



Creative Community  
Living Services, Inc.

2024

# CCLS ANNUAL REPORT

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# MESSAGE FROM CCLS CEO & BOARD CHAIR

As we reflect on 2024, CCLS is privileged to continue to serve over three hundred individuals throughout Wisconsin. We also continue to hold true to our mission of providing community support to individuals and enhance the dignity and rights of those who rely on others while seeking their own level of independence.

Over the past year, we asked the individuals we serve what they wanted to do in their communities, and so we responded—they went to the zoo, they bowled, they created artwork, they went to the movies and went on fishing excursions, and this is just to name a few of the fun activities.

As a nonprofit that provides residential services, we continued quality staffing in Adult Family Homes and Community Based Residential Facilities. We worked alongside the managed care organizations to improve the funding rates to address the services needed to support our work.

We held our first annual dueling pianos fundraising event and had over 100 people in attendance for an evening of food, great music, and raffle items. Our work around innovation included resurrecting the Creative Nursing Consulting program, providing nursing services to four outside agencies and training programs to eight external businesses outside our line of work.

We are proud of our commitment and dedication to people with intellectual and developmental disabilities. We work hard to serve their needs and even harder to see them participate independently in the greater community. The following pages provide you with a summary of 2024. We thank you for believing in us and supporting our mission and the individuals we serve.

Kathleen J. Roach, MPH, MBA President & CEO  
David Morstad, Board of Directors Chair

Creative Community Living Services is a Wisconsin based nonprofit organization that provides a wide range of services and supports for adults with intellectual and developmental disabilities.

## OUR MISSION

Our mission is to establish individualized community supports that will preserve and enhance the dignity and rights of those who rely on others while seeking their own level of independence.

## OUR VISION

We strive to be the premier provider of creative and innovative services reflecting excellence and integrity.

## OUR PHILOSOPHY

We believe that every person is a valuable human being, and therefore must be treated with respect and dignity. We believe that all people deserve to live in and be a part of the community. We believe that all people deserve the right to choose, guide, and/or direct the way they live.





# PROGRAM HIGHLIGHTS

CCLS serves over 300 clients across Wisconsin in various supportive settings focused on individualized client centered care. Here are a few highlights from our programs in 2024!

## Empowered To Succeed

Several of our day service clients attended classes at Mid-State Technical College in Stevens Point, and many attended their graduation ceremony in May.

Clients took classes in hospitality management, early childhood education, nursing, gardening, cooking, IT, painting, and pottery, as part of the Adaptive Career Awareness Series.





## A Night to Remember

On Sunday, August 11<sup>th</sup>, the Special Needs Dream Team hosted their annual Special Prom at The Waterfront Cargill Room in La Crosse. Seven of our clients spent the day being pampered. Patty and the Dream Team members spent the year planning and organizing a magical experience for all.

The Beautiful Butterfly Project Prom helped fit all our clients in their dream prom dresses. The Riviera Salon donated their time and energy to make our clients look their very best with hair styling, make-up, and nail painting.

Clients danced the night away with music by DJ Brettly, and fun photo memories were made in the photo booth by Ever After.

# FUNDRAISING HIGHLIGHTS

CCLS received three major grants in 2024. In May, an anonymous charity awarded CCLS a \$50,000 grant. The funds from this very generous donation are being used to help fund our Community Integration Program in La Crosse County.

Focus on Energy awarded CCLS a grant of \$15,216 to help us purchase a new high-efficiency HVAC Roof Top Unit (RTU) for our Watertown office. Focus on Energy estimates that the new RTU will save our organization more than \$1,000 per year in energy costs in the coming years.

Finally, CCLS received a grant of \$9,303 from the Beaver Dam Community Hospitals Foundation. This gift helped us implement a Community Garden project for our clients in Dodge County.

CCLS also hosted a dueling pianos fundraiser in October, which raised nearly \$13,000 in net income for CCLS!

Our 2024 Annual Fund Appeal mailing was also very successful. Our year end appeal generated over \$5,200 in net income for CCLS from dozens of individuals, organizations, and companies.

Thank you to all our donors for your generous support of our organization.

## Dueling Pianos Fundraiser

On October 11, CCLS hosted a dueling pianos fundraiser at Wisconsin Brewing Company Park in Oconomowoc. A total of 118 people attended this fun event, including CCLS staff and board members, sponsor representatives, and many other supporters of our organization. Seventeen companies sponsored the event, which raised nearly \$13,000 for CCLS.

Event highlights included a basket raffle, games, CCLS video, introduction by Kathleen J. Roach, President and CEO of CCLS, and Dave Morstad, CCLS Board of Directors Chair, and a live performance by New Dueling Pianos.



# CCLS INNOVATIVE SERVICES



## **Creative Nurse Consulting**

Creative Nurse Consulting was created in 2023 to provide nurse delegation and services to outside organizations. CNC secured eight contracts in 2024 with gross earnings of \$11,000. Locations of service included Pewaukee, Sturgeon Bay, La Crosse, Onalaska, Lake Mills, Belleville, and Madison.

Nurse delegation services included a wide range of services from tube feeding to insulin injections and diabetes management. CNC also provided education on many topics, including Topical Creams, Powders, Inhalers, Nasal Spray, Eye Drops, Diabetes, Blood Glucose Monitoring, Patches (Fentanyl, Lidocaine), Narcotics, and Blood Pressure Checks.

## **Training**

The Training Department is making great strides in expanding its course offerings, particularly with the new course on “Compassion, Fatigue and Provider Burnout.” This topic is increasingly relevant as many professionals face these challenges in their work environment.

Additionally, we have been growing our client list and are being seen as a reliable backup when organizations’ trainers are unavailable. This speaks to the quality and trustworthiness of the Training Department.





## **Fast Pace Medical Staffing**

In 2024, Fast Pace Medical Staffing, Inc. (FPMS) experienced a challenging year marked by a shift in industry trends and increased competition. FPMS launched an automated self-scheduling platform, enhancing convenience and accessibility for both clients and healthcare professionals.

We also revised our business strategy to focus on higher-level professional contracts and per diem placements. This pivot included offering more competitive pay rates to attract and retain top talent in a tightening labor market.

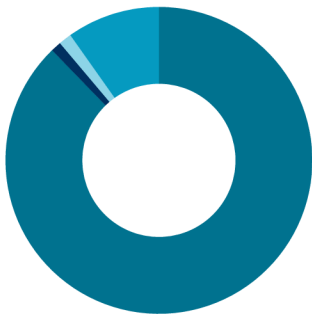
Additionally, FPMS initiated the application process for GSA approval, aiming to expand our services to include staffing for VA hospitals, clinics, and other government healthcare facilities.

## **CCLS Senior Care Homes**

In 2024, CCLS senior care homes were able to increase resident involvement in activities. We conducted several community outings, which allowed residents to enjoy the State Fair, Christmas Lights, Folk Fair, and other events. The staff at Layton Court coordinated a Fall Festival, State Fair Day, and invited residents from all of our programs. Clarion Manor, Haven-Bayside and Rainbow Terrace each had state surveys conducted that resulted in no deficiencies.

# KEY FINANCIAL DATA

## Income By Category



### Contract Income

87.74%

### Grants and Other

1.11%

### Training

1.36%

### Staffing Services

9.79%

## Expenses by Category

### Program

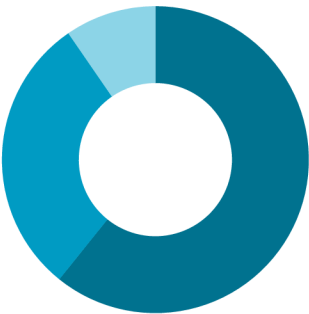
60.91%

### Management and General

29.47%

### Staffing Services

9.62%



CCLS Income Statement	2024	2023
Total Revenue w/o Donor Restrictions	\$18,225,759	\$19,821,159
Total Revenue	\$18,326,966	\$19,972,969
Total Expenses	\$17,944,004	\$19,924,567
Year-End Net Gain/Loss	\$382,962	\$48,402

# CCLS BOARD AND EXECUTIVE STAFF

## CCLS Board Members

<b>Dave Morstad</b> Board Chair	<b>Jeff Kaphengst</b> Board Vice Chair	<b>Russell Robers</b> Treasurer
<b>Erin Smith</b> Secretary	<b>Barb LeDuc</b> Director	<b>Kristi Scheunemann</b> Director
<b>Jo Anne Behling</b> Director	<b>Randy Radtke</b> Director	<b>Vincent Hein, JD/MBA</b> Director

## CCLS Executive Staff

<b>Kathleen J. Roach MPH, MBA</b> President & CEO	<b>Dwan Schuck, MBA, CPA</b> Chief Financial Officer
<b>Sherry Marshall</b> Chief Human Resources Officer	<b>Kathie Beaumont</b> Executive Assistant
<b>Rick Czerwan</b> Senior Director of Operations	<b>Kristy J. Baum, MSN, RN</b> Chief Nursing Officer



# THANK YOU TO OUR DONORS!

## **\$50,000 or more**

**Anonymous**

## **\$10,000-\$49,999**

**Focus on Energy**

## **\$1,000-\$9,999**

Beaver Dam Community Hospitals  
Foundation  
Dahl Automotive  
France Luke Silverman Foundation  
Glenn's Marketing & Catering, Inc.  
Gundersen Health System  
Ixonix Bank  
Danna & Alyce Kuhr  
M3 Insurance  
Mayo Clinic Health System  
Opportunities, Inc.  
ORBIS Corporation  
USI Insurance Services  
Widen Family Foundation  
Wisconsin State Council Knights of  
Columbus

## **\$500-\$999**

Delta Dental of Wisconsin  
Dona Drew  
Fast Pace Medical  
Staffing, Inc.  
GFWC Oconomowoc  
Junior Woman's Club

Husch Blackwell  
Johnson Financial Group  
Chris & Jerome Kawatski  
Maas Brothers Construction  
Veronica Slaby  
Wegner CPAs

**\$100-\$499**

Kristy Baum  
Cindy Bratel  
Kevin Brown  
Faith Dickman  
Eagle Automotive  
Enterprise Fleet Management  
Fort Community Credit Union  
Aaliyah Grandberry  
Grinwald Ford  
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Robert & Joan Rohde  
Andrew Rolling  
Douglas Rolling  
Thomas Rolling  
T.M. Rolling  
Dwan Schuck  
Michele D. Sippola  
Marcia Skibba  
Stevens Point Area Retired  
Teachers' Association  
Kyle J. Stiemsma  
Kelli Tourville  
Walsh's Ace Hardware  
Washington Inn, LLC

**\$99 or less**

Amy Altenburg  
Kathleen Armbruster  
David Berezinski  
Blue Ribbon Baseball, LLC  
David Carlson  
Kim Clarke  
Dennis D. Czapinski  
Emily English  
Marisa Flood  
Karen Foelker  
Amanda Franke  
Geocreations Crystals, LLC  
Dawn Helmrich  
Nettie Herman  
Nora Lea Hoesly  
Kelly Hoffman  
Lawanda Horton  
Samantha Johnson  
Marsha Jordan  
Toni Keesbury  
Leah Kochis  
Rebecca Krayecki  
Jesse Lipson  
Bruce & Lorna Mueller  
Nickky Wise Neff  
Tammy Oliver  
Julie Peterson  
Janice K. Ribbens  
Alan & Leslie Roberts  
Martin Runge  
Kelly Schwab  
Sheila Shultis  
Silica For Your Home  
Paige Shoemaker  
Matthew Smith  
Patricia Stroh  
Dave & Debbie West  
Kaylee Wierzb  
Lynn Zenke



# CCLS BARBARA FOX AND JON NELSON AWARD WINNERS

These awards are given annually to those staff members who best represent the values, vision, and mission of CCLS. Winners are nominated by staff and selected by the Board of Directors. The Jon Nelson award winner is provided with a check for \$500 and the Barbara Fox award winner is provided with \$500 towards professional development. Award winners receive recognition on plaques and in the CCLS newsletter.

## BARB VAUGHN

### BARBARA FOX AWARD WINNER

Barb Vaughn works as a Program Director in the Southern Region. This award is to honor staff who demonstrate a variety of qualities centered around promoting the reputation, contributions, and welfare of persons with disabilities, while recognizing the importance of continuing one's own personal and professional growth.

## LAURIE HUMPHREYS

### JON NELSON AWARD WINNER

Laurie Humphreys works as a Program Manager in the Northwestern Region. This award is to honor staff who exhibit the qualities that CCLS founder Jon Nelson believes are imperative to the success of quality services for people with disabilities. Qualities include advocating for and assisting clients in achieving their goals.

# CCLS OFFICE INFORMATION

## Corporate Office

500 E. Main Street  
Watertown, WI 53094  
Phone: 920-261-1345

## Central Region

94 Bill McCullum Way, Suite A  
Beaver Dam, WI 53916  
Phone: 920-356-0053

## Eastern and Eastern Metro Regions

165 Bishops Way, Suite 100  
Brookfield, WI 53005  
Phone: 262-549-9491

## North Central Region

2821 8th Street So  
Wisconsin Rapids, WI 54494  
Phone: 715-318-0960

## North Central Day Services

41 Park Ridge Drive  
Stevens Point, WI 54481  
Phone: 715-303-0171

## Northwestern Region

221 Fillmore Street  
P.O. Box 1143  
Black River Falls, WI 54615  
Phone: 715-318-0960

## South Central Region

2985 Triverton Pike, Suite 101  
Fitchburg, WI 53711  
Phone: 608-222-2071

## Southern Region

101 S Main St, Suite 350  
Janesville, WI 53546  
Phone: 608-754-5400

## Western Region

2031 South 32nd St, Suite 111  
La Crosse, WI 54601  
Phone: 608-779-4118  
Training: 920-342-8835

## Southeastern Region

225 E. Brown Deer Rd  
Bayside, WI 53217  
Phone: 414-930-4874  
Toll Free: 888-557-0872

## Fast Pace Medical Staffing

165 Bishops Way, Suite 100  
Brookfield, WI 53005  
Phone: 414-875-3345

## Creative Nurse Consulting

500 E. Main Street  
Watertown, WI 53094  
Phone: 920-261-1345 x 1232

# THANK YOU TO OUR EVENT SPONSORS!

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## Gold Sponsors



## Silver Sponsors







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