



**2011**

**What we gave away!**

2011 Annual Report

**citizenadvocacy**  
of Washington County

Making a positive difference in the lives of people with disabilities.

# DID YOU KNOW?

## A MESSAGE TO OUR DONORS FROM THE EXECUTIVE DIRECTOR, MARK BRUNNER



This past year, 2011, marked the 33rd year that Citizen Advocacy has been matching partners and advocates. From the beginning in 1978, we've striven to help create freely given friendships (partnerships) that will last as long as friendships remain important. With your help we've been able to do this hundreds of times over the past several decades. And with your continued help we'll redouble our efforts in 2012, our fourth decade of service to Washington County communities.

Many Citizen Advocacy matches become lifetime commitments; that's what friendships are. Brendan and Brian have celebrated their friendship quietly and confidently for several years now. This represents many of the matches that your investments have facilitated over the years. We'd love to share these stories with you. Go to: [www.cawash.org/stories.html](http://www.cawash.org/stories.html) to read about many advocate and partner friendships.

## What's in a name?

What's in a name? When you're talking about some things, not much. I was cleaning some vegetables recently for dinner and my little Grandson Jayson asked me what I was doing. I told him that I was cleaning radicchio. "Huh? He said. "Why do they call it that?" "I don't know." I told him. "But it doesn't really matter. It tastes good and people buy it because of how it looks and tastes, not because it's name is easy to say." .

Were that it was that simple for program names like *Citizen Advocacy of Washington County*. Volunteers, donors and investors don't normally shop for a volunteer or contribution opportunity. Programs like ours need to go to them and describe what we do and why it's important. And if that's not challenging enough, we often don't have more than a couple of seconds or so to make an impression, especially when it's direct mail. To get to the real flavor of our program you need to get past the name. That means you need to be able to understand something about it in order to search a little harder to find how it "tastes." And, by the way, being able to say the name helps too.

For years our program has suffered from an identity crisis. Our name seemed to indicate that we did something legal. It was too long to say and, by the way, "citizen" and "advocacy" in the same breath normally didn't come out too well. Try it! So, in an effort to give people a better idea of what we do and why we are so committed to doing it, we've spent 2011 doing research on how to give people a better and more accurate impression of the principles of advocacy and why they needed to both get involved as volunteers and donors. That research is now completed and we are working actively on a new corporate identity package that will debut in the very near future. We assure you that when we're done the new name will be easier to say and understand. We want people to buy into our program because it looks and tastes good on the first bite. That first bite is our name. Stay tuned!

Mark Brunner  
Executive Director

You may contact Mark at 262.626.2131 or at: [mbrunner@cawash.org](mailto:mbrunner@cawash.org).

**In 2011 31% of our matches have been together for over ten years.**

# DID YOU KNOW?

A MESSAGE TO OUR DONORS FROM OUR PROGRAM COORDINATOR

Jessica Frederick

A few weeks ago a group of people went to go see the Christmas lights at the Washington County Fair Park. This probably doesn't sound like something that would make a headline. But, if your mode of transportation is the taxi and you don't have any friends that drive, the lights are not something that you would usually have the opportunity to do. Thanks to a group from Kettlebrook Church in West Bend, 10 people that have disabilities were able to go to see the lights and enjoy something that most of us take for granted. A week later, both a staff person and a member of the Kettlebrook church were still talking about what a good time they had!

2011 has been a difficult year to make the traditional one to one matches that Citizen Advocacy has been making for 33 years. People want to help, they want to make a difference, but there is so much uncertainty in the world around them, they don't want to make a long term commitment. In our search for how we could best help those waiting for an advocate, we developed and launched an idea that takes what we have always done, and turns it around.

Traditional matches are made by meeting a partner, finding just the right advocate, introducing the advocate and partner and then asking these two strangers to build a relationship. We usually ask that the advocate help expand their partners circle of community by inviting them to be a part of their family and other group activities.

This new program, *Community Connections*, turns around the way we make traditional matches by bringing together two groups of people, one group with people that have disabilities and one group with people that don't have disabilities. The combined group gets to do activities that allow them to build relationships more naturally. As these two groups get together on a regular basis and relationships grow, we believe that one-to-one, traditional matches will occur and advocacy will happen.

Citizen Advocacy has always struggled to balance the need to create advocacy relationships with the desire to have these relationships occur as naturally as possible. We believe that through these group opportunities, we will be able to make a positive difference in the lives of more people in Washington County.

I was blessed to be a part of the first group event, an ice cream social. Both groups were a little nervous and not quite sure what to expect from the other, but in only a short amount of time, that crowded living room was full of conversation and laughter. It was so wonderful to be a part of!

There is a sign on my desk that says "The greatest poverty we may all face is the poverty of relationships and meaning, not simply too little money. 2012 promises to be an exciting year for Citizen Advocacy, with new opportunities to enrich the lives of those with disabilities in Washington County. Thank you for supporting Citizen Advocacy.

Jessica Frederick  
Program Coordinator



As Program Coordinator, Jessica brings a passion and commitment to her job that has been instrumental in moving our program into new and exciting areas of advocacy. From the *Community Partners* in three area High Schools to the new *Community Connections* program (see left) Jessica wears many hats well. You may call Jessica any time at 262.334.3384 or drop her an email at: [jfrederick@cawash.org](mailto:jfrederick@cawash.org). Currently we are seeking advocates for a number of potential partners. We are also seeking groups and individuals interested in volunteering for our *Community Connections* program. If you are interested, please go to: [www.cawash.org/advocatesneeded.html](http://www.cawash.org/advocatesneeded.html).

In 2011 16% of our matches were made in areas of the county not previously served.



## 2011 in Review

# WE WANT YOU TO KNOW

---

## WE MADE 22 CITIZEN ADVOCACY MATCHES IN 2011.

On average it takes between six and eight months to make a match. Because partners are vulnerable we take an appropriate amount of time to find just the right advocate. All advocates must pass stringent background checks prior to meeting a potential partner. This year we are actively following 44 matches in the Washington County area. (Many matches chose to remain private and we are careful not to impose. We only follow matches that choose to stay in touch with us.) We closed 2 matches in 2011 due to death or an advocate or partner that has moved to another area of the country.

- 7 Kewaskum High School students met regularly with a group of their peers.
- 2 new Community Partners program established in Germantown and West Bend East/West High Schools.
- Our new office space became a community resource for dozens of individuals with developmental disabilities spending time at Our Place.
- A partner now working in the CA office.
- Community Connections program launches with 1 West Bend area church volunteering for a group home in West Bend.

# WE WANT YOU TO KNOW

---

## 79% OF YOUR 2011 INVESTMENT WAS INVESTED IN PROGRAM IN 2011.

According to our auditor, Diezler, Kieckhafer and Hauser, 21% of our income is normally spent on administrative costs. That means 79% of your investment in our Citizen Advocacy program is invested in program support and program growth. We are a small program with a small staff. Our income budget is slightly more than \$100,000 a year. A small program will normally have a higher salary to income ratio. We are proud to tell you that over 75% of the investments we receive from donors like you are reinvested in program. And, that's the way we want to keep it. 2011 was a very difficult financial year for most nonprofits; and it was no different for Citizen Advocacy. We saw our income stream decrease by nearly 9% over 2011 and nearly 13% over 2010. Investments have declined from businesses, organizations and even some of our sustaining, foundation donors. We cut expenses over the course of these last two years, but are having a difficult time matching the decline in income. That's why this year we decided to close our offices in the Centrum Building and move to a small, lease-free situation in a nearby building. We go into 2012, however, with a healthy and growing program and, thankfully, a budget that is manageable. Thank you for your consistent support. We couldn't do it without you.

2011 Income: \$108,000  
 2011 Program Investment: \$85,320  
 2012 Projected Income: \$110,000  
 2012 Projected Program Investment: \$86,900

# WE WANT YOU TO KNOW

---

## OUR COMMUNITY PARTNERS PROGRAM IS GOING WELL AND OUR NEW COMMUNITY CONNECTIONS HAS LAUNCHED.

We launched Community Partners in 2010 at Kewaskum High School with 20 students. Today the program is in three area High Schools and growing. There are hundreds of special education students in the five school districts in the county and we are pleased to be matching special ed students with peer partners at a rapidly growing rate. We also launched our Community Connections Program this year. This program is aimed at volunteer opportunities for groups and individuals who want to provide volunteer services to disabled individuals without committing to a lifetime friendship. We've already matched a church in West Bend with a nearby group home. For more information about either of these two exciting programs please go to : [www.cawash.org/communitypartners.html](http://www.cawash.org/communitypartners.html) or [www.cawash.org/communityconnections.html](http://www.cawash.org/communityconnections.html) to find out more.

2011 Program Cost for both programs: \$13,000  
 2012 Projected Program Cost: \$15,000

In 2011 there were over 825 special education students in Washington County schools.