



# Kathy's House

A HOSPITAL GUEST HOUSE  
CELEBRATING 20 YEARS

## 2020 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.

### 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 guest services based on best practices to improve patient care and the healthcare delivery model.



Patty Metropulos (left), President & CEO, and Mona Theobald, Chair of the Board 2020



## Dear Friends

When Kathy's House opened in 2001, Kathy Vogel Kuettner's family transformed their grief into hope. As a result, more than 22,000 patients and their family members have found lodging at Kathy's House in the past 20 years. This retrospective report honors both the history and the potential of that legacy.

That potential fueled our mission during this challenging year. The world changed, and we changed too, improving safety protocols and revamping fundraising. We remained open every day of 2020 to serve the families who needed access to care for cancer, transplants, accident-related trauma, mental health crises, and serious illness.

Unchanged was our work to build a new Kathy's House. Our family of volunteers, staff, and supporters look forward to welcoming guests to our new Home this summer. With just over a million dollars left to raise, we need your help to cross the finish line. There has never been a better time to give. An anonymous donor has agreed to match every donation – up to \$500,000!

Whether you are a long-time friend of Kathy's House or a new supporter, we offer our deep gratitude. Each of you makes a lasting difference in the lives of our guests.

*Mona*      *Patty*

Mona Theobald      Patty Metropulos  
Chair of the Board 2020      President & CEO

## 2020 Impact

**Why do almost 60% of guests identify cost as the deciding factor to stay at Kathy's House?**

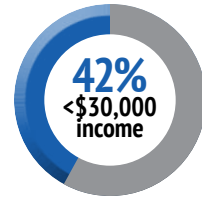
42% of guests report an annual income of less than \$30,000, with 54% reporting income of less than \$40,000. 30% of guests say that savings on their stay helped avoid a foreclosure or eviction from their permanent home.

**What impact does Kathy's House have on guests?**

94% report that staying at Kathy's House had a positive or very positive impact on their stress level.

**What impact do staff and volunteers have on guests?**

93% of guests report the staff and volunteers had a positive or very positive impact on their level of anxiety.



## Celebrating 20 Years



### 2000

Kathy Vogel Kuettner, married mother of three, loses her battle with cancer at age 39. Before her death, she expresses empathy for a fellow patient, who faces his illness alone, since his family cannot afford to travel to see him.



### 2001

First fundraising dinner held which helped raise needed funds to open Kathy's House. Today's Galas provide needed funds to continue serving patients and families annually.

■ **JULY 1:** Dick & Judy Vogel open Kathy's House to serve as a "home away from home" for patients and their caregivers seeking medical care in Milwaukee.



### 2003

As demand for lodging grows, Kathy's House serves more than 1,000 guests.



### 2005

Dawn's Garden opens, funded by the family of the late Dawn Petersen, a Kathy's House guest.



10,000th  
guest

### 2008

Rainbow Kitchen, a \$300,000 renovation, adds food storage units, expands cooking space for guests, and allows community groups to prepare meals.

### 2011

The addition of Housekeeping staff eliminates the need for guests to launder bedding and tidy rooms between stays.

■ **MAY:** 10,000th guest welcomed.

### 2012

■ Kathy's House founder Dick Vogel retires from the role of Executive Director.





## How did the COVID-19 pandemic affect Kathy's House?

The health and safety of staff and guests is paramount. Many guests are immunocompromised and particularly vulnerable to COVID-19. Volunteer services were discontinued, and instead of volunteer-prepared meals, the Board and supporters sponsored restaurant-delivered meals. Non Guest Services staff transitioned to remote work. New protocols included mandatory mask-wearing and social distancing, regular COVID-19 tests, limited use of common areas, intensified cleaning procedures, and daily temperature and symptom checks for all staff and guests.

## Did Kathy's House continue to operate throughout 2020?

Cancer and other serious medical issues such as the need for an organ transplant does not stop for a pandemic, so Kathy's House did not stop either. Swift implementation of necessary safeguards allowed for continuous operation. Occupancy was limited to ensure safe social distancing in the House.

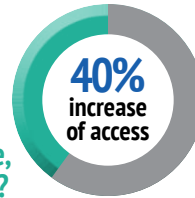
## How does a gift to Kathy's House make a difference for patients and families?

**\$90**  
Cost per night

**\$30**  
Average donation

The cost of a night's stay at Kathy's House is \$90; guests, on average, contribute \$30. No one is turned away for inability to pay. Your donations mean patients and families can access our Home at an affordable cost.

## How does Kathy's House increase access to healthcare, reducing health disparities?



40% of guests report that they would not have received vitally needed medical treatments without Kathy's House.

## Where do guests stay prior to coming to Kathy's House?

31% report they slept at the hospital in a patient room or in a waiting room before coming to Kathy's House.



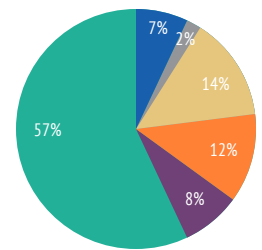
## Why build a new House?

Since 2017, Kathy's House has operated at full occupancy, forced to turn away more than 1,500 guests. With 36 guests rooms, the new House will double our current capacity.

## When is the new House expected to open?

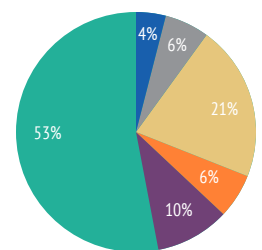
**Opening June 2021**

## 2020 REVENUES BY MAJOR CATEGORY



- Individual Donors
- Events
- Guest Donations
- Foundations
- Civic, Church, Corporate
- Paycheck Protection Program

## 2020 EXPENSES BY MAJOR CATEGORY



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



### 2014

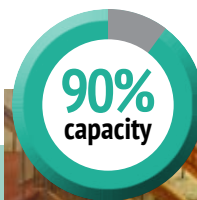
■ Patty Metropoulos is selected as the second Executive Director.

■ Inaugural golf outing held at Western Lakes.

■ **NOVEMBER 13:** Dick Vogel passes.

### 2015

■ Mattress-palooza! Steinhafel's donates new mattresses, significantly improving the guest experience.



**1,528**  
guests

### 2017

■ Froedtert Hospital announces its investment of \$6 million toward the construction of a new Home for Kathy's House.

■ Kathy's House serves 1,528 guests, the first of several years where the occupancy rate exceeds 90%; guests are placed on waiting lists or turned away due to the lack of available rooms.

■ Glen Van Fossen serves his final year as Board Chair after 16 years.

### 2018

■ Kathy's House Board of Directors votes to build a new 36-room facility.



### 2019

■ Kathy's House kicks off \$12M capital campaign to build "A New Home for Healing."

■ Inaugural Kathy's House Canine Crew of trained therapy dogs supports patients and caregivers.

### 2020

■ Ground broken on the New Home for Healing.

### 2021

■ Kathy's House celebrates 20 years of service and prepares to open a New Home for Healing.



## Kathy's House

600 North 103rd Street  
Milwaukee, WI 53226  
414/453-8290  
mail@kathys-house.org  
www.kathys-house.org

After 7/1/21:

9101 W. Doyne Avenue  
Milwaukee, WI 53226

## 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, Wixom Inc.  
General Manager, Gott Pet Products

### Marilyn Thiet, Immediate Past Chair

Owner, Edge Performance Acceleration

### Jack Anick

Chairman, O'Leary & Anick

### John Balzer

VP Facility Planning & Development,  
Froedtert Health

### Carolyn Bellin

Public Relations Executive

### Abby Brzezinski Marx

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 Kuettnr

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 of Radiation Oncology,  
Associate Dean of Student Inclusion and  
Diversity, Medical College of Wisconsin

### Ritika Singh

Global Head of Diversity, Equity & Inclusion,  
Catholic Relief Services

### Laura Vogel Woods, Sister of Kathy Vogel Kuettnr

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 Kuettnr

### Marty Kraninger, Hydro-Platers

### Renae MacCudden, PhD,

Hamilton School District

### Glen Van Fossen, Retired, Pfizer

### Judy Vogel, Mother of Kathy Vogel Kuettnr

Founder of Kathy's House

### Patty Metropolis

President & CEO



## Your gift to Kathy's House supports:

- Our Family Program for Patients and Caregivers, which provides guest lodging regardless of ability to pay
- Access to healthcare at Milwaukee's top hospitals
- An environment where guests receive compassionate care during a difficult time
- A "home away from home" with free transportation, laundry, weekly meals and Wi-Fi

## Your gift to the New Home makes possible:

- Doubled capacity with 36 guest rooms
- Improved infection control features
- Solar panels to lower energy costs
- A dedicated wing for immuno-compromised patients
- Amenities to support patient and caregiver wellness including ADA accommodations, fitness room, walking path, natural light, courtyard

## Donations to the New Home will be doubled thanks to the generosity of a \$500,000 donor!

Use enclosed envelope to make your gift or give at [kathys-house.org](http://kathys-house.org).



## Over 1,875 individuals, corporations and community partners supported critical programs and operations in 2020. Thank you!

Our major partners include the following:

Alliant Energy Foundation, Inc ● Alvin & Marion Birnschein Foundation ● Amazon Smiles Foundation ● Ameriprise Financial Services Inc-Filla Latzke Group ● Apex Group ● Associated Bank ● Atonement Lutheran Church ● Bader Philanthropies ● Boy Scout Troop 23 ● Catholic Community Foundation ● CG Schmidt, Inc. ● Chipstrong Memorial Fund ● Clinical MR Solutions, LLC ● Cloud to Ground Solutions ● Craig Berns Salon & Spa ● Cream City Calligraphy ● CrossFit 920 ● CWA Local 4603 RMO ● David J. Frank Landscape Contracting, Inc. ● Duane & Kathleen Foulkes Foundation Inc ● eBay for Charity & Barb Burmeister ● EDGE Performance Acceleration ● Ellamae Siebert Foundation ● Elmbrook Rotary Foundation, Inc. ● Emory T. Clark Family Charitable Foundation ● Erie Insurance Group ● Evan & Marion Helfaer Foundation ● Facebook Fundraisers ● Festival Foods ● Fifth Generation, Inc. Love, Tito's ● Fotsch Family Foundation Inc ● Froedtert & Medical College of Wisconsin ● Froedtert 24 Hour Cancer Clinic ● GE Foundation ● Gilles Frozen Custard ● Gott Pet Products / Hound & Gatos ● Greater Milwaukee Foundation: ● Joan and Earl Delzell Fund ● Katherine & Walter Lindsay Foundation ● MKE Responds Fund ● Spooner Family Kathy's House Fund ● Dan & Sheila Vander Sanden Family Foundation Fund ● William & Carol Wuesthoff Family Fund ● Heppes Service of Wisconsin, Inc. ● Heritage Quilt Guild ● HGA Architects & Engineers ● Husch Blackwell ● Hydrate Chemical ● IFMA Southeast Wisconsin Chapter ● John Fabick Tractor Company ● The Kara Foundation ● Ladish Co. Foundation ● Landmark Credit Union ● Lindsay's Voice, Inc. DBA Trees of Hope ●

Lions Clubs: ● Ashwaubenon ● Big Bend Vernon ● Grand Chute ● Hales Corners ● Mukwonago/Club & Foundation ● New Berlin ● Oak Creek ● Oakfield ● Racine ● Ripon ● South Milwaukee ● Lumen Christi Catholic Church ● Maihaugen Foundation ● Mallery & Zimmerman, S.C. ● Malu Foundation ● Marian R. Scheibe Foundation Inc. ● Marjorie Siebert Aylen Foundation ● Mayer Family Foundation ● MC Group ● Mequon Thiensville Sunrise Rotary ● Mequon United Methodist Church ● Merck Foundation ● Milwaukee Bucks ● Milwaukee Educational Secretaries Local 1053 (AFSCME)(AFL-CIO) ● Milwaukee Lodge Foundation #261 Inc. ● Mosaic Family Health ● Mount Olive Lutheran Church ● My Good Mourning Place ●

National Christian Foundation WI: ● The Henke Family Fund ● The JOSH Fund ● O'Leary & Anick ● Pare Foundation, Inc. ● PayPal Giving Fund ● Peter Tonn ● Pieper Power Foundation ● Pilot Club of Milwaukee Fund, Inc. ● PPG Industries Foundation ● R.A. Stevens Family Foundation ● Rams Contracting, Ltd. ● Redefined Realty ●

Schoenleber Foundation ● Secura Insurance Companies Charitable Fund within the Community Foundation for the Fox Valley Region ● St. Camillus ● St. Thomas More High School ● Target Circle ● Thrivent Financial-Thrivent Choice ● Tricia's Troops Inc. ● Trinity Episcopal Church ● UniSource Insurance ● United Way of Greater Milwaukee & Waukesha County ● Ursula Fund ● Usinger Foundation ● Wagner-Essman CARE Foundation, Inc. ● Walker & Dunlop ● WaterStone Bank ● Wauwatosa NEXT STEPS Transition Services ● We Energies Foundation ● Wellenstein & Sons, Inc. ● Westhauser Photography ● Wixom, Inc