

Reaching Families Where They Are

Another Great Diaper Drive!

Learn more inside!

Scan Here

Visit FRCSCV's website and learn about the no-cost programs and services for all families with young children in Pierce, Polk & St. Croix Counties.



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THANK YOU!



ST. CROIX VALLEY
FOUNDATION

First Thousand Days Fund



Thanks to the generous support of the St. Croix Valley Foundation's First Thousand Days Fund, Family Resource Center St. Croix Valley has been able to expand our outreach and connect with more families throughout Pierce, Polk, and St. Croix Counties. Their investment has allowed us to develop a series of professional promotional videos highlighting many of our free programs and services, giving families an inside look at the support and resources available to them. These videos have become a valuable tool in sharing our mission and helping families better understand how our programs can benefit them.

In addition to producing these videos, the grant has allowed us to launch targeted advertising campaigns across social media, reaching thousands of people throughout our service area. The response has been incredibly positive, with our advertisements performing exceptionally well and introducing FRCSCV to tens of thousands of new people who may not have otherwise known about our free programming. We have already seen an increase in awareness and engagement as more families discover and connect with our services. We are sincerely grateful to the St. Croix Valley Foundation for believing in our mission and helping us reach more children and families during the critical first years of life.



FROM THE

Leadership Team

Hello Friends of FRCSCV,

We hope your summer has been full of sunshine! Summer is a time for rest and relaxation with family and friends, and we hope you have had the opportunity to do so.

Summer is also a time for important work, like fixing that fence or putting in a new flower bed, all while making sure the lawn is mowed.

For FRCSCV's team, summer is exactly that way. We've been out and about all summer with programming and events across the St. Croix Valley, and have been working at the same time on projects which will ensure FRCSCV's operational strength for years to come. For this edition of the Leadership Team message, we wanted to bring you under the hood to learn about the important work that goes on behind the scenes to support children and families in Pierce, Polk, and St. Croix counties.

This year, FRCSCV was awarded a \$25,000 planning grant from the St. Croix Valley Foundation to strengthen the systems behind our work. Over the past several years, FRCSCV has grown to operate close to 10 programs serving approximately 2,200 individuals annually across Pierce, Polk, and St. Croix Counties. That growth is a wonderful sign of how much our community relies on us, but it also means the behind-the-scenes systems we use to track and coordinate our work need to grow with us.

With this grant, we're partnering with outside data specialists to map out how information flows through our organization today, and to design a single, unified system for the future.

Right now, our staff often track the same family's information in multiple places and in multiple ways, which takes valuable time away from serving families. This project will lay the groundwork for a more connected, efficient system, so our Parent Educators and program staff can spend less time on paperwork and more time with the children and families we serve.

This is exactly the kind of behind-the-scenes investment that doesn't always make headlines, but makes a real difference in our ability to serve families well. We're grateful to the St. Croix Valley Foundation for recognizing that, and to our incredible staff for rolling up their sleeves to help document their own programs as part of this process.

Thank you, as always, for everything you do to support FRCSCV and the families we serve. We are grateful to have a community so dedicated to supporting children and families in western Wisconsin.

With gratitude,

Marla, Bryant, and Neil
Your FRCSCV Leadership Team

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Sharon Reyzer
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Staff



Neil Kline

Development &
Communications
Manager
nkline@frcscv.org



Marla Butler

Program Manager
marla@frcscv.org



Bryant Corrigan

Business Manager
bcorrigan@frcscv.org



Robbyn Bowman

Program Lead
robbyn@frcscv.org



Kristine Brede

Program Lead
kristine@frcscv.org



Analis Rechtzigel

Parent Educator
analis@frcscv.org



Andrea Orozco

Bilingual Parent Educator
aorozco@frcscv.org



Cheyenne Carlson

Parent Educator
cheyenne@frcscv.org



Jennifer Boleen

Parent Educator
jboleen@frcscv.org



Karia Ristow

Parent Educator
karia@frcscv.org



Lori Ollig

Parent Educator
lori.o@frcscv.org



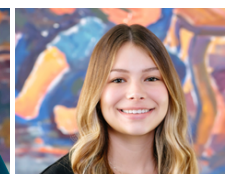
Robyn Davis

Parent Educator
rdavis@frcscv.org



Courtney Arens

Administrative
Assistant
courtney@frcscv.org



Brianna Mayer

Marketing Coordinator
bmayer@frcscv.org



*Prepared by
Brianna Mayer*

FRCSCV Parent Advisory Council

Jessica Demulling, Chair, Anastasia Wilkinson, Vice-Chair,
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2026 GOLF OUTING

FORE THE FAMILIES



On July 17, 2026, we hosted our 2nd Annual Fore the Families Golf Outing, and we couldn't be more grateful to everyone who came out to golf and support FRCSVCV. Your participation, enthusiasm, and generosity helped make the event a tremendous success, and we truly appreciate everyone who spent the day with us! A big thank you, too, to Donna and Pat Hayes and the whole team at Krooked Kreek in Osceola for hosting us!



WALK, ROLL, & READ

Walk, Roll, & Read Highlights



This summer, we hosted Walk, Roll, & Read events in Osceola and New Richmond, bringing families together for afternoons of movement, literacy, and fun. It was wonderful to see so many familiar faces while also welcoming new families. Thank you to our partner organizations for sharing their time and helping make these events a success!



HELLO SUMMER

Read & Stay Active

by Cheyenne Carlson, Parent Educator

This summer, families attending our Play & Learn classes in the park enjoyed reading *The Watermelon Seed* by Greg Pizzoli with a parent educator.

The story follows a crocodile who loves watermelon but fears swallowing a seed. When he accidentally does, he imagines all sorts of things might happen. After one big burp, he realizes everything is okay and discovers he has overcome one of his biggest fears.

This fun story encourages conversations about fears and worries, reminding children that it's normal to feel afraid and that facing our fears, when it's safe to do so, helps us grow.

During the first three weeks of Play & Learn, we read *The Watermelon Seed* several times. Repeated readings help children build early literacy skills known as concepts of print. As they become familiar with the story, children learn that we read from left to right and top to bottom, that words are made up of letters, and that pictures and print have different purposes. These foundational skills help children understand how books work and prepare them for future reading success.



SCAN TO READ ALONG!



DIAPER DRIVE 2026

Diaper Drive



At FRCSVCV, we know that something as simple as a clean diaper can make a big difference for a family. Diapers are a basic necessity, but they can also be a significant expense for many families. Through this drive, we're inviting our community to come together to help ensure every child has access to the diapers they need.

This initiative was proudly led by our Parent Advisory Council (PAC), a dedicated group of parents who volunteer their time, share their ideas, and advocate for the needs of families in our community. We are incredibly grateful for their leadership, hard work, and commitment in organizing this Diaper Drive.

This year's Diaper Drive was made even stronger through our partnership with United Way St. Croix and Red Cedar Valleys. A special thank you goes to Betsy for her support in helping organize this community effort. Reflecting on the partnership, she shared, "This partnership has exceeded all our expectations." We are honored by her kind words and grateful for the collaboration that helped make this drive such a success.



Family Resource Center

St. Croix Valley

Serving Families in Pierce, Polk and St. Croix Counties

857 Main Street, PO Box 2087, Baldwin, WI 54002

Phone: 715.684.4440 | Fax: 715.684.5122

info@frcscv.org | frcscv.org



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