

NOVEMBER 2020

# Foundation Times

NEWSLETTER



## Greater Menomonee Falls FOUNDATION

*A platform to invest in meeting community needs now and in the future.*

### Charitable Giving Lasting Legacy

Ensure grant funding for Menomonee Falls non-profits for years to come— donate today to help build our endowment. Use the enclosed envelope or donate online at [fallsfoundation.org](http://fallsfoundation.org).

**Donate Today!**

## We're All In This Together

As your local foundation, we feel a sense of responsibility to care for the whole community. This is why we need your support now more than ever to help fund critical needs.

When you give to the Greater Menomonee Falls Foundation, donations are pooled together to build our endowment, from which annual grants are drawn. A single donation can benefit multiple non-profit organizations. In this issue, you'll learn about two important organizations that have received GMFF grants: The Women's Center Emergency Shelter and the Falls Area Food Pantry.

The GMFF board carefully screens all organizations based on their impact on Menomonee Falls and their organizational stability. As a donor, you can choose to designate funds to benefit your favorite causes, or provide unrestricted funds to support the community's most important needs and opportunities.

Your donations to the GMFF receive the maximum tax advantages for income, gift and estate tax purposes. Look inside for specific information about the Charitable Giving Strategies with your IRA. As always, we appreciate the willingness of our supporters to give back to the betterment of our community. Thank you!



## A Critical Lifeline: The Women's Center Emergency Shelter



During the COVID-19 pandemic, domestic violence has increased throughout the community. In Waukesha County, dispatchers have

reported 33.8% more calls about domestic violence incidents and have seen an increase in high lethality cases as reported by law enforcement from the scene of a crime.

Domestic violence victims are at the highest risk of being killed when they take steps to leave their abuser. However, when a victim seeks refuge in an emergency shelter, they reduce the risk of homicide by up to 60%.

The Women's Center provides safety, shelter, and support to empower all impacted by domestic abuse, sexual assault, child abuse, and trafficking. All of their programs are offered free and confidentially to ensure that the needs of survivors are met, that children are protected and that families heal and lead lives free of violence.

Their Emergency Shelter remains available 24/7, 365 days a year and provides a critical lifeline for adults and

their children who are fleeing domestic violence. Most of their clients are from Waukesha County, often having left everything behind when they arrive. The safe environment of the shelter provides the comforts of home, where residents receive food, clothing basics, toiletries, referrals for healthcare, assistance with access to education, support for transportation costs, and translation/ interpretation in any language.

While in the shelter, all residents receive case management, information about community resources, and safety planning services, with support for family needs by providing children's programming, which facilitates school enrollment, family emotional support, fun activities to relieve stress, and other intervention resources. Residents have access to The Women's Center's full range of programming, including counseling, support groups, substance abuse/mental health support, legal advocacy, family support, employment/life-skills, transitional living, and free childcare while participating in these services.

The Women's Center is the only agency in Waukesha County that offers these particular programs and services, which means that continued funding is essential. The GMFF is proud to be one of the many supporters of The Women's Center.

# Charitable Giving Strategies with your IRA

Have you considered making a qualified charitable distribution from your traditional, Roth, or inherited IRA to reduce your income taxes?

In 2020 the SECURE Act goes into effect, which increases the required minimum distribution age from 70½ to 72. In addition, the new law repeals age restrictions on traditional IRA contributions. In 2020, individuals over age 70½ can make IRA contributions.

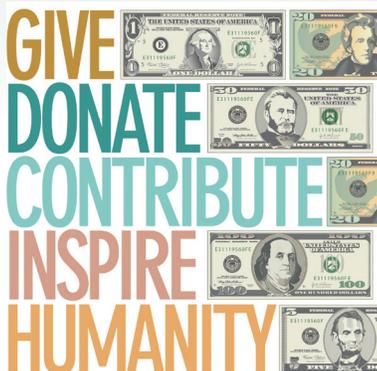
Through IRA required minimum distributions, Americans age 70 ½ and older can make IRA contributions directly to public charities, such as the Greater Menomonee Falls Foundation to help minimize their tax burden.

Requirements of a qualified charitable distribution include:

- IRA holder is age 70 ½ or older
- The maximum annual contribution is \$100,000 annually from traditional and Roth IRAs
- A married couple can transfer up to \$200,000 tax-free, over the same period, from separate accounts.
- The funds must be directly transferred to a qualified 501(c)(3) charity, such as the Greater Menomonee Falls Foundation.

You can also donate stocks or mutual funds or name the Greater Menomonee Falls Foundation through your will, trust, or beneficiary designation.

Please consult with your financial advisor to understand the tax implications of your charitable giving plans.



View of food pantry shelves that make it easy to pack orders for clients. Community funding and donations keep the shelves stocked.

## Supporting Increased Need at the Falls Area Food Pantry

In response to increased demand and low supplies on food pantry shelves, the Greater Menomonee Falls Foundation has provided the Falls Area Food Pantry with a \$2500 grant.

It is the second \$2500 Foundation grant given to the pantry this year to support ongoing needs. The pantry serves more than 300 families per month. In the first two months of the pandemic, the food pantry registered more than 100 new families, and they continue to register new families each week. That need is expected to rise as more are impacted by the current health crisis.

Run by volunteers, the Falls Area Food Pantry is supported by food and monetary and donations from the community. "We are amazed at the outpouring of support from the community," remarked Jean Richie, Board President. "The generosity from the Greater Menomonee Falls Foundation and so many individuals, businesses, and churches allows us to continue to provide nutritious food to all in need of help in our community."

Enrollment at the food pantry is confidential and requires proof of address, a photo ID, and declaration of household income. To minimize health risks, food pantry volunteers are providing "no contact" food distribution during the COVID-19 pandemic. Volunteers are registering households and distributing groceries outdoors while participants remain in their cars.

The pantry also participates in The Emergency Food Assistance Program (TEFAP) administered by the Wisconsin Department of Health Services (DHS). During the pandemic, DHS has temporarily increased the eligibility to receive food from the pantry. This change, which was made to address the growing number of hungry in our state, has also increased the number of people the pantry can serve.

Support of the pantry is in keeping with the mission of the Foundation to help address community needs now and in the future.

In the words of Foundation Chairman Randy Newman, "The citizens of Menomonee Falls have a rich history of looking out for one another and investing their time, talents and treasure to improve the Falls area. I look at the Foundation as one of the great 'silent' organizations that sustains that community spirit with financial support."

# Meet Board Member Terry Fitzsimmons



Longtime Falls resident and volunteer, Terry Fitzsimmons pictured with his two sons, Tyler and Tim.

Terrence James Fitzsimmons, also known as Terry, was born in Pigsville, or Miller Valley. At the age of two, his family moved to the far southeast side of Menomonee Falls, where the brood grew to a family of ten. It was such a great place to grow up that Terry purchased the family homestead from his parents and raised his family there. In 1998, the property sold to Herker Screw Products.

Terry started working a newspaper route at age eleven, then became a golf caddie at Tripoli and North Hills Country Clubs. At age sixteen, he founded a neighborhood industrial cleaning service.

After graduating as part of the first class from Menomonee Falls East High School, he spent

over forty-five years in the dental industry. He started as a packaging expert and worked his way into dental merchandise and equipment sales. Numerous management positions ultimately led to a partnership in Holt Dental Supply Company. After selling the business in 2016 to Patterson Dental, Terry decided it was time to retire.

Terry married Lynette Bolin and raised two boys, both of whom graduated from Menomonee Falls High School. He is a proud grandpa to five grandchildren.

His community involvement started with his sons playing sports: baseball, football, Booster Club, and the Optimist Club. Terry became a baseball coach and mentor in the Menomonee Falls Little League and also served as president of the Jr. Indians Baseball program.

Today, he acts as treasurer of the Menomonee Falls Baseball Group that oversees the Lakers adult baseball team and the high school summer baseball teams. He still gives catching lessons to youth and helps with high school winter baseball workouts.

For the Optimist Club, he leads the adopt-a-highway project and supports the Packer raffle, popcorn wagon, leaf raking, and parade marshals.

Since joining the GMFF Board in 2019, Terry has been a key member of the farmers market committee. He gives freely of his time and expertise to help the next generation of Menomonee Falls achieve their goals.

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*Join our Founders Society by making a total contribution of \$10,000 within a 3-year period.*

## Farmers Market Seasonal Success

The Greater Menomonee Falls Foundation Farmers Market was a hit this season with over 50 vendors and many shoppers. In 2021, the market will move to a permanent location in the new Village Park Plaza with a Wednesday and Sunday market. Stay up to date with the market online at [fallsfarmersmarket.org](http://fallsfarmersmarket.org).





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## Seeking 2021 Grant Applications

### GMFF's new grant application cycle is now open!

Grants are available to 501(c)(3) organizations supporting youth, adults, and general community needs. Organizations have until February 1, 2021 to submit their application.

Spread the word – let area non-profits know about our grant cycle! For more information regarding grant instructions and the application process, go to [www.fallsfoundation.org/grants](http://www.fallsfoundation.org/grants).



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P.O. Box 53  
Menomonee Falls, WI 53052-0053

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