



# newsletter



**Stephanie and her son Colton Eberhardy** from Kaukauna WI have been guests at Kathy's House this summer as Colton had a couple of surgeries at Froedtert Hospital. Stephanie, a 25-year physician's assistant for the Oneida Tribe, said, "Kathy's House is a miracle, magical and peaceful from the moment you walk in."



**Sandie and Tony O'Malley** from Oakfield WI have been guests at Kathy's House for several months and recorded a video at our groundbreaking. They are grateful that the new House will be so close to Froedtert and that the staff keeps the House clean and safe during the COVID-19 pandemic. They also wanted to thank Kathy's House donors for making the new House possible.

## CORONAVIRUS IMPACT AT KATHY'S HOUSE

Kathy's House remains open during the coronavirus pandemic. **Unfortunately, cancer and other serious illnesses don't cease because of the pandemic.** We have new safeguards and protocols in place to protect our guests, based on recommendations from the Centers for Disease Control and Prevention (CDC) and in collaboration with our healthcare partners.

### Highlights of Our Safeguards:

- A limited number of guest services and housekeeping staff are working onsite at any one time. Administrative staff are working remotely.
- Guest occupancy is limited to one patient and one caregiver per room. No other visitors may enter the House. Total occupancy of the House is capped at 50% to allow for social distancing and facemasks must be worn in any of the common areas.
- Volunteers are not allowed in the House and we really miss them! Many volunteers who made meals at the House have donated money so one meal per week can be delivered from local restaurants. If you would like to contribute to this, please use the Gift Form in this newsletter and note how you want your donation to be used.



## NEW HOME FOR HEALING

After many years of planning, construction is underway to build a new, larger Kathy's House on a 3.6-acre site in Wauwatosa on Doyme Avenue between N. 92nd and N. 87th Streets, near the Froedtert & the Medical College of Wisconsin Cancer Center. The new House will open in 2021.

As we write this, underfloor plumbing, water and electricity are being installed along with the foundation walls.

We have raised \$10.25 million of the \$12 million goal. We are deeply grateful for every donation, large and small. Each gift will enable us to make our New Home for Healing a reality. In the past two years, we have had to turn away 600 families – more than 1,000 people – because our House was full. Our larger facility will be twice the size of our current House. Please consider making a donation by using the Gift Form in this newsletter.



## Dear Friends

We are pleased to share with you how your support makes a marked difference in the lives of patients and families facing cancer and other serious illness.

To say that this past year was exciting would be an understatement! As we look back on 2019, these are the highlights made possible by your generosity.

We are rising to meet an unprecedented need for affordable lodging while raising funds for our “New Home for Healing.”



Marilyn Thiet (left), Chair of the Board 2019, and Patty Metropulos, President and CEO

We sincerely appreciate your compassion and generosity to help Kathy's House meet its mission and to make our dream for a bigger Kathy's House possible.

*Marilyn*  
*Patty*



### How many guests stayed at Kathy's House in 2019—and for how long?

Alma A. was just one of the 1,522 patients, family members and caregivers who stayed with us in 2019. Guests stayed one night to 6 months or more for a total of 12,088 nights of lodging.

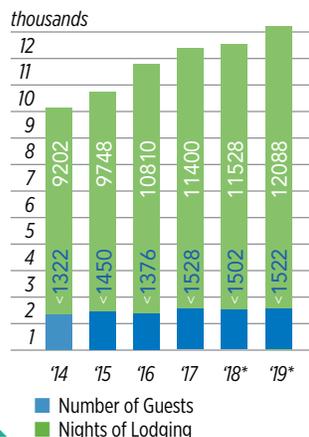
Alma stayed at Kathy's House for three months while she received treatment at Froedtert & the Medical College of Wisconsin Cancer Center.

*“Everything at Kathy's House is wonderful. I really appreciate that the location is so close to Froedtert.”*

—Alma A., Oshkosh, WI

### What is the occupancy at Kathy's House?

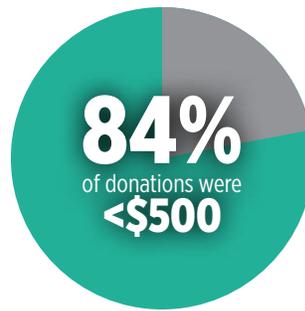
#### KATHY'S HOUSE OCCUPANCY: SIX-YEAR OVERVIEW



\* In past two years, 600 families have been turned away/added to our wait list

### What percentage of Kathy's House donors gave less than \$500?

Nearly 1,400 individuals, foundations, corporations, religious and civic groups—locally and beyond—gave \$500 or less in 2019. These vital gifts allow patients to access lifesaving care and keep families together during a medical crisis.



### How many physicians refer patients to Kathy's House?

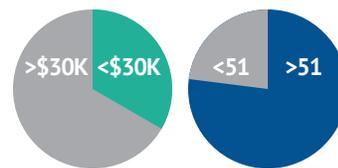
167

A total of 167 physicians and other health care professionals from 12 different hospitals refer their patients and families.



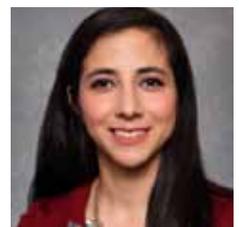
### How does Kathy's House increase access to medical care?

More than 1/3 of families who stay at Kathy's House have a household income of less than \$30,000.



77% of Kathy's House guests are age 51 or older, most of whom are on a fixed income.

*“Kathy's House is a game changer for improving health equity in our region. Patients and families facing serious health conditions can access lifesaving care regardless of geography, income barriers or lack of other resources.”*



—Dr. Malika Siker, Associate Professor of Radiation Oncology, Medical College of Wisconsin



### What do ice fishing, clay shooting and bicycling all have in common?

Kathy's House was the beneficiary of these unique third party fundraisers, as well as run/walks, Facebook birthday campaigns, church collections, AmazonSmile purchases, memorial gifts and more. All events, including our Gala and Golf Outing, raise 25% of total income.

### How many hours did volunteers spend to help operate Kathy's House in 2019?

- 1725 hrs: Making meals for guests
- 950 hrs: Office work
- 555 hrs: Baking
- 335 hrs: Cleaning
- 300 hrs: Events
- 145 hrs: House Maintenance

### How much do guests contribute to the cost of their stay?

Your generous contributions help us to make up the gap between nightly costs and guest donations.



### How many local volunteers give their time and talent?



**420 LOCAL VOLUNTEERS PROVIDE \$134,270 WORTH IN SERVICES.**

Barb Burmeister, RN, cooks meals for guests and sells sports memorabilia on eBay to benefit Kathy's House, raising more than \$11,000 since 2015!

Barb has worked at Froedtert Hospital for 24 years in the bone marrow transplant unit. She organized the first House dinner cooked by nurses from the transplant unit, which has become a biannual event.

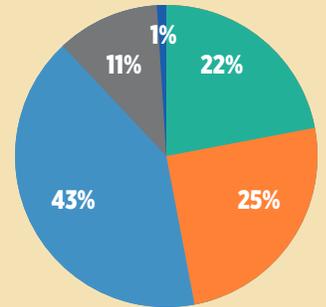
"It's amazing to see how this hospital guest house has grown over the years to have such a positive impact on the care of cancer patients," said Barb. "I often hear 'I don't know what we would have done without Kathy's House,' and I echo that sentiment."



### What services support patients and caregivers at Kathy's House?

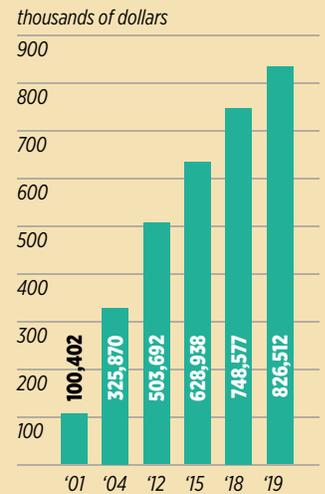
Kathy's House is more than just a place to stay. Patients and their loved ones can rest, relax, and heal. We offer complimentary laundry services, transportation, pastoral care, WiFi, a library with books, games and puzzles, and food prepared by volunteers—even comforting visits from service dogs.

### 2019 REVENUES BY MAJOR CATEGORY

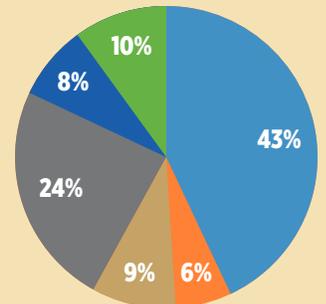


- Guest Donations
- Events
- Individual Donors
- Foundations
- Civic, Church, Corporate

### REVENUE GROWTH SINCE 2001



### 2019 EXPENSES BY MAJOR CATEGORY



- Personnel
- Laundry, Technology, Contracted Services
- Printing & Advertising
- Rent, Utilities, Insurance
- House Supplies, Maintenance, Shuttle Van
- Events

**Kathy's House**

600 North 103rd Street  
Milwaukee, WI 53226  
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mail@kathys-house.org  
www.kathys-house.org

**2020 BOARD OF DIRECTORS**

- Mona Theobald, Chair**  
Retired, General Manager of Customer Experience & Advocacy, GE Healthcare
- Mark Filla, Vice Chair**  
Senior Vice President, The Filla Latzke Group at Ameriprise
- Anthony Anzelmo, Secretary**  
Partner, Husch Blackwell LLP
- Patrick McGarry, Treasurer**  
Chief Financial Officer, Wixon Inc. General Manager, Gott Pet Products
- Marilyn Thiet, Immediate Past Chair**  
Owner, Edge Performance Acceleration
- Jack Anick**  
Chairman, Anick & Associates
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- Carolyn Bellin**  
Public Relations Executive
- Abby Brzezinski**  
Principal, Red Sky Partners LLC
- Tina Curtis**  
Vice President, Cancer Service Line, Froedtert Health
- Sue Derus**  
Retired, Executive Director, Cancer Services, Froedtert Health
- Elizabeth Forman**  
Owner, Endwell Coaching and Consulting
- Ran Hoth, Uncle of Kathy Vogel Kuettner**  
Retired, WI Better Business Bureau
- Melinda Lanham**  
Director of Development, Versiti BloodCenter of WI
- Bill Severson**  
Retired, Manager, Rockwell Automation
- Kathy Sieja**  
Retired, Media Relations Director, Froedtert Health
- Malika Siker, MD**  
Associate Professor, Radiation Oncology, Medical College of Wisconsin
- Ritika Singh**  
HR Executive
- Laura Vogel Woods**  
Sister of Kathy Vogel Kuettner, Occupational Therapist, Home Health

**EMERITUS BOARD MEMBERS**

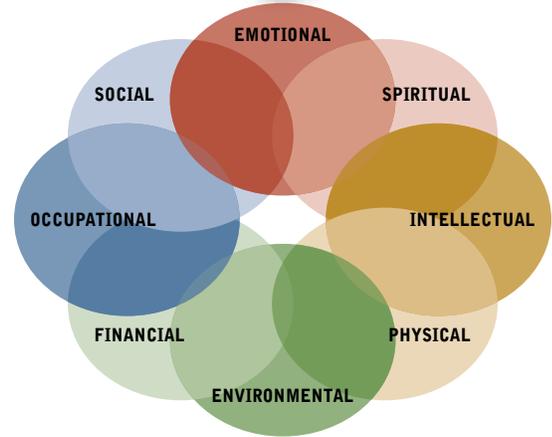
- Herb Ayres**, Former COO, Kathy's House
- Mike Bennett**, Lichtsinn & Haensel S.C.
- Daniel Chaudoir**, Retired, Central File Marketing
- Elaine Hoth**, Aunt of Kathy Vogel Kuettner
- Marty Kraninger**, Hydro-Platers
- Rena MacCudden, PhD**, Hamilton School District
- Glen Van Fossen**, Retired, Pfizer
- Judy Vogel**, Mother of Kathy Vogel Kuettner, Founder of Kathy's House
- Patty Metropoulos**, President & CEO



**When will the new Kathy's House open?**

We will welcome guests into our new, larger home in 2021. Again in 2019, we had to face the heartbreaking reality of turning away 300 families. Our new Home for Healing will have 36 guest rooms—doubling our current capacity. Unique for guest houses nationally, the new facility will have a separate wing for patients with compromised immune systems and a patient services room where basic clinical services such as blood draws, central line and video telehealth visits can occur.

**The new House will serve as a national model and support the eight dimensions of wellness**



Visit our website to learn more and for updates:  
[kathys-house.org/new-home](http://kathys-house.org/new-home).

**Our Vision** To become a replicable national model in the field of Hospital Guest Housing by developing a state of the art facility and delivering superior guest services which improve patient care and the healthcare delivery model.

**Over 1,700 individuals, corporations and community partners supported critical programs and operations in 2019. Thank you!**

Our major partners include the following:

- 100 Women Who Care-MKE Metro West ● Amazon Smiles Foundation ● Ameriprise Financial Services Inc.-Filla Latzke Group ● Apexx Group ● Ashwaubenon Lions Club ● Associated Bank ● Baycom, Inc ● Beeler Construction ● Alvin & Marion Birnschein Foundation ● CG Schmidt, Inc. ● Chipstrong Memorial Fund ● Columbia Pipe & Supply ● Cornell Club of Wisconsin ● Cornerstone One, LLC ● Cream City Calligraphy ● CWA Local 4603 RMO ● David J. Frank Landscape Contracting, Inc. ● Dillett Mechanical Service ● eBay for Charity ● Elevate MKE ● Elmbrook Rotary Foundation, Inc. ● Erie Insurance Group ● Express Insulation Flowers for Dreams Milwaukee ● Fotsch Family Foundation Inc ● Froedtert & Medical College of Wisconsin ● Froedtert Health ● GE Foundation ● GE Healthcare Giving Program ● Gilbane Building Company ● Giving Families a Shot 2019 ● Greater Milwaukee Foundation | Joan and Earl Delzell Fund | Spooner Family Kathy's House Fund | William & Carol Wuesthoff Family Fund ● Handeland Flooring ● Heat & Power Products, Inc ● The Henke Family Fund at National Christian Foundation Wisconsin ● Heppes Service ● Herb Kohl Philanthropies ● HGA Architects and Engineers ● Holy Apostles Catholic Church ● Husch Blackwell Industrial Controls ● J.F. Ahern Co. ● JM Brennan, Inc ● Johnson Controls ● The JOSH Fund at National Christian Foundation Wisconsin ● J.P. Cullen ● Kahler Slater ● The Kara Foundation ● Katie Derus Photography ● Kaztex Foundation ● Lindsay's Voice, Inc. DBA Trees of Hope ● Lions Clubs of Wisconsin (various) ● L.W. Meyer, Inc.
- M3 Insurance ● The Maihaugen Foundation ● Majesty Mortgage, Inc. ● Mared Mechanical Contractors ● Marshall Erecting ● McDonald Schaefer, LLC ● Mequon Thiensville Sunrise Rotary ● Mequon United Methodist Church ● Milwaukee Bucks ● Milwaukee Lodge Foundation #261 Inc. ● Miron Construction Company ● Mortenson Construction ● Mother's Day Milers ● National Italian Invitational Golf Tournament for Charities ● Next Electric, LLC ● Nonprofit Management Fund ● Oshkosh Corporation Foundation, Inc. ● PCI Austad ● Peter Tonn ● PPG Industries Foundation ● Quarles & Brady ● R.A. Stevens Family Foundation ● Redefined Realty ● The Right Relief ● Riley Construction ● Rite Hite Foundation ● Marian R. Scheibe Foundation Inc. ● Schoenleber Foundation ● The Richard M. Schulze Family Foundation ● Marjorie Siebert Ayles Foundation ● Ellamae Siebert Foundation ● The Sigma Group ● Spancrete ● SPM Marketing and Communication ● St. Camillus Print Shop ● St. Elizabeth Ann Seton Parish ● Staff Electric ● Steinhafels ● The Story Fund at National Christian Foundation of Wisconsin
- Thrivent Financial-Thrivent Choice ● Total Mechanical ● Tricia's Troops Inc. ● Unitarian Universalist Church West ● Usinger Foundation ● Verizon Foundation ● V & F Roofing ● Viking Electric ● Wagner-Essman CARE Foundation, Inc. ● Waterstone Bank ● Wauwatosa Presbyterian Church ● West Bend Community Foundation's Rick & Julie Vandermause Fund ● Westhauser Photography

## KATHY'S HOUSE EARNS NATIONAL QUALITY CERTIFICATION

Kathy's House has been named a Certified Hospitality House by the Healthcare Hospitality Network, Inc. Achieving certification status requires a hospital guest house to demonstrate proficiency in seven core areas: operations, facility management, guest relations, nonprofit management, human resources, internal improvement and emergency management. Certified houses also must follow best practices and maintain high training standards.

"Earning this distinction reflects our vision to be a national model in the field of hospital guest housing," said Patty Metropulos. "The new House under construction further supports that goal. We also believe that providing affordable lodging for those experiencing a medical crisis plays an important role in reducing health care disparities by helping people access needed care."

Congratulations to all Kathy's House staff, volunteers and supporters!

## PATTY METROPULOS WINS "WOMAN OF INFLUENCE" AWARD PRESENTED BY THE BUSINESS JOURNAL

This past summer Patty was one of 30 community leaders who was named as a Woman of Influence by the Milwaukee Business Journal. Since Patty joined the organization in 2012, Kathy's House is "growing exponentially" under her leadership. Patty said, "Both my father and brother have had cancer and I have deep empathy for people who are going through cancer – which most of our guests are also facing." She shared one reason for her success: asking for other people's guidance.

More than 200 nominations were submitted this year to the Business Journal.

## GALA CANCELLED: CRITICAL OPERATIONS CAMPAIGN LAUNCHED

Our annual Gala was cancelled in May. This is our biggest fundraiser of the year and is vital to our ability to serve patients and their families throughout the year. Typically, Kathy's House raises 30% of its annual operating revenue from its fundraising events – largely from our Gala.

To pivot in this environment, we launched the Critical Operations Campaign. We were grateful for media coverage (Milwaukee Journal Sentinel, TMJ4 News, Fox6News, Biz Times, NOW West) of our campaign. Over 250 donors participated - 40% were new contributors to Kathy's House. We were humbled by the generosity of our community. The campaign will continue throughout the year to ensure that we can continue to be here for families facing a medical crisis.

If you would like to make a donation to the Critical Operations Campaign, please use the Gift Form below.

## 7TH ANNUAL "KATHY'S HOUSE CLASSIC" GOLF OUTING IS ON 9/24/20

We are thrilled to be able to hold our Golf Classic this year, the only fundraising event we have not had to cancel! It will be held at the Ironwood Golf Course in Sussex. We are working closely with Golf Course management to ensure a safe and fun outing.

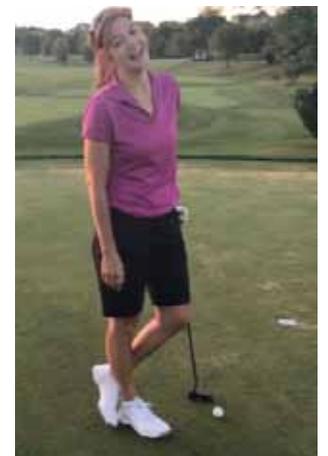
Tickets for golf are \$250 per person or \$900 per team. Registration is required and includes 18 holes of golf with cart, boxed lunch, outdoor covered cocktail reception/dinner, fun activities, and golf awards.

### Online Auction New This Year

Even if you aren't a golfer, you can participate in this critical day of supporting patients through this new online auction. Go to Kathy's House Facebook page on Thursday, September 24th to participate.



**Dale and Robin Tchokreff**, brothers from Iron Mountain MI stayed at the House this summer. Dale had a stem cell transplant and said, "I like everything about Kathy's House, but especially sitting on the porch and cooking our meals here. While I was in the hospital, I loved watching the construction of the new House."



A "Woman of Influence" and golf whiz Patty Metropulos.



## GIFT FORM Please return in enclosed envelope.

### I/We wish to make a contribution of:

\$100  \$250  \$500  \$1000  Other: \$ \_\_\_\_\_

Name (please print): \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

### I/We wish to remain anonymous

This gift is in memory/honor of someone. Please contact me/us for details.

### Payment Options:

- Check > Payable to "Kathy's House"
- Online donation > Visit [www.kathys-house.org/ways-to-give/](http://www.kathys-house.org/ways-to-give/)
- Stock Transfer/IRA > As follows:

Credit Card >  Visa  MasterCard  Discover  AmEx

Card Number: \_\_\_\_\_

CSC#:

Expiration Date: \_\_\_\_\_

### My employer will match my gift.

Organization Name: \_\_\_\_\_

*For eligible full-time, part-time, retired employees. Ask your HR department for details.*

### In Support of:

- Critical Operations Campaign
- Capital Campaign: "A New Home for Healing"
- Where Needed Most



**85%** of guests who stay at Kathy's House have cancer or a family member with cancer.

Kathy's House has provided **143,000** nights of lodging since opening.

🏠 = 4,000 nights

**20,000** guests have stayed with Kathy's House since opening.

**10,000** families have checked into Kathy's House since opening.

**40%** of patient guests said they would not have been able to access needed medical care in Milwaukee without Kathy's House.



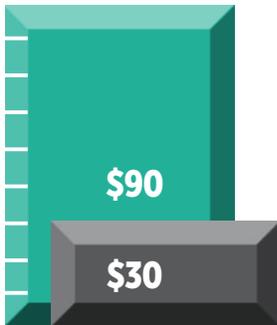
able to access needed medical care in Milwaukee without Kathy's House.

Patients: 45%

Caregivers: 55%

Patients referred by Froedtert & the Medical College of Wisconsin: 90%

Patients referred by 12 other area healthcare facilities: 10%



\$90: Cost per night

Average donation: \$30

## Of all guests who stay at Kathy's House

70%: Wisconsin residents

20%: Michigan residents

5%: Illinois residents

5%: Other United States residents

<1%: Outside the United States

## Moving Forward: Future Goals for Kathy's House

In the last 2 years, we had to turn away

**600** families

Because of this heartbreaking reality, Kathy's House will build a larger, new, state-of-the-art facility.

Kathy's House will double in size and open a new facility with

**thirty-six** private suites



Have an **advanced care wing**

for patients who need longer term care, and their families.



**1999 - July 4, 2000:** While being treated at Froedtert Hospital for Burkitt's lymphoma, Kathy Vogel Kuettner had many visitors living nearby to support her, but she noticed this was not the case for some other cancer patients. Kathy shared this concern with her family. After a valiant fight, Kathy passed away. She was 39 and a mother of three.

**July 1, 2001:** Kathy's House opens its doors, founded by Dick and Judy Vogel in honor of their daughter.

**2012 - 2016:**  
**2012:** Dick Vogel retires after serving 11 years as Executive Director.

**November 13, 2014:** Dick Vogel passes away.

**2016:** Increasing demand prompts Kathy's House to begin planning for a larger facility that will serve as a national model.

**2017:** Froedtert Hospital contributes \$6 million towards construction of a new Kathy's House.

**2018:** Staffing increases by 20%.  
 Board votes to build 36-room facility that Kathy's House will own.

**2019:** Volunteers increase by 40%.  
 Revenues increase by 30%.

"A New Home for Healing" campaign is publicly launched to raise \$12 million.



# \$843,000

was donated in 2019, up 30% from the prior year. This growth is important as we prepare to double our operations.

## Top Household Items

**28,105**  
cups of coffee consumed



**5,648**  
Rolls of toilet paper used



# 420

 local volunteers provide

# \$134,270

 worth of services.

## Top volunteer projects

1725 hrs: Making meals for guests

950 hrs: Office work

555 hrs: Baking

335 hrs: Cleaning

300 hrs: Events

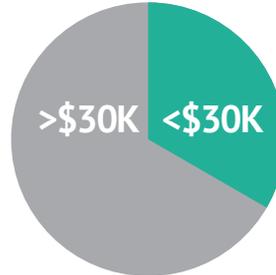
145 hrs: House Maintenance

## Kathy's House provides access to healthcare

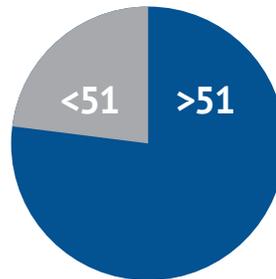
### "KATHY'S HOUSE IS A game changer FOR IMPROVING HEALTH EQUITY IN OUR REGION.

Patients and families facing serious health conditions can access lifesaving care regardless of geography, income barriers or lack of other resources. I support Kathy's House because I have seen firsthand how Kathy's House directly reduces health disparities."

-Dr. Malika Siker, Froedtert & the Medical College of Wisconsin

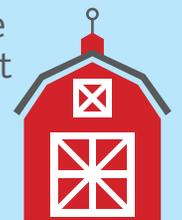


More than **one-third** of the families who stay at Kathy's House have a household income of less than \$30,000.



**77%** of Kathy's House guests are age 51 or older, most of whom are on a fixed income. Guests include children, young and older adults, veterans, and people with special needs.

The majority of guests are from rural areas where just **3% of medical oncologists** practice.





### Kathy's House

600 North 103rd Street  
Milwaukee, WI 53226  
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www.kathys-house.org

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ORGANIZATION  
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## DEAR SUPPORTER

**I hope this finds you well. These are extraordinary times. We have remained open because cancer does not stop for COVID.**

Due to budgetary concerns, we have opted to do most of our communications with our supporters by email or social media. We don't have everyone's email address though, and some people do not have an email address. That is why you are receiving this valuable packet of information from us. We want to make sure we keep in touch with all our supporters who make it possible to carry out our mission.

on our current operations and the start of construction for our **"New Home for Healing."** It has been a very exciting year to say the least! Also inside is our **Impact Report** which shows the difference that our contributors, partners and volunteers make in the lives of families facing a medical crisis.

Thank you for taking the time to read these critical materials. My best to you – stay safe and well.



I invite you to read this **Special Edition Newsletter** which provides important updates

Kind regards,

*Patty*



# 2020 Update & Impact Report

## OUR MISSION

Kathy's House is a hospital guest house committed to providing affordable lodging and caring support in a "home away from home" environment for families who need to travel to Milwaukee for medical care.

## THANK YOU FOR BEING THERE FOR OUR GUESTS



**Guests**  
**Lori and Mike M.**  
Iron Mountain, MI  
42 Days at Kathy's House



**Guest**  
**Maria G.**  
Wisconsin Rapids, WI  
35 Days at Kathy's House



**Guests**  
**Sharon W. and Lynn A.**  
Menasha, WI  
43 Days at Kathy's House