



CITY ADMINISTRATIVE OFFICE

PAUL M. ZIEHLER
City Administrative Officer
Clerk/Treasurer

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October 1, 2008

The Honorable Mayor Dan Devine
and Members of the Common Council
7525 W. Greenfield Avenue
West Allis WI 53214

Dear Mayor Devine and Common Council Members:

This letter is to request your approval to become a Community Partner with the West Allis Charities, Inc. As you know, the West Allis Charities has existed in West Allis for 44 years and has provided much charitable support for individuals, groups, and organizations in the West Allis Community, including the City of West Allis. Its projects have included the promotion of health, literacy, education, safety, and many others.

The West Allis Charities recently has restructured itself to create a new strategy and approach. It will now be focusing on five (5) projects pertaining to the most demanding needs of the community. They include (1) Project Health, (2) Project Living, (3) Project Literacy & Education, (4) Project Safety, and (5) Project Connect. A more detailed description of these five (5) projects is explained in the attached West Allis Charities newsletter. In addition, the West Allis Charities plans to host a new fundraising event on July 23-26, 2009 at the Wisconsin State Fair Central Mall area designated as "Music by the Mile." The event will include continuous music on three (3) stages, food and retail vendors, strolling minstrels, and interactive activities for families.

As the West Allis Charities tries to "reinvent" itself, it is reaching out to the community for Community Partners to attain its goal of building long-lasting relationships and participation opportunities at hosted events throughout the year. The West Allis Charities has asked the City of West Allis to become one of the Community Partners.

As you know, the City has had a long standing relationship with the West Allis Charities in the past, providing staff support and resources to past activities, including, but not limited to, Western Days, the Christmas Parade, and others. The City has also assisted the Charities in some administrative support, such as printing, etc.

Specifically as a Community Partner, the City would be committing to doing the four (4) things noted in its letter, dated July 16, 2008, to Mayor Devine (see attached). In return, the City would

The Honorable Mayor Dan Devine
and Members of the Common Council
October 1, 2008
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benefit as noted in the five (5) ways noted in the same letter. It is estimated that the cost to the City for the four items listed would be \$1,000-\$1,500 annually, which can come out of the City's General Promotions Account.

The other partnerships that the West Allis Charities has secured or hopes to secure are as follows: Clear Channel, Budweiser, Miller, and local banks. The West Allis Health Department and the WA-WM Recreation Department are networking affiliates. Continuing givers include the WA-WM Chamber of Commerce, the Downtown West Allis Business Improvement District, WaterStone Bank, and Majdecki's Sentry. Annual, one-time givers have included the West Allis Lions, West Allis Rotary, and the Old Timers Baseball Club.

Enclosed are a copy of the West Allis Charities' Newsletter, dated April 2008, and a hard copy printout of its web site. Both items provide additional information and details of the West Allis Charities.

Thank you for your consideration of this request. If you have any questions or need further information, please feel free to contact me.

Sincerely,

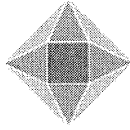


Paul M. Ziehler,
City Administrative Officer, Clerk/Treasurer

PMZ:jfw

cc: Bill Posocic
TJ Myers-Jansky

ADM\ORDRES\MCC.WAC CommPartner 1008



West Allis Charities, Inc.

A Gem in the Community - since 1964

July 16, 2008

Mayor Dan Devine
City of West Allis
7525 W. Greenfield Ave.
West Allis, WI 53214

Good Day, Mayor Dan,

The West Allis Charities, Inc. is reaching out to the City of West Allis to secure a Community Partnership. Our goal is to build a long-lasting relationship and participation opportunities at hosted events each year. In July of 2009, we will be celebrating 45 years as a philanthropic solution for the West Allis community. We are one of the only 501(c)3 organization, who solely supports the city of West Allis. A Community Partnership, with the City of West Allis, is a natural for enhancing strength and support for individuals, groups, and organizations in need of temporary assistance.

How can the City of West Allis help us?

- 1.) Organization Stationary
 - a.) 5,000 sheets of letterhead on 60#, offset, cream paper
 - b.) 2,500, #10 envelopes to match letterhead
 - c.) both printed 1-color, 1-side in PMS186 Red (artwork & printed sample provided)
- 2.) One (1) 8-1/2" x 11" flyer in the City of West Allis quarterly newsletter
 - a.) 1-color, 2-sides on 20#, bond, canary paper (artwork & printed sample provided)
- 3.) Website Link to www.westallischarities.org on the City of West Allis Website
- 4.) News release & special event postings on the City of West Allis & city employee websites

What will the City of West Allis' ROI be? (Includes, but is not limited to.)

- 1.) Logo and website link will be posted on the Community Partner page at www.westallischarities.org
- 2.) Invitation to participate in our hosted events
- 3.) An article in our newsletter (minimum of 2 per year – size to be determined)
- 4.) Music By The Mile booth space for the City of West Allis representatives
- 5.) News Release mentions, if applicable to our Community Partnership efforts

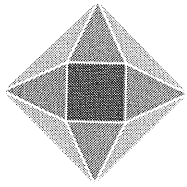
Our Community Partnership will prove to be an asset to the community, as well as to each other's mission and vision for the future. We hope you find our offerings meet your expectations. We look forward to a positive response. Please call or E-mail with any questions.

Best regards,

TJ Meyers-Jansky
First Vice President (414-520-2262 or westallischarities@yahoo.com)

PO Box 14544 • West Allis, WI 53214 • www.westallischarities.org

501(c)3 Non-Profit Organization



West Allis Charities, Inc.

A Gem in the Community - since 1964

Volume 1, Issue 1 - April 2008

Communique

New Website... New Logo... New Beginnings...

The face of the West Allis Charities, Inc. is changing after 44 years and their commitment is stronger than ever to maintain its longevity as a temporary, financial resource for the West Allis community. "Growing pains are always part of maturing and changing over time," stated First Vice President, TJ Meyers-Jansky. "It was time for our organization to make the tough decisions as to the direction we wanted the Charities to grow in. Restructuring our business flow, our Executive Board & membership roles, creating a new branding strategy, and developing a new website were critical elements for future success as a 501(c)3, non-profit," TJ continued.

The business flow of the West Allis Charities, is focused on five (5) projects pertaining to the most demanding needs of the community.

Project Health: supporting the nutrition, medical, dental, and vision needs of individuals in cases no other assistance is available.

Project Living: supporting improved living conditions for individuals by means of food, select household items, some utilities, and physical impairment devises.

Project Literacy & Education: supporting individuals through scholarships and programs, which will improve reading, writing, speech, and mathematic skills.

Project Safety: supporting programs working toward the elimination of violent crimes.

Project Connect: bringing businesses, groups, and organizations together to establish a network of support for each other's mission and to jointly raise funds for parallel and complementing programs.

The Executive Board roles are advisory and mentoring. They discuss and advise the membership on where and how funds should be used and distributed, fundraising ideas, community involvement opportunities, and service hours within and outside of the West Allis community. The new branding strategy is to show people why they are a "Gem in the Community."

Keep 'Em Rollin' - Additional Contributions Needed



Providing annual scholarships for continuing education has been one of the major contributions the West Allis Charities makes each year. A great time was had by all at the 2nd Annual WAC Pins for Literacy and Education 9-Pin Tap Bowling Tournament held on Saturday, February 2nd at Riviera Lanes on 86th and Greenfield Ave. \$10,000 is earmarked each year for the fund. Approximately \$1,800

was raised at the tournament, which fell short of the \$5,000 goal they hoped to achieve. Bud Bailey won the Top Individual Bowler prize of \$100.00. "I can't believe it," he stated, "this was great!"

Additional contributions are needed. Donating on-line at www.westallischarities.org is now a convenient option. "The annual fund will have to be reduced, if the goal is not met," said President, Bill Potocic.

Special points of interest:

- West Allis Charities has donated over \$1.4 million back to the West Allis community.
- A gem is something likened or prized, because of its beauty and worth. Dictionary.com
- Volunteering provides positive health benefits - increase self esteem, positive attitude, self fulfillment, and life purpose.

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Live, Ready, & Waiting for You

It has been quite the journey and now they are live and kickin' on the worldwide web with their new website. The *A-Team's* incredible website building talents and consulting allowed the West Allis Charities to put together a state of the art website with expansion possibilities. Their ability to take the concepts envisioned by the Charities' marketing team and develop them into an information and fundraising avenue will prove to be a growing asset for the organization.

A few of the new features on the sight are; on-line donations, news and events with press releases, quarterly newsletter, E-mail / mailing list sign-up, and stories about the important role

the West Allis Charities plays in the West Allis community and the many lives touched by them.

"As a changing and growing organization, we needed to take a step back and study what other non-profit organizations were doing and how they were using the technology of today to promote and raise funds. The internet plays a key role in the way

people seek information and make decisions on their monetary and volunteer support contributions," states TJ Meyers-Jansky, First Vice President. "Establishing a web presence, also confirms credibility of your organization. People feel more comfortable donating and volunteering when they know you are active and they can see up to date information. With the

charitable scams surfacing in the news, it was important to us to make sure the community knows we are real, trustworthy, and dedicated to our mission," says TJ.

The West Allis Charities, Inc. will be celebrating 45 years of community giving and support in 2009. Stay tuned for related events and stories.



"The past year and a half has proved to be just what the doctor ordered - time for reorganization, a new branding strategy, and a new lease on life in the fundraising arena."

Music By The Mile Logo Contest Announced

The West Allis Charities, Inc., a 501(c)3 non-profit organization, is excited to announce a logo contest for West Allis Central and Nathan Hale High School students. As part of their Project Networking, the planning committee for "*Music By The Mile*" wants to tap into the artistic talents of West Allis' gifted youth. "We want to give students a chance to be a part of our future & new, annual fundraiser to be held July 23 - 26, 2009 in the Cen-

tral Mall of the WI State Fair grounds," states TJ Meyers-Jansky, First Vice President. "The youths in our city have extraordinary talent and the creative minds we need." The winning entry will receive \$150.00, PLUS the school the student attends will receive a \$500.00 grant for their art program.

Contest details and entry forms are available at the high schools and on the West Allis Charities' website. All

entries must be postmarked by May 31, 2008. A maximum of two (2) entries per person will be accepted.

Watch for details as the "*Music By The Mile*" planning committee explodes with top notch entertainment announcements and the scoop on other event happenings. "It will be like no other local festival," said Bill Potocic, President.

West Allis Charities to Host...

Music By The Mile will be the Charities' newest adventure in fundraising. The past year and a half has proved to be just what the doctor ordered - time for reorganization, a new branding strategy, and a new lease on life in the fundraising arena.

Scott Adrian, Executive Operations Director, has been a key contributor to the restructuring of the West Allis Charities, Inc. and for the Music By The Mile Advisory Committee. "We are a corporation with two distinct functions. One is to raise

funds, and the other is to distribute funds. **Music By The Mile** presents an opportunity for us to do both and is a viable means for individuals and businesses to get involved monetarily and through service hours."

Music By The Mile will take place July 23 -26, 2009 at the WI State Fair Central Mall area. There will be continuous music on three stages, food and retail vendors, strolling minstrels, interactive activities for families, and a great value for all. Admission is \$5. 10 & under are free.

Return on investment community partnership options are now available for event, stages, bands, attractions, interactive family activities, and general expenses. We build long-lasting, relationships with our Community Partners. If interested in supporting the event, *Contact Us* through our website or call TJ at 414.520.2262!



History of the West Allis Charities

Reported by Joyce Halliburton

On a nice sunny, cold morning, I had a pleasant drive to Pewaukee to visit with the remaining Founder of the West Allis Charities, Warren "Bud" Hirschinger. After the small talk about the weather, we sat down for an important, historical talk about the "Charities" and Western Days. The "Charities" began in 1964, when Tom Hutchinson of Star Newspapers called Bud and several other civic leaders of the community. They were Urban Ganser (real estate), Charles Arps (Allis Chalmers), Herb Velsler (insurance), Chet Mikolajek (Schmitt-Orlow Men's Clothing), Annette Yaeger (West Allis Women's Club), and Bud Hirschinger (West Allis City Treasurer.) At this point, the "Star Charities" was born. These leaders felt that this organization could do several things for the West Allis community; bring recognition to the city, while providing entertainment for the citizens and making it possible for local, charitable organizations to raise funds for their various needs. "To begin with, we were the Star Charities, but that was a problem. Everyone thought that it was The Star newspapers' organization. So, in 1967, the name was changed to the West Allis Charities, Inc.," stated Bud Hirschinger.

In 1965, under the guidance of Charlie Arps, President and Chairperson, it was decided to have a rodeo. On July 2 & 3, performances were done at the grandstand in State Fair Park. The Rodeo Cowboy's Association, out of Denver, Colorado, was contracted for the shows. 1966 it was tried again. Schlitz Brewery promised \$5,000, both years, to help with the expenses, but only came through with \$2,500 each year. Frankie Yankovic performed and other events went on too. "Well, the rodeo didn't go over that well with the public. In hind-site, the grandstand is not the place to put on that kind of show. The asphalt track, between the performers and the audience, is just too much distance and did not make for a good synergy," says Bud.

Bud continued, "The first two years were not profitable at all, in fact, they

found themselves \$8,000 in debt. To try to raise money, the fellas would help Joe Dragan at the races at the Fair Park. They would sell the dinners and get fifty cents for each dinner sold. The Star newspaper also helped by giving free ads in their paper. We tried everything we could think of to earn the money to pay off the debt. After a lot of soul searching, the West Allis State Bank was approached and agreed to lend the money to our group, but not without strings. Three of us members co-signed the note. In other words, if the Charities did not bring in the money, the three members would be responsible to the bank to pay it back. Fortunately, we didn't need to."

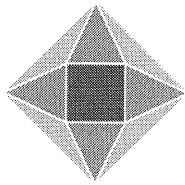
1967 started out with the thought that they needed someone to do the legwork and who knew promotions. They hired a fellow from a Ford dealership to help. His experience in promotions and the know-how about staging events put Western Days on the right track. "That year we were on the south end of the Fair Park," Bud stated, "along Greenfield Avenue, and there was an area that was called the Picnic Grove. It was grassy and had lots of trees for shade. There also was a pavilion where we had the polka bands play. (It was quite a hit with the patrons.) Also, in this area, there was a Civil War Encampment and an Indian Village. On Sunday, it was arranged with Mayor Klentz to celebrate the city's birthday with a talent show and other special events for the day. We even had a birthday cake and sang happy birthday," Bud states reminiscently. "At this time, Pabst Brewery came on board and was very helpful with the bars and promotion of the event. In the Big Tent, the bar was circular in the middle of the tent. Outlining the sides were booths, where charitable organizations came to sell their wares. Tip Top Shows provided the carnival rides."

"On the Wednesday of Western Days Week, there was a Ride-In Breakfast on the corner, where the West Allis Inn was.

We had members, who had horses, come riding in and do a shoot-out and capture the bad guys," Bud said with a smile, "After a brief presentation for the public, everyone went inside the hotel for breakfast. That evening an invitation only reception took place in the Show Tent. This was our kick-off for Western Days and our thank you to the media and sponsors for their support."

"Thursday was the big parade," stated Bud, "With the media well informed, we got a lot of coverage. First of all, because at that time, there was no other parade or event of it's kind in this area. Thousands of people lined the parade route, and when the parade was over, most flocked into the grounds. Thursday was one of the biggest profit producers of Western Days. Now we were on the right track, and we were making money. It was time to start giving back to the community for all their support. We were able to give out scholarships to high school graduates and also began helping some of the citizens, who were in need. It wasn't much, but it was a start. Also, with only nine people actually running the event, we could see that that was not enough manpower to sustain such a huge undertaking. That was when it was decided a board of directors needed to be formed. We needed the movers and shakers of the community to join us and fifty voting General members would become the board of directors. All other members were designated as Associates. As General members left, Associates would make a request to become a General member, and they were individually voted into that class. This arrangement served well over the years, and there was always several Associates waiting to be voted into the General membership," Bud stated.

As for the situation of the Charities right now, Bud feels that the members need to think very decisively on what the future holds.



West Allis Charities, Inc.

A Gem in the Community - since 1964

2006—2007 Funds Distributed to the West Allis Community

Upcoming Events

1st Thursday of the Month

Monthly meeting at 7 PM, West Allis City Hall

1st Saturday of the Month

Hot Dog lunch at Majdecki Sentry, 10282 W. National Ave. (hot dog, chips, & soda)

April 26, Saturday

Members Volunteer at Channel 10 Action

May 17, Saturday 10 AM - 1 PM

Meet members of the West Allis Charities at the W. A. Fire Department's Open House

Scholarship Fund	\$12,000
Contributions to Food Pantries	\$4,000
Heart Defibrillator to a Local High School	\$3,000
Medication Assistance	\$1,500
Old Timer's Youth Baseball Program	\$1,200
Children's Reading Program	\$1,200
Family Utility Bills	\$2,800
Chair Lift	\$1,200
Computer Equipment and Software for a Visually Impaired Individual	\$2,100
Wheel Chair Ramp	\$1,200
Dental Assistance for Children	\$2,800
Home Furnishings (provided by West Allis Charities members) and Food Certificates for a Family	\$2,000
Special Vision Surgery for a Child	\$500.00

All over the globe, we are witness to the devastation of natural forces, impoverished neighborhoods, and individuals, who are suffering from an ailment. We *think about* helping. We *want to* help. We are *not quite sure how* to help. We are *uncertain* where to begin to help.

Why not start with the people in your own community. It could be the family next door. It could be the kids your kids play with. It could be the elderly person you see everyday. These are the people in our neighborhoods, who may not have heat, may not have enough food, or may have medical conditions they are unable to take care. The West Allis Charities is dedicated to people just like these, and *We Need Your Help!*

Our Community Partners can be individuals, groups, organizations, small businesses, or corporations. We choose to build long-lasting relationships by working together to satisfy common goals and interests in correlation to our philanthropic efforts. We interact, share, and communicate ideas, which will enrich the community we live and work in.

In other words, our Community Partners become part of our charitable family.



Contact Us:

PO Box 14544
West Allis, WI 53214

www.westallischarities.org

westallischarities@yahoo.com



West Allis Charities, Inc. *A Gem in the Community* - since 1964

[Community Sharing](#) | [Charitable Contributions](#) | [News & Events](#) | [Contact Us](#)



News & Events

05/25/2008 New Website, New Logo, New Beginnings

04/06/2008 Music by the Mile Contest

12/01/2007 West Allis Charities Christmas Parade

09/15/2007 Meet members of the West Allis Charities

05/06/2007 An Early and Much Appreciated Christmas Gift

05/01/2007 A New Community Partner

[more news & events >>](#)

Our Mission

Provide charitable support for individuals, groups, and organizations in the West Allis community while establishing positive, community projects promoting health, literacy, education, safety, and networking. >>

Our Purpose

The West Allis Charities, Inc. will use monetary and gift-in-kind contributions to provide temporary assistance for the people of West Allis and support programs improving the quality of life in the community. >>

Sign Up: News & Events

Sign up now to keep up to date with West Allis Charities news and events.



Community Partner Focus

The West Allis Charities offers Community Project choices matching individual and corporate philanthropic interests. >>

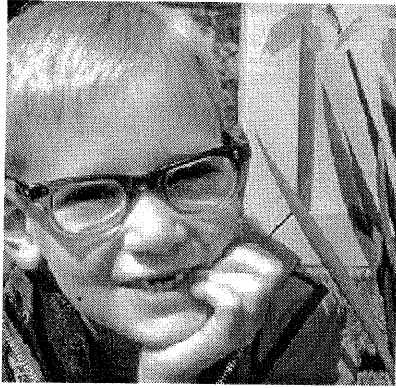
All requests must be received in writing and are qualified/reviewed by the West Allis Charities' Donations Committee. We do not discriminate against age, race, religion, or sex. Requests are treated on an individual basis and additional information may be requested. West Allis residents need only apply.

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West Allis Charities, Inc. *A Gem in the Community* - since 1964

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News & Events

[Archives >>](#)

News & Events

Sunday, May 25, 2008

New Website, New Logo, New Beginnings

The face of the West Allis Charities, Inc. is changing after 44 years and their commitment is stronger than ever to maintain its longevity as a temporary, financial resource for the West Allis community. "Growing pains are always part of maturing and changing over time," stated First Vice President, TJ Meyers-Jansky.

[more >>](#)

I want to help my community now:

[Donate Online](#)

[More Information](#)

Sunday, April 06, 2008

Music by the Mile Contest

The West Allis Charities, Inc., a 501(c)3 non-profit organization, is excited to announce a logo contest for West Allis Central and Nathan Hale High School students. As part of their Project Networking, the planning committee for "Music By The Mile" wants to tap into the artistic talents of West Allis' gifted youth. "We want to give students a chance to be a part of our future & new, annual fundraiser to be held July 23—26, 2009 in the Central Mall of the WI State Fair grounds," states TJ Meyers-Jansky, First Vice President. "The youths in our city have extraordinary talent and the creative minds we need." The winning entry will receive \$150.00, PLUS the school the student attends will receive a \$500.00 grant for their art program.

[more >>](#) | [register for this event >>](#)

Saturday, December 01, 2007

West Allis Charities Christmas Parade

Sponsored by Wauwatosa Savings Bank (101st and Greenfield Ave.) and West Allis Community Christmas - It is an entire day of community activities presented by the West Allis Charities, Inc., the WA/WM Chamber for Commerce, and the B.I.D. (Business Improvement District.) Watch for a schedule of events coming soon.

Saturday, September 15, 2007

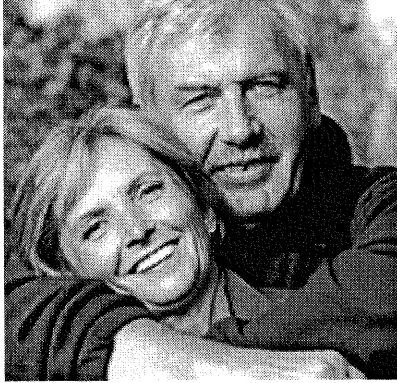
Meet members of the West Allis Charities

by coming to Westwood Center Outdoor Arts and Crafts Show from 9:00am - 4:00pm. We will be there rain or shine selling homemade goodies and crafts in support of our Project Health. It is located at the intersection of 76th Street and Beloit Road. It is a great way to start your holiday shopping early.

[more >>](#)

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Charitable Contributions

[Community Partners >>](#)[2009 Festival Sponsorship Levels >>](#)

Community Partners

We focus towards integrating individuals and businesses with our Projects, so our goals in community support align with theirs. A Community Partner will consistently work with the West Allis Charities, Inc. to achieve our mission of providing charitable support for individuals, groups, and organizations in the West Allis community while establishing positive, community projects promoting health, literacy, education, safety, and networking. We establish a relationship of giving and longevity with each of our Partners.

Without the annual contributions from our Community Partners, we would not be able to continue to provide temporary assistance for qualified candidates. Many of the people we help choose to remain nameless. Our organization has been referred to as the "quiet people," due to the wishes of some of the people we help. We live in times where the public is skeptical and cautious about who and where they will donate their money and time. The West Allis Charities, Inc. has a long-standing relationship with viable and credible city resources, which assist in qualifying candidates.

We work with the West Allis Health Department, the West Allis Lions Club, the West Allis Rotary, the Old Timers Baseball Association, and the West Allis Recreation Department, just to name a few. Some of our small business and corporate support has come from Majdecki Sentry, West Allis / West Milwaukee Chamber of Commerce, West Allis City Hall, Clear Channel, Miller Brands, Miller Brewing, Riviera Lanes, and Wauwatosa Savings Bank. No matter how big or how small a business is, there are always avenues to contribute to our Project.

I want to help my community now:

[Donate Online](#)

[More Information](#)

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