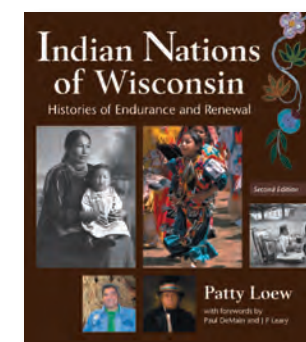
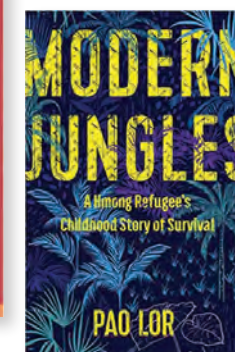
The Wisconsin Historical Society Press achieved a 10 percent increase in total books sold (45,373) from the previous year, an 8 percent jump in book sales (\$660,490) and a slew of honors. The four best-selling books were the the fourth-grade state history textbook, “Wisconsin: Our State, Our Story,” followed by “Wisconsin State Parks,” children’s book “Sport: Ship Dog of the Great Lakes,” and “Indian Nations of Wisconsin.”

The Press hosted 162 events, including a return to in-person gatherings.

Among the event highlights was an appearance by authors Jenny Kalvaitis and Kristen Whitson in early June at PrideFest Milwaukee, which drew more than 2,000 attendees to their booth. Their book, “We Will Always Be Here: A Guide to Exploring and Understanding the History of LGBTQ+ Activism in Wisconsin,” was recognized nationally, earning honorable mention in the prestigious American Association of State and Local History Leadership in History Awards.

Other Society Press highlights:

- The Wisconsin Center for the Book selected Pao Lor’s Hmong memoir “Modern Jungles” to represent the state at the National Book Festival for the Library of Congress in Washington, D.C.
- National Public Radio named the Press’ groundbreaking book “Indian Nations of Wisconsin” by Dr. Patty Loew to its national 2022 Summer Reading List.
- Society Press authors visited classrooms across the state. Among them was Barbara Joose, author of the illustrated children’s book “The Fishermen, the Horse, and the Sea,” who discussed her book with 250 elementary students in Port Washington and 300 in Mequon.
- A book launch for Susan Apps-Bodilly’s “Seeds in Soil,” a gardening guide for kids, was held at the Madison Children’s Museum. “I wanted to acknowledge your exemplary work and expertise on how to use gardening as an engaging way to connect students to their family histories,” Madison art teacher Meri Lau wrote. “I have taught in public schools for 36 years and this book builds teacher collaboration which is essential in strengthening a learning community.”



Donor Spotlight

The Society is grateful to the William G. Pomeroy Foundation for its partnership and support of the Wisconsin State Historical Markers Program with a three-year, \$75,190 grant to elevate the histories and contributions of historically marginalized communities in Wisconsin. We also thank the following organizations who have made gifts of at least \$5,000 to support the Society Press during the 2022 fiscal year:

- The Lynde and Harry Bradley Foundation
- The Evjue Foundation, Inc., the charitable arm of *The Capital Times*
- Sawyer Family Fund within the Community Foundation for the Fox Valley Region

WISCONSIN HISTORICAL SOCIETY 2022 Fiscal Year By The Numbers

152,755

PATRONS SERVED BY THE SOCIETY'S
LIBRARY & ARCHIVES

Library, Archives & Museum Collections

677
OBJECTS ACQUIRED
FOR COLLECTIONS

122
MANUSCRIPT
COLLECTIONS ACQUIRED

311
DONOR TRANSACTIONS
WITH COLLECTIONS

109
LOCAL GOVERNMENTS SERVED VIA
IN-PERSON CONSULTATIONS

52
STUDENTS QUALIFIED FOR
THE NHD NATIONALS

9
STUDENTS FINISHED IN THE
TOP 10 OR WON SPECIAL HONORS
AT NHD NATIONALS

2
STUDENTS WHO WERE NHD
NATIONAL CHAMPIONS

Education

43,740

STUDENTS USED THE
SOCIETY'S 4TH-GRADE
WISCONSIN HISTORY TEXTBOOK

45,373

BOOKS SOLD BY THE
WISCONSIN HISTORICAL
SOCIETY PRESS

4,500

STUDENTS PARTICIPATED IN
VIRTUAL NATIONAL HISTORY
DAY PROGRAM (NHD)

451

SOCIETY CONSULTATIONS
WITH LOCAL
HISTORY AFFILIATES

445

ATTENDANCE AT
VIRTUAL LOCAL
HISTORY & HISTORIC
PRESERVATION
CONFERENCE

167

WISCONSIN COMMUNITIES
REPRESENTED AMONG
VIEWERS OF VIRTUAL
OJIBWE WINTER
STORYTELLING SERIES

21

STATES REPRESENTED
AT LOCAL HISTORY
& HISTORIC
PRESERVATION
CONFERENCE

Local History

31,960
ATTENDEES AT SOCIETY
PRESENTATIONS

15,000
PEOPLE REACHED BY
TRAVELING EXHIBITS

18
COUNTRIES REPRESENTED
AMONG VIEWERS OF
VIRTUAL OJIBWE WINTER
STORYTELLING SERIES

11,098
DOLLARS AWARDED IN
SMALL GRANTS TO SOCIETY
AFFILIATES

Historic Sites & Museums

21,000

K-12 ATTENDANCE
AT HISTORIC SITES
& MUSEUMS

156,770

TOTAL ATTENDANCE
AT HISTORIC SITES
& MUSEUMS

9,711

K-12 STUDENTS VISITING
THE WISCONSIN
HISTORICAL MUSEUM
IN SCHOOL GROUPS

2,712

PROJECTED JOBS CREATED
BY CONSTRUCTION
PROJECTS RELATED TO
TAX CREDIT PROGRAMS

453

BUILDINGS
REHABILITATED USING
TAX CREDIT PROGRAMS

Historic Preservation

162,757,073
DOLLARS INVESTED IN REHABILITATED
HISTORIC PROPERTIES

264
BUILDINGS LISTED TO THE NATIONAL
REGISTER OF HISTORIC PLACES

Grateful For Grants

The Wisconsin Historical Society has a robust private and federal grant program that continues to grow. Together, the Society and our nonprofit partner, the Wisconsin Historical Foundation, secured more than \$1.8 million in grants to fund work in the 2022 fiscal year and beyond. We are grateful to have received these funds to help us continue to provide unparalleled public access to history throughout the pandemic.

Federal Grants

National Endowment for the Humanities: \$334,186 American Rescue Plan Grant helped us to hire staff and provide training and resources for continued digitization of photographs, documents and other assets in preparation for a new Wisconsin history center. . . . Also, \$218,171 National Digital Newspaper Program grant, the fourth received by the Society, allowed us to expand the date range of digitized newspapers through 1960. *The National Endowment for the Humanities: Democracy demands wisdom.*

U.S. Small Business Administration: \$553,372 Shuttered Venue Operator Grant, established by Congress to offset pandemic losses, supported operating costs at Circus World.

National Park Service: \$499,999 Save America's Treasures grant will restore the Ringling Business Office at Circus World, a National Historic Landmark, to the 1915 era. *Save America's Treasures grants are provided by the Historic Preservation Fund and administered by the National Park Service, Department of Interior.*

Non-Federal Grants

University of Wisconsin Sea Grant Institute: \$51,914 to support underwater archaeology field surveys and maritime research in northern Door County.

The Lynde and Harry Bradley Foundation: \$40,000 to support early American history programs and resources resulting from the Society's partnership with the Center for the Study of the American Constitution. It includes the James Madison Lectures and funds for new electronic resources for the Society's library.

Wisconsin Coastal Management Program: \$16,851 to study submerged cultural resources associated with and near historic lumber piers in Kewaunee County.

The Evjue Foundation, Inc., the charitable foundation of *The Capital Times*: \$15,000 to support the Wisconsin Magazine of History's effort to provide more diverse content.

Jane Bradley Pettit Foundation: \$15,000 to support an educational partnership with Milwaukee County Historical Society to deliver Hands-On History programming to Milwaukee County classrooms and to develop the digital version of "Milwaukee through History: A Young Readers' Guide to the People and Events that Shaped a City," a textbook by the Wisconsin Historical Society Press which will be the first available resource for teaching Milwaukee history to middle and high school students.

Wisconsin Humanities: \$10,000 to support a plan to develop a new guest experience for Pleasant Ridge, an outdoor exhibit at Old World Wisconsin focused on a historical Black community in southwestern Wisconsin from 1850 through the early 20th century. . . . Also, \$9,864 Recovery Grant to support IT needs to facilitate remote/hybrid work and virtual programming. *Funded in part by a grant from Wisconsin Humanities, with funds from the National Endowment for the Humanities. Wisconsin Humanities strengthens our democracy through educational and cultural programs that build connections and understanding among people of all backgrounds and beliefs throughout the state. Any views, findings, conclusions, or recommendations expressed in this project do not necessarily represent those of the National Endowment for the Humanities.*

Special Thanks To Our Leadership Teams

We gratefully recognize the members of the Wisconsin Historical Society Board of Curators and the Wisconsin Historical Foundation Board of Directors who served from July 1, 2021, through June 30, 2022. Your extraordinary dedication and thoughtful leadership during a unprecedented and challenging year enabled us to connect with millions who look to the Society as a trusted source of authentic history. Thank you for your service!

WISCONSIN HISTORICAL SOCIETY BOARD OF CURATORS

OFFICERS

President: Gregory B. Huber, Wausau
President-Elect: Angela B. Bartell, Middleton
Past President: Brian D. Rude, Coon Valley
Treasurer: Walter S. Rugland, Appleton
Secretary: Christian W. Øverland, The Ruth and Hartley Barker Director & CEO, Fitchburg

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Eric Borgerding, Madison
Mary Buestrin, Mequon
Ramona Gonzalez, La Crosse
Mary Jane Herber, De Pere
Joanne B. Huelsman, Waukesha
Thomas Maxwell, Marinette
Susan McLeod, Eau Claire
Janan Najeeb, Mequon
Lowell F. Peterson, Appleton
Donald Schott, Madison
Thomas L. Shriner, Jr., Milwaukee
Robert Smith, Milwaukee
Leonard Sobczak, Milwaukee
John W. Thompson, Madison
Rebecca Webster, De Pere
Chia Youyee Vang, Glendale
Terri Yoho, Adell
Aharon Zorea, Richland Center

GOVERNOR'S APPOINTEES

Gov. Tony Evers, Madison
Sherman Banker, Madison
Keene Winters, Wausau
Cate Zeuske, Green Bay

LEGISLATIVE APPOINTEES

Rep. Jill Billings, La Crosse
Rep. Cody Horlacher, Mukwonago
Sen. Lena Taylor, Milwaukee
Sen. Van Wanggaard, Racine

CURATORS EX-OFFICIO

Cynthia A. Arbiture, President, Wisconsin Council for Local History (Jan. 1 through June 30, 2022)
Laura Cramer, President, FRIENDS of the Wisconsin Historical Society
Travis Gross, President, Wisconsin Council for Local History (July 1 through Dec. 31, 2021)
Theresa H. Richards, Chair, Wisconsin Historical Foundation Board of Directors
Tommy Thompson, Interim President, University of Wisconsin System

HONORARY CURATOR

Judge Thomas H. Barland, Eau Claire

WISCONSIN HISTORICAL FOUNDATION BOARD OF DIRECTORS

OFFICERS

Chair: Theresa H. Richards, Marshfield
Vice Chair: Patrick P. Fee, Wauwatosa
Treasurer: Daniel M. Pfeiffer, Sussex
Secretary: Susan Crane, Burlington

BOARD OF DIRECTORS

Sandra L. Anderson, Minocqua
Diane Dei Rossi, Rhinelander
Conrad Goodkind, Whitefish Bay
Reed Hall, Madison
Jerry Janiszewski, Greenfield
Joshua Jeffers, Milwaukee
*Ellen Langill, Waukesha
Catherine C. Orton, Mauston
Gary Pesicka, Eau Claire
Linda E. Prehn, Tomah
*Jack L. Rhodes, Waupaca
Karl Robe, Mukwonago
Andrea Ruiz, Madison
David S. Ryder, Mequon
Jane Villa, Madison
Cathi Wiebrecht-Searer, Madison

DIRECTORS EX-OFFICIO

Gregory B. Huber, Wausau, President, Wisconsin Historical Society Board of Curators
Angela B. Bartell, Middleton, President-Elect, Wisconsin Historical Society Board of Curators

DIRECTORS EMERITUS

Loren Anderson, Elkhorn
Judge Thomas H. Barland, Eau Claire
Christopher Berry, Middleton
Bruce T. Block, Milwaukee
Robert C. Dohmen, Milwaukee
Rockne G. Flowers, Madison
W. Pharis Horton, Madison
Walter S. Rugland, Appleton
Carol T. Toussaint, Madison
Rhona E. Vogel, Brookfield
Michael L. Youngman, Milwaukee

WISCONSIN HISTORICAL REAL ESTATE FOUNDATION

OFFICERS

President: Bruce T. Block, Milwaukee
Vice President: Jonathan Beck, Madison
Treasurer & Secretary: David T. Wilder, Madison

BOARD OF DIRECTORS

Kendall Breunig, Franklin
Gary J. Gorman, Fitchburg
Joseph D. Shumow, Madison

* In memoriam



WISCONSIN
HISTORICAL
SOCIETY

816 State Street, Madison, WI 53706

wisconsinhistory.org

(608) 264-6535





Wisconsin Historical
FOUNDATION

POWERED BY OUR PAST

ANNUAL REPORT | 2022 FISCAL YEAR | JULY 1, 2021 - JUNE 30, 2022



WHAT YOU MADE POSSIBLE

The nonprofit Wisconsin Historical Foundation has existed since 1954. It supports the Wisconsin Historical Society by administering its membership program, planned giving program, and providing services for fundraising, marketing, and communications.

A message from the Wisconsin Historical Foundation Director

Dear Friends,

As the Wisconsin Historical Foundation nears its 70th year (in 2024) as the nonprofit partner of the Wisconsin Historical Society, it fills me with pride when I think about all that you made possible during the 2022 fiscal year.

Altogether, you contributed a whopping \$11 million in private gifts to the Foundation, allowing the Society to enter its 2023 fiscal year on July 1 buoyed by the return of in-person programming and positioned for exciting future growth.

Consider these delightful highlights:

- More than 400 new donors made gifts.
- Over 3,000 new history lovers joined the Society by purchasing a membership.
- 1,500 people gave a gift of membership.
- Ten more individuals included the Society in their estate plan, ensuring that future generations will continue to have unparalleled access to history.
- Gifts of \$6.4 million to the Foundation's Campaign for a New Wisconsin History Center pushed the overall private fundraising total to \$39.2 million and positioned the project for exciting progress in 2023.
- More than \$140,000 in donations to the Foundation's New Arrivals Campaign for Old World Wisconsin, added to \$2.6 million previously received, made it possible to complete construction and open a popular new Brewhouse.
- The Society, through the Foundation, secured more than \$1.8 million in federal and private grants.

When you give to the Society, you're giving to *people*. You make history come alive in immeasurable ways for young children, PK-12 students, college students and adults. If you're among the 171,143 people who follow us on social media, you see examples of it every day. It is truly inspiring.

Each of you has made a difference and should be proud. On behalf of our Foundation team, thank you for your support!

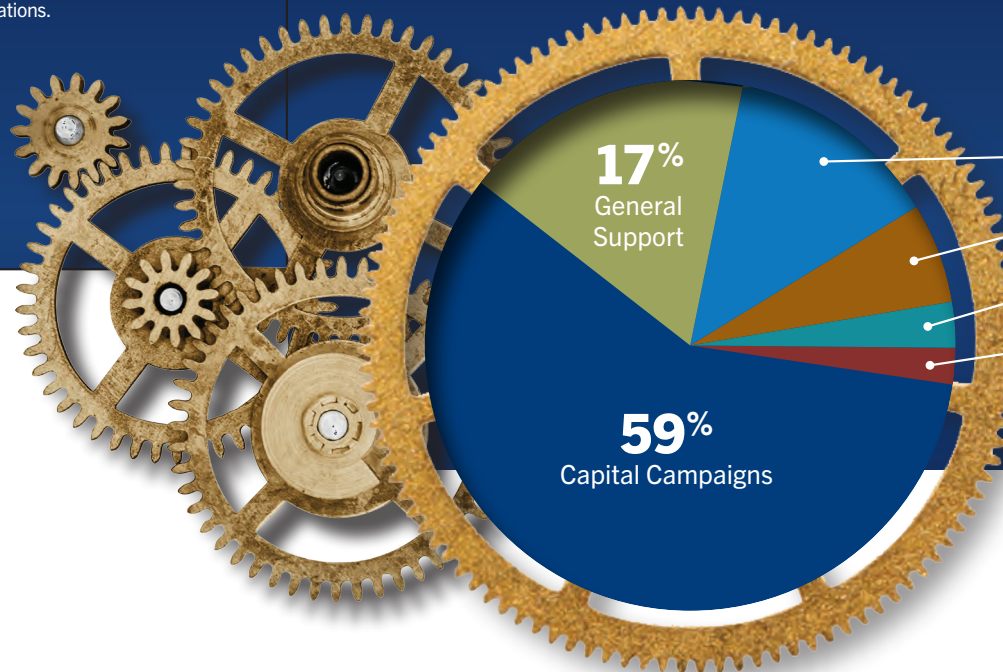


Cheers!

Julie Lussier
Executive Director
Wisconsin Historical Foundation

FY22 Financial Snapshot

JULY 1, 2021 -
JUNE 30, 2022



REVENUE

TOTAL: \$11,155,102

- 13%** Library & Museum Collections
- 9%** Historic Sites & Museums
- 2%** Programs & Outreach
- 1%** Historic Preservation

*Percentages do not equal 100 due to rounding

Wisconsin Historical Foundation 2022 Fiscal Year by the Numbers

11,253 SOCIETY MEMBERS
3,241 NEW SOCIETY MEMBERS

1,500 PEOPLE WHO GAVE A GIFT OF SOCIETY MEMBERSHIP

425 NEW GENERAL FUND DONORS

10 NEW ROBERT B.L. MURPHY LEGACY CIRCLE MEMBERS (INCLUDED SOCIETY IN ESTATE PLAN)

171,143 FOLLOWERS ON SOCIETY SOCIAL MEDIA ACCOUNTS (19% INCREASE)

40,062 DOLLARS RAISED NOV. 30 ON GIVING TUESDAY (INCLUDING \$20,000 MATCHING GIFT)

21,728 DOLLARS RAISED MAY 28 ON THE SOCIETY'S 3RD ANNUAL GIVING DAY (INCLUDING \$7,500 MATCHING GIFT)

11,155,102

TOTAL DOLLARS RAISED FOR THE BENEFIT OF THE WISCONSIN HISTORICAL SOCIETY



**Wisconsin Historical
FOUNDATION**

Thanks for your Support!

The following pages recognize individuals and organizations who cumulatively contributed \$250 or more to the Wisconsin Historical Foundation from July 1, 2021 to June 30, 2022, including pledges and gifts of membership. It's because of your generosity that the Society has been able to accomplish so much this year.

Special thanks to the President's Council

President's Council members contribute at least \$5,000 annually to the Wisconsin Historical Society through the Wisconsin Historical Foundation. These leadership gifts have a significant and positive impact on the Society's ability to provide consistently excellent programs and services throughout Wisconsin and worldwide via wisconsinhistory.org. Each year, we recognize the very generous support of the President's Council with a dinner. Thank you for your continued leadership and trust in our organization.



PRESIDENT'S COUNCIL OF THE HERITAGE CIRCLE

\$1,000,000 and more

Pleasant Rowland Frautschi
W. Jerome Frautschi
Mary Roelli Hilfiker
Robert* and Dorothy* Luening
Frederic and Mary* Mohs

\$100,000 - \$999,999

Anonymous
Robert D. Kern
William and Jennifer Kraemer
Dale Leibowitz and Ron Suliteanu
The George and Jane Shinnors
Charitable Fund, in memory of
Barbara Shinnors Grainger
Rhona E. Vogel

\$50,000 - \$99,999

Pharis Horton, in memory of
Carolyn D. Horton
Mark and Ilene* Laufman
Richard Searer and
Cathi E. Wiebrecht-Searer
JoAnn and **Michael Youngman**

\$25,000 - \$49,999

Anonymous
Phil and Kit Blake
Rick Bock Fund of
The Minneapolis Foundation
Estate of Robert W. Chase
Robert C. Dohmen
Dan and Natalie Erdman
Conrad and Sandra **Goodkind**
Elsie Ham, in memory of
Jerry Ham
Tom* and Nancy Mohs
John R. and **Catherine C. Orton**
Don and Cindy **Schott**

\$10,000 - \$24,999

Anonymous (2)
Rima and Michael Apple
Thomas and Martha Beach
Diane Dei Rossi and James Hardy
Pat and Anne **Fee**
Gregory Huber
Claire and Marjorie Johnson
The Lenz Family
Jolayne Lindberg
Walter S. and Amelia M. **Rugland**
Fund within the Community
Foundation for the
Fox Valley Region
Irvin Sather, in memory of
Mary Sather
Monica Sentoff, in memory of
Stephen Sentoff
Dawn Stucki
George H. and Nancy R. Vogt
Foundation
Kenneth Young, in memory of
Jack Ryan

\$5,000 - \$9,999

Angela and Jeff **Bartell**
Nancy Marshall Bauer
Christopher and Mary Pat **Berry**
Kendall and Diane **Breunig**
Kathleen Burke
Robert Cornwell
Bob and **Susan Crane**
Kathryn Maegli Davis
Marty and Amy Fields
John C. Goodall III, in memory of
John C. Goodall, Jr.
Dana Goodall DeAngelis,
in memory of John C. Goodall, Jr.
Greater Milwaukee Foundation, Inc.
A. William and **Joanne B. Huelsman**
Fund
Walter A. Wilde Fund
Dick Grum*
Robert and Elke Hagge
W. Lee Hansen
Anna Biermeier and Roger Hanson
Joshua and Megan **Jeffers**
Dr. and Mrs. John P. Kaminski
Steven and Lynn Karges
Kenneth and Alice Kayser
Dr. Ellen D. Langill* and
Mr. Ross M. Langill
Jun and Sandy Lee
Peter and Jill Lundberg
William Lynch and
Barbara Manger
Audrey and Rowland McClellan
Lowell and Mary **Peterson**
Jerald and Mary Phillips
Fred and Nancy Risser
Brian and Karen **Rude**
Miriam Simmons
James S. Slattery

*In Memoriam • Names listed in bold denote members of the WHS Board of Curators, WHF Board of Directors, or Wisconsin Historical Real Estate Foundation Board

Neal and Cathy Wegner
Charles E. and Ruth Werth
Richard J. Ziemann Fund of the
Eau Claire Community
Foundation

HERITAGE CIRCLE

\$1,200 - \$4,999

Anonymous (7)
Peggy Ahlgren
Amy Alpine
Henry Anderson and
Shirley Levine
Loren J. Anderson and
Terri Weiland
Janan Najeeb
Diane Ballweg
Drs. Gita and Jitendra K. Baruah
Lawrence Bechler
Lawrence and Barbara Behlen
Mr. and Mrs. Todd I. Berens
Thomas and Karen Binder
Diane Bless
Bruce and Melissa Block
Renee and Tom Boldt
Paula Bonner and Ann Schaffer
Eric Borgerding
Cary and Jill Bremigan
Stephen and Mary Brenton
Ellsworth and Dorothy Brown
Thomas and **Mary Buestrin**
Dave and Glenda Buholzer

Fred and Mildred Carstensen
Peter and Carol Carstensen
Lau and Bea Christensen
Cleary-Kumm Foundation, Inc.
Dr. Marcus Cohen and
Mrs. Sheila Cohen
Jacquelyn Crinion
Dr. and Mrs. Mark J. Curran
Maris and Mary Dambekaln
Bruce Davidson
Judith Daykin
Ellen and Gerald DeMers
Margie Devereaux and David Hall
Larry and Kathleen Dickerson
Dennis and Maribeth Dorn
Calvin and Janis Edwards
Sandra Edwards
James Erickson
Gary and Judith Ertel
James and Katharine Esser
Dominic Fee, M.D. and
Karin Swartz, M.D.
Darrell and Sally Foell
Barbara N. Fuldner
Mark and Janet Gajewski
Erica Fox Gehrig and Mark Gehrig
C. Frederick Geilfuss II and
Anne Hamilton
Bob and Sharon Gilson
Adam and Carole Glass
Alicia L.* and Jerry D. Goehring
James Golz
Greater Milwaukee Foundation
The Dyer Family Fund

Margaret Hemingway Wells Fund
William O. Petersen
Charitable Fund
Annette J. Roberts and Joan R.
Robertson Fund for World Peace,
World Law and Peace Education
Joel and Jacquie Greiner
James E. and Sharon L.
Gutenberg
Vivian L. Guzniczak
Dr. Van Beck Hall
Reed and Ellen Hall
Robert and Beverly Harrington
Ann Louise Harry
Edward and Betty Hasselkus
Bryant Hazard
Carroll Heideman
Ariel Hicklin Ford
James Hoehn* and
Nancy Goldberg
Susie Fritz Jablonic
Jerry and Sherry Janiszewski
Paul and Sharon Janty
M. J. Jones
Art and Martha Kaemmer
Fund of HRK Foundation
Virginia Kasper
Arlan and Lori* Kay
Frederick P. Kessler and
Joan F. Kessler
Ann Kloehn
Mr. and Mrs. Terrence Knudsen
David and Margaret Kraus
Donald and Jean Kwapil

James and Joan Laabs
Arthur* and Nancy Laskin
Nancy Leach
David R. and Darlene A. Lee
Roma E. Lenehan
Robert J. Lenz
Sheldon and Marianne Lubar
Stewart Macaulay
J. Daniel Maguire
Susan McLeod
Ms. Elizabeth J. Meyer and
Mr. Samuel N. Hope
Mr. Stephen Morton
Wes and Caitlin Mosman Block
Sally Mundt
Judy Nagel
John K. and Janice W. Notz
Sara and Dennis O'Loughlin
Frederick Thomas and Hope Olson
Opitz Family Fund at the
Madison Community Foundation
Peter Ostlind
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When I donated a copper Swiss cheese kettle to the Society in 2003 (from our family's Tuscobia Cheese Factory), there was talk of a new museum. Now that it's happening, for me, this is a dream realized after decades of the making. I am thrilled to be part of the historical legacy of the great state that has meant so much to my family."

— **Mary Roelli Hilfiker**
President's Council member, whose significant financial gift for the new history center followed her previous gifts to Society collections in the 1990s



We want to make sure that fact-based history remains accessible to the public. Anything we can do to help preserve that is worth doing. What better way to do it than by supporting an organization like the Wisconsin Historical Society? We feel it's important. If we don't do it, who will?"

— **Darlene & Dave Lee**
Wausau residents and members of the Heritage Circle and Robert B.L. Murphy Legacy Circle

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Thanks to the Society, there are 12 different family friendly historical sites in the state. Old World Wisconsin is one of our favorites! We're proud to recommend these attractions to everyone and to share in their financial support."

— **Bob & Holly Ottum**
Racine residents and members of the Society's Heritage Circle and Robert B.L. Murphy Legacy Circle



I'm very proud to be from Wisconsin and passionate about its history. It's so important that our heritage not be lost. If Wisconsin history is important to you, then you must fund it. It's more of a challenge now to pay for these things, and once we have lost our history, it's gone."

— **Andy Burkart**
Paducah, Kentucky resident (Sheboygan native) and member of the Robert B.L. Murphy Legacy Circle

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I will be forever grateful for the opportunity to participate in National History Day and for all that I have learned on this journey. I would like to extend my deepest gratitude to the donors who have made this experience possible.”

— **Emma Manion**
Kettle Moraine Middle School eighth grader, from Waukesha, and 2022 NHD national champion in the junior individual performance category (as trailblazing librarian Lutie Stearns)



“

Without National History Day, I wouldn't be the same person I am today. (Donors who give to support the program) are the reason I loved school through the dark times of COVID-19. I am eternally grateful for all that donors do for students and teachers.”

— **Krin Blegen**
Kettle Moraine Middle School eighth grader, from Oconomowoc, and 2022 NHD national champion in the junior documentary category

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You created an environment for my students that allowed them to dig deeper and climb higher than they ever thought possible. Having two national winners in one year was beyond belief. I'll be telling the story of Emma and Krin, how they made history, for a long time."

— Terry Kaldahusal
Kettle Moraine Middle School teacher of National History Day national champions Emma Manion and Krin Blegen



I am thrilled to have 'Seeds in Soil.' It is exemplary and offers expertise on how to use gardening as an engaging way to connect students to their family histories. I have taught for 36 years and this book builds teacher collaboration, which is essential in strengthening a learning community."

— Meri Lau
Art teacher at Madison's Midvale Elementary School, on the Society Press book by author Susan Apps-Bodilly

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The new museum will help all of us better understand our shared history and how it influences our present and can inform our future. We are proud to support this project and partner with an organization like the Wisconsin Historical Society, which has built a national reputation for excellence."

— Jeff Keebler
Chairman, President and CEO, Madison Gas and Electric, which was among the early donors to the Wisconsin history center project



We are still proud Badgers. Studying history is critical to an informed society. This history center will provide Wisconsinites, no matter where they live, with a world-class facility to honor the state's historic past. We hope our gift provides momentum and inspires others to invest in such a worthy project."

— John & Sherry Stilin
Wisconsin natives now living in Redmond, Washington; and donors to the Wisconsin history center project

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