

YEAR END REPORT - 2023

The DASH Project

501(c)3 Nonprofit, Tax EIN: 88-0800745
500 S. 84th Street, Milwaukee, WI 53214



Education



Impact



PHOTO CREDIT: NOEL STAVE

Performance



Executive Summary

PREPARED BY
Michael Salm

PREPARED FOR
Donors, Supporters, &
The Public

Finding Success Today With An Eye On The Future

Table of Contents:

DASH Leadership

- Page 2

What Is DASH?

- Page 3

High-Performance Team

- Pages 4-6

Youth Speedskating & Try Speedskating

- Pages 7-14

Community Engagement

- Pages 15-19

Digital & Traditional Media

- Pages 20-24

New Initiatives

- 25-29

Scott Drebes Scholarship: For The Love Of
Speedskating

- Pages 30-31

Philanthropic Giving

- Pages 32-35

Our Partners

- 36-39

Financial Quick Hits

- Page 40



DASH

DASH

Our Staff

**Preserving Our Heritage, Increasing Affinity & Awareness,
Building The Future We Want To See Tomorrow, Today**



Dave Cruikshank
Title: President / Head Coach

Background:
4x Olympian & current power skating coach for the LA Kings

Coached 8 skaters to the 2022 Olympic Trials



Bonnie Blair
Title: Director of Community Engagement

Background:
5x Olympic Gold Medalist

Pettit Center Board Member and former USS Board Member



Leah Lambert
Title: Director of Youth Development

Background:
2023 IOC/USOPC International Coaching Program Graduate

Level 3 USS Coach & 5x Junior World Team Coach

Education:
B.S. Kinesiology
Minor Coaching



Michael Salm
Title: Chief Operating Officer

Background:
Formerly the youngest Deputy Athletic Director in the NCAA

Facilitated +\$1M budget swing & +13 staff hires in 2020-21

Education:
- B.S. Health & Human Performance
- Masters in Sport Law & Business



What Is *DASH*?

The DASH Project

Developing Champions In Their Lives & On The Ice

DASH stands for “**D**eveloping **A**thletes for **S**peedskating **H**igh-performance.”

The DASH Project is a non-profit on a mission to...

1

PROMOTE

***Promote Youth Physical Literacy For Healthier,
Stronger Communities***

2

PRESERVE

***Preserve and Build Upon Wisconsin's Iconic
Speedskating Heritage***

3

DEVELOP

Develop Champions In Their Lives & On The Ice!



High-Performance Team

Overview

7

AMERICAN CUP 2
GOLD MEDALS

3

MASTERS AGE GROUP
WORLD CHAMPIONSHIP
GOLD MEDALS

1

NEO-SENIOR WORLD
CHAMPIONSHIP
BRONZE MEDAL



1

JUNIOR WORLD CUP &
WORLD CHAMPIONSHIP
GOLD MEDAL &
NATIONAL RECORD



DASH



High-Performance Team

The 2023-24 Team



Auggie Herman
Forest Lake, MN



Blair Cruikshank
Delafield, WI



Austin Carlson
St. Charles, IL



Matt Salm
Grafton, WI



Sydney Terpening
Oswego, NY



Brian Bullard
Muskego, WI



Nate Beveridge
Meadville, PA



Dan Carney
Pewaukee, WI

DASH

High-Performance Team

**2023 Started Winning World Championships 🏆
It's Ending With Even Faster Times!**

2023 Major Competitions

- 2023 U.S. National Championships - Milwaukee, Jan. 5-8
- FISU World University Games - Lake Placid, Jan. 15-20
- 14th Masters International Sprint Games - Calgary, Jan. 21-22
- 31st Masters Allround Games - Quebec City, Jan. 27-29
- Junior World Cup Final - Inzell, Germany, Feb. 4-5
- Neo-Senior World Cup Final - Inzell, Germany, Feb. 4-5
- World Junior Speed Skating Championships - Inzell, Feb. 10-12
- AmCup Final & Masters Championship - SLC, March 10-12
- Oval Finale - Calgary, March 16-19
- 2024 U.S. National Championships - Milwaukee, Oct. 27-29
- 2023 CanAm International - Calgary, Dec. 1-3
- AmCup #2 & John Rose Open - Roseville, MN, Dec. 8-10





Youth & Try Speedskating

At A Glance

150

KIDS TRIED
SPEEDSKATING
FOR FIRST TIME

6

PROGRAMS /
EVENTS

2

INTERNATIONAL
PRESENTATIONS

1

NEW YOUTH
SPEEDSKATING
PROGRAM



DASH

Speed Rally At 2023 U.S. National Championships

JAN. 8TH VIDEO

Congratulations Leah Lambert on a fantastic capstone project to your International Coaching Enhancement Certificate Program



Dozens of kids tried speedskating today to end the U.S. National Championships here in Milwaukee. And a massive THANK YOU to everyone who helped spread the word, especially TMJ4's Lance Allan & Carole Meekins Positively Milwaukee!

Try a DASH Youth Speedskating practice for FREE!



DASH

Try Speedskating Organized By Leah Lambert

JAN. 24TH VIDEO

This event had 20 kids try speedskating for the first time ever! There were some tentative steps followed by looks of determination, accomplishment, and smiles!

A major goal of DASH is to grow Speedskating. This is progress towards that mission.

Leah Lambert's pilot program for her International Coaching Enrichment Certificate Program had 58 kids try speedskating in January 🙌📈



DASH

Try Speedskating #3 Organized By Leah Lambert

MARCH 24TH VIDEO

Getting 45 kids fitted with speed skates and racing for the first time in less than 90min would not be possible without our incredible group of volunteers!

Thank you so much to the DASH Team Members, the Molenda Family, and Mrs. Lambert for helping us get over 45 kids to Try Speedskating that day!



DASH

Presentations to IOC President, USOPC, & ISU Leadership

APRIL

Leah Lambert, DASH's Director of Youth Development, was *one of 35 coaches from around the world* selected to be a member of the International Coaching Enrichment Program. She was also the *only Winter Sport Coach* in this cohort!

After 2 years in the program, countless seminars and workshops, she was able to present the outcomes from her project, ***“Creating More Opportunity for Junior Participation in Speedskating,”*** to *leadership from the IOC, USOPC, and ISU*. Her efforts led to 129 kids trying Speedskating for the first time, 43 kids per event!

Congratulations Leah, we are so lucky to have you with us in Milwaukee!

Thank you to the IOC and USOPC for establishing and supporting programs like this that invest in coaches and help them implement tangible projects aimed at enhancing Olympic Sports.



DASH

Summer GO FAST Inline Speedskating Program

JUNE - AUG.

VIDEO 1; POST 1; VIDEO 2; POST 2

Summer Inline: 20 kids were learning the fundamentals of speed ¹⁰⁰

Big thank you to our high-performance team members for coaching, passing their passion and knowledge onto the next generation!

Fun was had 🎉
Speed was taught 🐾
High-fives were shared 🙌
Kids raced ¹⁰⁰



DASH

Summer GO FAST Inline Speedskating Olympic Day

AUG.

VIDEO; POST

Capstone Olympic Day of our 2023 Go Fast
Inline Speedskating Program was awesome!

Racing ✓

Podium ✓

Medals from an Olympian ✓

Media Day W/ Pro Hockey Players ✓

Lots of Smiles ✓

Fun for Everyone ✓



DASH

DASH Youth Speedskating Program Launch

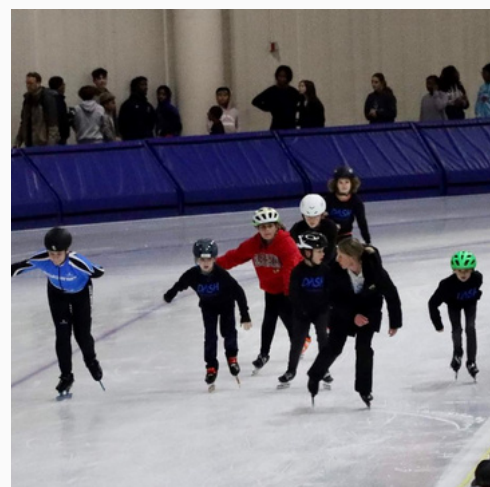
OCT. 16

VIDEO; POST

Let the writing of the next chapter of The DASH Project's story officially begin 🖋️ 🎉

With 10 youth skaters brand new to speedskating, last night was FULL OF FIRSTS!

This is core to why DASH was founded, to bring new kids, new families, out onto the Oval so they can fall in love with this sport and learn transformational life lessons along the way.



DASH



Community Engagement

Overview

6

EVENTS

200+

GIRL SCOUTS / SIBLINGS
ATTENDED NOV. EVENT

60th

ANNIVERSARY
WAUKESHA HOLIDAY
PARADE



1

GRAND MARSHAL OF THE
NASCAR CRAFTSMAN
TRUCK SERIES



DASH

2023 Ice CAPE-ade With Downtown Milwaukee

FEB. 11

VIDEO; POST

Helping the next generation fall in love with
skating in new ways!

Thankful to work with Spider-Man, Captain
America, and Milwaukee's everyday
superheroes!

Over 225 pairs of skates were rented in 3hrs
for free thanks to Waterstone Bank!

Photo Credit: Samer Gahni



DASH

25th Harry Jansen Memorial Golf Outing

AUG. 18

VIDEO; POST

The DASH team took part in the 25th Harry Jansen Memorial Open 🚩🏌️🏌️

Stories were shared, people reconnected, some shots were great (Leah took home a Closest to the Pin & Longest Drive 🏆) some shots were not so great (Michael found the trees on the first drive of the day 😂), and \$30,000 was raised for Alzheimer's Research!



DASH

Fab, Fit, Fun: Skate With Olympians

NOV. 18

POST

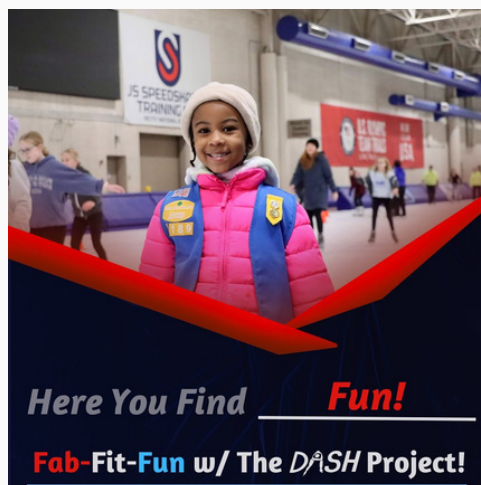
The DASH Project and the Girl Scouts of Wisconsin Southeast are partnering to help get young girls in Southeast Wisconsin active.

Tonight's "Fab, Fit, Fun: Skate with Olympians Event" combines 2 areas of focus for The DASH Project; **(1) Promoting youth physical literacy today, laying the foundation for healthier, stronger communities tomorrow;** & **(2) Growing speedskating by getting more kids on the ice, having fun, and going fast!**

Girl Scouts & Siblings: 202 🎉

Registrants Total: 363 🙌

Laughs, Smiles, Memories: ∞



DASH

NASCAR Truck Series, Waukesha Parade, & Paul Davis Toy Drive!

FALL

NASCAR POST; PARADE POST;

We love a great Milwaukee “revival” movement, especially if it involves racing!

Huge shoutout to our friends over at Paul Davis Restoration S.E. Wisconsin for inviting us to walk with them in the 60th Anniversary Waukesha Holiday Parade last night! We got to hand out a few hundred flyers and way more pieces of candy! 🍬

Annual Toy Drive benefiting the Christmas Clearing Council & Waukesha Salvation Army



DASH





Digital Media Overview



2812

POSTS / VIDEOS

At A Glance

1.8M

IMPRESSIONS
(IG; FB; X; LI; YT; TT)

1.03M

UNIQUE IMPRESSIONS /
REACH
(IG; FB; LI; YT; TT)

+65%

FOLLOWER /
SUBSCRIBER GROWTH
(IG; FB; LI; YT; TT)

1536

HRS VIDEO WATCHED ON
(FB; X; YT)

26M

VIEWS ON GIPHY

660k

REACH ON META
(IG; FB)

19%

VISITORS / FOLLOWERS
WORK AS CXO, VP,
PARTNER, OWNER
(LINKEDIN)

1&2

MILWAUKEE & CHICAGO
TOP DASH VIEWERSHIP
(YT; TT; LI)

2024

HERE WE COME!





Preserving Our Heritage, Increasing Affinity & Awareness, Building The Future We Want To See Tomorrow, Today

DASH Original Videos

- Dec. 28 - Sam Koenig Helps Shoot Drone Footage
 - [Video](#)
- Jan. 4 - Conversations On High-Performance Presented by IEWC
 - [VIDEO](#)
- Jan. 8 - SPEED RALLY 2023
 - [VIDEO](#)
- Jan. 17 - What Makes DASH Special?
 - [VIDEO](#)
- April 10 - At the end of the day it's You vs. You
 - [VIDEO](#)
- May 3 - We have some fun on cross-training days! Is a DASH pickleball team coming next? 🤔
 - [VIDEO](#)
- May 23 - Barbara Lockhart, 1960 & 1965 Olympian, was inducted into the Speed Skating Hall of Fame
 - [VIDEO](#)
- June 5 - Fun Meter ALL THE WAY UP! 📈
 - [VIDEO](#)
- June 6 - Summer Goals With Blair Cruikshank 😎🌂
 - [VIDEO](#)
- June 10 - Take the chance to go after your dreams, because what if?
 - [VIDEO](#)
- June 12 - Summer Goals With Matthew Salm 😎🌂
 - [VIDEO](#)
- June 19 - Motivation is a feeling the comes & goes, discipline is infinitely more important
 - [VIDEO](#)
- June 23 - Let's Move 2023 Olympic & Paralympic Day
 - [VIDEO 1](#) / [VIDEO 2](#)
- June 26 - Consistency of work over a period of time 🔑
 - [VIDEO](#)
- July 10 - Take time to realize what your dream is and that you want to be the hardest working person 💯
 - [VIDEO](#)

DASH Original Video

- July 20 - The sun was shining ☀️ Speedskating in West Allis!
 - [VIDEO](#)
- July 27 - The improvement by everyone from the first week until now is insane 🤯
 - [VIDEO](#)
- Aug. 4 - Learn to GO FAST from a 5x Olympic Gold Medalist!
 - [VIDEO](#)
- Aug. 8 - Vision 💯 Locked In for 2023-24 🗝️
 - [VIDEO](#)
- Aug. 15 - In 75 days U.S. National Championships will be coming to an end in Milwaukee!
 - [VIDEO](#)
- Aug. 16 - Losing is a part of winning. When you look at yourself in the mirror, how do you answer those questions?
 - [VIDEO](#)
- Aug. 21 - Becoming better tomorrow than your best today is a journey 📈
 - [VIDEO](#)
- Aug. 24 - 2023 Go Fast Summer Inline Program Finale!
 - [VIDEO](#)
- Aug. 28 - Cultivating a sense of purpose is pivotal to accomplishing goals
 - [VIDEO](#)
- Aug. 29 - 3...2...1... 2023 U.S. Championships are coming to Milwaukee! October 27-29 💯
 - [VIDEO](#)
- Aug. 31 - 🎨🧠📊🏆🏆🏆 (Art Meet Science Meet Athleticism)
 - [VIDEO](#)
- Sept. 9 - Something's building in Milwaukee 🏗️
 - [VIDEO](#)
- Sept. 11 - 1-week until long track speedskating ice is back
 - [VIDEO](#)
- Sept. 21 - Living On Edge 🤖🐱
 - [VIDEO](#)





Digital & Traditional Media

Preserving Our Heritage, Increasing Affinity & Awareness, Building The Future We Want To See Tomorrow, Today

DASH Original Video

- Sept. 22 - U.S. National Championships are coming to Milwaukee!
 - [Video](#)
- Sept. 26 - 31 Days Away Be There...JK Be Here 🐱
 - [VIDEO](#)
- Oct. 2 - Jazzed that US National Championships are coming to Milwaukee in 25 days!
 - [VIDEO](#)
- Oct. 6 - Less than 3-weeks until US National Championships start right here in Milwaukee! 🏇
 - [VIDEO](#)
- Oct. 17 - 1st practice of our 2023-24 youth speedskating program ✅
 - [VIDEO](#)
- Oct. 18 - U.S. Speedskating Long Track National Championships are coming to Milwaukee Oct. 27-29!
 - [VIDEO](#)
- Oct. 23 - 2024 U.S. Speedskating Long Track National Championships are this week!
 - [VIDEO](#)
- Oct. 26 - Today is a moment of quiet anticipation before an explosion of energy!
 - [VIDEO](#)
- Oct. 27 - U.S. Speedskating National Championships: Day 1 Highlights
 - [VIDEO](#)
- Oct. 29 - Day 3 of the 2024 U.S. Speedskating National Championships is here!
 - [VIDEO](#)
- Oct. 31 - 2024 U.S. Speedskating National Championships Day 3 Highlights 📸
 - [VIDEO](#)

DASH Original Video

- Nov. 6 - Perseverance, grit, determination, long term goal setting, and incremental improvement towards those long term goals are skill sets sports can teach
 - [VIDEO](#)
- Nov. 17 - Tomorrow is metric and pack racing time trials for the High-Performance Team and the Youth Speedskating Program 🏇
 - [VIDEO](#)
- Nov. 19 - Firsthand Experience + Seeing Their Future = Access to Achievement 🏆
 - [VIDEO](#)
- Dec. 10 - It was lovely weather for a sleigh ride. 🛷😄
 - [VIDEO](#)
- Dec. 15 - The developing athletes part is much broader than speedskating
 - [VIDEO](#)



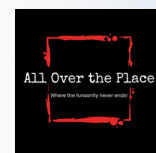
DASH

Traditional Media

Preserving Our Heritage, Increasing Affinity & Awareness, Building The Future We Want To See Tomorrow, Today

DASH In The Media

- 2022 - Sports + Life + Balance Podcast: S3 E6 "Little Dream Inside My Head" - Feat. Bonnie Blair
 - [LINK](#)
- Dec. 2022 - MASH alumnus qualifies for Olympic Trials in speedskating
- Feb. 27 - Bonnie Blair Looks Back on Her Olympic Breakthrough in Calgary
 - [Article LINK](#)
- March 3 - Wisconsin Women of Influence: Olympian Bonnie Blair
 - [VIDEO](#)
- March 8 - Giving Forest: Dave Cruikshank - 4X U.S. Olympic Speedskater
 - [PODCAST](#)
- April 11 - All Over the Place... Ep. 132 - Dave Cruikshank
 - [PODCAST](#)
- May 3 - Training for life after skating
 - [TMJ4 News Segment](#)
- July 24 - Inside Wisconsin Show: The connection between Olympic Gold Medal Speed Skaters Bonnie Blair & Dan Jansen
 - [VIDEO Clip](#)
- Oct. 25 - Speedskating slipped, but Bonnie Blair and her husband aim to make Milwaukee a mecca again
 - [MKE Journal Sentinel Article](#)
- Oct. 28 - Local athletes compete at US Speedskating National Championship at Pettit National Ice Center
 - [WISN12 News Segment](#)
- Nov. 22 - Greendale High School Marching Band in New York City for Thanksgiving parade
 - [WISN12 News Segment](#)
- Dec. 11 - Auggie Herman, Blair Cruikshank Score Multiple Wins in AmCup2
 - [Article LINK](#)





2024 U.S. Champs Blitz



At A Glance

316k

IMPRESSIONS / VIEWS
(IG; FB; X; LI; YT; TT)

125k

REACH
(IG; FB; LI; YT; TT)

305

POSTS

143

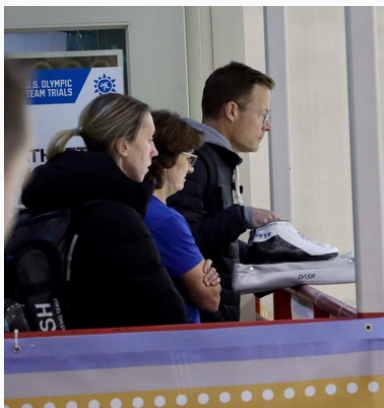
PHOTOS PUBLISHED

45

UNIQUE GRAPHICS
CREATED

27

EVENT PROMOTING
VIDEOS



DASH

DASH

New Initiatives

Launch “Here You Find” Campaign April 11



Launch “Access --> Achievement” Campaign March 30



Launch Sprecher Athlete of the Week Award, Oct. 16



Lance Allan Highlights IEWC Jobs For Aspiring Skaters Program, May 3



Launch Try-A-Practice INITiative: TAP IN! Dec. 3



DASH

What Is The Sprecher Athlete Of The Week?

Impact: Anecdotes and Observations

Message From Leah:

~ From the first night we highlighted Austin Carlson as the “Sprecher Athlete of the Week,” there was a transformation in our Youth Club Skaters. Not that they didn’t listen or try before but overnight they were asking, “Why did so & so get athlete of the week?,” and “What can I do to get athlete of the week?”

Every Monday the kids come into the gym to warmup and immediately gather around our Sprecher Athlete of the Week board to see who is going home with root beer tonight. More importantly every time they ask those questions it is a chance for us to reinforce values like work ethic, listening & coachability, and being a good teammate.



DIRECTOR OF YOUTH DEVELOPMENT
Leah Lambert

COMMENTS ON SOCIAL MEDIA

Parents & Neighbors

Most relevant ▾



Renee Manion

Way to go Emmett! 🎉👏

5d Love Reply Message Hide

1 🍀



Josh Swan

Go Emmett go!

6d Love Reply Message Hide

2 🍀



Bryan Peterson

The kindest, most well behaved, hardest working young man there is! Love ya Emmett!

6d Love Reply Message Hide

2 🍀👍

Jamie Howell replied · 1 reply



Jolene Fetters-Wasilewski
Yeah Emmett!!!

6d Love Reply Message Hide

2 🍀

Proud Grandparents



Gary Nosacek

Proud to say I was there when my grandson qualified for the US Juniors.. and when he marched down NY streets during the parade. Can't forget his sister Aeris who is training as a speedskating starter and also was in the parade. Then there is mom Elizabeth who constantly gets "volunteered" to volunteer at the races, time trials and the band competitions. Those Neuman's rock!!

2w Like Reply

4 🍀👍



Mary Landerman Russo

That's awesome! Congratulations!

2w Like Reply



Kathy Barth

Congratulations. That's awesome. They are all doing great things. 😊 I saw your pictures from NYC. We were actually just down the road from the Pettit center this past weekend. The Airbnb rental where we spent Thanksgiving weekend was right in the neighborhood. If you would've been in town, I would've given you a call. I think the boys would've loved to see the people skating, although I'm not sure if it's open to the public.

Friends & Family

👍❤️ You and 49 others

2 shares



Cameron MacLeod

Way too go Blair 🍌👏

6w Like Reply



Maureen Denny

Congratulations 🍌

6w Like Reply



Patti McLeod Drebes

She has the skating genes. Congratulations to all of you.

6w Like Reply



What Is The Try-A-Practice Initiative? TAP IN!

Try-A-Practice Initiative

Last night we launched our newest effort to get more kids active and grow speedskating!

TAP IN!

Try a DASH Youth Speedskating practice for FREE!



DASH

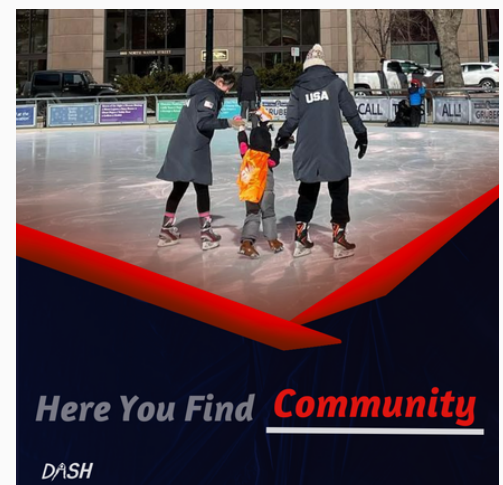
What Is The Here You Find Campaign?

When you join The DASH Project it's about *more than speedskating.*

What will you & your kids find when they join DASH?

Check out our upcoming programs:

<https://www.dashskating.org/youthprograms>



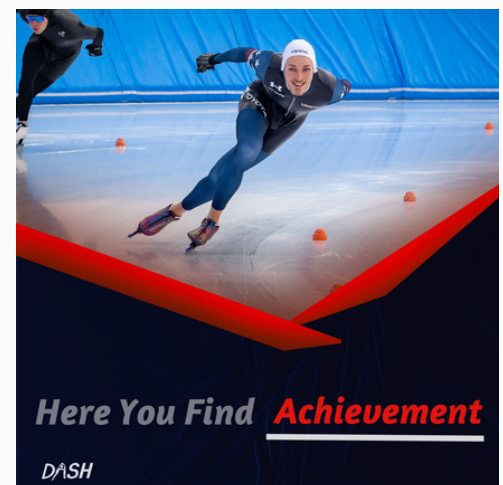
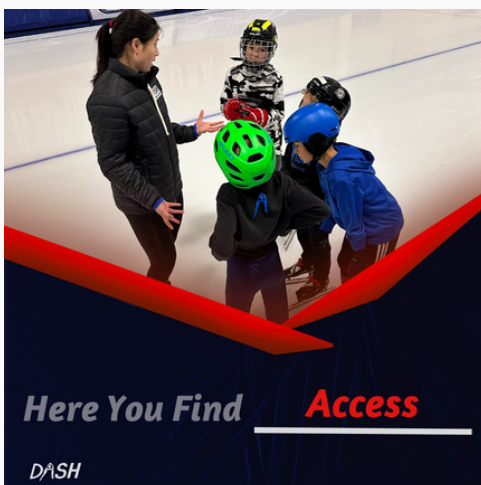
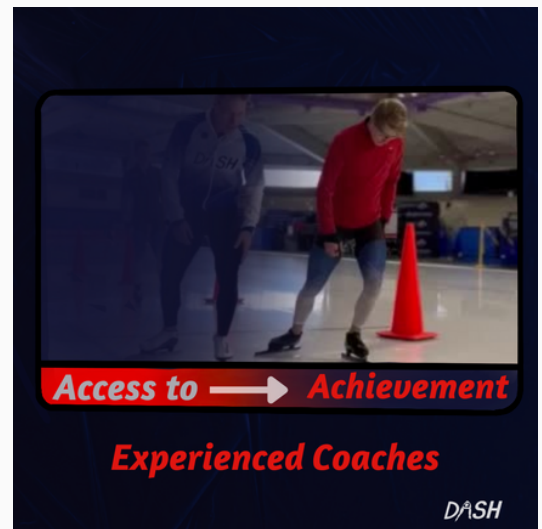
DASH

What's The Access Achievement Campaign?

Access Leads To Achievement

Our goal is to provide a clear pathway to success in life and on the ice by teaching transformational life lessons through sport!

Sign-up for the most affordable, impactful long track speedskating program today:
<https://www.dashskating.org/youthprograms>



DASH

Scott Drebes

SCHOLARSHIP FUND

FOR THE LOVE OF SPEEDSKATING



SCOTT DREBES
JANUARY 13, 1958 – DECEMBER 6, 2023

Scott was born in Peoria, Illinois and was adopted as a baby by his loving parents Ray and El Drebes. He grew up in Champaign, Illinois and was the third of four children. He passed unexpectedly.

Scott's dad started him ice skating as a young boy buying his first pair of skates at age 4 yrs. He picked up on skating quickly and always wanted to go faster. Scott started speed skating in 1968 and had many achievements. The sport became a great love of his. Short Track speed skating was his world from then on. Traveling around the world to compete, he made a great impact on many people. He retired from the sport in 1981 after making 5 US world teams and having 5 world championships. Scott was inducted into the Speed Skating Hall of Fame in 2012.

Scott moved to Colorado Springs in 1981 and married the love of his life Patti McLeod in 1982. 41 wonderful years together was just not enough. They had two wonderful son's together, Matthew and Tyler Drebes (Kayla) of Colorado Springs. He is also survived by six grandchildren, Blake, Alayna, Brixton, Amiliana, Bristol and Adrian Drebes, all of Colorado Springs, his sisters Liz Shields of Flowery Branch, GA, Barb Drebes of Omaha, NE and his brother Doug Drebes of Villa Park, IL, sister-in-law Jackie McLeod, mother and father-in-law Robert and Shirley McLeod of Colorado Springs and six nieces. Scott's family was his world and he was theirs.

Scott retired from Civil Engineering and Land Surveying in December 2022 after 42 years of working at something he loved and was great at. Working most of his career at Obering/ Wurth & Associates, he also worked at M&S Civil and Edward James Surveying.

Scott was loved by everyone that met him. Always the person you could count on for anything with his beautiful smile, quick wit, kindness and generosity. You are loved and missed already by everyone.

Continued on next page.

Scott Drebes



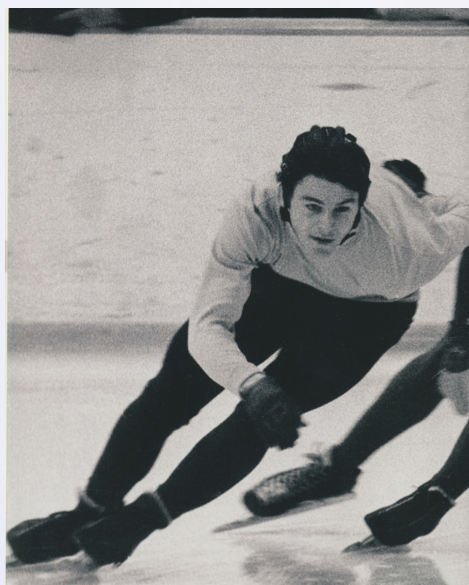
SCHOLARSHIP FUND

FOR THE LOVE OF SPEEDSKATING

In lieu of flowers, the family requests making a donation to the Scott Drebes Speed Skating Scholarship Fund for speed skaters trying to move up in the sport. Scholarship created by Bonnie Blair and her husband Dave Cruikshank. https://www.paypal.com/donate/?hosted_button_id=997UWJH3RAZY6 (Paypal or Credit Card) Webpage with more information: <https://www.dashskating.org/support/scott-drebes-scholarship-fund>

Checks Payable to: The DASH Project (Memo: Scott Drebes Scholarship)
500 S. 84th St. Milwaukee, WI 53214

A Celebration of Life will be held at the Olympic and Paralympic Museum at 200 S. Sierra Madre St in downtown Colorado Springs on Scott's birthday. 6-8pm (Please bring your memories of Scott to share)





Philanthropic Giving Overview

Totals

102

DONORS

2X

2023 FUNDRAISING
TOTAL COMPARED TO
2022

15

SUPPORTING
ORGANIZATIONS /
FOUNDATIONS



\$25k

DASHING FOR DASH
TOTAL RAISED



DASH



Philanthropic Giving

DASH-ing Into The New Year!



DASH-ing For DASH!

Personal Best Crew



DASH

DASH

Philanthropic Giving

It Takes A Community, A City, A State, and A Nation

Supporting Organizations

- David Williams Foundation
- Brewers Community Foundation
- Bank of America Charitable Foundation
- Harvard Varsity Club
- Mission BBQ
- Wisconsin Athletic Hall of Fame Foundation
- Paul's Machine & Welding Corp. - Employee Matching
- National Christian Foundation Wisconsin
- Bonnie Blair Foundation
- Hannan Family Foundation
- Bradley Foundation
- Greater Milwaukee Foundation DAF
- American Endowment Foundation
- Amcor Cares Foundation
- Bradley Impact Fund



BANK OF AMERICA
CHARITABLE FOUNDATION



National Christian
FOUNDATION
Wisconsin



DASH

What Is The Personal Best Crew?

Introducing the 2023-24 Personal Best Crew Annual Giving Program!

Empower champions in life and on the ice with every dollar you donate!

From May 1st to December 31st, 2023**, all donations will be counted towards your 2023-24 giving level, unlocking unique benefits and exclusive access to our community through the end of the season.

Whether you choose to donate during this period or participate in any of our upcoming fundraisers, your generosity will be acknowledged and celebrated as part of the Personal Best Crew. Together, we can make a difference and create lasting change.



JOIN
TODAY!



<https://qrco.de/dashPBcrew>



Great People



Doing
Exceptional
Things,



For Decades!





Our Partners

PH

PREMIER HEADSHOTS



Brand Builder



Professional





Our Partners

WOODWAY®

For The Long Run®

Performance



Testing



Innovation

DASH



Our Partners



Athlete of the Week



Training Site



Financial Quick Hits

**Preserving Our Heritage, Increasing Affinity & Awareness,
Building The Future We Want To See Tomorrow, Today**

\$25k

REDUCED DIRECT COSTS
TO YOUTH SKATER'S
FAMILIES

***Season Passes, Reduced Uniforms, Swag, & more
for 20 Youth Skaters***



85%

EXPENSES ON
SPEEDSKATING
PROGRAMING

Efficiency Is Key To Speedskating & Operations



3

YEARS

Entering Our Third Year As A 501(c)3 Nonprofit

**Join The Personal Best Crew &
You Can Develop The Next
Generation of Champions In
Their Lives & On The Ice!**

<https://qrco.de/dashPBcrew>

DASH



Thank you!



Registered 501(c)(3) Developing Champions In Life & On The Ice!
Tax EIN: 88-0800745



Thank you for taking the time to read this report. If you have any questions or would like to discuss anything further, please don't hesitate to reach out to us.

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