

2024 ANNUAL REPORT

a place for all



NorthLakes
COMMUNITY CLINIC

Looking ahead, for *all* we serve



DEAR COMMUNITY SUPPORTERS

Transformation defined NorthLakes in 2024 as we embraced our only constants: change and growth. We opened new clinics in Poplar, Solon Springs, and Augusta; added a new service: physical therapy for adults; and invested in major expansion projects in Oconto, Eau Claire, and Rice Lake.

Many of you know that a leadership transition was another significant change in 2024. While I could not be prouder of participating in the accomplishments of NorthLakes as CEO for the past sixteen years, I came to believe we need to chart a slightly different course to achieve the improvements in quality and patient experience we aspire to. We need a leader with the ability to be both a visionary (to see the end goal) and a navigator (to understand the way to get there). That's a rare combination. So, imagine my excitement to see such a leader emerge from amongst our ranks!

Ana Tochtermann joined NorthLakes in 2018 as the director of integration. Her role was to restructure our work to achieve our goal of wrapping our services and staff around the people we serve to ensure we address all the aspects of a person's health and wellness. Based on her outstanding work and work ethic, she rose to senior director of operations and then to chief experience officer. By that last step, we knew she was the one! We had found our visionary navigator.

It's uncommon for a CEO to stick around after she's no longer the CEO. But Ana invited me to stay, and I was thrilled not to have to leave this organization that I love.

So, I have stepped into a new role with an external focus. We have built an excellent community development team who will work on building stronger community partnerships as well as improved visibility and reputation for NorthLakes. We will also dive more deeply into fundraising—continuing our commitment to raising money for other non-profits who help make our communities vibrant—but also building our newly created NorthLakes New Program Endowment, established in 2024 with large gifts from some of our amazing and generous donors.

What a distance we've come since 2008 with one little clinic and six staff members! What a journey it's been. I'm so grateful to our extraordinary leaders, staff, and board of directors. I also want to thank all of you for being part of this work and for the inspiration! And just watch, friends... there is SO much more to come!



Reba Rice, **Chief Executive Officer 2008-2024**



OUR PROMISE

Health and hope for

all

MISSION

To respond to the health care needs of our communities with an integrated array of quality services and actively remove barriers to wellness.

VISION

Healthy, prosperous, engaged communities where everyone thrives.

VALUES

quality We provide evidence-based, person-centered, lifelong care.

community health We promote inclusive collaboration to improve the health of our communities.

shared responsibility We seek to identify and address problems with empathy and accountability.

stewardship We invest our various resources for maximum impact and sustainability.

trust We respect and advocate for each other with honesty and kindness.

innovation We utilize creativity and data to drive decision-making.

opportunity We believe everyone should have equal access to resources that promote a meaningful life.

NORTHLAKES LEADERSHIP

Team united for *all*

President, Amy Klebe, Townsend, WI

Vice President, JoAnn Fleming, Ironwood, MI

Treasurer, Mike Flaherty, Clear Lake, WI

Secretary, Michael Stamp, Hayward, WI

Chief Executive Officer, Ana Tochtermann

Chief Operations Officer, Jason Akl

Chief Financial Officer, Brian Ahlgren

Chief Community Officer, Reba Rice

Mary Jo Becker, Hayward, WI

Kim Cuddeback, Park Falls, WI

Nick Eliot, Ashland, WI

Taylor Goodland, Eau Claire, WI

Lisa Kingfisher, Ashland, WI

Megan Krause, Cameron, WI

Dave Krochalk, White Lake, WI

Jason Martell, Chippewa Falls, WI

Nancy Miller, Ellsworth, WI

Judy Popelka, White Lake, WI

Dr. John Schrock, Brule, WI (Honorary)

Samantha Skuja, Marinette, WI

Every one counts, *all* gifts matter.

Cynthia Abel-Knapp
Chuck & Carol Abrams
Sarah Adams
Gordon & Kristine Adell
Andy Albarado & Aliesha Crowe
Jolene Altman
Tony Anderson
Brad & Susan Anderson
Steve Arnold
Steph Arntsen & Tamilyn White
Robert Arquette & Nancy Hanson
Jeff & Kathy Aspenwall
Associated Bank
Richard & Carol Avol
Vanessa Bailey & Russ Heule
Bayfield Electric Cooperative
Bayfield Regional Food Producers
Cooperative
Charles & Ann Beatty
Don & Heidi Becker
Jonah & Jessica Beckermann
Mary Berube & John Schrock
Charlie & Peg Bertel
Ron & Terri Bickford

Irene Blakely
Ann Bochler
Beta Bodin
Mike Bogenschneider
Sarah Boles
Peter & Carla Bremner
Janis Briesemeister
Tom & Karen Brokaw
Tom & Diane Brouch
Cecily Brown & Tom Cannon
Scott & Linda Bruce
Edward & Linda Brunner
Mark Bultman & Jean M Underwood
Scott Burton
Don & Nancy Bushek
Margaret Cargill Foundation
Edward & Linda Calhan
Donna Carlson & Mike Warden
Randy Borchardt & Joan Cervenka
Darlene & Richard Charboneau
Chequamegon Food
Cooperative, Inc.
Christopher Childs & Kelly Ross
Tim Chisser & John Prosen

Donnan L & Ann Christensen
Michael & Therese Cofrin
KC Connors
William Corlett & Jill Lorenz
Karen Ruedi Crowell
Rebecca Crumb-Johnson
Stephen & Sally Dahlby
Bob & Sue Dale
Chad Dayton
Bob Deeg
Joe & Tammie DeRasmi
Gerald & Mary Dick
Peggy Dobbs
Nancy Douglas
Todd Droessler
Mark & Pam Dryer
Christine & Jeff M Dryer
Terry Duffy
Bob Durfey & Ann Barthelemy
Paul Eckerline
Mark & Shari Eggleston
Marilyn Einspanier
Joan Elias
Nicole Ellet-Petersen

OUR COMMUNITY SUPPORTERS

Tony & Vikki Erba
Eve Erickson
Tom Erickson & Jane Weber
David & Jill Fagan
Carol Fahrenkrog
John & Marianne Falk
Mary Jean Fenske
Kenneth & Linda Fenton
Anonymous
Fig Leaf Fund
Connie Finch
Five Course Catering -
Chef Christopher Ray
Diane Fizell
Jody Flynn
Rick & Jody Forsythe
Frandsen Bank
Chad & Kristin Frane
Seth Bichler & Katy Frederickson
Gary Garfield & Patricia Brown
Elizabeth Gehred
Jacob Geisler
Linda McKenzie Georgeson
Nina Gilberg
Philip & Amy Goldman
David & Judy Gonzalez
Linda Graham

Laura Greene
Megan & Adam Greeson
Jay Grimm & Jean Serum
Eric & Barbara Grutzner
Fritz & Kris Grutzner
Chuck & Tracy Gundersen
Paul & Karen Hageman
Lisbeth Hale
John & Diane Hall
Ken Hall & Trinke Alexander
Anonymous
Fred & Peggy Haueter
Kay Hawksford
Pamela Hayes
Hayward Area Chamber of
Commerce
Hayward Area Rotary Club
Hermit Creek Farm
Paul Hine
Stephen Hinze & Margaret Donohue
Tom Hinze
Thomas Hmielewski & Carol Lindsey
Hope Lutheran Church
Patra Holter
Melanie Humenansky
Immanuel Lutheran Church
Iron River Lions

Pat & Mary Lou Irvine
Michael & Connie Jackson
Ben & Bonnie Jacobsen
Karen Jelinek
Kristine Jensch & Jeff Silbert
Jay & Kathy Johns
Quentin & Elizabeth Johnson
William & Patricia Johnson
T. Jay Jones & Rachel M. Floran
John J & Jeanne Joseph
Dale Kelm
Kimberly & Robert Kirk
Donald & Susan Kissinger
Albert Kiwazek
Jamieson & Charity Knauff
Tamara Kolesar-Mattson
Dan & Carol Kollodge
Deborah Kolonko
Gregory & Teresa Konat
Rich & Chris Koop
Diane Koosed
Christopher Kopel
Sandra Kowal
Sara Kress
Christopher LaForge & Amy Wilson
Dorothy Lagerroos
Dick Land

OUR COMMUNITY SUPPORTERS

Howard & Patty Lehman
Diane Leighty
Chris Lindsey
Long Lake Lutheran Church
Bill & Jane Luckenbill
Allison Lutz
David & Tracy Lynn
Larry & Julie MacDonald
Dominick Madison
Mike & Sue Maiers
Duane & Linda Majeres
Paul Manka
Mark & Brenda Mantey
Donnie & Jessica Marker
Jeremy & Amanda Mavis
Ted & Tracy May
Stephen & Mary McIntosh
Craig Mealman & Donna Jones Ilsley
Thomas & Joanne Carmody
Meierhofer
Lori Melberg
Stephen and Karen Menke
Audrey Miller
Jim & Kathryn Miller
Mike Miller & Mary Trettin
Michael & Mary Mishou
Rachel Monaco

Mike & Matt Montag
Ashley Moore
Bruce Moore
Wendy & Steve Moore
Chad & Jennifer Morgan
Chris Morley & Kristin Smith
Helen Moses
Pam Mueller
Gary & Shari Nathan
Amy Nelson
Larry Nelson
Randy Neumann & Kris
Treland-Neumann
Nicolet National Bank
Lorraine & Phil Norrgard
Paul Norris & Sue Radtke
Northern State Bank
North Star Homestead
Northland College
Northwest Connection Family
Resources
Karen Novachek
Omer Nelson Electric Inc
Theron O'Connor & Demaris Brinton
Colleen O'Shaughnessy
Molly Obrien
James Ogurek

David Olson & Kathryn Grafsgaard
Gerald & Kathy Overman
Martha Osterberg & Barbara Schillo
Eric & Renee Padrutt
Carolyn Pare
Tim Pavlish & Elizabeth Andre
Ginny & Jim Pedersen
Linda Pepping
Bradford Pfaff
Fred & Bev Pinkerton
Thomas & Ellen Potterton
Donald & Karen Preuter
Ginger Quay
Teena Racheli
Lissa Radke
Duane & Sandra Raspotnik
Joy Ratkowski
Dean Rau & Sara Lund
Mike Rautmann
Pete & Elaine Reichardt
David & Madelaine Rekemeyer
Marietta Reuter
Bob & Reba Rice
Mark Ricker
Doug & Diane Robinson
Mayo & Nicole Rude
Karen Schannon

OUR COMMUNITY SUPPORTERS

Garry Schalla
David & Kerstin Schultz
Catherine Sebek
Elizabeth Seefeldt
Seeley Lions Club
Mary Seitz
Roy Settgas
Kate & David Siegler
Rachel & Dan Sieja
Thomas Sklebar & Jane Austin
Stephen Smith & Deborah Zvosec
Ray Smithknecht & Diane Sparish
Thomas & Jane Snilsberg
Cathy Sommer Holz
David Sonstegard
South Shore Lions Club
Keith & Carol Sow

Jason & Mary Speros
Paddy & Linda Steavenson
Jake Steinberg & Kimberly Kayler
Jack & Sharon Stewart
Patrick Steavenson
Stone Lake Lumber
Su Casa Design
Franklin & Jennifer Suo
Pamela Swanson
Tamarack Health Medical Center
Jason & Cathy Tepaske
Jerry & Ella Teague
Team Fishin' Chicks
Jason Terry
Dodson & Kristin Thompson
Brian & Ana Tochtermann
Cheryl Treland

Colleen Trumper
Sheila Urling
Diana Vance Bryan
Seth & Angela Vasser
Andy & Tammy Vergeront
Glenn & Susan Viggiano
Alan Waite & Kathryn Stolp
Paul Wharton
Doug & Therese White
Marilyn Wilson
Randy & Lisa Wydra
David & Cathy Yohnk
David & Diane Zimmer
Ken & Terri Zivic
Elaine Zompolas
Gil & Martha Zych

thank you, all



Care across communities.

GRANTS AWARDED IN 2024

American Cancer Society

*Quality Improvement for Cervical
Cancer Screening*

Basic Needs Giving Partnership

Oconto Clinic Capital Improvements Planning

Charles E. Kubly Foundation

Events, Outreach, and Fundraising

Delta Dental of Wisconsin Foundation

Oconto Clinic Capital / Dental Equipment

Federal Communications Commission (USAC)

Telecommunication Funds

Fred C. and Katherine B. Andersen Foundation

Turtle Lake General Operating Funds

Greater Green Bay Community Foundation

Oconto and Lakewood Clinic Community

Health Resources & Services Administration (HRSA)

*Base support to serve under
and uninsured populations*

*Expanding Behavioral Health
Quality Improvement*

*Patient Center Medical Home (PCMH)
Certification*

K.C. Stock Foundation, Inc.

Oconto Clinic Capital Improvements

Leon H. and Clymene M. Bond Foundation

Oconto Clinic Capital Improvements

Mayo Clinic Health System: Hometown Health Grant

Pediatric Therapy Lending Program

Miller Dwan-Van Gorden Outreach Fund

*Physical and Occupational Therapy
Program-Equipment*

Otto Bremer Trust

Eau Claire General Operations

Provident Health Foundation

*Marinette Dental Outreach and School Based
Behavioral Health*

Public Service Commission of Wisconsin

Telemedicine X-Ray Equipment

Roots & Wings Foundation

General Operating Expenses

Superior Health Foundation

Pediatric Therapy Lending Program

United Healthcare Community Plan

Farm to Patient Program

Wisconsin Department of Administration

Oconto Clinic Capital Improvements

Wisconsin Department of Human Services (DHS)

Grants Supporting:

Opioid and Methamphetamine Treatment Centers

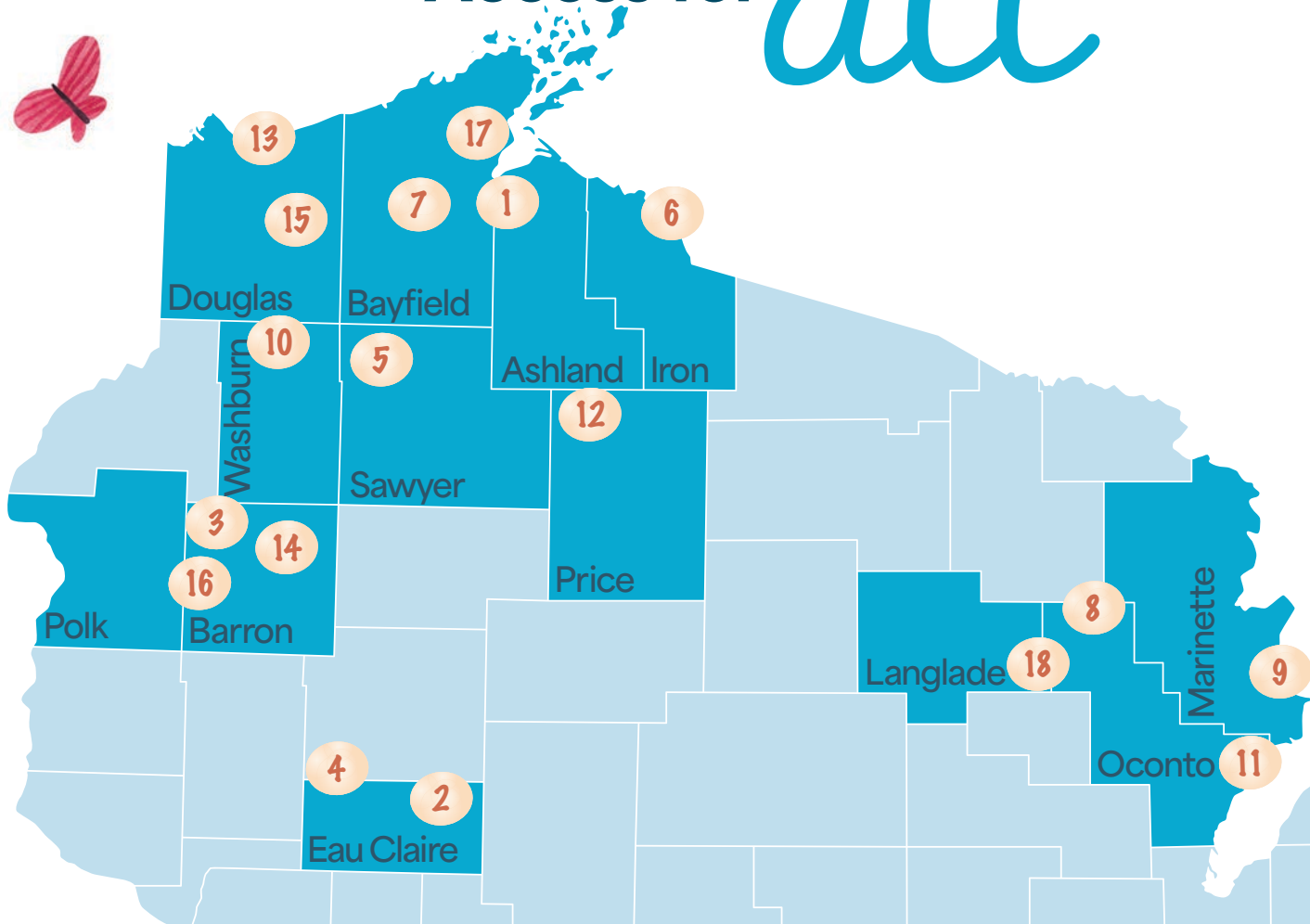
Pediatric Vaccine Initiatives

Telepsychiatry Expansion

Dental Outreach

LOCATIONS

Access for *all*



1. ASHLAND
2. AUGUSTA
3. CUMBERLAND
4. EAU CLAIRE (*two locations*)
5. HAYWARD
6. HURLEY
7. IRON RIVER
8. LAKEWOOD
9. MARINETTE
10. MINOG
11. OCONTO
12. PARK FALLS
13. POPLAR
14. RICE LAKE
15. SOLON SPRINGS
16. TURTLE LAKE
17. WASHBURN
18. WHITE LAKE

A year of reaching more, serving *all*

PERSONS SERVED

visits **153,140**

patients **27,693**

dental outreach **49,379**

behavioral health outreach **5,549**

REVENUE

net patient **84%**

federal, state, private grants **15%**

other **1%**

total revenue \$67M

PAYER MIX

medicaid **53%**

commercial **24%**

medicare **13%**

self-pay **10%**

EXPENSES

direct patient care **75%**

overhead **25%**

total expenses \$67M

Everyone giving together for good.

Since the inception of both NorthLakes 100 Who Care chapters, the giving circles have collectively donated over \$148,500 to local 501(c)(3) organizations chosen by the members.

Each chapter consists of approximately 100 members who nominate organizations in three categories. The top three nominees from each category attend a gathering to present to the members. After their presentations, the

members vote to decide where the collective funds will be allocated.

We recognize and appreciate that every nonprofit in our region contributes to the community's overall health and the patients we serve. If you are interested in joining, contact Madelaine Rekemeyer at mrekemeyer@nlccwi.org.

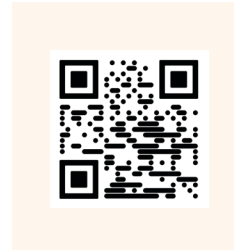
ORGANIZATION AWARDS FOR 2024

Ashland & Bayfield Counties

- Native Expressions Dance & Drum Troupe
- The Club
- Stone Soup Café

Sawyer County

- Greater Hayward House of Hope
- UW Extension Sawyer County 4-H
- Friends of the Sherman & Ruth Weiss Community Library



An illustration of a house with a brown roof and orange walls. A grey cat with a blue collar is sitting on the roof. There are two windows with blue panes. The background is a mix of brown, orange, and green textures.

ENDOWMENT FUND

One future, for *all*

In 2024, we were fortunate to receive initial gifts from donors to establish the NorthLakes New Program (NLNP) Endowment.

This fund supports expanding our existing patient programs and new evidence-based interventions focused on integrated care, including addressing the social drivers of health that impact our patients' well-being.

NorthLakes is in a strong financial position and has grown to a size where establishing an endowment is a perfect next step. We feel responsible for setting aside funds for programs that will help us tackle future challenges. NorthLakes takes pride in being adaptable and strategic, constantly seeking innovative solutions to address complex health-related issues. The NLNP Endowment will provide us with seed funding to explore evidence-based interventions through pilot projects.

A robust and sustainable endowment is essential to eliminate barriers and address the non-clinical factors influencing health outcomes over the long term. Our goal is for this endowment to exceed \$1 million.

If you believe in our mission to respond to health care needs and eliminate barriers and wish to impact the lives of underserved populations, please consider donating to our NLNP Endowment. An envelope is included or you can donate online. Contact Madelaine Rekemeyer at mrekemeyer@nlccwi.org to learn more.



nlccwi.org/donate

Real stories. Real support.

At NorthLakes, we respond to the needs of the whole person—whether they face financial hardships or addiction recovery challenges. This testimonial illustrates the life-changing impact of our support services.

“Coming to NorthLakes and working with my community health worker has helped me immensely. My community health worker reached out to the apartment manager to assist me in getting out of a difficult living situation. Without this support, I would not have found a new place to live. In addition to housing assistance, I gained access to resources that helped with food insecurity, financial aid, and various programs and services I wasn’t even aware of. The NorthLakes patient support program has been a tremendous asset in my life. I found myself in a situation

where I was overwhelmed and unsure of what to do next. It was so challenging to make decisions. Now, I know who to call for help with food, social services, medical needs, or transportation—all without judgment.”

To sustain this vital work of improving health through better living conditions, we welcome contributions of any size to our endowment fund. Your donation ensures this essential support continues for generations to come. Please consider donating online or using the enclosed envelope.

for all...

