

Wisconsin State Council Knights of Columbus



Aid Citizens with Mental Handicaps

HISTORICAL BACKGROUND OF THE PROGRAM TO AID CITIZENS WITH MENTAL HANDICAPS INSTITUTED IN THE STATE OF WISCONSIN IN 1974

In 1972, a serious thought was given to making a concentrated effort to bring the name of the Knights of Columbus into the mind of every person in the State of Wisconsin, and in the Nation as a whole. It was during the 1973 Supreme Convention in New York that the Past State Deputy Dr. Eugene Sonnleitner met with two Brother Knights from Illinois, Past State Deputy Lou Franchini, and a Delegate Gus Sundermeier. In an after-hour session, the three met to discuss various programs and projects that each were then promoting in their respective states, to enhance the "image" of the Knights of Columbus. Each asked, "What do you do to bring the name of the Knights of Columbus to the people in our State? Each did have their own statewide programs. Wisconsin's was the PKD Program. This is an outstanding program, but centered in Wisconsin for promotion of Catholic Education.

What was needed was "that certain something" that would identify the Knights of Columbus to everyone. Many suggestions were discussed such as "The Lion's Club has their Light Bulb Sale, the Kiwanis has their Peanut Days, the VFW has the Poppy Sale, etc, but what does the Knights of Columbus have that they can be identified with?

Many recommendations were reviewed, i.e. selling a product for a specific program or project. There was a need for that "certain identity" and that "certain project." It was recognized that there was a need to help somewhere and that there was someone who needed that help most.

After several hours of deliberation, it was decided that each man would return the next day with some "concrete" ideas. Suggestions ranged from the sale of rulers, pins, and candy to lapel pins, flowers, etc. As a Dentist, naturally Dr. Sonnleitner suggested the—sale of candy in some form. This suggestion "hit" almost immediately, as Gus Sundermeier was affiliated with a candy company as a "jobber".

Everyone was asked, upon their return home from the convention to give this more serious thought. About two weeks later, both Lou and Gus flew into Oshkosh with a proposal. Since Gus worked with Tootsie Roll Industries, he was asked to contact the owner with an idea to use his product for the promotion. This immediately created an interest on Gus's part. He offered a "special" contract to produce a certain size of Tootsie Roll for the Knights of Columbus, using the logo...but more important was the suggestion that we donate the proceeds to the Mentally Retarded, as Gus had a child who was retarded. Gus and Lou brought the proposal to Dr. Sonnleitner and after much serious discussion, it was agreed that the program would be instituted.

After an agreement was reached with Tootsie Roll Industries, i.e....the design, size, distribution, consignment agreement, shipping, etc., was documented. The candy would be received on a consignment basis with TRI paying the shipping. The K of C would pay shipping costs for the return of the un-opened cases. The first design of the wrapper was approved with the KC logo and "The Knights of Columbus Help the Mentally Retarded" as the theme. It was also agreed that each year the contract would be reviewed, as the cost of the ingredients would change each year.

A pilot program was then set up in the District of SD Franchini's home Council...namely Rockford, IL and the other two councils. The dates around Columbus Day in 1973 were selected. The Tootsie Rolls arrived as scheduled and the three Councils gave it their best shot. In the three day weekend, a total of \$12,000 was contributed by the citizens of those areas...a tremendous success. Wisconsin was also going to give it a try during the same time, but because of the interference with other drives, namely United Way, it was decided then to search for the best time to conduct the drive. After intensive investigation, the last weekend in April was selected... because of the least interference.

After the program was then introduced to all the State Officers, in January 1974 unanimous consent was given to proceed. The program was then organized through the District Deputies. The program was presented to them and the Grand Knights and was put into effect.

As guidelines and regulations were needed Dr. Sonnleitner was assigned to draft the required information and document it. The original program, with some modifications, is still being used by each jurisdiction.

With over 185 Councils participating in the 1974 MH Drive, a total of over \$92,000 was collected... another success.

The latest report available states that 38 State Jurisdictions follow the program today, with over \$20,000,000 collected each year. All proceeds must be used for projects and programs that aid the Mentally Handicapped and the Cognitive Disabled.

Perhaps the most important decision to aid the mentally retarded in this program came from a speech given by the Supreme Chaplain Bishop Greco, during the 1972 Supreme Convention in Seattle, when he said: "Do Something for the Retarded", as he served as Chaplain of an institution for the retarded in Alexandria, Mississippi.

As one of the "Founding Fathers" of the program, Past State Deputy Sonnleitner proudly says, "We have achieved our goals, we as Knights of Columbus have "that Certain Image"...we are recognized and identified with something...we do fulfill our charitable obligations. I am proud of the Knights of Columbus."

GRAND KNIGHTS & COUNCIL MH CHAIRMEN

- Please Note! -

The State Council Grants approved by the State Officers and MH Committee are made available in January each year. Requests for the grant funds must be exercised by the following September 30th.

Council Grant Checks are prepared by the State Council. Councils receive these checks at the Diocesan Meetings in September and have a 90-day expiration date, so these should be presented to the recipient as soon as possible.

Special recognition will be made at the State Convention for the councils that raised the highest dollar total, in each diocese, and councils that raised the highest dollar amount per member in each diocese. These statewide awards will be presented in each diocese to the council with the highest dollar amount raise per member.

PROGRAM INSTRUCTIONS

Enclosed you will find all the information needed to conduct the Drive to Aid Citizens with Menial Handicaps. *Please Note!!!* There will be two forms that will be necessary for this drive. These **must** be filled out and mailed in the proper manner by the dates specified. One of these forms, the **Order Form** will be given to you by your District Deputy and requires immediate attention. **The other form, the Report Form, will be mailed to you under separate cover about the 15th of April.** Both forms are self-explanatory and need to be filled out in absolute detail.

You are instructed to fill out the **Order Form** and give it to your District Deputy before **February 1st**. He will assist you in filling out the form. All Councils are asked to examine their past years order to see what they used and order accordingly. No cases will be returned. We know that every Council can improve on the program; all it takes is **more manpower, more determination, more organization – and MORE CHARITY!!!**

ORDER FORM

1. Fill in **ALL** the squares, except the ones marked **Item No.** and **Cost of Tootsie Rolls**. The cost will be determined after negotiations.
2. Be sure to print the name and address where the order is to be shipped. If your Council's order is 33 cases or more, these will be shipped to a local address. If your order is less than 33 cases, please consult with your District Deputy, as he will have to combine your order with others from the District and will be shipped to one place as designated.
3. If your Council wishes to order aprons, please indicate the number requested. The costs of these will be deducted from your Council's receipts.

REPORT FORM

(This will be sent to you under separate cover in April.)

1. Fill out the form completely, with the Council Number and Name, Location and District Number.
2. List the number of cases ordered and received (refer to your copy of the original Order Form)
3. NOW -- Write in the **total amount of revenue collected during the drive. This must be for the entire amount collected! A Cashiers Check, Money Order, Postal Money Order, made payable to: Wisconsin Knight of Columbus – Exceptional Persons, for the TOTAL AMOUNT must be mailed along with the completed report form, in the enclosed Pre-addressed envelope to the State Office by the Council MH Chairman.**
4. Your Council Revenue for Distribution. **THIS YEAR YOUR COUNCIL CAN OBTAIN 75% RETURN IF FORMS ARE RECEIVED ACCORDING TO THE FOLLOWING SCHEDULE, POSTMARKED ACCORDING TO THE DATES SHOWN:**
Four days – Thursday – 75% after deductions
Five days – Friday – 70% after deductions
Eights days – Monday – 70% after deductions
Nine days – Tuesday – 70% after deductions
Ten days – Wednesday – 60% after deductions

The percentages and deductions will be made by the State MH committee after the forms have been audited and will be listed on the report form. Final report forms must be completed in every detail. **Councils, submitting incomplete forms will receive the 60% distribution.**

5. Be sure to list the names (and the percentages) of the organizations or programs that you wish to donate to. **Remember that these organizations and programs should not have "off-setting" funds from another source, causing them a reduction in their budget.**
6. **Corporate Letters:** The sample letter can be used to recruit more funding from the business community. Personal contact followed by the letter will yield better results. Appoint a committee that will handle this as a special project to increase your council's total MH income.

HELPFUL HINTS

DO NOT SELL THE CANDY! DO NOT EVEN MENTION THE WORD SELL! It is far **better** to hand out the candy and ask for a **DONATION** – and this will, more than likely be a larger donation. You can be assured that if you do not mention a price, just merely suggest a contribution to our Mentally Handicapped Program, that the donation will be much bigger.

LOCATIONS: For stations or places where we might conduct the drive: street corners, discount houses, sporting events, taverns, supermarkets, churches, malls, etc. Surely there are additional places in your community that might be considered, be sure they are covered with workers.

MANPOWER: Besides the members of your Council, ask other groups to assist you in this drive. Ask the Ladies Auxiliary, the Squires, the local units of the retarded groups, the Youth Association for Retarded Citizens, Service Clubs, High School Key Clubs, University groups, etc. Do not pass up any help that you can get. It is a good idea to have adult supervision if you are using retarded citizens or youngsters. We have had tremendous success in the past years by having the retarded citizens assist. Give them an apron, a canister, a hat, assign them to a post with supervision – and you'll have a tremendous success – you will also experience one of the greatest moments of your life – you will know what it is all about!

POSTERS: Be sure to assign a group to distribute the MH Posters at least three weeks before the drive. Posters will be delivered by your District Deputy. If your Council has not received a supply of posters, please call the State Office in Madison. Be sure to place the posters in some prominent place, especially at the place where the drive will be conducted. How else would you expect the people to learn of the drive? Remember this – the posters will not do a bit of good if they are left at the Clubhouse! Get out and distribute them!

CANISTER EASELS: Put out the canisters immediately upon arrival. These too will be sent about the same time you receive the Tootsie Rolls. Canisters should be picked up no later than the last day of the drive, earlier if the business will not be open on Sunday.

APRONS: If your Council ordered aprons, you will receive them under separate cover. These will be mailed directly from the company that has the state contract. You will receive the number of aprons as indicated on your Order Form. **DO NOT PAY FOR THESE**, as the cost of the aprons will be deducted by the Audit Committee from your receipts, that is, if the number of aprons ordered is within reason. If you desire to order additional aprons after your Order Form has been sent in, please call the State Chairman – **NO ORDERS** will be accepted after April 15th!

PERMITS: Be sure to obtain in your community, if required. **DO IT NOW!** Go to City Hall and apply for one. Approach your Mayor or Council Manager and have them issue a **PROCLAMATION**. Proclaim all these dates as **KNIGHTS OF COLUMBUS DAYS TO AID CITIZENS WITH MENTAL HANDICAPS** (see sample proclamation) and have the proclamation published in your local newspaper.

PERMISSION: Be sure to obtain permission from **ALL** proprietors, owners, managers, etc., of all the establishments where the workers will do the actual soliciting. We do not want to "step on anyone's toes" or create a negative attitude towards the project. It would be best, in most cases, to have or obtain written permission from the person in charge.

PUBLICITY: Start working on all Forms of publicity. News releases, radio announcements, local "talk" shows, Council Bulletins, Church Bulletins etc., all should be used (see sample news release). Use the copy provided in your council packet for use as your parish weekly bulletin. Have your Chaplain cover the drive two weeks prior to the drive in all your church bulletins. TV tapes will be used again by all participating TV stations. These will be handled by the State Committee.

MONIES COLLECTED: Contact your local bank, or the bank where your Council has its account and make arrangements for the daily deposit during the drive. **DO NOT DEPOSIT IN YOUR REGULAR COUNCIL ACCOUNT.** Have it counted and secure a receipt. Have them issue a Cashiers Check for the total when the drive concludes. The banks are always pleased to get their hands on this kind of change — be sure to ask the bank for permission to solicit in front of the bank during the drive.

SECURITY: Make every effort to maintain security of the monies collected. You can number the canisters in a `special` manner—so there can be NO "Fudging" on the part of an "outsider". Start each shift with a new canister and have the used one returned to the Chairman, or person designated.

SUNDAY CAMPAIGN: IT IS A GOOD IDEA TO MAKE ARRANGEMENTS WITH THE LOCAL CHURCHES OF ALL DENOMINATIONS in your community for our presence at their services. It is a great outlet! Your parishioners will love you for it! What a tremendous promotional effort on the part of the Knights of Columbus — great for our Order. Be sure that you made the necessary arrangements with each Pastor before attempting this. Perhaps he will assist you in front of the Church — all it takes is the time for you to ask!

For Your Information

The following outline of the problem of Mental Handicaps is offered to help the local Council Officers, the Council MH Chairman and the individual members acquaint themselves with the need, with the hope that it will lead to the increased involvement by the Knights in this program:

What are Mental Handicaps?

In non-technical terms, the mentally handicapped person is one who, from childhood matures at a below-average rate and experiences unusual difficulty in learning, social adjustment and economic productivity.

What Causes It?

Mental Handicaps can be caused by any condition that hinders or interferes with development before birth or in early childhood years.

Who Are They?

They are among the neighbors and townspeople in the small towns, big cities and farms in all fifty states. A small group of people (4%) are in institutions, residential schools and hospitals.

What Can We Do?

First of all, we should remember that mentally handicapped children and adults resemble normal persons more than they differ from them. All have the same need for love, understanding, and acceptance. All need a chance to grow and develop to capacity.

Why Help Them?

One of the first ideals of the Order to which the new candidate is exposed is **CHARITY**. It follows that we must put into action what we have voiced so eloquently. What better method could we use than to help those who are not able to help themselves?

Who Works on the Program?

One of the most serious problems that presents itself in any program, and which has caused problems with other states in their quest to help the mentally handicapped has been the lack of **MANPOWER**. We are warned that the program can be a failure if every avenue of **MANPOWER** is not explored and utilized. We must endeavor to make use of every First, Second, Third, and Fourth Degree Member of our Order in Wisconsin.

Who Guides The Program?

FIRST, every member of our Order must follow the dictates of his conscience and do his part; **SECOND**, the Grand Knight of the Council has appointed a Chairman to assist in the program and must take steps to insure that his Council contributes in "fair share". **THIRD**, The District Deputy is responsible for seeing that each council has discharged its obligation. He is Chairman for the District. **FOURTH**, the State Chairman is responsible for the entire program overall. He must see to it that all efforts are directed toward the success of the program.

What is our Goal?

Our primary goal is to assist those less fortunate as stated before, but this worthwhile program can lead us to the **IDENTITY** that the Knights of Columbus can all point to with pride.

Need additional information?

Contact the State Chairman or the Diocesan Representative:

Chairman

Charles Simmons (Marlene)
100 S. Marquette Road
P.O. Box 36
Prairie du Chien, WI 53821
608-326-6445 — work
608-874-4641

Madison Diocese

John Bednarek, (Barbara)
W5456 Losinki Road
Princeton, WI 54968
920-295-3557

Green Bay Diocese

Raymond Dufano
1758 Aspen Lane
Green Bay, WI 54303
920-499-3655

Milwaukee Archdiocese

James Krupski
148 Larkspur Lane
Burlington, WI 53105
262-763-2478

LaCrosse Diocese
James Neubauer (Enid)
5195 Clinton Ridge Road
Westby, WI 54667
608-654-7677

Consultants:
Eugene (Doc) Sonnleitner
George Burns

Superior Diocese
Morris Marsolek (Judy)
709 North Freemont
River Falls, WI 54(122
715-425-7656

Check List for Council Chairman

We have prepared a **QUESTIONNAIRE** for your consideration. If you answer the questions with a "NO" then there is more work for you to do in setting up the program for insured success.

- 1) Have you informed the Council members and asked for and received sufficient help? Yes/No
- 2) Have you informed the local community and obtained permission to give Tootsie Rolls away for a donation? Yes/No
- 3) Have you informed the local news media? Yes/No
- 4) Have you informed and received permission for distribution at churches in you area, both, Catholic and non-Catholic? Yes/No
- 5) Have you set up a security system for your receipts? Yes/No
- 6) Do you know that the monies collected must be mailed directly to the State Office, in a Cashiers Check, (Money Order) along with the Report Form? Yes/No
- 7) Have you revised your specific duties outline? Yes/No

If all the answers are "Yes", we wish you the best of luck.
If not, there is still plenty of work ahead for you.

SAMPLE PROCLAMATION

Office of the Mayor
"Your City", Wisconsin

PROCLAMATION

WHEREAS, treatment and care of the Mentally Handicapped has been a special project for assistance by the Wisconsin Council, Knights of Columbus; and

WHEREAS, since 1974, the state and local councils of the Knights of Columbus have conducted an annual fundraiser in the communities of Wisconsin, with proceeds of the endeavor donated to not-for profit agencies serving citizens with mental handicaps; and

WHEREAS, \$ (use amount from page 9/10) has been raised to assist in programs for the Mentally Handicapped in the State of Wisconsin as a result of this endeavor, and

WHEREAS, (Name of Council) of the City of _____, will be joining the 279 other Knights of Columbus Councils in the State by conducting a local fund drive for the worthwhile cause:

NOW, THEREFORE, I _____, Mayor of the City of _____, do hereby proclaim (Month),
Date th, Date th, Date th, (Year).

KNIGHTS OF COLUMBUS DAYS TO AID CITIZENS WITH MENTAL HANDICAPS

And urge all citizens to take cognizance of the special evens arranged for this time.

Dated this _____ day of _____, (Year) _____

SAMPLE NEWS RELEASE

(Councils are asked to place the following in their local newspapers, give a copy to their local radio stations and to Pastors of ALL churches for their Church Bulletins. Please fill in the blanks.)

"The Knights of Columbus are again conducting their statewide fund drive to **AID CITIZENS WITH MENTAL HANDICAPS**. This will be the _____ year that the over 39,000 members of the Knights of Columbus has held the drive."

Grand Knight, _____ (Name) _____, said that Council Number _____, _____ (Name) _____ of _____ (City) _____ will join the other 279 Councils in Wisconsin in this benefit on _____ (Month) _____, Date th, Date th, and Date th, _____ (Year) _____. The Knights and their helpers will offer a "special" size candy roll which will have the imprint "**KNIGHTS OF COLUMBUS - HELP MENTALLY HANDICAPPED**". Everyone in turn will be asked to make a contribution.

In the past _____ years, a total of \$ (use amount from page 9/10) was raised and distributed to local Councils for programs in the area, for statewide projects for the retarded, for religious education for all denominations, seminars, camps for the retarded, for Special Olympics, scholarships to college students attaining a special education degree, to name a few.

Grand Knight, _____ (Name) _____, has appointed _____ (Name) _____, as Chairman of the local drive. Chairman _____ (Name) _____ has called upon all members of the Council to participate in the project.

SAMPLE CORPORATE LETTER

Greetings:

In 1974, the Wisconsin State Council, Knights of Columbus, established the statewide "Aid Citizens with Mental Handicaps Program" and since its inception have raised \$ _____ (use amount from page 9/10) _____ for this worthy cause through the annual "MH Drive" Each year over 279 local K of C Councils provide the manpower to solicit the citizens of Wisconsin on street corners, at supermarkets, shopping centers, churches and throughout their community.

The Wisconsin State Council and your local K of C Council is requesting your financial assistance in helping them provide for the special needs of Citizens with Mental Handicaps throughout the state of Wisconsin.

Your business contribution will go a long way in helping the MH in Wisconsin sustain themselves by providing tools, training and equipment used in workshops, seminars, and for other education training. Additionally, part of our program is providing scholarships to college juniors and seniors who are pursuing a degree in Special Education.

We are expanding our efforts this year to include corporate solicitations as we recognize the need to replace the drastic cuts in county, state and federal funds to support these activities. Your contribution will be used primarily in your local area to aid organizations serving those Citizens with Mental Handicaps.

The Knights of Columbus are very proud of the fact that 87 cents of every dollar donated reaches the MH groups. This volunteer effort by over 39,000 Knights in the State indicates their sincere desire to Aid Citizens with Mental Handicaps". Can you help us toward this goal?

If possible please forward your contribution by April 15th, 20__.

SAMPLE THANK YOU LETTER

Dear Friends,

Too many times we forget to say "THANK YOU". The _____ (Name) _____ council of the Knights of Columbus want to Thank You for your cash donation of \$ _____ which will be used to aid citizens with Mental Handicaps.

Your financial assistance will go a long way in helping provide tools, training and equipment used in workshops, seminars and other educational training for those Citizens with Mental Handicaps in and around our community.

We know that businesses like yours are asked for donations from many groups and causes, but we know, and I am sure you realize that in your heart you are truly helping someone in need. God bless you. The Knights of Columbus because of the many volunteers can boast that 87 cents of every dollar donated gets to these needy people.

Fraternally,
Grand Knight Council MH Chairman

RESULTS OF THE PREVIOUS DRIVES
All figures are reported to the nearest 1,000

Year	Gross	Expenses	Net	Council Distr.	State Dist.
1974	91	22	69	32	37
1975	135	42	93	55	38
1976	156	47	109	55	54
1977	203	49	154	110	44
1978	235	50	185	130	55
1979	248	43	205	140	65
1980	265	59	206	144	62
1981	280	52	228	153	75
1982	290	56	234	164	70
1983	316	50	266	185	81
1984	318	52	266	186	80
1985	353	57	296	213	83
1986	371	55	316	229	87
1987	399	54	345	252	93
1988	421	56	365	267	98
1989	457	58	399	292	107
1990	500	65	435	319	116
1991	512	67	445	329	116
1992	502	67	435	322	113
1993	516	65	451	335	116
1994	517	67	450	333	117
1995	525	66	459	338	121
1996	536	67	469	348	121
1997	538	66	502	373	129
1998	548	67	481	359	122
1999	600	73	527	392	135
2000	602	67	535	399	136
2001	613	67	546	410	136
2002	641	66	575	431	144
2003	623	65	558	418	140
2004	659	63	596	447	149
2005	661	64	597	448	149
2006	646	62	584	438	146
2007	667	62	605	454	151
Total	14974	1988	12986	9500	3486

The totals to date indicate approximately \$12,341,000 collected, netting nearly \$ 12,986,000 of which \$9,500,000 was returned for local projects while \$3,486,000 was retained for statewide projects such as grants-in-aid, religious education programs, Diocesan seminars, and association which Aid Citizens with Mental Handicaps.

WHERE DOES THE STATE COUNCIL'S PORTION OF THE MONEY GO? DIOCESAN GRANTS - SPECIAL EDUCATION

The MR committee provides an annual grant in the amount of \$2500.00 to the Office of Special Education in each of the State's five Dioceses.

MR SCHOLARSHIPS GRANTS - SPECIAL EDUCATION

The MR committee provides a one time scholarship grant up to the amount of \$600.00 for any college student in the under graduate or graduate program that is majoring in Special Education. The undergraduate student must be at least at the junior level to qualify. Application forms are available from any MR committee member or can be obtained from the State Office.

All MR scholarship grant applications must go through a local KC council and must be signed by the Council Grand Knight and the Financial Secretary. Scholarships that are approved will be issued in the name of the applicant and the college they attend and forwarded to the college financial aid office for presentation to the student.

If you have any questions on the scholarship program contact your diocesan representative or the state MR committee chairman.

GRANT APPLICATION PROCESS

All councils should attempt to contact the organizations or groups in your area that assist the mentally handicapped and refer them to the state MR committee for grant applications of the states share of the MR program. Each year on August 1st the State MR Committee provides a media release to all newspapers in the State of Wisconsin informing any and all organizations that assist the mentally handicapped that they can apply for grants from our committee.

The grant application period each year is open from August 1st to November 15th. Applications are accepted written on the organizations letterhead. The application must contain the three following items: an exact amount of money must be stated, exactly what the money is going to purchase or provide the organization and, most importantly; how many individuals are going to be served if the application is funded.

The applicant must provide 14 copies of the application and it must be mailed to the State Chairman of the MR committee before the deadline of November 15th. (The reason for requesting 14 copies is the State Chairman inventories the applications to see that all the applications contain the necessary information requested.)

The Chairman then provides each member of the MR committee and the State Officers a copy of each application for their review and investigation if necessary. Each Diocesan Representative is responsible for the applications that come from his Diocese. The State Officers review all applications but do not vote on the applications. Their comments are very important throughout the process. The Committee and State Officers receive copies of the applications two to three weeks prior to the scheduled disbursement meeting so this process can be completed in a one day meeting.