

BEYOND EXPECTATIONS

A campaign that supports Aspiro's resilience, growth, and unwavering dedication to helping individuals of all abilities to achieve more than thought possible.



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Aspro, a 501(c)(3) nonprofit organization in Brown County, Wis., offers ten different services: Assisted Day Services, Building Full Lives, Day Services, Employment Services, Early Intervention, Group Supported Employment, Prevocational Services, Project SEARCH®, Recreation and Respite Care. In all, Aspro serves over 1,400 individuals and families each year.

We are an organization built by parents.

Aspiro was founded in 1957 by 67 parents of children with disabilities, a groundbreaking achievement for the time. In an era when institutionalization was the norm and special education was not yet mandated, these parents defied societal expectations. By choosing to keep their children at home and creating programs and services themselves, they paved the way for a more inclusive future.

In the fall of 1956, a small article appeared in the Green Bay Press Gazette inviting parents of children with disabilities to meet in a room at the Court House building in Green Bay. After this meeting, there was sufficient interest to begin a local association and in June of 1957, the organization was incorporated. One of the first projects the new association took on was to host a public picnic. It raised \$2,100 which the organization used to provide support for special education classes.

Ten years later, construction began on the Community Service Center, now known as Aspiro. The Center was the first of its kind in the nation and provided a spectrum of care for 112 individuals that included diagnostic services, sheltered work, recreation, crafts, day care and pre- and post-school education.

Today, we continue to proudly share in their vision to provide the space and opportunities to have a happy, fulfilling life for their children. For almost 70 years, our dedication to their work has never wavered.

Now we launch *Beyond Expectations* and invite you to be part of our next 70 years.





Welcome to *Beyond Expectations*: a campaign to empower people of all abilities to do more. And be more.

For the first time in Aspiro's history (other than an addition in the mid-1990s), we're asking for your help. We are initiating a \$21 million capital campaign to modernize our campus, upgrade outdated systems, and foster an environment that promotes learning, creativity and growth for our clients today and well into the future.

The *Beyond Expectations* campaign for Aspiro is rooted in the belief that the organization goes above and beyond at every level—from its founding and mission of “creating opportunities for people experiencing disabilities to live **their** best lives by reaching **their** goals, connecting to **their** community and achieving **their** independence,” to its community impact, and to the physical spaces where it all happens.



“Our adult children fill their days with purpose and meaning. Each activity is tailored to their interests and life goals, allowing them to live the life they want to live. Because our children are so well cared for at Aspiro, we as parents can also live our way!”

— **Amy Bushman**
Parent of Hannah and Eli

**Your gift will make
Aspiro's campus
ready for the future.**

BEYOND EXPECTATIONS
CAMPAIGN GOAL = **\$21 million**

Our mission has not changed in the nearly 70 years of Aspiro's existence. **But neither has our building.**

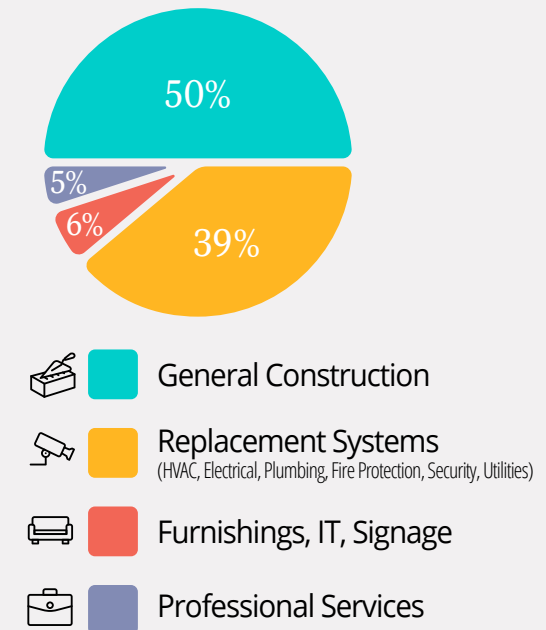
We need to elevate and modernize our building to reflect the care we provide and to ensure the safety of our clients.

AND WE NEED YOUR HELP.

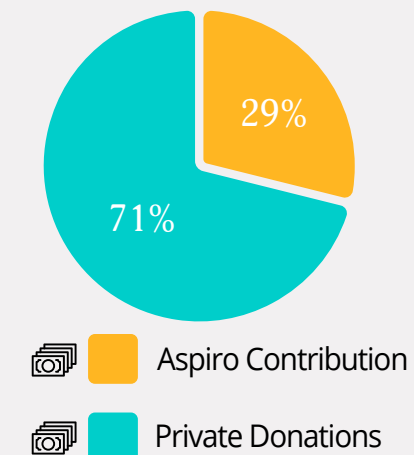
The *Beyond Expectations* campaign is a **\$21 million** fundraising campaign to upgrade an aging building and reimagine services for people with disabilities.

Aspiro is proud to commit significant resources to this project, but we can't do it alone. We need the support of our community to reach our goal. As we embark on this transformative journey, we invite you to join us in realizing our vision for a specialized space that empowers and engages the clients we serve. With your support, together we can go beyond expectations to create a lasting impact.

IMPROVEMENT COSTS:



INVESTMENT NEEDED:



A transformation *Beyond Expectations.*

Institutional designs from the 1960s were functional but impersonal. Modern, welcoming environments foster a sense of dignity and respect, connect people together and tailor spaces to the needs of those who use them. We invite you to be part of this effort.



SPACES TO INSPIRE, TEACH AND EXPLORE

Classrooms with access to outdoor space –

Lifelong learning helps individuals stay engaged and curious about the world around them. Aspiro's programming reinforces previously learned skills and introduces new ideas and thinking. Natural light and direct access to outdoor spaces enhance learning.



Art Studio – A space that fosters natural expression at all abilities, and where clients develop self-awareness, explore emotions and improve social skills.



Music Room – Music captivates attention, motivates action and brings joy and success. It is a multi-sensory activity that combines the visual, kinesthetic, auditory and tactile systems. Additionally, music is non-verbal so for those who struggle with language, music can be a way to connect with others and express oneself.



Teaching Kitchen – The commercial space will be a mix of residential appliances for daily living skills development and some commercial equipment for job training.

Gymnasium – The gym has always been a signature space within Aspiro. It has been the hub for group sports, fitness and recreation. The new space will include an expanded spectator space to watch all the action and an adjacent weight room.

Modern Nurses Station – The nurses station will be updated for optimal client care.

Dementia-Friendly Space – A safe and familiar space for clients with a dementia diagnosis. A calm space with natural light and a simple, familiar layout.



RENOVATED SPACE THAT ENHANCES FUNCTIONALITY AND INSPIRES COLLABORATION

How we serve clients has changed dramatically over the last 60 years. With hundreds of clients working in the community and others receiving Birth to 3 services in their homes, the new design will align the staff serving them to plan for their success.



ADDRESSING THE NEEDS OF AN AGING BUILDING

Aspiro has diligently cared for an aging building for 57 years — leaking roofs, pipes filled with sediment and an electrical system whose manufacturer went out of business 40 years ago. We have replaced boilers and air conditioning units, and put band-aids on things, but now is the time to address a building with systems that are beyond their life expectancy.

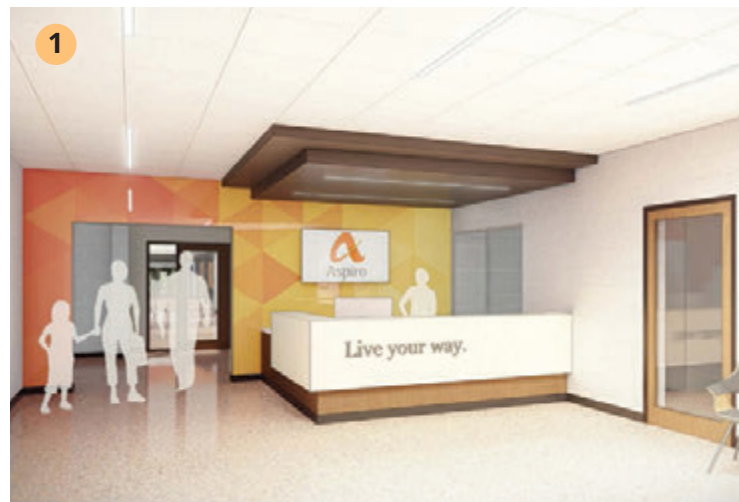
Renovated spaces will include:

1 Reception – Every day, hundreds of clients arrive through the doors at Aspiro for various programs. We take pride in providing what we call our Red Carpet Service as Aspiro staff assist clients with exiting their vehicles and entering the building. This space says, “Welcome to Aspiro!”

2 Commons – The Commons is at the center of social interaction at Aspiro. It is the gathering space for lunch with daily conversations and laughs with friends, group activities and the serving space for large celebrations like holiday parties and family night.

3 Gymnasium – The gym is unique to Aspiro and is at the core of our expansive sports, fitness and recreation programming. It hosts organized league sports like basketball and volleyball, pick-up kickball games, walking and exercise programs, and so much more. It would not be Aspiro without this signature space.

4 Art Studio – This space transcends beyond arts and crafts. A licensed art therapist engages clients with a diverse range of materials and techniques, fostering freedom of expression and introducing them to new experiences.





Meet the people of Aspiro:



Michael

age 23

client since 2023

Michael's story:

Living a life no one expected

Once he graduated from high school, there was nowhere for Michael Kallies to go. Nothing for him to do except spend every day at home.

Jon and Krissy, Michael's parents, made the difficult decision for Jon to quit his job so he could be with Michael, who is diagnosed with fragile X syndrome and autism. But it wasn't enough.

"Michael likes to be part of something," said Jon. "He likes to do different things every day." Spending all day at home, he was bored and frustrated. "He would get angry and slam doors. He just wasn't himself."



"He never has a bad day. He's thriving, and he loves Aspiro."

— Jon Kallies,
Michael's father

NEVER A BAD DAY

Where they lived in Antigo, there wasn't any programming or resources for people with special needs. Michael needed a long-term solution so Jon and Krissy searched throughout central and northeastern Wisconsin until they found Aspiro.

They quickly enrolled Michael in Aspiro's Day Services and his life changed on the first day.

Every day is different for Michael, according to Jon. "Sometimes he goes on an outing and does a workout. Some days he wants to go to an art class or a music class," he said. Michael has a group of friends he gets to see every day, and he can choose what he wants to do.

"He never has a bad day. He's thriving, and he loves it."

A SENSE OF COMFORT

As much as Aspiro has done for Michael, Jon says it's been equally important for him and Krissy.

"Michael's a really good kid. He did well in school, then when he graduated everything came to a sudden stop," he recalled. He added that Aspiro has given their son a sense of purpose and belonging, and it's given him and Krissy a sense of comfort knowing their son is safe and thriving.

"It has meant the world to Michael," he said. "I don't know what we would do without Aspiro."

Employees who exceed expectations

Darin Duvall was worried when he hired his first Aspiro client. But the experience exceeded his expectations.

"I was worried about how they would feel being there," said Duvall, executive director of the New Perspective senior living community in Howard. "The biggest surprise was to see how happy they are to be giving back and to be working, earning money and finding their place."

But the surprises didn't stop there.

Duvall added that his employees from Aspiro have made a tremendous impact on the rest of his staff and the residents at New Perspective.

"They come in to work every day, they're happy, they're smiling," he said. "The

residents love them. The other team members love them. They're just great for morale."

The best part of hiring employees through Aspiro, according to Duvall, is the contagious sense of pride they feel from putting in a good day's work. "They feel like they're part of something, that they're productive and can earn some money," he said. "They can be like everybody else."

Duvall encourages all business owners in Brown County to consider hiring employees through Aspiro. "If you list all of the things that you want from an ideal employee – showing up, doing a good job, having a positive attitude – they nail all of them. You can teach someone a skill set, but you can't teach them to care. Aspiro employees care about their work and each other."



— **Darin Duvall,**
Executive Director

New Perspective.





“With Aspiro, I know that my daughter’s going to be okay. She’ll have things to do. She’ll have friends to be with, and a caring staff to look after her.”

— **Cathy Strom,**
Jackie’s mother

Jackie
age 36
client since 2009

More than a building. A place of belonging.

Since Aspiro opened its flagship location on Dousman Street in Green Bay in 1967, it has been more than just a building. It is a place of belonging. Belonging is fundamental to the human experience. We all gravitate to the people and spaces where we feel we belong. For thousands of individuals over 60 years, that place has been Aspiro.

Aspiro is where they feel heard, encouraged to try new things, grow relationships and choose their path. Aspiro is where they can Live Their Way.

“GOOD ENOUGH” IS NOT ENOUGH

In recent years, the Aspiro facility has been “good enough.” But it’s not enough anymore. Without a significant upgrade, the facility will continue to require substantial annual investment to remain operational.



GOOD STEWARDSHIP

Aspiro has long been a good steward of its resources and gifts from its families and community. This commitment is as strong as our commitment to our clients' success. The investment we make together in upgrading our systems and transforming our space will be well cared for. It is what we do. We care about the people we serve and the space in which we serve them.

AN EXTRAORDINARY PLACE

What happens at Aspiro can only be called extraordinary. And our families agree. They have entrusted us to care for their loved ones in a safe space. With your help, we will continue to provide the high level of services that our families expect and we strive to deliver.

"Aspiro has been an integral part of our family since my brother Larry began receiving services in 1979. If you don't know Larry, he has special needs and is a passionate sports enthusiast. At Aspiro, you'll find him playing basketball in the gym, running the bases on the softball field, going on swimming and bowling outings or attending special trips to sporting events. His favorite teams are the Packers, Brewers, Badgers and Bucks. Every Friday, he also takes to the stage in the Aspiro gym to sing karaoke. A go-to song for him is "Song Sung Blue" by Neil Diamond. The common theme with me and Larry is that neither of us can sing or, least of all, remember the words.



*As you can see, Aspiro is a significant part of his life and ours — a significance that can't be overstated. This is why I have stepped up to chair the **Beyond Expectations** campaign, and why I am asking for your support. Aspiro is a second home and a second family for the people they serve. Our family has peace of mind knowing Larry is happy in a safe, engaging and fun environment. Because of Aspiro and its staff, he sees he is no different from others.*

Aspiro has always impressed me by having the absolute best, most caring, loving staff we could imagine. They do this out of love for the clients. Aspiro has been at the center of Larry's world for over 40 years. It is a place where he and other clients continue learning, can get help finding a job, participate in art, music and athletic programs, and practice important skills for daily living. I find it unimaginable what Larry and others like him would do all day without Aspiro.

*Please join me in supporting the **Beyond Expectations** campaign to ensure Aspiro continues to be there for all the families who need them."*

— **Rick Chernick,**
Campaign Chair



Dear friends of Aspiro,

I recently read the program for the dedication of the Dousman facility in 1967. A part of the message read, “With your help we have made these first giant steps. With your help we shall continue.”

Our founding families came together with a singular purpose: to build an organization whose mission was to help people with disabilities exceed all expectations. They succeeded in every way. They forged partnerships, developed services, created awareness, and built a facility that was heralded as one of the first of its kind at the time.

Today, as we stand on their shoulders, we must address the needs of a building that has long outlived its lifespan. We, too, must take some giant steps. With your generous support, we can ensure that Aspiro’s facilities, resources and programs continue to provide life-changing opportunities.

The families and clients of Aspiro are counting on us—and counting on you. Join us as we honor the legacy of our founders and once again go ***Beyond Expectations***.

Thank you for being part of this journey. With your help, we shall continue.

A stylized, handwritten signature in black ink.

Ryan Ruzziconi
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**Your gift helps us
continue a long
tradition of caring
for one another.
Join us, today.**



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Together, let's take Aspiro
Beyond Expectations.



Thank you!



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