



**Fond du Lac Area  
FOUNDATION**

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**FOR IMMEDIATE RELEASE**

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**Fond du Lac Area Foundation Hires Schumacher as Donor Relations Manager**

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**Fond du Lac, Wis. (January 27, 2020):** The Fond du Lac Area Foundation is pleased to announce the hiring of Kayla Schumacher as donor relations manager. Kayla will be responsible for grant and gift follow-up, providing support to executive leadership, and increasing donor outreach. Additionally, she will support the Foundation team in carrying out the organization’s mission, strategies, and projects by providing enhanced donor relations.

“We created a new position to support the growth and expansion of our development and donor relations efforts at Fond du Lac Area Foundation. Kayla will bring a tremendous level of experience, initiative, and knowledge to the Foundation at just the perfect time,” said Joe Braun, executive director.

Prior to joining the Fond du Lac Area Foundation, Kayla was employed by Lawrence University as the associate director of annual giving and, most recently, as the director of annual giving. During her time at Lawrence, Kayla was responsible for the successful project management of a multifaceted annual giving program; strengthened leadership giving through development and implementation of a comprehensive marketing and fundraising plan; oversaw direct mail programs and digital campaigns; set consecutive annual fund fundraising records with over \$3.9 million from over 9,500 donors; and boasted an 80% donor retention rate.

The Fond du Lac Area Foundation was established with one fund from a contribution of \$53,000 from the disbanded Fond du Lac Children’s Home in 1975. As of 2020, the Foundation has more than 375 funds and over \$48,000,000 in assets. Each of those funds represent a unique charitable interest, including support for scholarships, churches, youth activities, the arts, the needy, the environment, and more. Those endowment funds are now generating more than \$1,400,000 each year that is being returned to the community in the form of charitable grants and scholarships. The Foundation has one regional affiliate, the Beaver Dam Area Community Foundation.

For more information, please call (920) 921-2215 or visit the Fond du Lac Area Foundation website at [www.fdlareafoundation.com](http://www.fdlareafoundation.com).

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