Throughout its 51-year history, Operation Fresh Start (OFS) has empowered more than 8,000 emerging adults to achieve self-sufficiency. OFS staff provide the education, mentoring and training that helps young adults overcome barriers, earn a high school diploma and driver’s license, and achieve living-wage, career-track employment. In addition to the confidence young people gain in the classroom and on the worksite, OFS programming helps them realize the value they bring to our community. Across Dane County, OFS young people have built more than 250 affordable homes and improved nearly every park and green space you and your neighbors enjoy today.

"Operation Fresh Start - I’d say it’s a lot of help. They focus on where you want to go and what you want to do.”

– Keventay
OFS Participant

ABOUT OFS

MISSION
Operation Fresh Start empowers emerging adults on a path to self-sufficiency through education, mentoring and employment training.

VISION
All emerging adults ages 16 – 24 are assets in our community.

IMPACT ACROSS DANE COUNTY

Throughout its 51-year history, Operation Fresh Start (OFS) has empowered more than 8,000 emerging adults to achieve self-sufficiency. OFS staff provide the education, mentoring and training that helps young adults overcome barriers, earn a high school diploma and driver’s license, and achieve living-wage, career-track employment. In addition to the confidence young people gain in the classroom and on the worksite, OFS programming helps them realize the value they bring to our community. Across Dane County, OFS young people have built more than 250 affordable homes and improved nearly every park and green space you and your neighbors enjoy today.

Click to view
Construction Map

Click to view
Conservation Map
# Table of Contents

## Executive Director’s Note
Greg Markle highlights successes from the past year.

## 50th Anniversary Campaign
Update on goal to reach $1 million to support current and new programs.

## Overall Programming
Total number of participants served, demographics, credentials earned.

## Project Highlights
Summary of conservation and construction work.

## Program Highlights
A look at accomplishments, demographics and growth.

## Finance Report
Income, expenses, partners and funders.

## Fresh Start Society
List of community members and businesses who gave a cumulative gift of $1,000 or more this fiscal year.

## Board of Directors

## Volunteers & Leadership Staff
I don’t think any annual report for the year 2021 could be completed without mentioning COVID. It ripped through our society and our economy over the last year and we aren’t done feeling its effects. This is especially true for emerging adults who left school at this difficult time. The number of young people that didn’t complete high school on time increased by 25% over the last year. During the height of the pandemic, youth unemployment reached levels not seen since the Great Depression and is still twice as high as it was before COVID.

While emerging adults are statistically less likely to suffer from COVID-19, they have deeply felt its impact on our economy and community.

Perseverance:

In response to the pandemic, Operation Fresh Start stepped up to do more over the last year - adding new programming to help young adults navigate these difficult times. We began CareerScape programming to assist young people trying to figure out a career path in a very different economy. We ramped up our Options program to help each young person find a way to complete high school.

Most importantly, we did all this while keeping everyone safe. Every employee and volunteer at Fresh Start deserves credit for finding ways to form connections with young people, even while facing down the danger of COVID in their work. We masked, we washed, we disinfected, we tested and we kept going because we know being here – be it in person or virtual – is essential for our young people.

Every staff person voluntarily got vaccinated. We educated our emerging adults and held vaccination clinics for them, their families and the community – reaching a 90% vaccination rate for participants at Operation Fresh Start.

Thank you for being part of this effort through your gifts and partnership. We still have more work to do, cleaning up the long-lasting impact COVID has had on emerging adults in Dane County.

You can be part of this important work in so many ways. One way today is: if you know a Fresh Start staff member, who took on extra risk connecting in-person with our participants and kept everyone safe, please take a moment and say “thank you” to them. I’m honored to be able to work with them each day and absolutely impressed with their dedication and resiliency. Please let them know that you feel the same way.
Operation Fresh Start hosted its 50th Anniversary Gala at Garver Feed Mill on September 30, 2021. It was a success! More than 200 people attended to celebrate the organization’s first 50 and next 50 years.

OFS presented four awards at the event:

- **Jaedan Festge**
  Participant of the Year Award

- **Douglas Crowder**
  Charles Jackson Transformation Award

- **City of Madison Engineering Division**
  Community Collaboration Award

- **Jim Welsh**
  Connie Ferris Bailey Cornerstone Award

In celebration of our 50th anniversary, Operation Fresh Start has set a goal to raise $1 million to support new and current programming.

- **CareerScape Counseling** (launched in June) supports unemployed or underemployed young adults with career investigation, action planning and job retention services.

- **Conservation Graduate Crew** (launched in October) provides pathways for young adults of diverse backgrounds to enter into the natural resource management industry, gaining hands-on experience to help them start a career without needing a college degree.

From gala night on Sept. 30 through the end of December 2021, all donations are being matched up to $50,000. 2nd Market Capital Economic Opportunity Foundation and the American Family Insurance Dreams Foundation are each providing a generous $25,000 matching gift.

---

**$897,917**  
Progress towards $1 million goal  
(As of Sept. 30, 2021)
## All Programming
Oct. 1, 2020 - Sept. 30, 2021

<table>
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<tr>
<td>Ages 16-24 in Dane County</td>
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<tr>
<td><strong>Pre-apprenticeship certifications earned</strong></td>
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</tr>
<tr>
<td>In construction or conservation</td>
<td></td>
</tr>
<tr>
<td><strong>Driver's licenses earned</strong></td>
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</tr>
<tr>
<td>A high school diploma &amp; driver's license are the top two most-required qualifications for employment</td>
<td></td>
</tr>
</tbody>
</table>

- **80%** Low-income participants served
- **76%** Young adults of color served

80% or less of the Dane County median family income
Project Highlights

Oct. 1, 2020 - Sept. 30, 2021

Center St. home (South Madison)

In June, the Urban League of Greater Madison and Operation Fresh Start held an open house to show off all the hard work that went into remodeling an affordable home in South Madison. This is part of the Urban League’s $5 million initiative to increase Black homeownership rates.

Almost 60 young adults and un/under-employed adults from Urban League and OFS programs worked on the home, gaining construction, work readiness and life skills.

The home was sold to a former participant who attended Operation Fresh Start in the 1990s. He works as a Madison Metro bus driver.

Conservation work

Participants worked on a wide range of projects over the past year, including: removing invasive growths (including honeysuckle and buckthorn), clearing brush, picking up trash and planting rain gardens. OFS participants even worked with the City of Madison Engineering Department to build and install custom bee hive boxes.

OFS crews, community volunteers and Dane County Parks staff collect and process native plant seed from prairie, savanna, wetland and woodland ecosystems. The seed collected each year is worth approximately $600,000 and is used to restore over 170 acres of park lands.

Pleasant St. home (Sun Prairie)

OFS participants worked alongside their construction supervisors to build a three-bed, one-bath home in Sun Prairie from the ground up. The process started in June 2020 when crews framed out the house, poured the concrete basement floor and installed the roof and siding. The home was completed in late June 2021 with finish carpentry and tile work.
LEGACY PROGRAM

Legacy is Operation Fresh Start’s main, AmeriCorps-affiliated program. During a participant’s 1,000+ program hours, they work with OFS teachers to complete a personalized education plan, earning their high school diploma and driver’s license. Participants are assigned to either a construction or conservation crew, where they improve the community by: building affordable housing, engaging in environmental justice work, and maintaining or improving city and county parks. At OFS, young adults receive paid, on-the-job training from their supervisor, who acts as a mentor.

In 2021, education staff strengthened Operation Fresh Start’s relationship with the Madison Metropolitan School District. Staff worked with the MMSD Office of Youth Re-Engagement (OYR), which works with community stakeholders to assist young people with accessing alternative education pathways to high school completion. The OFS Education Manager worked collaboratively with the OYR Program Coordinator to develop a financial literacy curriculum. Goals for this programming include:

- connecting participants with banking professionals to increase trust
- setting young people up with a checking account and direct deposit

Kimberly graduated from the Legacy program in September, with 100% attendance!

"School was never really for me; I never really went to school," said Kimberly. "And since I started OFS, actually I never missed a day!"

Kimberly explained in a video for prospective OFS participants that they’ll have to deal with a range of different weather conditions out on the worksite.

"You have to have a positive mindset. In the morning, you have to get up ready to go out and work all day."

Next, Kimberly is heading to Madison College to study Graphic Design!

92 participants served
76% participant completion rate

race/ethnicity of Legacy participants

72% people of color served
LEGACY PROGRAM

Credentials

- 81% earned high school diploma
- 10 earned pre-apprenticeship readiness certification
- 71 completed OSHA safety training
- 19 earned driver’s license
- 24 earned learner’s permit
- 72 completed first aid / CPR training

Conservation Highlights

- Total Acres Improved: 1,148 (This Year) vs. 452 (Last Year)
- Total Miles of Trail Improved: 30 (This Year) vs. 10 (Last Year)

Construction Highlights

- 3 affordable homes completed: 614 Center St., 3068 Pleasant St. (Sun Prairie), 924 Ridgewood Way
- 2 additional affordable homes worked on: 3138 Hermina St., 63 Hart Rd. (Sun Prairie)
The Resource Specialist has made many referrals to resources during the pandemic. The top resources that young adults have needed are for housing assistance, access to safe and affordable food, and finding mental health treatment.

The Resource Specialist has been organizing for external partners to come to the building and connect with young adults. The Resource Specialist has had partners from Public Health Dane County, Planned Parenthood Wisconsin, Domestic Abuse Intervention Services, National Alliance on Mental Illness, and Rape Crisis Center come to educate OFS participants about sexual and mental health. Staff have established a new goal to engage all Legacy program participants in this curriculum.

RESOURCES PROVIDED

After a young adult completes Legacy programming, the OFS Transitions team continues to provide support for at least one year. Staff members check in with the graduate and their employer to help increase job retention and further career development.

- **75%** participants working with Transitions staff who were placed in a job within 30 days
- **18** earned driver’s license
- **12** earned learner’s permit
- **6,687** meals provided for breakfast & lunch
- **263** referrals made to external agencies by the OFS Resource Specialist
With feedback from our participants and partners, we have continued to fine-tune our program for in-person and virtual hybrid training. Crews have navigated through a rapidly changing world of COVID, where higher levels of flexibility and communication were required than ever before.

The Strive program is a career exploration and employment training program in which high school graduates, ages 17-24, gain hands-on experience in construction or nursing. Aiming to help young adults achieve higher-paying work, those who currently earn less than $24,000/year and are not currently enrolled in college are eligible.

STRIVE PROGRAM

The Strive program is a career exploration and employment training program in which high school graduates, ages 17-24, gain hands-on experience in construction or nursing. Aiming to help young adults achieve higher-paying work, those who currently earn less than $24,000/year and are not currently enrolled in college are eligible.

With feedback from our participants and partners, we have continued to fine-tune our program for in-person and virtual hybrid training. Crews have navigated through a rapidly changing world of COVID, where higher levels of flexibility and communication were required than ever before.

Strive crews stepped up to handle their business and continued pushing forward. We remodeled an affordable house in South Madison for the Urban League and began a residential new build in Sun Prairie. We assisted on commercial sites, hanging sheet rock at SSM Health’s new clinic on South Park Street, and poured a lot of concrete.

Successes of this past year include:

- Increasing rates of passing the Accuplacer
- Working with community partners to return to in-person construction site tours and job fairs
- Exposing participants to the conservation industry, in partnership with Dane County Parks

A lack of reliable access to resources continues to challenge our resilient participants. Transportation, computers, stable internet connection, housing, and childcare are all variables they dealt with – and in some instances, prevented applicants from participating. These variables have been increasingly compounded by the pandemic.

“One thing that I got out of this opportunity was getting my feet wet with construction. Before this, I graduated high school and wasn’t really sure what I wanted to do. I really wanted to go to college, but wasn’t sure what for. Now that I’m here, I’m actually enjoying construction.”

- Chetra
Strive graduate
After receiving and reviewing the number of young people on the 2020-21 MMSD 5th year seniors and dropout up to 24 years old lists, the Options Program Manager decided to tackle the outreach by using EZ Texting Mass Texting Service. It is a tool to quickly get a text message out to a large amount of people. There was a total of 1,364 young people on the list initially. After working with the high schools to figure out who actually needed outreach, the Program Manager texted 993 numbers information about the Options program and how to apply. There was a total of 16 young people who responded that they are interested in getting their diploma. The Options program is helping the 16 interested young people identify and connect to the best route to completing their high school credentials.
The OFS Drive program is needed for a multitude of reasons:

- Putting safe and informed drivers on the road
- Allowing 18- to 24-year-old emerging adults the ability to be competitive in the workforce
- Filling a major gap that was left when driver’s education was taken out of high schools

As time goes on, this program continues to evolve and grow. In addition to covering the cost of the online course to prepare participants to pass their written test, their permit, five behind the wheel lessons, and their driver’s license – OFS has added an orientation component. During their first two weeks in the course, an insurance agent from American Family Insurance talks about car insurance and what is needed, UW Credit Union provides loan and financial literacy information, and officers from the Madison Police Department educate young people on their rights during a traffic stop. The list of community partners and guest speakers continues to grow.

Through Drive, the shortest amount of time that a young person will invest in obtaining their driver’s license is four months; the longest amount of time may be up to a year. The time frame is dependent on so many things, but what we call “life” is usually the biggest contributor. Our participants have children and jobs, families and school, other adult responsibilities and the list goes on and on. But through support, mentorship and encouragement – they keep on going.

Thirty young people enrolled in Drive virtual programming this year. Ten completed the online course with 4 Lakes Driver Training School, three have their driver’s license, and one has their permit. The remaining 16 continue working towards the goal of obtaining their driver’s license.
The Drive to Succeed program offers mentoring, educational support and driver’s license attainment to court-involved young adults ages 17-21. Staff help participants identify a high school completion program that’s right for them. Participants work towards earning their driver’s license through 4 Lakes Driver Training School (with all fees paid) and attend sessions every two weeks with a mentor from the non-profit JustDane.

These sessions have also included guest speakers who can help participants overcome barriers to success when reentering the community after being in jail or prison. Past guests have included representatives from:

- JustDane’s Just Bakery educational and vocational training program
- Urban League of Greater Madison
- Nehemiah Center for Urban Leadership Development

As an incentive, Drive to Succeed participants earn a $20 gift card after attending each mentoring session. On the weeks in between those sessions, the Program Manager talks with participants over the phone about their mental and physical well-being, progress in school and any court issues.

Recently, Metro High School (within the Dane County Jail) has become more open to recruitment efforts and virtual mentoring opportunities. Previously they were not able to engage due to the COVID-19 pandemic.

The Program Manager has had three Drive to Succeed cohorts since the program started in late August 2020. From Oct. 2020 through Sept. 30, 2021, a total of 13 participants have engaged in programming.

In cohort 3, which concludes in December 2021, five out of six participants earned their high school diploma or GED. One is working towards earning their driver’s license through the OFS Drive program. Four of the six participants were released from incarceration, while two were moved to a different facility.
After completing the Legacy program in September 2020, Zak gained advanced construction skills as part of the OFS Construction Graduate Crew. In March, he was hired as a carpenter pre-apprentice at J.H. Findorff & Son.

"Working a construction job at Findorff, I'll be making a lot more right out of the gate than I would be in a minimum wage high school job," Zak said. "It's going to be great not having to worry about money to pay bills, car insurance and stuff like that."

Zak says he is interested in a career in the trades because it will challenge him both intellectually and physically. He's looking forward to becoming a journeyman carpenter.

Since programming started in 2010, the Construction Graduate Crew has served 82 participants. Upon program completion, participants achieve an average hourly wage of $17.92.

Even for participants who decide they do not want to pursue the trades, the Construction Grad Crew maintains a 100% job placement rate. Staff members are dedicated to helping participants find family-sustaining employment, no matter the field.

Brandon graduated from the OFS Legacy program in 2017, earning his high school diploma and driver's license. After working a few odd jobs to make ends meet, he returned to OFS in February 2021 to join the Construction Graduate Crew. OFS supported Brandon in gaining advanced-level construction skills and passing his apprenticeship exam.

In the summer of 2021, the OFS Construction Training Manager secured a job shadowing opportunity for Brandon – observing a J.H. Findorff & Son crew working on the new high school in Middleton. A week later, Findorff hired Brandon as a mason tender apprentice.

“Operation Fresh Start is a huge resource,” said Brandon. “It’s a family and it really does change a person's perspective through working together. I cherish all the staff at OFS. They embraced me and I embraced them back.”
PROJECT HIGHLIGHTS
CONSTRUCTION GRADUATE CREW

Commercial

SSM Health - South Madison Clinic
- worked alongside Findorff employees
- first floor administrative offices - framing and drywall, insulation and sealing

RISE Wisconsin
- worked alongside Findorff employees
- demolition and some framing

Ascendium headquarters
- worked alongside BOLDT employees
- demolition, material cleanup, installed paneling, some framing

Residential

Center St. home (South Madison)
- drywall, set the kitchen

Hart Rd. home (Sun Prairie)
- roofing, cement pouring for basement floor and driveway

Hermina St. home (East Madison)
- roofing
The Conservation Graduate Crew is the only advanced-level, paid opportunity for Dane County young adults (ages 18-24) to prepare for a career in natural resource management. It’s a springboard to help diverse groups of ambitious young people land a family-sustaining career in an industry that has historically been dominated by white, college-educated men. Members work and train with industry professionals, gaining hands-on experience working in parks and natural areas throughout south-central Wisconsin. OFS celebrated the launch of the OFS Conservation Graduate Crew in October 2021.

Conservation Graduate Crew completed its first project partnership in October of 2021. OFS Supervisor Caroline Zimmerman and her crew worked alongside City of Madison – Engineering Division to complete various projects. According to City of Madison – Engineering Division Greenway Vegetation Coordinator Maddie Dumas, “We challenged [the Grad Crew] with some pretty difficult days: planting in a downpour, foliar spraying weeds for entire days at a time, and removing brush on technically challenging sites... The crew members were hard workers, eager learners, and able to maintain a positive attitude even under difficult conditions.” The work completed by the Conservation Grad Crew will help reduce water runoff, increase native plant biodiversity, and beautify some of the highest traffic pedestrian areas in Madison.

The Grad crew is also working on removing brush and trees from a low-lying wetland within the UW Arboretum. Earlier attempts to forestry mow in this wetland were hindered because the wet ground was not conducive to heavy machinery use. However, the Conservation Grad Crew was able to access the wetland by foot and remove the invasive trees with brushcutters, chainsaws and hand tools.

The Conservation Graduate Crew will finish the year working with Dane County Parks. The crew will work alongside friends groups at some of the biggest parks in the Dane County Parks system, including Silverwood and Pheasant Branch. Crews will work to remove invasive brush and trees from woodlands and wetlands, promoting the growth of native vegetation and increasing biodiversity in the parks.

To begin the month of November, Conservation Grad Crew is working with the UW Arboretum. The crew began work at Bolz Bluff removing small trees and brush that is encroaching on a remnant prairie. If left untreated, the invasive trees and brush can easily overtake the prairie, limiting the biodiversity of the site. The long-term goal of this project is to obtain State Natural Area designation for Bolz Bluff.
CAREERSCAPE COUNSELING

The CareerScape Counseling program is a supportive environment for emerging adults to find a stable career path, become self-sufficient and begin to build wealth. CareerScape Counseling (CSC) is for 18- to 24-year-olds who have completed high school, but are unemployed or underemployed. It includes three components: career investigation, action planning (e.g. resume writing and mock interview skills development), and job retention services.

CSC launched in June 2021. The goal for the first year of programming is to provide 50 young adults (ages 18-24) the opportunity to improve their economic standing and achieve a pandemic-resistant career path.

From June to October 2021, the CareerScape Counselor contacted 19 potential participants. Twelve of those individuals engaged in programming. All 12 completed a final draft of their resume, and a total of 28 job applications were completed and submitted.

Three participants found employment during their time working with CareerScape. Six young people were already employed prior to or during programming. They received assistance to further their career or overcome barriers.

Other successes:
- 1 participant enrolled at Madison College
- 1 participant enrolled in a high school completion program
- 1 hired for OFS Construction Grad Crew
- Bryan participated in the CareerScape program in June 2021. He received support exploring his career options, getting a resume together, practicing for a job interview and renewing his driver’s license.
- Bryan expressed interest in cars, so CareerScape Coordinator Melanie Galdes helped him connect with OFS employment partner Zimbrick European. Now, Bryan is an auto detailer, working on high-end cars including Mercedes, Porsches and Sprinters.
- “Melanie helped me through the whole process. She made sure I did everything on time, too, and would always check in,” Bryan said.
- “It was pretty cool knowing that someone cared for me to get job and helped me get it.”
## Budget October 2020 to September 2021

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### Consolidated Statement of Financial Position

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**FINANCE REPORT**

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**PARTNERS & FUNDERS**
Cumulative gifts of $1,000 or more
dated between 10/1/2020 - 9/30/2021

1901 Inc.
2nd Market Capital Economic Opportunity Foundation
Alliant Energy Foundation
Altrusa Club of Madison
American Family Insurance*
American Family Insurance Dreams Foundation
American Transmission Co.
Amy Armstrong and Robert Cape
Anonymous
Ascendium Education Group
August Foundation
Bird Ross*
Brian and Julie Hornung
Christopher and Peggy Bugg
Colin McHugh
Construction and General Laborers Union
  Local 464
Construction Business Group®
Construction Labor Management Council of Greater Wisconsin, Inc.
County Materials Corporation
Courtier Foundation, Inc.
Cummings Christensen Family Foundation
CUNA Mutual Group Foundation
Dave and Terri Beck-Engel
David and Sharon Lehrer
Diane Ballweg
Doug and Sherry Caves
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Edgerton Contractors, Inc.
Edward Wing
Epic
Eppstein Uhen Architects, Inc.*
Festival Foods
First Business Bank
Gerald Ring
Gordy’s Concrete Pumping Service*
Gregory Markle and Sor Kuan Goh
Gwen and Dave Fuhrmann
Harker Heating & Cooling Inc
Helen and Jeffrey Mattox
Hooper Corporation
Humana Workplace Solutions*
INSPIRE Early Childhood Learning Center
J.F. Ahern Co.
J.H. Findorff & Son Inc.
J.P. Cullen & Sons, Inc.
James and Barbara Hill
Jay and Katie Sekelsky
Jeff and Vicki Russell
John Magill Jr.
John Osteraas
Joseph Krupp and Diana Grove
Katharine Lyall
Kathy Switzky and Donald & Marilyn Anderson Foundation
Kiewit Infrastructure Co.*
Kraemer North America
Lands’ End*
Lau and Bea Christensen
Leslie Frisinger
Louise Root-Robbins and Ken Robbins
Lycon Inc.
Madison Community Foundation
Madison Investment Foundation
Madison Rotary Foundation
Marc and Kim Flood
Margaret Lindberg
Mark Osteraas
Martin and Theresa Evanson
Mary Burke

*In-Kind Support
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Michael and Lorraine Torrence
Mike and Lee Ann Dillis
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Patrick and Darcy Kelly
Phil and Melissa Lindemann
Dr. Richard Friday and Patricia Friday
Richard Arnesen
Richard Rehm
Ron and Deborah Krantz
Rural Mutual Insurance Company and Agent
Louis Bentley
Schlecht Family Foundation
Scott Wiesner
Steve Tupper
Stevens Construction Corp.*
Strand Associates, Inc.
Sub-Zero Wolf Foundation
Sven and Julia Sykes
The Morse Group, Inc.
Thomas and Karen Ragatz
Tim and Pat Size
Tim O’Brien Homes
Topitzes Family Foundation
Tri-Marq Communications, Inc.*
United Way of Dane County
UW Credit Union
UW Health
West Bend Community Foundation’s West Bend Mutual Insurance Company Charitable Fund
Wisconsin Alumni Research Foundation
Wisconsin Transportation Builders Association

*In-Kind Support

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University of Wisconsin-Madison

Mark Schneider
General Superintendent, JH Findorff & Son, Inc.
Thank you to all of our volunteers!

You help Operation Fresh Start provide improved services and support to young adults in our community. The addition of your diverse perspectives improves our planning, decision making and marketing efforts.

Over the last year, the Board of Directors, storytellers, grant researchers and writers, as well as academic tutors have given their time and talents to OFS. We couldn’t do what we do without you!

1,316

hours of volunteer service & program support

OFS LEADERSHIP STAFF

Gregory Markle
Executive Director

Jody Weyers
Development Director

Brian McMahon
Deputy Director

CharLynn Wood
Finance Director