



SHAWANO AREA MATTHEW 25, INC. NEWSLETTER

SAM25 Resource Center: Open Year-Round;
Open to the public; Mon-Fri. (9am-2pm);
105 E. Richmond St., Shawano

SAM's House Emergency Shelter:

October 15-May 1;
Daily Check-In (5pm-6pm)

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.

105 E. Richmond Street
Shawano, WI 54166

Phone: 715-851-7252

Website: www.sam25.org

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www.facebook.com/SAM25.org

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Hope Starts Here

The work we do cannot be done alone. SAM25 is not the single answer to ending homelessness in our community, but we are an important part of the solution. Real change happens when organizations, agencies, and community members come together to support individuals on their path to stability. Over the past several months, SAM25 has been working diligently to strengthen relationships with community partners and break down barriers that often prevent people from accessing the help they need. We are committed to meeting people where they are and addressing the root causes of homelessness, not just the immediate crisis. This year, 14% of the 89 individuals who stayed in our shelter reported struggling with a substance use disorder. Recognizing this need, we have developed a strong partnership with CORE Behavioral Treatment in Shawano, which provides peer support, intensive outpatient services, recovery residences, and connections to residential treatment programs.

*Continue to the next page to read a story
of the impact of these partnerships.*

www.sam25.org



01/06

Hope Starts Here, cont'd

One morning, Chris, SAM25's Resource Center Manager, arrived at work and noticed a young woman sitting alone at the picnic table outside. Chris invited her in for a cup of coffee and offered available resources. The woman shared that she had just been released from jail and did not want to return to her previous living situation because it was surrounded by substance use that she knew would trigger a relapse. At the same time, she didn't feel that living on the streets with the people she knew would provide the healthy support she needed. She expressed that she wanted something different. She didn't want to use substances. She didn't want to be homeless. She simply didn't know where to turn. When she shared that she was interested in recovery, SAM25 immediately contacted CORE Behavioral Treatment. Within a short time, Justin and Cindy, Community Care Coordinators from CORE, arrived at SAM25 and began making calls and coordinating resources. Before long, they secured a crisis stabilization bed in Manitowoc, the first step on her journey toward recovery. While transportation and admission arrangements were being finalized, SAM25 provided her with hygiene supplies, clean clothing from our resource center, and a safe place to wait. In just three short hours, two organizations came together to surround one person with hope, compassion, and opportunity.

Message from the Board President

Hello SAM25 supporters, Happy Summer! Thank you for your continued interest in, support for and help with SAM25 and its four programs that walk with the people in our community who are struggling with poverty and homelessness. We are in busy summer mode, continuing to help folks in the Resource Center, Thrift Store and Free Clinic, reviewing Policies and Procedures, following our Strategic Plan to improve services, and participating in summer fundraisers, including Thursdayz at Franklin Park, Shawano Farmers Market, and Charlie's Red Barn – please see dates to help and/or attend! Plans are underway for our annual signature SAM25 Empty Bowls, Caring Hearts fundraiser on September 19, 2026, from 11am until 2pm at SCHS – watch for ways you can help, in this newsletter and on our website and FB page. Please plan to attend this fun community fundraiser – we hope to see you there! Exciting news is the start of the SAM25 Endowment Fund through Jon Aumann at Edward Jones! This, along with your continued support, make it possible for SAM25 to continue its work to help those affected by poverty improve their circumstances to become self-sufficient.

On behalf of the SAM25 Board of
Directors, THANK YOU. Enjoy summer.
Peace, Muffy Culhane



What's Happening at SAM25

Emergency Shelter & Resource Center

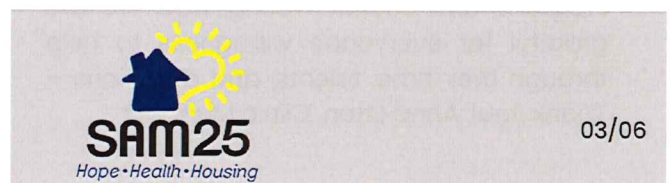
The SAM25 Emergency Shelter season officially closed on May 15. While the shelter may be closed for the summer months, the work continues behind the scenes to prepare for an even stronger shelter season ahead. Committees continue to meet, reviewing and improving policies, procedures, and operations to better serve our guests. The nice thing about SAM25's resource center is that it allows for helping people throughout the year, with continuity of care during shelter season and beyond. Folks can continue to work on established goals and receive the resource help they need.

This season we were able to help 32 of the 74 adults presenting to shelter move on to better circumstances. Some of those successes came after shelter's close but had started months earlier. We did this with continued development and partnering with other agencies. We worked with Tribal entities for human services support, recovery coach and Veteran's coordination as well. We helped folks make safe transitions to other shelters, "safe havens", treatment programs and recovery living. We've developed a much-needed alliance with CORE to provide peer support, counselling, immediate and longer-term care for those struggling with substance issues (see Spotlight). We worked with landlords to transition people into apartments, rent a room, work for room & board and make affordable long-term stays in hotels.

We provide case management to resource guests, helping anyone in and through our community improve their circumstances.

We hosted a United Way Techquity Event to put computers in the hands of 15 individuals. A couple of local hair stylists provided free haircuts to a few folks. Zion Church, thru their medical "rental" provided a wheelchair to one of our community members. We are looking to offer a "Borrow a Bike" program to help provide transportation for those looking for work, housing and other resources. Thanks for all your help and support in making the good we do possible.

Stop in and see what we do, become a volunteer and be a part of what we do.
Call Chris 715-851-7252



What's Happening at SAM25

SAM25 FREE HEALTH CLINIC

Over the past few months, the clinic has continued to see consistent use by the community. We are appreciative of the great team that makes this possible including nurses, support staff, pharmacy, lab tech, medical and optometry.

Our clinic is welcoming a new clinic manager, Anna Etten. She has been volunteering in the clinic as an intake nurse since July of 2025. A recent graduate of St. Norbert College and a Shawano native, she is excited to take on this role and continue to grow with the clinic.

We are now able to provide PAP smear testing and mammograms for our low-income population as part of the Wisconsin Well Woman Program through the state. This is a great way to support and promote women's health in our community!

The care and resources that are provided through the clinic would not be possible without the generosity of the community members and partnerships including ThedaCare, Shawano Menominee Counties Health Department, WAFCC, WI Medical Society Foundation, WI Well Woman Program, and Scarlett Young, DDS. We are grateful for everyone's willingness to help through their time, talents, and donations – Thank you! Anna Etten, Clinic Manager

SAM25 Thrift Store

We now accept credit and debit cards! (A 3% processing fee applies.)

SAM's Closet is located at 105 E. Richmond Street and is open to the public Thursday through Saturday from 9:00 AM to 2:00 PM. We offer a variety of reasonably priced clothing and are committed to clothing those in need at no cost.

Come check out our current sales!

- Women's shorts, capris, and jeans: Buy one, get one FREE
- Shoes and sandals: Buy one, get one 50% OFF
- Packers' apparel: Buy one, get one 50% OFF

All sales from the thrift store go directly toward helping the homeless in our community. It's always nice to see our REGULAR customers as well as NEW ones!

We also host a drawing on the last day of every month, and the winner receives \$20.00 worth of free merchandise. We hope to see you soon!



SAM25 Endowment Fund has been established!

Exciting news: SAM25 now has an Endowment Fund through Jon Aumann at Edward Jones in Shawano, WI. The SAM25 Endowment Fund will provide long-term financial support and stability, ensuring SAM25 programs can continue to serve the community regardless of economic fluctuations. SAM25 Endowment Fund distributions may be made annually by Board approval to support SAM25 Capital Improvements, Program Innovation and Expansion, and/or Strategic Reserves for mission-critical initiatives. Contributing to the SAM25 Endowment Fund is a meaningful way to support SAM25's long-term future, with investment income used to support SAM25's ongoing work in the community for generations to come. Donations to the Endowment Fund may be made by:

1. Direct Contributions: One-time or Recurring Cash Donations (cash, checks made payable to Edward Jones or Shawano Area Matthew 25 with Endowment Fund in the memo and sent to SAM25), or Appreciated Securities (stocks, bonds, or mutual funds-working with Edward Jones to directly transfer to the SAM25 Endowment Fund).
2. Planned (Deferred) Giving: Bequests in a Will or Trust (naming the SAM25 Endowment Fund as a beneficiary in your will or living trust), Charitable Remainder Trusts (CRTs), Charitable Lead Trusts (CLTs), Donor-Advised Funds (if you already have a DAF you can recommend a grant be made from your DAF to SAM25, explicitly restricting the grant to the Endowment Fund), Retirement Plan Beneficiary Designations (you can name SAM25's Endowment Fund as the partial or full beneficiary of an Individual Retirement Account (IRA), 401(k), 403(b)).

For more information or questions please contact SAM25 (715-851-7252) or Jon Aumann at Edward Jones (715-524-3183). Thank you!

Fundraisers & Volunteer Opportunities

Summer Fundraisers:

Join us to bake, set up, and sell delicious baked goods and ice cream at Franklin Park and the Farmer's Market.

Thursdayz @ Franklin Park: July 16, July 23,
August 6

Shawano Farmers Market: July 11 & October 3

SAM25 is seeking volunteers to support our Emergency Shelter, Resource Center, Free Health Clinic, and Thrift Store.

Are you a barber, baker, cleaner, tech-savvy, or something else entirely?

Your unique talent could brighten someone's day. Let's find a way to use it!

Fall Fundraiser:

Empty Bowls, Caring Hearts

September 19 | 11:00 a.m.-2:00 p.m.

See enclosed pages for sponsorship and donation opportunities.



05/06

By The Numbers

Shelter Guests

10/15/25-5/15/2026

TOTAL # OF GUESTS: 89

Nights of Stay: 1,916

Age:

Adults (18+): 74

Children (0-17): 15

Gender:

Female: 39

Male: 50

Race/Ethnicity:

Caucasian/White: 31

Native American/American Indian,

Alaska Native or Indigenous: 39

Black, African American,
or African: 8

Hispanic/Latina/e/o: 1

Multi-Race: 10

Total Exits: 89

Exits to Permanent, Positive
Destinations: 5

Resource Center

7/1/25-6/30/2026

Individuals Served: 984

Resource Sessions Provided:
2,106

Free Health Clinic

7/1/25-6/30/2026

Unique Medical Patients

Served: 49

Total Medical Visits: 138

Optometry Patients Served: 26

Clinic Volunteer Hours: 656.5

Thrift Store & Clothes Closet

7/1/25 - 6/30/2026

Persons Clothed At

No Charge: 667

Income provided to

SAM25 Programs:

\$18,181

Meals & In-Kind Donations

7/1/25 - 6/30/2026

Total Meals Served: 5,744

Food, Shelter/Guest Supplies,
Gas/Restaurant vouchers
donated: \$17,050.55



2026 SAM25 EMPTY BOWLS-CARING HEARTS FUNDRAISER

Event Date: Saturday September 19, 2026 - 11am - 2pm at

Shawano Community High School

Donation and Sponsorship Opportunities

We would love to support SAM25's 2026 Empty Bowls-Caring Hearts (EBCH) event! We will donate:

- ☐ Gift Basket (Please provide list of items and total value of basket below)
 - ☐ Silent Auction Item (New, unused items please. Please provide item and value below)
 - ☐ Gift Card(s) or Gift Certificate(s); Name and Amount: _____
 - ☐ Financial Support: \$ _____
 - ☐ Event Sponsorship (see next page for [Event Sponsorship options](#))
 - ☐ Room Sponsorship (see next page for [Room Sponsorship options](#))
- Please complete Donation Form and have all donations to SAM25 **by Wednesday August 26, 2026.**
 - Please include the value and contents of any donated items when dropping them off.
 - Call 715-851-7252 to let us know if you need assistance with pickup or delivery of your items.
 - If you wish to provide a monetary donation, please make checks payable to SAM25 (with 2026 EBCH in memo section) and mail to or drop off at 105 E. Richmond St, Shawano, WI 54166.

HARD DEADLINE FOR EVENT SPONSORSHIPS, FINANCIAL SUPPORT, GIFT CARDS/CERTIFICATES, RAFFLE BASKETS, and SILENT AUCTION ITEMS is WEDNESDAY AUGUST 26, 2026 (for advertising and event set-up purposes). Thank you!

YOUR CONTACT INFORMATION

Donor's Name: _____

Individual Contact Name (If different than Donor's Name): _____

Address: _____ City/State/Zip: _____

Phone: _____ E-Mail: _____

Donation value and description: _____

Mail this form to:

SAM25

Attn: Empty Bowls-Caring Hearts (EBCH)

105 E. Richmond St. Shawano, WI

Email: executivedirector@sam25.org

Phone: 715-851-7252

Resource Center/Office Hours: Monday – Friday, 9:00 A.M. – 2:00 P.M.

Thank you!

Shawano Area Matthew 25, Inc. (SAM25) is a 501(c)(3) non-profit organization.
Empty Bowls-Caring Hearts is a SAM25 fundraiser. All proceeds support SAM25 programs.
We appreciate your support!

2026 SAM25 EMPTY BOWLS-CARING HEARTS FUNDRAISER

SPECIAL SPONSORSHIP OPPORTUNITIES

EVENT Sponsorship

Please consider sponsoring the 2026 SAM25 Empty Bowls-Caring Hearts Event at the following Sponsorship Level and check the Sponsorship Level below:

Sponsorship Level	Pre-event Posters/Print Media	Post-event Print Media (newspapers)	Website/Social Media	Event Thank You Board	Complimentary Event Tickets
☐ Caring Hearts * \$5,000 and above	X With Logo	X	X	X	8
☐ Kettle \$2,000-\$4,999	—	X	X	X	6
☐ Bowl \$1,000-\$1,999	—	X	X	X	4
☐ Spoon \$500-\$999	—	X	X	X	2
☐ Room Sponsors (see below)	—	X	X	X	—

*For Caring Hearts Sponsorship, please send your logo for advertising (if desired) to executivedirector@sam25.org

2026-27 SAM25 Room Sponsorship

This sponsorship allows your name (or name in honor of or in memory of someone or anonymous or a message or quote) to be displayed in a frame outside the room for the 2026-27 season. Rooms available for sponsorship are listed below with the price for each. Sponsorships are available on a first-come, first-serve basis. Please mark your 1st, 2nd and 3rd choices.

We would love to support **SAM25** by sponsoring a SAM25 Room for the 2026-27 year:

- | | |
|---|--|
| ☐ Shelter Bedroom (8 available) - \$500 each | ☐ Clinic Exam Room (3 available) - \$500 each |
| ☐ Shelter Kitchen - \$1000 | ☐ Clinic Conference Room - \$1000 |
| ☐ Shelter Dining/Gathering Room - \$1000 | ☐ Clinic Reception/Waiting Room - \$1000 |
| ☐ Shelter Laundry Facilities - \$1000 | ☐ Clinic Registration Area - \$500 |
| ☐ Shelter/Resource Supply Closet - \$500 | ☐ Clinic Staff/Volunteer Office - \$500 |
| ☐ Shelter Intake Office (2 available) - \$500 each | ☐ Clinic Pharmacy - \$500 |
| ☐ Shelter Guest Storage Room - \$500 | ☐ Clinic Lab - \$500 |
| ☐ SAM25 Utility/Mechanical Room - \$500 | ☐ Clinic Supply Closet - \$500 |
| ☐ Diane Pickett Resource Room - \$1000 | ☐ Thrift Store - \$1000 |
| ☐ Resource Center Front Offices - \$1000 | |

Please print your name, name in honor of or in memory of, anonymous or personal message or quote, to be displayed in a frame outside the room being sponsored for the 2026-27 season:

Shawano Area Matthew 25, Inc. (SAM25) is a 501(c)(3) non-profit organization. We appreciate your support! Empty Bowls-Caring Hearts is an annual SAM25 fundraiser. All proceeds support SAM25 programs. Thank you!

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