

WISCONSIN CHAPTER  
A Member Chapter of the  
PARALYZED VETERANS OF AMERICA



2010 ANNUAL REPORT

## OUR MISSION

The Paralyzed Veterans of America, a congressionally chartered service organization founded in 1946, has developed a unique expertise on a wide variety of issues involving the special needs of our members – veterans of the armed forces who have experienced spinal cord injury or dysfunction.

PVA will use that expertise to be a leading advocate for:

Quality health care for our members,  
Research and education addressing spinal cord injury  
and dysfunction,

Benefits available as a result of our members' military service,  
Civil rights and opportunities which maximize the independence of our members.

To enable PVA to continue to honor this commitment, we must recruit and retain members who have the experience, energy, dedication, and passion necessary to manage the organization and ensure adequate resources to sustain the programs essential for PVA to achieve its mission.

Wisconsin Paralyzed Veterans of America (WPVA) a member chapter of Paralyzed Veterans of America accomplishes its mission by coordinated efforts through programs that:

Provide opportunities for health promotion, recreation, employment, sports and recreation, service and camaraderie for paralyzed veterans;

Elevate society's information level about the attitudinal, physical, and legal barriers that confront persons with disabilities in order to influence the removal of those barriers;

Advocate for and monitor the delivery of high quality and appropriate health care benefits and service;

Cooperate with and seek the support of other groups and individuals that share WPVA's objectives;

Educate the public with the current and ongoing needs and current and past contributions of America's veterans.

## PRESIDENT'S REPORT

We implemented many changes during the last year due to changes in National policies. Putting those changes in place caused us to streamline the way we do business at WPVA while maintaining our high level of service to our membership. The BOD was responsible for the day to day operations of the office. As a result of the restructuring of programs we were able to improve our financial status that will make us more fiscally sound for the future. With the current policies in place making the chapter more financially sound the BOD decided to fill our vacancy in our Executive Directors position. Several candidates were interviewed by the Executive Committee, and Mr. Paul Lehman was selected as the person to be offered the Executive Directors position. He has accepted the position, and began working as our Executive Director as of 1 January 2011. Although our focus was shifted somewhat to chapter operations, the number one concern remained to be the building of our new SCI Center. After a period of uncertainty, I am very proud to say that the new center is nearly complete, and speculation is that patients will begin to be moved into the new center during late June, or early July of 2011. We continue to monitor the construction through our National PVA Architects, and Dr. Lee to insure we will move into a state of the art facility.

Wisconsin Paralyzed Veterans of America  
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Chapter Website: [www.wisconsinpva.org](http://www.wisconsinpva.org)

WPVA Officers (2010-2011)  
President – Phillip E. Rosenberg  
Vice-President – Ken Matthews  
Secretary – James Rutledge  
Treasurer – Mariette Firecloud

WPVA Board of Directors  
August Krieser  
FR. Ted Borger  
Harlyn Gerritsen  
Russell Worth  
Al Revolinski  
Michael Thomas  
Jack Stone

WPVA Appointees  
Sports Director – Jim Rutledge  
Dairyland News Editors – Paul Lehman/David Ellsworth  
Government Relations Officer – Augie Krieser  
Milwaukee VA Hospital Liaison – Michael Thomas  
Property Committee – Russell Worth/Mariette Firecloud  
Membership – Michael Thomas  
Fundraising – Ken Matthews  
Finance – Harlyn Gerritsen /Mariette Firecloud  
Strategic Planning – Ken Matthews/FR. Ted Borger

Staff  
Executive Director, Paul Lehman  
Government Relations Director, Gustave R. "Gus" Sorenson  
Administrative Secretary, Sarah Garcia

Chapter office hours:  
9:00am to 5:00pm  
Monday through Friday, excluding all weekends and holidays

We continue to be in contact with our state and federal legislative representatives, through our Government Relations Officer, to insure that veterans' benefits remain intact, and the needs of the disabled are properly addressed. Our advocacy committee continues to work with local community groups and businesses regarding the needs of the disabled. Some of the ways we continue our advocacy work is through our Education and Scholarship Programs. Several Scholarships were presented to Nursing, Physical Therapy, and Occupational Therapy students bringing their attention to the needs of the SCI veteran. This year we will be expanding this program to bring Recreation Therapy students into the fold. The highlight of our sports program continues to be in sending a team to the National Veterans Wheelchair Games. The games were held in Denver, Colorado this year and seventeen WPVA veterans represented our chapter. The Trapshooting team, although reduced in numbers, continued to participate in the PVA Trap Trails competition. This year several Pistol shoots were held in conjunction with the Trap shoots, to promote shooting sports. WPVA again hosted a National PVA Trapshoot at the Brown County

Sportsman's club in Green Bay, July 23 – July 25. This was again a very successful event, as we drew several more shooters than other chapters had done, and the number of youth shooters continues to grow. WPVA also continues to support Wheelchair basketball, quad rugby, Wheelchair Softball. This year the WPVA War Eagles were the runner up team in the D-II division of the National Wheelchair Softball Tournament. WPVA will continue to partner with other advocacy groups to create new hunting and fishing opportunities, as well as other outdoor activities.

At this time I would like to thank all those who worked so hard behind the scenes giving their time, energy, and effort for the good of WPVA. With our involvement in all these

activities you can understand why time seems to fly by here at the office. We could not have accomplished so much without the help of our volunteers. This year fifty two volunteers donated 318 hours to conduct our Trapshoot. Our ten-member Board of Directors and other chapter volunteers committed 1081 hours on behalf of our chapter. On the Spinal Cord Injury Unit at the Zablocki VA Medical Center eight volunteers donated 840 hours of their time to ensure the patients that WPVA was there to assist and support them. Thank you again to all our volunteers, and we look forward to working with you in service to disabled veterans. Phillip E. Rosenberg President, WPVA

## 2010 ACCOMPLISHMENTS

### Administration

The administrative duties and functions of the Wisconsin PVA are the responsibility of the chapter administrative staff. The staff consists of 3 full-time employees. Their titles are Executive Director, Government Relations Director, and the Administrative Secretary. Staff works with the Board of Directors, all Chapter Committees, and regular & associate members to maximize productivity and efficiency while managing chapter programs.

WPVA BOD meetings are held at the Chapter Office, on the 2nd Tuesday of the month. WPVA convenes its general membership meetings on the fourth Tuesday of each month in the 10AS Dayroom of the Zablocki VAMC SCI Unit. Occasionally these meetings are changed or cancelled due to a variety of reasons. When possible, we post these changes in our monthly newsletter and our website. Our Annual Meeting is conducted in conjunction with our Annual Awards Banquet, and the members of the Board of Directors are sworn in at that time. Standing Committees are mandated to meet on a regular basis.

WPVA is in full compliance with all reporting requirements of National PVA, state, and local governments. In addition, we obtain annual Audited Financial Statements and file 990 with the Internal Revenue Service as required by our IRS 501 (c) (3) tax status. Reports are available for public inspection at the Chapter Office.

*A summary of our audit and financial statements for FY 2009 will follow the conclusion of this report.*

### Service Program

The National Service Office is located at the VA Regional Office Building, 5400 West National Avenue in Room 168, in Milwaukee,

Wisconsin 53214. The phone number is 414-902-5655 and the toll free phone number is 1-800-795-3580. The office hours are 8:30am to 4:30pm.

For the past four years Keith Sorensen has ably performed the duties of Veteran Service Officer. Mr. Sorensen's over 30 years of VSO experience has been invaluable in ensuring our SCI Veterans have the benefits to which they are entitled. Linda Roberts is the long time secretary.

They reported that they had a productive year, totaled 81 new POA's with total contacts being 3,350. They conducted 387 interviews and filed 368 issues. Total monetary award to PVA members was \$3,830,287.

### Membership

As of September 30, 2010, WPVA had a total of 297 Regular Members and 293 Associate Members for a total membership of 564. We sign up new members using the Milwaukee VAMC SCI Unit as the primary source. We are working on other outreach methods to gain new PVA and WPVA members. The breakdown on our membership is as follows: 93 Service Connected & 204 Non-Service Connected.

### Hospital Liaison

WPVA is represented on the VA Volunteer Services committee, and provides assistance to hospitalized veterans via that program. The Chapter sponsors social activities at the Zablocki VAMC on most Holidays for SCI patients, members, and Staff. We host several Pizza and Card Parties during the year for in-patients. WPVA hosts recreational trips to several events in the area such as fishing trips, fish fry dinners, movies, and trips to Admirals Hockey, Wave Soccer, and Brewers Baseball games.

WPVA conducted monthly meetings between the Medical Chief, Spinal Cord Unit and WPVA president, vice president (national director), government relations director and executive director at the chapter office to discuss SCI issues.

### Communications

WPVA published the Dairyland News on a bimonthly basis. It contained reports, details on sports & recreation events, chapter activities, government relations' issues, and hospital & SCI Unit events. There was a monthly calendar of events, and occasional advertising that may be of interest to our readers. This newsletter goes to every WPVA Member & Associate Member, Stake Holders, certain people with the National PVA Staff and Executive Committee, and every PVA Chapter.

Our website, wisconsinpva.org also allowed us to maintain more immediate contact with members and supporters as well. It is updated on a regular basis with event calendar and online registration availability for certain events like our Green Bay Trapshoot and Motorcycle Rides.

### Sports and Recreation

WPVA provided financial assistance to several disabled sports & recreation programs and teams, e.g. Milwaukee Iron Quad Rugby Team. We were well represented in several national and local competitions. This included the PVA BASS Trail, the National Veterans Wheelchair Games [NVWG], the PVA National Trapshoot Trail, and the National Winter Sports Clinic.

WPVA hosted our 14th annual Trap Shoot as part of the PVA National Trap Trail in July 2010. 93 shooters including a record number of 21 youth with and without disabilities competed. 23 Athletes and 6

coaches attended the National Veterans Wheelchair Games in Denver, Colorado. Our team won 52 medals; 28 Gold, 7 Silver, and 17 Bronze.

WPVA funded a bicycle and hand cycle team in the annual Milwaukee Ride for the Arts, and we had members participating in Quad Rugby, Port Washington Fishing Outing, and the BASS Fishing tour. The annual WPVA Tailgate Party-Pig Roast-Milwaukee Brewers Baseball Game continues to be well received, and well attended with over 200 participants.

### Advocacy/Legislative

Our National Director, Jack Stone, sits on the Council on Veterans Programs at the Wisconsin Department of Veterans Affairs. WPVA has good relationships with advocacy groups such as Independence First, Disability Awareness Wisconsin Network [DAWN], Disability Rights Wisconsin [DRW], and the ADA Partnership.

We still sponsor programs for the DVA Zablocki Medical Center "Disability Awareness Week" to illustrate the abilities of the physically challenged. In conjunction with PVA's Public Awareness Week [PAW], we distributed PVA and WPVA informational materials to 4-H and other community groups. We again traveled to Manitowoc, Wisconsin to visit with some 2nd Graders where we talked about being a veteran and living with a disability.

The Chapter sent one representative to the PVA Advocacy/ Legislation Seminar in Washington, D.C. in 2010. WPVA also participated in the PVA Association of Chapter Government Relations Directors, and sent the Government Relations Director to the September 2010 annual meeting. During these visits to the Nation's Capital, we met with the appropriate staff

personnel at all ten Wisconsin Congressional offices to discuss veterans' issues and disability related topics.

Contributions from the Key Contributor, Neighborhood Campaign, State Shoot raffle, and Rental Receipts all help pay from our programs. We expect to utilize all of these fundraising sources in FY 2011.

### Fundraising

WPVA continues to raise funds for programs through a variety of ways. After factoring out the gross income produced by our Telemarketing contract 54% of our income comes from our Grant from National PVA. In FY 2010 our net from our Telemarketing contract was \$49,996.48 and \$59,738.81 counting the Trapshoot.

## STATEMENTS OF ACTIVITIES

**WISCONSIN PARALYZED VETERANS of AMERICA, INC.**  
**STATEMENTS OF ACTIVITIES**  
**FOR THE FISCAL YEARS ENDED SEPTEMBER 30, 2010 AND 2009**

	<u>2010</u>	<u>2009</u>
<b>CHANGES IN UNRESTRICTED NET ASSETS:</b>		
Support:		
Fund Raising and Donations	\$ 510,761	\$ 593,824
PVA Grant	206,050	188,848
Revenue:		
Event Registration Fees	13,945	13,882
Investment Income	1,822	(15)
Rental Income, net of related expenditures of \$26,180 and \$37,573	15,861	4,114
Other Income	74	4,701
<b>Total Unrestricted Support and Revenue</b>	<b>\$ 748,513</b>	<b>\$ 805,354</b>
Net Assets Released from Restriction:		
Used for NVWG Purposes	<u>10,179</u>	<u>13,829</u>
<b>Total Unrestricted Revenues</b>	<b>\$ 758,692</b>	<b>\$ 819,183</b>
Expenses:		
Program Services:		
Membership and Benefits	\$ 59,411	62,104
Public Affairs	154,057	173,622
Research and Education	<u>10,123</u>	<u>18,801</u>
Total Program Services	\$ 223,591	\$ 254,527
Management and General	96,997	123,409
Fund Raising	<u>405,418</u>	<u>448,788</u>
<b>Total Unrestricted Expenses</b>	<b>\$ 726,006</b>	<b>\$ 826,724</b>
<b>(Decrease) Increase in Unrestricted Net Assets</b>	<b>\$ 32,686</b>	<b>\$ (7,541)</b>
<b>CHANGES IN TEMPORARILY RESTRICTED NET ASSETS:</b>		
NVWG Contributions	\$ 11,410	\$ 7,051
Net Assets Released from Restriction	<u>(10,179)</u>	<u>(13,829)</u>
<b>(Decrease) Increase in Temporarily Restricted Assets</b>	<b>\$ 1,231</b>	<b>\$ (6,778)</b>
<b>(DECREASE) INCREASE IN NET ASSETS</b>	<b>\$ 33,917</b>	<b>\$ (14,319)</b>
<b>Net Assets - Beginning of Year</b>	<b><u>667,610</u></b>	<b><u>681,929</u></b>
<b>Net Assets - End of Year</b>	<b>\$ <u>701,527</u></b>	<b>\$ <u>667,610</u></b>