

# FOSTERING THE VITALITY OF RURAL WISCONSIN



In 1934, the Federal Emergency Relief Administration established the Wisconsin Rural Rehabilitation Corporation to purchase FHA guaranteed farm loans to stimulate the agricultural economy following the Great Depression.

During the decades that followed, the Wisconsin Rural Rehabilitation Corporation evolved into today's vibrant foundation. Endowment earnings and gifts support educational opportunities for rural Wisconsin citizens at a vast variety of educational institutions throughout the State of Wisconsin.

# Educational Partners

Edgewood College  
Leadership Wisconsin  
School for Beginning Dairy and  
Livestock Farmers

UW-Eau Claire

UW-Green Bay

UW-Madison

UW-Milwaukee

UW-Oshkosh

Platteville

UW-River Falls

UW-Short Course

UW-Stevens Point

WI 4-H Foundation

WI FFA Foundation

WI Institute of Family Medicine

WI Technical College System:

Blackhawk

Chippewa Valley

Fox Valley

Gateway

Lakeshore

Madison Area

Mid-State

Milwaukee Area

Moraine Park

Nicolet Area

Northcentral

Northeast Wisconsin

Southwest Wisconsin

Waukesha County

Western

Wisconsin Indianhead

WROF also has a loan program with the UW-Madison School of Veterinary Medicine and the Wisconsin Academy for Rural Medicine. Designed to encourage large animal veterinarians and doctors to establish practices in Wisconsin post-graduation, students apply for loans. A significant portion is forgiven for each year the student practices in the state of Wisconsin upon graduation.

# Holly Knurr

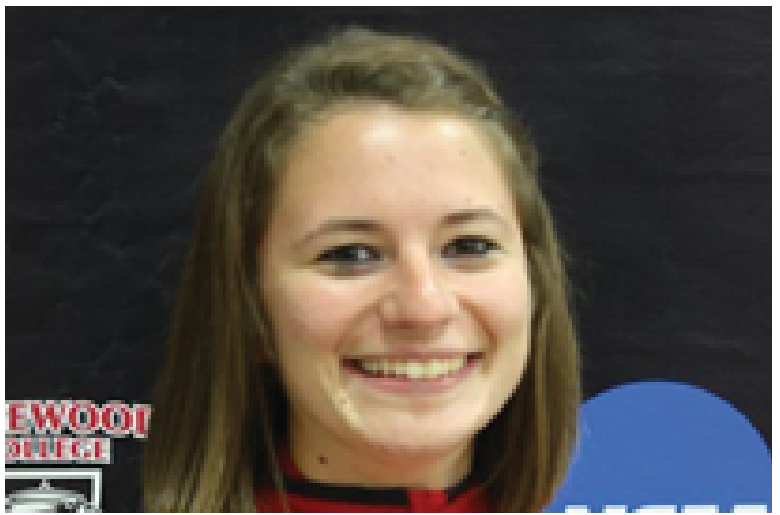
UW-Madison, 1984  
B.S. in Family and  
Consumer Education  
Waterford, WI



"I teach "Exploring Vocational Education" (EVE) at Fox River Middle School. I enjoy working with middle school-aged students and love their excitement for my class. We do everything from cooking and sewing to airplane flight stimulation and building CO2 racing cars. I thank WROF for the financial support they provided me when in college. As a parent of two college students, I have often reflected on how your gifts helped me get through some tight financial times."

# Allie Kastein

Edgewood College, 2016  
Registered Nurse  
Madison, WI



"Receiving a WROF scholarship has helped me continue on with my goal of becoming a registered nurse. The education at Edgewood has been worth it because the small class sizes make it easy to collaborate with other students and professors. Having hospital clinicals in Madison has made a huge impact because of the variety of patients that I am able to take care of. The financial generosity of WROF brings me a step closer towards my goal of caring for others in the community."



Above- The WROF Summer Science Scholars at UW-Madison



# Martin Melssen

SouthWest Technical  
College  
Platteville, WI



"When I was a junior in high school I went to an open house at South West Technical College to learn about the Agricultural Power and Equipment Program. As soon as I saw a shop, I knew it was the right career for me. I felt right at home- it was just like being in my uncle's shop. I enrolled at SWTC after high school and two years later, I had my degree. I really like doing what I do for a living - fixing and maintaining machinery. If it weren't for the grants, scholarships, and most importantly, the WROF, Inc., I wouldn't have achieved the level of schooling I did. Thank you!"

# Theresa Lins

UW-Madison, 1992  
B.S. in Agricultural  
Journalism  
Milwaukee, WI



"Today I work as a marketing and project coordinator for the Biotechnology and Bioengineering Center at the Medical College of Wisconsin in Milwaukee. In addition, I am a freelance writer specializing in agricultural and environmental stories. I very much appreciate the opportunities support from WROF provided me. Thank you!"



Left- WROF Physicians Assistants get their White Coats!

## Areas of Impact

For over 80 years, the Wisconsin Rural Opportunities Foundation, Inc. has fostered the vitality of rural Wisconsin. The WROF invests in the education of people from rural Wisconsin so they, in turn, can transform and improve the economic health and quality of life in their rural areas. Here is a partial list of the careers our scholarship recipients have pursued- see how their dreams have translated into a real change in rural Wisconsin.

Nurse Practitioners, Physician's Assistants- WROF Scholars serve areas of Wisconsin severely lacking medical care.

Medical Doctors- WROF Scholars set up practice, and live, in rural Wisconsin.

Farmers/Producers- WROF Scholars equip today's producers with the knowledge, systems, and practices to produce a safe and sustainable food supply.

Veterinarians- WROF Scholars remain in the state of Wisconsin to serve our large animal needs.

Educators- WROF Summer Science Program ensures rural educators have an expansive vision and the tools necessary to impact future generations.

Skilled Labor- Though technical college support, WROF Scholars infuse rural Wisconsin with quality technicians of all kinds.

## WROF Leadership

### President

Joan Behr  
Retired, Foremost Farms USA

### Vice President/Finance Committee Chair

James K. Caldwell  
CEO, First Citizens State Bank, Whitewater

### Secretary/Marketing Committee Chair

Sara Schoenborn  
Director of Marketing & Public Relations,  
Wisconsin Agri-Business Associations,  
Communications Director, Wisconsin Corn  
Program

### Treasurer

Mary Elvekrog  
Assistant Vice President-Dairy Specialist,  
Compeer Financial

### Members

Charles Crave  
CoFounder, Crave Brothers Farm and  
Crave Brothers Farmstead Cheese

Pat Duffy  
President/Grain Merchandiser, Duffy Grain,  
Inc.

Jerry Gaska  
Veterinarian and Founder, Gaska Dairy  
Health Services, S.C.

Daryll Lund  
Executive Vice President and Chief of Staff,  
Wisconsin Bankers Association (WBA)

Ann McDonald  
Owner, McDonald Marketing and Business  
Development

Brett Renk  
President, Renk Seeds



### Executive Director

**Marcy Heim**

### Executive Administrators

Ingrid Beamsley  
Kristen Metcalf

## Invest in the WROF, Inc.

OVER \$6,150,000 AWARDED  
OVER 6,600 RECIPIENTS



INVESTING IN RURAL  
WISCONSIN SINCE 1934

Your gift enhances the number of rural scholars we are able to support. Plus, you can select the school, program and/or major you'd like to fund! In addition, we are often able to match your gift- thereby DOUBLING the help you provide!

Your support stays right in Wisconsin. It touches students in educational programs from farm short course to doctorate; traditional agricultural majors to innovative new environmental multidisciplinary majors; and rural nurses, veterinarians and doctors.

You can create bright futures and impact the vitality of rural Wisconsin!

Please consider investing today! Give online at WROF.org and become a Rural Guardian with your monthly gift. Get in touch if I can help you create a meaningful legacy by establishing a named WROF Scholar. You will love how it feels to make such a difference!

Marcy Heim, Executive Director  
608-772-6777  
marcy@marcyheim.com

*The WROF is a Section 501(c)3 nonprofit. Your gift is deductible to the extent allowed by law.*

November 19, 2019

PO Box 46522, Madison, WI 53744  
PO Box 46522 Madison, WI 53744