There’s no quarantine on kindness.
Spread love, not COVID-19.
Greetings! Our annual report is a great place to take stock; to look back at 2020 with hindsight and reflect on what happened and how we responded. It's our mission to RESPOND to the health care needs of our communities. So we want to take a minute to tell you, our community, about how we did just that.

Let's be clear. It's not that we were any more "heroic" than others. We're not! And we salute all the other essential workers who kept our communities going at the risk of their own health through the year: the folks who worked in grocery & retail stores, gas stations, post offices, restaurants, schools, community organizations & non-profits, small business owners, etc. And we also salute those who at their own financial risk had to close down or limit services. Thank you.

But this is our opportunity to tell you, our community, about our year. So here is a brief look-back. As you may remember, NorthLakes ended 2019 in a pretty hard spot financially. For the first time in our 12-year history, we had grown faster than we could handle; and the investments hobbled us a bit. But we started off 2020 with a bang! January and February really felt like we were back in the swing again and we felt pretty good about the year.

Then…. we all know what comes next.

It's true that through the late winter and spring we—like everyone—just tried to figure out what was happening. But it's impossible to say enough how incredibly proud we are of every single NorthLakes employee for the ways they put our communities first from the day COVID-19 became a Public Health Emergency.

Of course, we are proud of our Clinical Care and Operations teams, who pivoted in (literally) ONE day to offer patient care and community services using phone or video if face to face was too dangerous. And they continue doing so--including COVID testing and now vaccinations--to this day. Our in-clinic services continued for urgent needs with robust safety practices in place. Of course, it wasn't perfect. But it was pretty great to see them embodying the mission, vision and values of Community Health Centers to care for our communities.

And you might not think about the roles our Administrative, Billing, Development, Finance, Human Resources and Marketing teams played. They were equally impressive! Ensuring that no one got denied care due to financial issues; getting much needed accurate and timely information out to our communities; staying abreast of policy making and legislation on the local, state and federal levels; supporting our staff, many of whom were suddenly working from home or not working at all due to the many complications in employment and family needs that COVID produced; finding and taking every opportunity to financially support operations through the stimulus packages, grants, donations, loans, etc. And the list goes on. Many of you were partners in this! We are humbled and grateful.

So where are we now? We learned so much. COVID is terrible, frightening, exhausting, and deadly. But it also made us a stronger, more resilient and more focused organization. We understand that 2021 will be another year marked by COVID. And yet, we are hopeful! We know, because we’ve done it, that we can survive and even thrive in the face of extraordinary adversity. Together, we can do more, do better. We’re ready.

Dr. John Schrock  Reba Rice
President, Board of Directors  Chief Executive Officer
Our Mission
To respond to the health care needs of our communities with an integrated array of quality services and actively remove barriers to wellness.

Our Vision
Healthy, prosperous, engaged communities where everyone thrives.

Our Values

Quality
We provide evidence-based, patient-centered, lifelong care.

Collective Responsibility
We seek to identify and solve problems without placing blame.

Trust
We encourage honesty with kindness. We respect and advocate for our patients and each other.

Equity
We believe only a just society can be healthy.

Community Health
We focus on inclusion and collaboration to improve the health of our communities.

Stewardship
We invest all of our resources for maximum impact and sustainability.

Innovation
We utilize data and creativity to drive decisions.

Let Us Help Spread Your Kindness
Want to support our mission? There are many ways to help!

- Volunteer
- Cash giving
- In-kind donations
- Monthly giving
- IRA disbursements
- Planned giving

If you are interested in donating please call Madelaine Rekemeyer, Director of Development, at (651) 792-5534 or email mrekemeyer@nlccwi.org.

Scan the QR code above to go to our Donation page!
### Our Board of Directors

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<th><strong>President</strong></th>
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<td>Jane Snilsberg</td>
<td>Philomena Kebec</td>
<td>Amy Klebe</td>
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<td>— Iron River</td>
<td>— Ashland</td>
<td>— Townsend</td>
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#### Board Members

- Mary Jo Becker — Hayward
- Diane Erickson — Bayfield
- Jon Hamilton — Iron River
- Peggy Hipsher — Iron River
- David Krochalk — White Lake
- Judy Popelka — White Lake
- Lisa Pritzl — Park Falls
- Don Prueter — Mountain
- Frank Suo — Hayward
- Sally Zoesch — Park Falls

#### C-Team

- Reba Rice — CEO
- Jason Akl — COO
- Brian Ahlgren — CFO

### Advisory Committee Members

#### Ashland & Washburn
- Betsey Harries
- Crystal Mattson
- Dianne Heapy
- Dr. Sheila Mitchell
- Jeff Muse
- Kathryn Graafsagard
- Kristine Jensch
- Linda Calhan
- Lissa Radke
- Mary McPhetridge
- Mayor Deb Lewis
- Member of Senator Tammy Baldwin’s Office
- Pamela Hayes
- Richard Avol
- Terri Kramolins

#### Birchwood
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- Carol Addington
- Cora Miller
- Diane Johnson
- Mike Houy
- Roger Menk
- Stacy Rurup

#### Hayward
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- Chris Ruckdaschel
- Dan Hinman
- Doug Stark
- Frank Suo
- Jim Miller
- Kathy Pachal
- Larry Mann
- Member of Representative Tom Tiffany’s Office
- Michelle Graham Forrester
- Paul Eckerline
- Rhonda Passolt

#### Hurley
- Amy Nosal
- Andrea Newby
- Bruce Dalman
- Cally Kilger
- Dee Grandt
- Karen Hageman
- Katie Hampston
- Ken Saari
- Kevin Genisot
- Maleah Cummings
- Paul Sturgul
- Rita Franzoi
- Wendy Hicks

#### Iron River
- Edward Brunner
- Geri Dresen
- J. Erin Hutchinson
- John Berton
- Lanny Falter
- Mary Berube
- Micky Mullozzi
- Nan Olson
- Shane Upthegrove
- Sue Maki
- Todd Bucher
Advisory Committee Members

Lakewood & White Lake
- Angie Close
- Carol Blawat
- Cheryl Bartels
- Glenda Butterfield-Boldig
- Jared DuShane
- Kayla Lemorande
- Kim Wolfmeyer
- Member of Representative Jeffrey Mursau’s Office
- Patricia Listle
- Sandy Ryczkowski

Minong
- Barbara Peterson
- Ben Kidder
- Chris Askay
- Dan Myers
- Dylan Peterson
- Karen Baker
- Randa Prior
- Roger Wojt
- Tammie Denninger

Oconto
- Debbie Konitzer
- Jen Steber
- Kelly Christian
- Mike Reimer
- Molly Bonjean
- Nuala Nowicki
- Paul Ehruth
- Todd Skarban

Park Falls
- Anne Knudson
- Cheryl Lintonen
- Edward Kane
- Jessica Wagner-Schultz
- Jim Braun
- Mark Weddig
- Mayor Michael Bablick
- Stacy Plemon
- Suzanne Daniels
- Tom Armstrong

Turtle Lake
- Donna Cordes
- Jason Buck
- Kent Kindschy
- Laurie Kirwan
- Mike Rust
- Pat Wick
- Phyllis Lowe
- Scott Hildebrand

Our Kind & Generous Donors

- Allie Raven
- Allison Allen
- Amazon Smile Foundation
- Amy Klebe
- Andy Noyes and Linda Rise
- Angie Close
- Ashland Lions Club
- Associated Bank
- Barb Gover
- Barb Tellier
- Barbara Sorenson (In Memory of Jody Gail Ricard)
- Bayfield Electric Cooperative
- Becky Biernasz
- Bent Paddle Brewing Company
- Beth Boyd
- Beth Probst
- Black Cat Coffeehouse
- Bob and Reba Rice
- Bob Durfey and Ann Bartholomew
- Bruce and Shirley Pankratz
- Carol Gyllander
- Carol Nelson
- Carolyn Sneed
- Carri Hoagland (In Memory of Erica Hoagland)
- Carrie Jo Cecka
- Carrie Roberts
- Catherine Lange
- Cecily Brown and Tom Cannon (In Honor of Reba Rice)
- Charlotte VanderVenter
- Chequamegon Bay Mask Makers
- Chequamegon Bay People’s Orchestra
- Cheri and Paul Band
- Cheryl Trelind
- Chippewa Valley Bank
- Christina and Kevin Jensen
- Christine and Jeff M. Dryer
- Cobblestone Inn and Suites
- Café Coco Artisan Bakery & Good Eats
- Colleen Trumper
- Coop’s Pizza
- Craig and Susan Supanich
- Cranberry River Gardens
- Curt and Marilyn Witte
Our Kind & Generous Donors

- Danielle Johnson
- Danna Emerich
- Dave and Kathy Beeksma
- David and Carole Krochalk (In Memory of Dave Roderer)
- David and Karen Saarinen
- David and Karen Trudeau
- David and Kathy Allen
- David and Susan Askue
- David Bounk
- David Dee
- Deborah Kolonko (In Memory of James Zanto)
- Deep Water Grill/The Alley
- Diane Erickson
- Diane Picken Posner
- Dick and Kathy Rewalt
- Direct Relief
- Dodson and Kristin Thompson
- Donna Jones Illsley
- Donna Rexses and Barbara D'Andrea (In Memory of Gerry Rexses)
- Donnan L. and Ann Christensen
- Dorinda Holm
- Dottie Mainguth
- Dr. Brian Tarro PhD (In Honor of Paul Sturgul)
- Dr. Deborah Dryer and Jason Akl
- Dr. Jeffrey Lewis and Mayor Debra Lewis
- Dr. Joe Koeller
- Dr. John Schrock and Mary Berube
- Dr. Nate and Angie Schoeppach
- Dr. Paul and Karen Hagemann
- Duane and Sandra Raspotnik
- Edith Meissner
- Edward and Linda Calhan
- Eleanore Dzialo (In Honor of Ted Dzialo)
- Ellen Holmes LaFans
- Enoch and Donna Cordes
- Families for Turtle Lake School Based Behavioral Health Program
- Forever Marge
- Francesca Paciotti Sutherland (In Honor of Reba Rice)
- Frandsen Bank
- Frank Suo
- Fred William and Peggy Haueter
- Gary and Kay Roffers
- Gayle Chatfield
- Gene Lemmenes
- George Einar and Dorota Bussey (In Memory of Lu Eckels)
- George, Kathy, and Christy Setzke
- Ginger Quay
- Glenys Thorsen
- Good Thyme
- Grace Lutheran Church
- Hermit Creek Farm
- Happy Hour Concert with Haitian Divorce
- Howard and Anna Prell
- Irene Blakley (In Memory of Karlyn Holman)
- Iron River Food Cooperatives, Inc.
- Iron River Lions Club
- J. Erin Hutchinson
- Jack and Sharon Stewart
- James and Patsy Quick
- James Ladenthin
- Janet Bewley and David Saetre
- Jason Maloney and Cindy Dillenschneider (In Honor of Health Care Workers)
- Jean Reed Kirk
- Jean Serum
- Jeffrey and Kim Robel
- Jennie Zelenek
- Jeremy and Becky Carmon
- Jill Lorenz
- Jim and Ginny Pedersen
- Jim's Meat Market
- Joan Elias
- Joanne Carmody Meierhofer
- Joanne McCall Larson
- Joe Koeller
- John and Megan Boyle
- John and Patti Prusila
- John and Tina Sopiwnik
- John Hill
- Jordan Oien
- Joseph Walters
- Joyce and Rolland Kiel
- Judith Mclean
- Julie Palmer
- Julie Saint George (In Honor of granddaughter's recovery)
- Karen Ruedi Crowell
- Karyn Watters and Lee Standyk
- Kempton and Connie Maske
- Ken LaCoy
- Kevin W. Suo
- Kristine Jensch and Jeff Silbert
- Kwik Trip Kares
- Kyle Anderson and Liz Mathias Band
- Laona State Bank
- Lana Tucker and Audrey Lang
- Lanie Wasserman (In
Our Kind & Generous Donors

Honor of Reba Rice
- Lanny and Dairlyn Gower
- Larry Fickbohm and Gayle Gonsior
- Linda and Edward Brunner
- Linda Graham
- Linda Jorgenson
- Liz Woodworth and Jeff Kriner
- Madeline Island Ferry Line
- Mark and Alison Lutterman
- Mark and Lisa Abeles-Allison
- Mark and Pam Dryer (In Honor of Jason Akl and Deb Dryer, In Honor of Christine Dryer and Jeff Dryer, In Honor of Christine Dryer)
- Mark and Shari Eggleson
- Martha Oie and Susan Maki
- Mary Jo Becker
- Mary Johnson
- Michael Fazzino
- Michelle Graham Forrester
- Micky Mullozzi
- Midland Cenex
- Mike and Jean Hirsch
- Mike and Matt Montag (In Memory of Colleen Montag)
- Mike Bigo at State Farm
- Mike Shouldice
- Milly Thissen
- Morgan and Janet Kinney
- Nancy Buley
- Nelda Phillips
- Network for Good/Facebook
- Nicholas and Stephanie Crawford
- Nina Gilberg
- North Star Homestead Farms, LLC
- Northern State Bank
- Northern Wisconsin Lung Health Alliance
- O’Brien Spur C-Store
- Olaf and Gina Kirsten
- Our Saviors Lutheran Church
- Patricia Monahan
- Patrick Liedl
- Paul and Cheri Kuske
- Paul Sturgul
- Paul Werni at 45th Parallel
- Peter and Carla Bremner
- Philomena Kebec
- Polly Leinwander
- Radisson Duluth
- Randy and Peggy Hansen
- Randy and Sue Spangle
- Raymond and Christine Levine (In Memory of Ray and Veronica Levine)
- Rebecca Holm
- Richard and Carol Avol
- Richard and Janet Dale
- Richard and Peggy Steffen
- Rick Nettleton at By the Bay
- Rita Franzoi
- Robert Rice and Frances Wagner (In Memory of Margaret Rice)
- Ron Novak
- Round Up North
- Roy Settgas
- Rus Heule
- Rusty and Patti Williams
- Sally Zoesch
- Sam Atkins and Eileen Kajiwara
- Sandra Listle
- Schrock and Berube Family Fund
- Scott and Linda Bruce
- Seth and Angela Vasser
- Sherry Tanula
Our Kind & Generous Donors

• Sonja Tyson
• Stacey Peterson
• Stephen and Sally Dahlby
• Steph Winter
• Super One
• Susan and David Hall
• Suzanne Niemi
• Sweet Top Farm, LLC
• Ted and Tracy May (In Honor of Doug and Wendy May)
• The 300 Grill
• This Old Bunkhouse
• Thomas and Constance Cogger
• Thomas and Ellen Potterton

Federal Emergency Management Agency
• COVID-19 PPE and sanitation materials

Fred C. and Katherine B. Andersen Foundation
• Recovery expansion in Turtle Lake

Gogebic Range Health Foundation
• Behavioral Health room in Hurley

Greater Green Bay Community Foundation
• COVID-19 Emergency Relief Funds
• Community Health Workers supports for Oconto and Lakewood clinics

Otto Bremer Foundation
• COVID-19 Emergency Relief Funds
• Recovery expansion in Turtle Lake

Medical College of Wisconsin Advancing a Healthier Wisconsin Endowment
• Chequamegon Accountable: the Community for Health (CA:tcH)
• COVID-19 Public Education Campaign

Our Kind & Generous Grantors

3M Foundation
• Turtle Lake Recovery

America Cancer Society
• Breast Cancer and Cervical Cancer screenings

Associated Bank
• COVID-19 task force work

Delta Dental Foundation of Wisconsin
• Delta expansion in Hurley
• COVID-19 Emergency Relief Funds

Direct Care Relief
• COVID-19 Emergency Relief Funds

Duluth Superior Area Community Foundation
• Employee emotional support line funding

Federal Communications Commission
• Telehealth initiatives
• Universal Service Funds for telephone service

Otto Bremer Foundation
• COVID-19 Emergency Relief Funds
• Recovery expansion in Turtle Lake

Medical College of Wisconsin Advancing a Healthier Wisconsin Endowment
• Chequamegon Accountable: the Community for Health (CA:tcH)
• COVID-19 Public Education Campaign
Public Service Commission of Wisconsin
• Digital X-ray in Hayward

The Roots & Wings Foundation
• Farm to Patient Program

St. Croix Valley Foundation, United Way St. Croix Valley, United Way Washington County East
• Employee emotional support line funding
• Turtle Lake gas cards

Superior Health Foundation
• Employee emotional support line funding

United Health Care Foundation
• Capacity building for data

United States Department of Health and Human Services Office on Women's Health
• Teen intervene training and treatment for young adult women

United States Department of Health and Human Services
• Integrative Behavioral Health Services in Birchwood and Lakewood
• COVID-19 staff relief funds
• PPE and COVID-19 testing support
• Quality improvement funds for strengthening EMR
• Expansion of mental health and substance use disorder services

Universal Service Funds
• Telecommunications support

University of Wisconsin Area Health Education Centers
• Provider training to respond to COVID-19

University of Wisconsin Department of Family Medicine and Community Health
• Recovery coaches for local Emergency Room department

Wisconsin Department of Health and Human Services
• Narcan doses for general public
• Opioid and Methamphetamine Treatment Center funding
• Flu vaccine and public education
• Multidisciplinary Pain Management program
• Certified Peer Specialists to respond to Opioid overdoses

Our Kind & Generous Grantors

Thank You For Your Kindness

We are so grateful for the outpouring of cloth masks and other personal protective equipment during the COVID-19 pandemic. We tried to list all of the in-kind donors. Our apologies if we missed you since many were dropped off at our individual community clinics. Thank you for your kindness to our health care workers.

Donations made through our Friends of NorthLakes Community Clinic Facebook page are donated to Network for Good, Facebook's non-profit agency. The gifts are passed through to NorthLakes without any fees.
Kindness Served in 2020

We Serve 12 Communities

Patient Visits in 2020

Total Patient Visits* = 103,243
Individual Patients Seen* = 21,864

Patients Broken Down:
Total Clinic Visits = 86,492
Total Virtual Visits = 16,751

* = Excludes dental outreach numbers

Services We Offer

- Behavioral Health
- Chiropractic
- Dental
- Health & Wellness Supports
- Medical
- Optometry
- Pediatric Therapy
- Pharmacy
- Psychiatry
- Recovery

Spreading Kindness in 13 Clinics

1) Ashland
2) Birchwood
3) Hayward - Two Locations
4) Hurley
5) Iron River
6) Lakewood
7) Minong
8) Oconto
9) Park Falls
10) Turtle Lake
11) Washburn
12) White Lake
Community Outreach Numbers

Dental Outreach

Our Superior Smiles program is the largest Seal-A-Smile outreach in Wisconsin

16,370 individual patients seen in all of outreach (SAS, WIC, Nursing home, daycare)

203 schools across 57 districts

13 county WIC offices

28 daycare centers

5 skilled nursing facilities

School-Based Behavioral Health

427 individual students seen in all of 2020

22 school districts across 11 counties:

- Ashland
- Barron
- Birchwood
- Cameron
- Clayton
- Clear Lake
- Crandon
- Gillet
- Hayward
- Hurley
- Northwood
- Northwestern
- Prairie Farm
- Suring
- Turtle Lake
- Wabeno
- Washburn
- Winter
- White Lake

Community Outreach Programs Serve 18 Counties

“Birchwood School District is very grateful to NorthLakes [Community] Clinic for providing both dental and mental health services to our students throughout the pandemic. The stress for students during this time can be overwhelming and offering therapy services at school, where students feel secure, is a gift to our families and to the district.”

— Diane Johnson, Birchwood School District Superintendent

(We provide both dental and School-Based Behavioral Health services in Birchwood)
Community Health Spotlight

How Community Outreach Changed in 2020

The COVID-19 pandemic profoundly affected the way we provide health care, including our community outreach programs. Community Health Centers (CHC) were created during the Civil Rights movement of the 1960s to be engines for social justice. From the beginning, we have existed to safeguard the lives and well-being of our community members through counteracting racism, classism and other forms of discrimination and to address their effects on the health of our patients. 2020 was a year that made it clear our work is far from complete. Our health care systems are not immune, as systemic racism has led to inadequate access to quality care and poorer health outcomes among Black individuals, Indigenous peoples and people of color. We will never stop fighting until health care is responsive and equally accessible.

The Farm to Patient Program, where patients are prescribed healthy foods through local Community Supported Agricultural (CSA) Farms, redesigned the delivery and educational component of their program. It was more important than ever to keep patients' immune systems healthy and spirits high.

We also did significant outreach to share vital information about the pandemic with our communities. NorthLakes Communications Department encouraged patients to take initiative and do their part by social distancing, wearing a mask and staying home if sick to help keep their community safe. We created and regularly updated messages on our website’s COVID-19 page to provide the latest and best information as well as links to resources, such as our COVID Support Line.

The Don’t Delay Care campaign reminded patients that our clinic is safe and that their health care needs are essential. It also highlighted some of the dangers of delaying care and educated our patients about the options of in-person and virtual visits to ensure both patients and staff remained safe.
“2020 was a challenging year for NorthLakes in many ways, including financially. Patient visits for the year came in 28% under forecast due to the effects of the pandemic. The organization also invested in equipment and supplies to make patients and staff safe in the clinics. Fortunately, NorthLakes staff quickly devised ways to continue to serve patients face-to-face and virtually. Also, we qualified for provider relief funding and received many grants and donations to support our efforts to provide care to our communities despite COVID. As we begin 2021, NorthLakes is financially strong, and ready to meet the needs of our patients and communities.”

— Philomena Kebec, Board Treasurer
In 2020, NorthLakes Community Clinic expanded on our Health and Wellness Support services, reaching more people in local communities.

During the COVID-19 Pandemic, Community Health Workers (CHWs) focused on prioritizing public education and connecting people to social and health services, and insurance. They helped individuals and families navigate the changing healthcare and social system support landscape, and ensured people received up-to-date information on how to stay well and how to get their needs met during the Public Health Emergency.

Drawing on his lived recovery experiences and formal training, our Certified Peer Specialist, Bob Fredericks, provided support to people receiving services related to mental health and/or substance use challenges. A new grant allowed NorthLakes to develop a Peer Specialist program and hire a second Peer Specialist, Kelly Martin. Peers solidified community partnerships, such as Ashland Wellness Court and support referrals coming from Memorial Medical Center in Ashland.

Our Community Health Workers and Peer Specialists served 1,690 people.
Whether you live up north seasonally, year round, or moved away; if you want to give back to your community by funding health care and community support programming, NOW is the time to let us know your intention. We have a Legacy Club. Legacy gifts are promised today and realized after your lifetime. There are no amounts specified. We just need to know that you named NorthLakes in your estate planning with a lawyer or financial advisor. To join our Legacy Club or if you have further questions, please call or email Madelaine Rekemeyer at 651-792-5534 or mrekemeyer@nlccwi.org.

Help others realize your love of your communities with a legacy gift

“Our mom lived in Minnetonka, Minnesota, but had a cabin in Hayward, Wisconsin and grew up in New Richmond, Wisconsin. She asked that we establish a Donor-Advised Fund as part of her estate as a way to remember her while doing good works. We were pleased to be able to do so given what is going on in the world, and the fact that our mom supported healthy communities; we thought it [was] appropriate to designate this donation to support the good work done by NorthLakes Community Clinic.”

— Michael and Mathew Montag

Legacy Club Members

• Mark and Shari Eggleson
• Roger and Diane Wojt
Thank you for spreading kindness throughout our communities in 2020.

NorthLakes
COMMUNITY CLINIC
ADMINISTRATION
719 Main St. East
Ashland, WI 54806