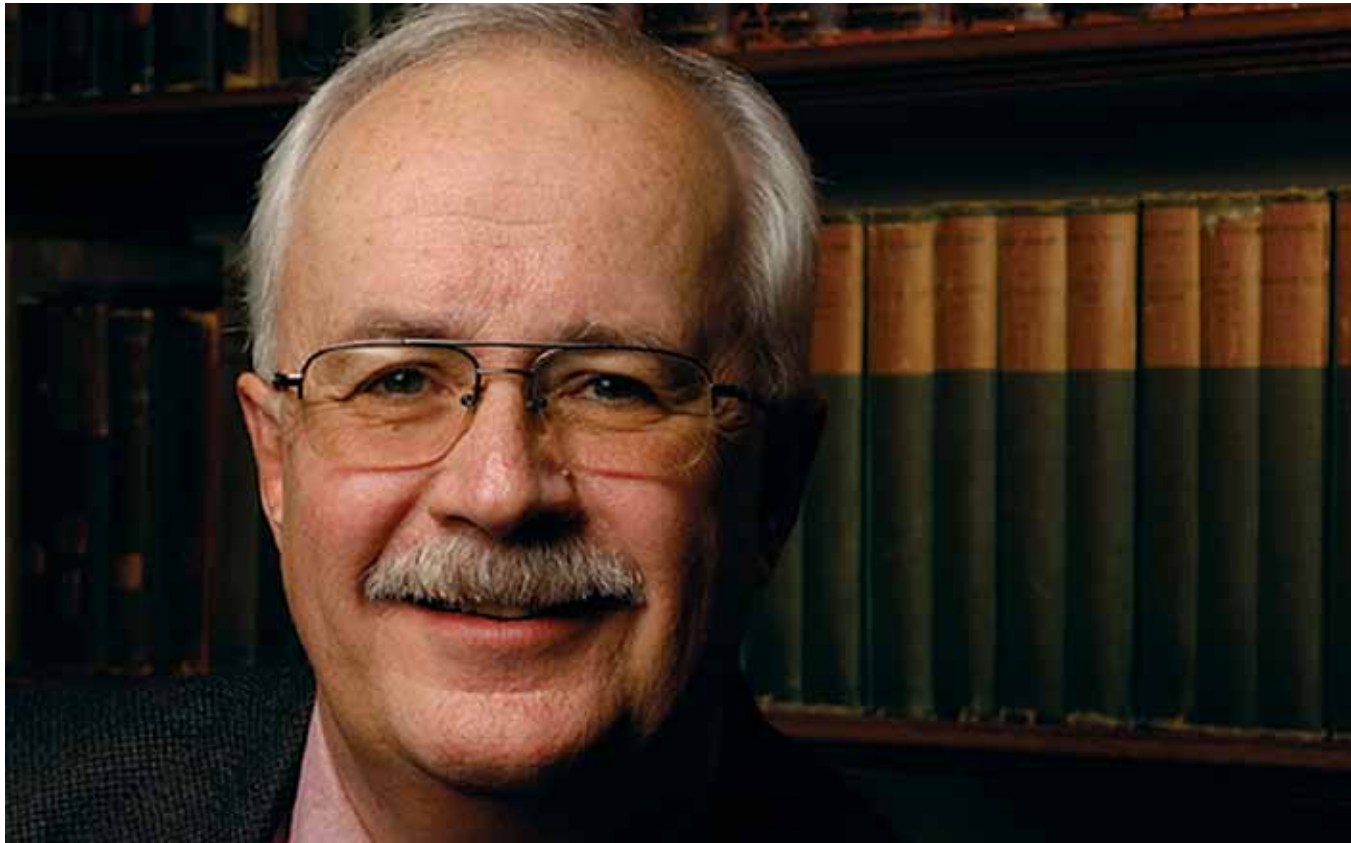




2009 ANNUAL REPORT



A NOTE FROM THE DIRECTOR

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OFTEN, AS INDIVIDUALS we fail to recognize the extent to which our lives impact others. Something said or done 10 years ago could have just this moment taken hold, resonated, made a difference. So it is with those in Lad Lake's care. We plant seeds. And though we don't always see those seeds bloom immediately, when they do, their impact is extensive. But Lad Lake does more than merely plant seeds. We cultivate them with a continuum of care comprised of every integral member of our staff and every service in our repertoire. Our programs aren't freestanding, separate entities. They're part of an array of services that can be linked and integrated to ultimately produce a powerful result: I'm talking about the building of communities. Because nothing we do is self-contained; the lives we help transform, in turn, help transform their communities. And *their* communities are *your* communities. The scope of what we do as individuals is always far greater than at first it seems. When you invest your support in Lad Lake, there's no telling how many lives you'll positively affect ... there's no telling how many communities you'll help to shape and build.

“We give the type
of support you find
in families.” – Gary

At Lad Lake, we provide a continuum of care to our clients with four core program areas – each employing a suite of services that delivers highly individualized treatment, guiding growth and inspiring positive change in those we serve. From intensive behavioral reassignment and strong educational services to specialized community and transitional support, Lad Lake incorporates

comprehensive treatments to help individuals acquire the tools they need for success. But we are more than the sum of our services. Lad Lake is, in many ways, a family and often the only support network our clients have. We offer treatment and care, but ultimately, what Lad Lake offers most is hope. Hope for tomorrow ... hope for *today*.

FOR MORE THAN 100 YEARS, LAD LAKE HAS BEEN DEDICATED TO HELPING AT-RISK YOUTH AND FAMILIES IN SOUTHEASTERN WISCONSIN. TODAY, WE SERVE MORE THAN 1,500 YOUTH, YOUNG ADULTS, AND FAMILIES EVERY YEAR AS WE CONTINUE OUR COMMITMENT TO GUIDING GROWTH AND CHANGING LIVES.

RESIDENTIAL The residential treatment facility hosts approximately 50 full-time staff members, as well as 20 part-time employees who mentor, modeling positive behaviors for the young males enrolled in the program. Among them are a school administrator, registered nurse, psychiatrist/medical director, licensed AODA (Alcohol and Other Drug Abuse) counselor, several psychotherapists, youth care workers, teachers, and others – all professionally qualified and more than willing to go out of their way to help our residents. Whether regarding physical health, mental health, interpersonal skills, or emotional stability, Lad Lake attends to them all.

EDUCATION Lad Lake offers four uniquely specialized academic programs: Lakewood School, Campus Day Education, Synergy Alternative School (North and South), and ULTRA Day Treatment Center. Two of these programs – Synergy North and ULTRA – are located at the Lad Lake Education and Life Skills Development Center on the corner of Capitol Drive and 2nd Street. Providing classroom space for up to 145 students, the Development Center offers a unique learning environment for students who have had difficulty succeeding in normal classroom settings. With office space, a computer lab, family visitation rooms, a spacious lunchroom, and a large gymnasium, youth and families will be

provided with a setting in which success can be fostered. But more than these tangible qualities, the Development Center offers hope to those who need it most. And to the community, it stands as a beacon of change and positive influence.

Synergy South remains at its original Milwaukee location. Lakewood School and Campus Day Education are both located on our Dousman campus and provide stable school settings for 10- to 21-year-old males. Lakewood School is focused specifically on youth enrolled in the Lad Lake Residential program, whereas Campus Day Education serves commuter students (personally picked up and dropped off by a Lad Lake staff member) from surrounding school districts.

INDEPENDENT LIVING AND OUTREACH Working with both males and females, Lad Lake's Independent Living program offers 15- to 21-year-olds daily transitional services like subsidies, life skills training, housing placement, and supervision. For instance, Connections is a voluntary service for those who've aged out of foster care which assists 17.5- to 21-year-olds with limited housing subsidies, instruction, and support. At its heart, the Independent Living program is all about giving young adults much needed support, while equipping them with the life skills that promote a stable, self-sufficient life in the community.

Also integral to Lad Lake's continuum of care are our Outreach services, which

include a number of useful incentives. In-home therapy, for instance, grants the opportunity for therapists to meet their clients in the natural, comfortable setting of their own homes. This type of interaction with clients in a familiar setting often results in a deeper understanding of the issues at hand. It also encourages a higher level of cooperation from our clients because it relieves the tension and discomfort otherwise generated by office visits.

Lad Lake's Brighter Futures Initiative offers intervention services for boys and girls (ages 10-18) – and often their family members, as well – who have committed their first minor delinquent offense.

RESIDENTIAL



“I’m sober now.
And it’s all because
of Lad Lake.” – Chris

▷ WHEN CHRIS, 14, was sent to Lad Lake to attend its Residential program after landing himself in trouble with the law – the result of drug abuse and theft issues – he wasn’t too optimistic about the prospect of living at the Dousman campus. “When I first got here,” says Chris, “I told the staff that treatment centers have never helped me.” His reasoning? Chris knew others weren’t going to make him stop doing drugs. If he wanted to get sober, the onus was on Chris alone.

“It’s my own decision. And thanks to Lad Lake, they’ve helped me mature. And I’ve made my decision to stop.”

“We gave Chris the space he needed to understand who he was as a person and why he was making the choices he was making,” says therapist Marisa Sisk, who’s worked most closely with Chris during his time at Lad Lake. “We gave him the space he needed to find out exactly what he needed to do to change.”

And change he did.

THE KEY TO STAYING ON THE RIGHT PATH IS KEEPING A POSITIVE ATTITUDE. “I’M TRYING TO LEAD A SUCCESSFUL LIFE,” CHRIS SAYS, ADDING WITH A SMILE, “I’VE GOT A BRIGHT FUTURE AHEAD OF ME.”



“Chris is a bright young man. He has a lot of potential to do some really positive things and is learning how to make better decisions in his life.” – Marisa

The staff here are really nice. They want us to have a positive, successful life and are always willing to do anything to help. They’re not here because it’s a job, but because they want to positively influence the kids at Lad Lake. And they never give up, no matter what. They really, really care. —CHRIS, on Lad Lake’s staff

Prior to Lad Lake, Chris was a C and D student. Now, he’s all B’s and A’s. In fact, one of Chris’s biggest motivational factors for getting and staying sober was making a return to the classroom setting (as a Lakewood School student, Chris takes his daily lessons in a residential unit). Also important to Chris: mending some of the relationships fractured by the lifestyle choices he made prior to Lad Lake.

“My parents and friends really looked down on me for doing drugs,” Chris says. “I don’t think any of them would’ve thought

someone like me, being really smart and having a bright future, would throw it all away for drugs.”

Good thing for Chris, says Marisa, he now realizes his actions really do impact other people: “Chris values his relationships with others, and he finally understands the weight his actions carry, that there are consequences to his choices. And now, Chris wants to choose a better path for himself.” □



EDUCATION



“If I didn’t come to Lad Lake, I wouldn’t have A’s, I wouldn’t have perfect attendance, and I probably would have dropped out of school.” – Alyssa

▷ **SOMETIMES STUDENTS** with the highest potential to excel academically simply decide to behave badly. Such was the case with Alyssa, 17, who came to Lad Lake with a history of anger management issues. After her involvement in a student fight resulted in an expulsion from high school, Alyssa was sent to Lad Lake. For Alyssa, who’d already humored the idea of switching schools, the move turned out to be a blessing in disguise.

“I didn’t want to be at my school anymore,” says Alyssa. So she withdrew, her grades started to suffer, and she was

frequently truant. But all that changed with her arrival at Lad Lake’s Synergy South in spring 2009 – thanks largely to the belief her teacher, Kimberly Gross, placed in her from the start.

“Kimberly convinced me to stay,” says Alyssa. “She told me she knew I could do better. She liked me. So I decided to give it a shot.” That shot resulted in perfect attendance and straight A’s in nearly all her classes.

Kimberly, whom Alyssa affectionately refers to as her long-lost mother, is not at all surprised by Alyssa’s turnaround.

“WE TEACH OUR STUDENTS TO USE WHATEVER RESOURCES THEY HAVE TO STAY OUT OF TROUBLE, TO DO WELL. I TRY TO MODEL THAT TO THEM,” KIMBERLY SAYS.



“I didn’t really take full responsibility for my being here at first. Now, I’ve learned to be more responsible.”

– Alyssa

My favorite thing about teaching at Lad Lake is my students. They are such a joy to work with, and I see so much promise in them. They’re so intelligent with so much potential, they just need to know how to tap into it. They’re the reason I’m here. — *KIMBERLY, on her students*

“She’s always been an excellent worker in the classroom,” Kimberly says, “always offering her services and her help.”

But Alyssa isn’t just a hard working student. According to Kimberly, she has “that extra little something certain people have that makes others come out of their shells. And she’s such a joy to have in the classroom. Not just because she’s a good person, but because she’s funny and fun to be around. When you have a student like Alyssa, it’s a relief to you as a teacher. She makes your day brighten up.”

Speaking of bright, Alyssa’s future is exactly that. Set to graduate in January 2011, she’s already thinking of college.

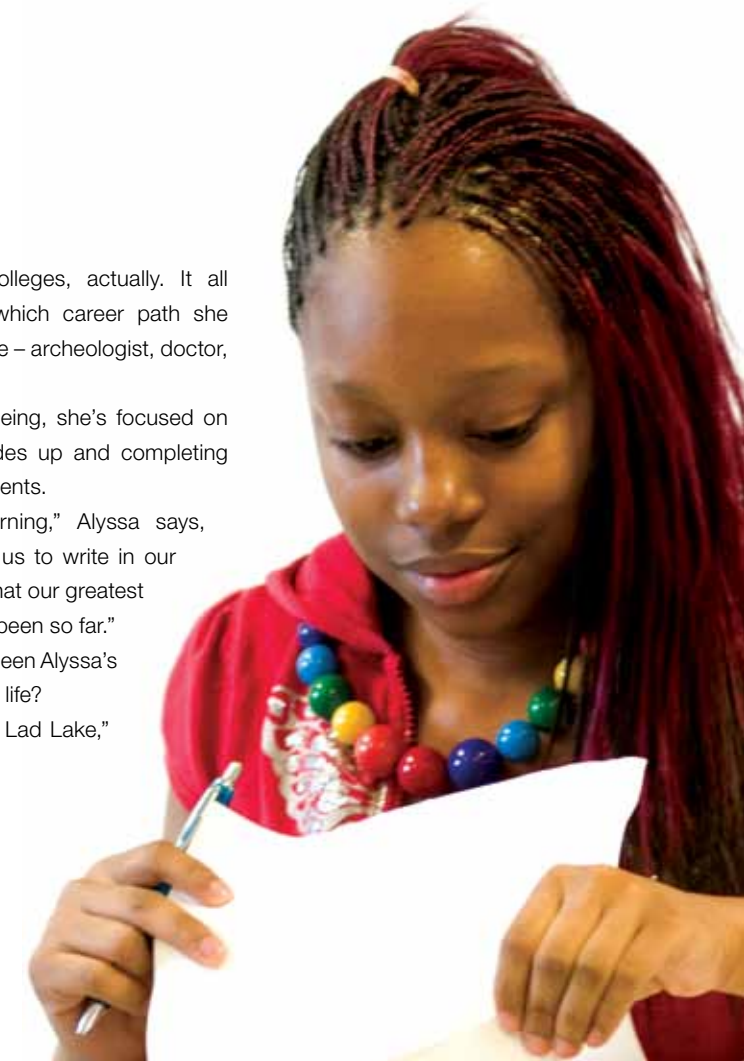
Four different colleges, actually. It all depends upon which career path she decides to explore – archeologist, doctor, or writer.

For the time being, she’s focused on keeping her grades up and completing her daily assignments.

“Just this morning,” Alyssa says, “Kimberly asked us to write in our journals about what our greatest lesson in life has been so far.”

And what *has* been Alyssa’s greatest lesson in life?

“Being here at Lad Lake,” she says. □



INDEPENDENT LIVING



“Every step in my life has been ordained. I am blessed I was chosen to walk this path, because not everybody can. Though it’s been hard, it’s been a blessing.”
– Dianne

▷ DIANNE IS THE very definition of a success story. Her life has been far from easy, but her travails are precisely what make Dianne triumphant: In the face of adversity, she’s prevailed ... time and again.

Her story begins in 1990 when, at four years old, Dianne entered Milwaukee’s foster care system. For three years, she moved from home to home until finally finding stability with a foster mother in whose home she remained until she was 16. Then, after mounting conflicts, her foster mother told her to leave. Not knowing where to turn, Dianne ended up at a shelter for foster children and stayed there nearly three months. That’s when

she discovered Lad Lake and decided to become involved in its Independent Living program.

“Lad Lake was always there when I needed them,” says Dianne. “They would provide job leads and things of that nature. I knew I had a counselor I could see if I wanted one.”

But Dianne is self-reliant by nature and made a point only to rely upon Lad Lake when absolutely necessary. “I didn’t take full advantage of their resources,” she says. “But there were different things over the years I did take advantage of: In college, I found out about Lad Lake providing up to \$100 a month for up to a year. So when I needed money,

“I’VE ALWAYS BEEN A GOOD GIRL, BUT BECAUSE I WAS A FOSTER CHILD I WAS CONSIDERED TO BE ANYTHING BUT GOOD,” SAYS DIANNE. “SOME OF THESE KIDS MAY HAVE DONE BAD THINGS TO GET THEMSELVES INTO TOUGH SITUATIONS. BUT THEY’RE NOT BAD KIDS.”

Growing up in the system, I saw its ups and downs. As an adult, I see what happens when parents don't show their kids love and attention. I want to foster children so they know they are valuable. I know I can't change everything, but I need to do my part. If I can impact just one or two children at a time, that's going to mean so much to me. — DIANNE, on becoming a foster parent



I would call. I went to the summer picnic and the Christmas event. They were giving away new kitchen sets one year, so I took advantage of that. But it wasn't a steady thing. I knew the resources were there when I needed them."

Dianne graduated from Marquette University in December 2009 and, as part of the McNair Scholars Program, has plans to pursue a master's degree and eventually a Ph.D. But for now, she teaches full-time at a charter school in Milwaukee; her 6th grade class, populated by students who hail from low-income homes.

"It's been a beautiful fight," says Dianne of her students. "I can see their progress. I can see them softening their hearts. They're so intelligent."

Dianne's compassion extends well beyond her students. For as long as she can remember, she has dreamed about becoming a foster parent herself. Now employed, Dianne is finally financially in a place where she can make that happen.

"It's always been in my heart to be a mom," she says. "And I've been in the system. I know what it's like to feel abused. When I see these kids I can tell

them, 'It'll be okay. I've been there. I'm a living witness. Get up and walk!'"

Looking back on her life so far, Dianne wouldn't change a thing – even if she could. "There were times when my life was hard and times when my life was good. But I am the way I am because of God," she says, a woman serious about her faith. "And I'm grateful for everything I've been through." □

“I know a lot of my dreams sound really big to a lot of people. But I'm the type of person who makes things happen. I break down walls and barriers to show there are no limits to what I might achieve.”

– Dianne

STAFF



“What we try to do more than anything for these kids who come to us as individuals is make them feel a part of the Lad Lake family.” – Rich

We tell our kids, if you are willing to work hard, there's nothing you can't achieve. At Lad Lake, we're not in the “fixing kids” business. We're in the “building relationships” business. We are in the business of caring. — RICH, youth employment coordinator and shift supervisor

▷ AFTER 22 YEARS with Lad Lake, Rich Williams has some fond memories of many of the kids he's gotten to know at Dousman over the years.

“Here's a story,” says Rich, “about a young man who lived on campus about 15 years ago. It was winter, and he was in the unit I was working in. This young man runs out of the unit and down onto the frozen lake. Well, my natural instinct is to run down there behind him to try to catch him. I get halfway down and he turns and runs. Every time I get within 15 feet, he takes off running. The thing about me is, I'm going to catch you. I don't give up. So he runs all the way out to the entrance of

our campus, and he looks at me breathing about as hard as I can breathe, and he says to me, ‘Rich, I just wanted to see how far you would follow me. I was just testing you, Rich.’” He laughs warmly before adding, “Well, I guess I passed the test.”

“I'll have kids call me after they leave here,” he says. “Sometimes just to tell me how good they're doing.” Such calls are indicative of the lasting relationships Lad Lake tries to build with the youth it serves in all its programs. But it's not just about building relationships, it's about building a continuum of care; to ensure the good work done at Lad Lake has the potential to extend well beyond its walls. □

“WE HAVE A DEDICATED STAFF THAT TRULY WANTS TO TREAT KIDS AND HELP BETTER THEIR LIVES,” SAYS RICH.
“I THINK THAT'S WHAT MAKES ME STAY HERE AFTER ALL THESE YEARS.”

“They call me Mother Goose. That’s the nickname they gave me years ago.” – Jinelle

When I was at Synergy South, I used to go shopping for families. I’ve actually taken some of the girls out to a beautician to get their hair done. I always tell the parents, we’re like one big happy family. And that’s one of the reasons the kids always want to stay. — JINELLE, secretary



► JINELLE HIBLER first came to Lad Lake through the Wisconsin Works (W-2) program and was eventually hired full-time in 1997 – something she is eternally grateful for – due to her outstanding work. After spending 10 years as secretary at Synergy South, three years ago she moved to Lad Lake’s new Education and Life Skills Development Center, where she performs secretarial work and speaks with parents who inform her of issues going on in the home lives of the children attending school there – to better equip the teachers.

“We have a lot of kids,” says Jinelle, “who go through dramatic situations at

home, and they’ll come to us to escape. They feel more comfortable here in our setting than they do at home, and they’ll sit down and talk with me or with one of the staff. And I feel good about that. Even though they have all this stuff going on, they consider Lad Lake a kind of safe house.”

Jinelle explains that even though the Education and Life Skills Development Center is a behavioral reassignment site, often it doesn’t seem that way to the students. “They get emotionally attached,” she says, “and don’t want to leave. And when they do leave, they always come back to visit.” □

“I CARE ABOUT ALL OUR KIDS SO MUCH. MOST OF THEM JUST NEED SOMEBODY TO TALK TO, TO GIVE THEM A HUG, TO TELL THEM THEY MATTER IN THE WORLD,” SAYS JINELLE.

BUILDING FUTURES



Lad Lake has a long and storied history of helping at-risk youth and families. But if we've learned one thing in our one hundred-plus years, it's this: We cannot do it alone. We need your support. When you invest in Lad Lake, every dollar is devoted to addressing long-term needs that lend us the opportunity to continue our mission of *Guiding Growth*. Our promise is to be good stewards of every gift given. Invest in Lad Lake. Make a contribution that ultimately benefits your own community.

UNRESTRICTED GIFTS Your unrestricted gift lends us the flexibility to commit funding to areas where it's most required. It goes directly toward solving Lad Lake's most pressing needs, bridging the gap between where we are today and where we hope to be tomorrow.

DESIGNATED GIFTS A designated gift benefits specific programs of your choice, whether you designate your gift to a particular school within Lad Lake's educational services or a certain program area as a whole.

CORPORATE MATCHING GIFTS This is an excellent way to increase your giving potential to Lad Lake. You may work for a company willing to match, or perhaps even double, your donation.

MEMORIAL GIFTS AND HONOR GIFTS Memorial gifts are made in memory of a loved one, colleague, or friend who has passed away. Honor gifts recognize someone special and pay tribute to him or her. When such gifts are made, special notification is sent to the family or individual being honored.

MAJOR GIFTS By donating in the form of a major gift, you demonstrate your profound support of Lad Lake and represent a strong commitment to cultivating our future and the futures of the people we help.

ENDOWMENTS As a vital part of private giving to Lad Lake for many years, the endowment gift will create a lasting legacy in your benefactor's name.

OTHER WAYS TO GIVE The purchase and donation of furnishings, classroom materials and supplies, computers, and the like; sponsoring events; etc. are viable examples of giving. Also planned giving, in the form of gift annuities, charitable remainder trusts, or designating Lad Lake in your will, are all also options.

CONTRIBUTING ONLINE Simply go to ladlake.org. Choose the "Donate Online" button and complete the subsequent pages on our secure server.

For additional information on these and other ways to offer support, please contact the Lad Lake Development Office at 262-965-2131.

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STATEMENT OF ACTIVITIES

BASED ON PRELIMINARY AUDIT FIGURES

Operating Revenues	\$12,180,870
Operating Expenses	\$12,636,376
Operating Expenses in Excess of Revenues	(\$455,506)
Investment Gain	\$492,901
Change in Unrestricted Net Assets	\$37,395
Change in Temporarily Restricted Net Assets	(\$101,116)
Change in Permanently Restricted Net Assets	\$93,890
CHANGE IN NET ASSETS	\$30,169

OPERATING EXPENSES

CALENDAR YEAR 2009

Residential	42%	\$5,282,160
Education	29%	\$3,718,708
Outreach	7%	\$823,842
Independent Living	7%	\$922,331
Administrative and Development	15%	\$1,889,335

TOTAL \$12,636,376

CLIENT STATISTICS

FOR YEAR ENDED DECEMBER 31, 2009

Male	63%	987
Female	37%	578
African American	59%	923
Caucasian	19%	299
Hispanic	10%	165
Asian	1%	13
Native American	1%	10
Other	10%	155

TOTAL SERVED 1,565

PROGRAM AREA

Education	43%	721
Independent Living	28%	461
Outreach	20%	332
Residential	9%	159

TOTAL 1,673

COUNTY

Milwaukee	81%	1,275
Walworth	6%	96
Waukesha	6%	92
Washington	1%	21
Dane	1%	19
Illinois	1%	16
Other	4%	58

TOTAL 1,577



LAD LAKE, INC. ADMINISTRATIVE
OFFICES/RESIDENTIAL CAMPUS

W350 S1401 Waterville Road
P.O. Box 158
Dousman, WI 53118
262-965-2131 dousman
414-342-0607 metro
877-965-2131 toll free
262-965-4107 fax

LAD LAKE EDUCATION AND LIFE SKILLS
DEVELOPMENT CENTER

225 West Capitol Drive
Milwaukee, WI 53212

ULTRA/SYNERGY NORTH

414-332-2675 phone
414-332-2852 fax

INDEPENDENT LIVING/
OUTREACH SERVICES

414-332-2690 phone
414-332-2875 fax

SYNERGY SOUTH

2820 West Grant Street
Milwaukee, WI 53215
414-647-1771 phone
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