One of the best ways to teach people to recognize their inherent worth is to provide the opportunity to help others. Whether it's conducting lawn maintenance at the Dousman Wildlife Center or serving hot meals to the elderly at Kettle Moraine's Golden Lazers senior organization, Lad Lake youth have learned to appreciate the value of giving back to the community – and so much more. Working with volunteers at the Dousman Ottawa Recycling Center has improved their social skills and taught environmental awareness; maintaining their own lawn and garden equipment has given a hands-on understanding of important vocational skills; serving others has heightened their self-esteem. Lad Lake has shown these young people what it means to be part of a community, and has developed in them the empathy, compassion, and respect that is the groundwork for becoming productive members of society.

2004 ANNUAL REPORT

THE ART OF “GUIDING”

Guiding Growth reflects the mission of Lad Lake and our 335 staff members. It reflects the reality that growth is seldom straightforward and often requires a helping hand.

The art of guiding those in need involves special skills and characteristics. By blending trust with understanding, by combining perseverance with an inherent belief in the potential of the individuals we work with, Lad Lake continually sets the highest standard of excellence.

Our growth in recent years has meant focusing on attracting, training, and retaining new people to our already dedicated team. In fact, 50 percent of our staff has been with us more than five years, while 20 percent has been with us more than 20. This is unparalleled in our field, and is indicative of the loyalty and determination of those who are passionate about making a difference in the lives of others.

Our staff excels at guiding at-risk youth and families on the path to independence and achievement. Their skills and experience continually make us successful. But more than that, it is their compassion, commitment, and uniqueness that make Lad Lake a leader in the art of guiding.

Our mission calls us to Guide Growth, and we accept the challenge ahead. Together, with your support, we can make the promise of possibility, of independence, of a brighter future, a promise kept.

Gary Erdmann
Executive Director
Paul Hartnett
Board President

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LAD LAKE, INC.
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STATEMENT OF ACTIVITIES

Based on Preliminary Audit Figures

Operating Revenues $10,930,360
Operating Expenses $10,677,532
Operating Revenues in Excess of Expenses $252,828
Net Gain on Investments $293,013
Increase in Permanently Restricted Net Assets ($17,445)
Increase in Permanently Restricted Net Assets $42,499
Net Changes in Net Assets $570,895

OPERATING EXPENSES

PROGRAMS PERCENT

Reason $1,172 17%
Motion $286 17%
Wastewater $121 7%
Deluge $46 3%
Drain $33 2%
Accessibility $82 5%

GENDER

PERCENT

Male 1,133 69%
Female 631 31%

PROGRAMS

PERCENT

Outreach $545 21%
Independent Living $414 25%
Residential $167 6%

RACE

PERCENT

African American 956 54.5%
Caucasian 500 28.5%
Hispanic 156 8.5%
Asian 13 <1%
Native American 12 <1%
Bi-racial or unknown 119 6.5%

COUNTY

PERCENT

Milwaukee $1,172 17%
Walworth $286 17%
Washington $121 7%
Deluge $46 3%
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In 2004 …

100% served by Mobile Crisis
were successfully maintained in
the community until ongoing
services were in place;
Brighter Future Initiative provided
more than 3,400 hours of service;
Outreach provided more than
9,600 hours of In-home Therapy*;
Participants in these programs
completed more than 26,000
hours of mentoring*;
More than 90% of discharged
youth achieved the goal
of returning to their families,
or remaining at home, and
requiring fewer and less-intensive services.

CAROLYN

“Working with our clients in their homes not only heightens their own comfort level, it gives us therapists the chance to take a greater emotional interest in each family we work with.”

CLIENT STATISTICS

for the year ending December 31, 2004

“Lad Lake’s Outreach services served unique one-on-one attention to people and adults in need of guidance, therapy, and sometimes even friendship.”

GENDER NUMBER PERCENT

Male 1,125 64%
Female 631 36%

PROGRAMS NUMBER PERCENT

Outreach 632 36%
Independent Living 543 31%
Education 414 23.5%
Residential 167 9.5%

RACE NUMBER PERCENT

African American 956 54.5%
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PATHWAYS TO SUCCESS
In 2004 …

103 Residential discharges;
79.6% successfully completed at least 80% of their treatment goals and were discharged to a less-restrictive environment.

“Our staff members truly believe in what they do. They care about the boys here, as well as one another, and that makes a huge impression on the youth on campus.”

Kevin leads the team of youth care workers at Lad Lake’s Lakeview unit, working one-on-one with boys like Mike everyday. Whenever anyone in the Residential Treatment program needs to talk about their situation, discuss a problem, or vent frustration, team members, like Kevin, make themselves available without hesitation. Whether it means shooting hoops and having fun, or lending a shoulder to cry on, Kevin and the team provide round-the-clock supervision, counseling, and care to the boys on campus.

Mike’s determination to get his life back on track was recognized from the moment he arrived. He sensed how sincerely Kevin and the team cared about him, and with their support, Mike worked toward becoming a positive leader among the other boys in Lad Lake’s Residential Treatment program. The bonds that form between these boys and the youth care workers are a strong indication of the positive interaction that takes place on these grounds – an integral part in every young man’s growth process at Lad Lake.

Lad Lake’s Residential Treatment program consists of approximately 50 full-time and 20 part-time staff. A school administrator, registered nurse, psychiatrist/medical director, AODA (Alcohol and Other Drug Abuse) counselors, several psychotherapists, teachers, youth care workers, and more provide 24-hour treatment and education for adolescent males and young adults (ages 9-21) experiencing emotional, psychological, and behavioral problems or mental disorders.

The Residential Treatment facility is located on the Dousman campus – a 365-acre rural plot featuring five living units (with 59 residential beds), a school with a gymnasium, indoor and outdoor recreation facilities, administrative and maintenance facilities, a student employment center, and a lake.
Kevin (left) oversees Mike and other Lad Lake students during an earned free-time session.
Kim (left) takes a break in the classroom with Joe.
“Since our teachers come from so many different backgrounds and because many of them are young themselves, we really are able to connect with these kids in ways teachers in other schools can’t.”

**KIM**

Lad Lake’s teachers understand their students need special attention – not necessarily because they’re poor students, but because they have difficulty focusing and, therefore, can become disruptive in a traditional classroom setting. Lad Lake’s Education services allow teachers, like Kim, the ability to work with students one-on-one and the flexibility to focus their attention where they feel it is most needed. Once Kim discovered she and Joe shared a special love for animals, she was able to use that interest as a common ground on which to build a relationship. Joe sensed Kim’s willingness to connect with him, and, as a result, he found it easy to open up.

The connection Kim found with Joe is something all Lad Lake teachers strive to achieve with their students. As Kim earned Joe’s respect, Joe’s eagerness to learn grew stronger. This special attention in the classroom makes a world of difference to students who – with the right encouragement – have the ability to excel.

Lad Lake Education services provide outstanding educational opportunities for at-risk youth who have been unsuccessful in normal school situations. Two schools – located on the Dousman, Wisconsin campus – and two additional Milwaukee-based programs offer alternative settings for students who require individual attention.

Lakewood School provides a stable school setting for those in Lad Lake’s Residential program, while the Campus Day Education program (in the James L. Frisch Education Center) serves 10- to 21-year-old males who have difficulty succeeding in the surrounding county school districts. Synergy (Milwaukee campus) serves 12- to 21-year-old male and female Milwaukee Public Schools’ students with a history of truancy, disorderly conduct, or out-of-home placement at a juvenile correctional facility. Milwaukee-based ULTRA (Urban Living Treatment Recognizing Academics) specializes in “academic recovery,” offering life skills improvement for students with anger, drug, and alcohol issues.

**In 2004 …**

**LAKEWOOD SCHOOL:**
A total of 165 students (elementary through high school);
High school students earned 288.5 credits;
Average GPA was 2.63.

**SYNERGY:**
A 75.8% attendance rate for high school students;
87% of high school students decreased the number of serious events from previous MPS placement;
82% of middle school students decreased the number of serious events;
79% of high school students earned 2.25 credits;
76% of middle school students passed 4 out of 5 courses.

**ULTRA:**
85% of discharged students completed 80% of their treatment goals;
95.2% were enrolled in school and/or a job training program at time of discharge.

**DAY EDUCATION:**
90% attendance rate;
8 high school diplomas.
Often, young adults are inexperienced in dealing with the responsibilities of day-to-day life. They’ve never lived on their own; they may be raising a child without assistance; perhaps they’re working several jobs, while attempting to further their education. So they find they need help. That’s where Lad Lake comes in.

Caseworkers, like Melinda, help young adults adjust to life on their own. With the assistance of fellow Lad Lake staff, Melinda guided Krystal on the path toward success, helping her establish the tools needed to facilitate a bright future for her and her daughter, Lissette. Working together, Melinda and Krystal formed a good, caring relationship – something quite typical of the counselor/client teams involved in the Independent Living program.

Through her guidance and friendship, Melinda helped Krystal build a strong foundation on which she can face tomorrow’s challenges.

Young people transitioning from unstable, troubled situations to positive, self-sufficient lives often encounter a number of obstacles. Lad Lake’s Independent Living program helps these young adults by providing the support, education, encouragement, and occasionally even the financial assistance they need to transition successfully.

Supervised Independent Living offers 16- to 21-year-olds who are on the verge of living independently certain daily transition services like subsidies, life skills, training, housing placement, and supervision. Connections – a voluntary service for those who have aged out of foster care – assists 17.5- to 21-year-olds with limited housing subsidies, instruction, direction, and support.

In 2004 …

CONNECTIONS:
454 active participants;
241 were new referrals;
50 acquired identification;
41 established a savings account;
34 got an apartment;
40 were involved in continuing education;
42 acquired employment experience.

SUPERVISED INDEPENDENT LIVING:
45 completed Supervised Independent Living;
17 completed the Life Skills Practicum;
32 youth gained employment.

“Being part of Lad Lake’s Independent Living program is very fulfilling. What makes my job even more worthwhile is the love I develop for the people I work with.”

MELINDA
Melinda (left) enjoys some home time with Krystal (right) and her daughter, Lissette.
Carolyn (right) visits Gerlyn (top left) and Robert at their home.
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FINDING LEADING...

Statement of Activities

Based on Preliminary Audit Figures

Operating Revenues $10,930,360
Operating Expenses $10,677,532
Operating Revenues in Excess of Expenses $252,828
Net Gain on Investments $293,013
Increase in Temporarily Restricted Net Assets ($17,445)
Increase in Permanently Restricted Net Assets $42,499
Net Change in Total Net Assets $570,895

Client Statistics

For Year Ending December 31, 2004

Gender

<table>
<thead>
<tr>
<th>Male</th>
<th>1,125</th>
<th>64%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>631</td>
<td>36%</td>
</tr>
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</table>

Program Area

| Residential | 542 | 31% |
| In-home Therapy | 542 | 31% |
| Education | 414 | 23.5% |
| Residential | 187 | 9.5% |

Race

| African American | 956 | 54.5% |
| Caucasian | 500 | 28.5% |
| Hispanic | 156 | 8.5% |
| Asian | 12 | <1% |
| Native American | 12 | <1% |
| Bi-racial or unknown | 119 | 6.5% |

County

| Milwaukee | 1,172 | 67% |
| Milwaukee | 286 | 17% |
| Washington | 121 | 7% |
| Dodge | 40 | 2.5% |
| Dane | 33 | 2% |
| Waukesha | 82 | 4.5% |

Operative Expenses

Program Area Percent

| Residential | 39% |
| Education | 19% |
| Outreach | 18% |
| Independent Living | 9% |
| Administration and Development | 15% |

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In 2004...

100% served by Mobile Crisis were successfully maintained in the community until ongoing treatment/case management services were in place.

Adults living in unstable situations often require as much attention and assistance as young people. In-home Therapy provides real-life therapeutic services for adults, and delinquents, truants, and others with mental-health issues, OADA issues, and/or developmental disabilities. The Brighter Future Initiative offers intervention services for 10- to 18-year-olds (and often their family members) who have committed their first minor delinquent offense. The basic Mentoring program helps 7- to 21-year-old males and females with a history of truancy, disorderly conduct, or unstable family life make better decisions for themselves, guiding them toward positive activities.
One of the best ways to teach people to recognize their inherent worth is to provide the opportunity to help others. Whether it’s conducting lawn maintenance at the Dousman Wildlife Center or serving hot meals to the elderly at Kettle Moraine’s Golden Lazers senior organization, Lad Lake youth have learned to appreciate the value of giving back to the community – and so much more. Working with volunteers at the Dousman Ottawa Recycling Center has improved their social skills and taught environmental awareness; maintaining their own lawn and garden equipment has given a hands-on understanding of important vocational skills; serving others has heightened their self-esteem. Lad Lake has shown these young people what it means to be part of a community, and has developed in them the empathy, compassion, and respect that is the groundwork for becoming productive members of society.

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2004 ANNUAL REPORT

THE ART OF “GUIDING”

Guiding Growth reflects the mission of Lad Lake and our 335 staff members. It reflects the reality that growth is seldom straightforward and often requires a helping hand.

The art of guiding those in need involves special skills and characteristics. By building trust with understanding, by combining perseverance with an inherent belief in the potential of the individuals we work with, Lad Lake continually sets the highest standard of excellence.

Our growth in recent years has meant focusing on attracting, training, and retaining new people to our already dedicated team. In fact, 50 percent of our staff has been with us more than five years, while 20 percent has been with us more than 20. This is unparalleled in our field, and is indicative of the loyalty and determination of those who are passionate about making a difference in the lives of others.

Our staff excels at guiding at-risk youth and families on the path to independence and achievement. Their skills and experience continually make us successful. But more than that, it is their compassion, commitment, and effectiveness that make Lad Lake a leader in the art of guiding.

Our mission calls us to Guide Growth, and we accept the challenges ahead. Together, with your support, we can make the promise of possibility, of independence, of a brighter future, a promise kept.

Gary Erdmann
Executive Director
Paul Hartnett
Board President

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