



SHAWANO AREA MATTHEW 25, INC. NEWSLETTER

SAM25 Resource Center:

Open Year-Round to the public

Mon-Fri. (9am-2pm);

105 E. Richmond St., Shawano

SAM's House Emergency Shelter:

October 15th-May 15th

SAM's Closet Thrift Store:

Open to the public

Thurs, Fri, & Sat. (9am-2pm)

SAM25 Free Health Clinic: Thurs, (4pm-8pm)

Free Optometry Clinic: 3rd Monday each month 6-8pm.

Mental Health/AOD Counselor: 1st Thursday each month 4pm-8pm.

105 E. Richmond Street

Shawano, WI 54166

Phone: 715-851-7252

Website: www.sam25.org

Like us on Facebook at:

www.facebook.com/SAM25.org

****Please be advised that effective 4/2026, SAM25 will no longer be using our P.O. Box for correspondence. Kindly update your records to reflect our physical mailing address.**

Thank you to all who "swung through the decades" in SAM25's Inaugural Golf Outing. Join us June 2026 for the 2nd annual outing!



Messages from

Executive Director

As we close the books on our fiscal year (July 1, 2024 – June 30, 2025), I want to extend my deepest gratitude to everyone who has supported SAM25—whether through donations, volunteering, preparing a meal, or simply keeping us in your thoughts and prayers. As SAM25 grows, we're always looking for new volunteers. Whether you have a specific skill or simply a compassionate heart, there's a place for you here.

In July, SAM25 took part in the biannual Point-in-Time (PIT) Count, a coordinated effort to tally the number of individuals experiencing homelessness in our community on a single night. The PIT Count is a critical tool that helps us track homelessness trends, understand the changing needs of those we serve, and advocate for resources and services that are most needed. This July, SAM25 conducted 12 surveys with individuals who were experiencing homelessness on that night. These individuals were found sleeping in their cars, in the woods, or on the streets—without shelter or protection.

Their stories remind us why our mission matters. It's just one example of how SAM25 is working to adapt and respond to the growing and evolving needs in our area. Homelessness is complex—but together, we're building solutions rooted in hope, health, and housing.

With gratitude,
Kendra Brusewitz
Executive Director

Board President

Hello from the SAM25 Board of Directors!

As always, a HUGE thank you for your continued support. Because of this great community support the Board voted in July to extend SAM's House Emergency Homeless Shelter season by 4 weeks, opening October 15th and staying open through May 15th because the weather is unpredictable in October and May, often already/still cold and wet. This is one of the ways SAM25 continues to evaluate and improve, especially during the summer, the four SAM25 programs that provided assistance to those affected by poverty and homelessness to improve their circumstances to become self-sufficient. Summer is a busy time with fundraisers that, along with community support and generosity, fund our programs. The annual SAM25 Empty Bowls, Caring Hearts fundraiser is rapidly approaching! Please donate as you are able (Event Sponsor, Room Sponsor, Silent Auction items, Raffle Baskets, Gift Cards, Monetary Donations) and SAVE THE DATE to attend this fun community event on Saturday, September 6, 2025, at Shawano Community High School from 11 a.m. until 2 p.m. See you there!

On behalf of the SAM25 Board of Directors, thank you for your continued support.

Peace and many thanks, Muffy Culhane

What's Happening at SAM25

Resource Center

Since we opened, the SAM25 resource center has steadily grown in providing resources and connecting folks with agencies and programs that are available to them to improve their circumstances. Our resource sessions just about double weekly after the overnight shelter closes, helping on average 45 people a week. The top 5 requests during the off-season are for meals, clothes, showers, hygiene and housing help. Folks also come in daily to use our phones & computers, look into transportation and bill payment, pick-up mail and get out of the elements.

Finding affordable housing is hard enough but can become more difficult for folks who have gone through setbacks or are recovering and working on improving their circumstances. We work very hard to help in this area.

This past week, we celebrated the success of one of our shelter and resource guests as his determination and hard work came to fruition when he received the keys to his apartment. We were able to help him and two other women cozy-up in their new places with household goods from our "Home Sweet Home" donations.

We are grateful for all that is shared with us and to be able to pass your generous gifts along to others. Call Chris, 715-851-7252 to tour, learn what we're about, what the needs in our community are and how you can help.

Emergency Shelter

We're thrilled to announce that SAM25 Emergency Shelter is extending its season by four weeks! The shelter will now be open from October 15 through May 15, providing additional time for those in need to access a safe, warm place to stay. With this extension, SAM25 is seeking more volunteers to help this upcoming shelter season! We are seeking meal providers – Individuals, families, or groups to bring in meals. We are also looking for shelter volunteers – friendly faces to help greet guests, assist with check-in, and help create a welcoming environment. Check out sam25.org under the volunteer tab.



Pictured: Matthew Klein, SAM25 guest, holding the keys to his new apartment

What's Happening at SAM25

SAM25 FREE HEALTH CLINIC

The SAM25 Free Health Clinic provides free basic healthcare to those in our community who do not have health insurance and are living near the Federal Poverty Level. Help is also available to obtain affordable Healthcare Insurance. Video counseling for mental health needs is also available. The Free Health Clinic is open on Thursday evenings from 4 – 8 PM. Our Free Eye Clinic is held once a month on the third Monday of the month from 6-8 PM. Our optometrist provides you with a prescription and we will help you obtain affordable eyeglasses. We do not ask for ID or documentation for both the health clinic and the eye clinic and walk ins are welcome at both. Thank you to all the donors and volunteers who make all this possible. We appreciate you!

Sue Hanson
Clinic Manager

SAM25 Thrift Store

SAM25 Thrift Store is open to the public from Thursday-Saturday 9am-2pm. Clothing is provided free for those in need. The store remains open yearly due to generous donations we receive. All sale proceeds go back into helping the homeless. We carry name brand clothing, shoes, and purses. September 11th through the 27th (during store hours), there will be a half off sale for summer and spring clothing! The last day of every month we have a \$20.00 in-store give away!

SAM's Thrift Store is a FUN place to volunteer. Come join us!

Deb K. and Dawn W.
Thrift Store Volunteers

Fundraising Events and Volunteer Spotlight!

Empty Bowls Caring Hearts Fundraiser!



Saturday September 6th 11am-2pm
Shawano Community High School

WE NEED YOUR HELP!!

**Requesting: Event Sponsors, SAM25 Room Sponsors,
Silent Auction items, Raffle Baskets, Gift Cards,
Monetary Donations.**

**To ensure proper media recognition and planning, all event sponsorships must be confirmed by
August 13th.**

Huge THANKS to River Valley Church!
Over 20 incredible individuals from River
Valley Church in Shawano generously
volunteered their time and talents to help
make SAM25 SHINE-inside and out! If you or
your organization is looking to volunteer,
contact SAM25!



**Seeking Baked
Goods and
Volunteers for:**

Thursdayz at Franklin
Park....August 14, August
28th

Shawano Farmer's
Market Non-Profit
Booth....October 4





SAM25 Annual Report

July 1, 2024 - June 30, 2025



SAM25 GOALS

- EVERYONE IN THE SHAWANO AREA HAS A MEAL AND A SAFE PLACE TO SLEEP EVERY NIGHT.
- EVERYONE IN THE SHAWANO AREA HAS ACCESS TO MEDICAL CARE THEY CAN AFFORD.
- RAISE AWARENESS OF COMMUNITY RESOURCES FOR THOSE AFFECTED BY POVERTY.
- RAISE AWARENESS OF THE ISSUES OF POVERTY AND HOW WE CAN WORK TOGETHER TO ELIMINATE THEM.

 SAM25 Emergency Shelter	
Total (Unique) Guests	90
Total Bed Nights	2,203
Total Meals Served	6,607
 SAM25 Resource Center	
Total Individuals Served	790
Total Resource Session Provided	2,242
 SAM25 Free Health Clinic	
Total (Unique) Clients	52
Total Medical Visits	99
Total Optometry	19
Total Volunteer Hours	530
 SAM25 Thrift Store	
Total Persons Clothed at No Charge	669
Total Income to Assist SAM25 Programs	\$14, 205.95

WE HELP THOSE AFFECTED BY POVERTY IMPROVE THEIR CIRCUMSTANCES TO BECOME SELF-SUFFICIENT.