



**CHERRY STARR, FAMILY TO ATTEND RAWHIDE YOUTH SERVICES'
CAPITAL CAMPAIGN GROUNDBREAKING CEREMONY OCT. 22**

NEW LONDON – Rawhide will host a groundbreaking ceremony for its [Building Hope Capital Campaign](#) Friday, Oct. 22 at 4 p.m. in the presence of Cherry Starr and her family.

Right now, Rawhide’s need to serve at-risk youth is greater than its capacity. The Building Hope Capital Campaign will make it possible to provide crucial services to more youth and their families through the construction and expansion of several Rawhide facilities.

The Starr Youth Home, which is already being built, will be a 10,000-square-foot home that will increase capacity, safety and convenience in a family-centered, therapeutic environment for residential youth.

Renovating Rawhide’s current Welcome Center will create a state-of-the art resource and training space to impact, not only its staff and youth, but also the community. This renovation will offer facilities for meetings, trainings, seminars or social gatherings for youth and families in the community that need help and resources. It will also offer aftercare and alumni services for those who need additional assistance following the completion of their residential program.

The Bart & Cherry Starr Museum will be a destination attraction that honors the legacy and tells the story of Bart and Cherry Starr’s life, values and connection to the Rawhide mission.

“Meeting the needs of the at-risk youth in our state is an ever-increasing challenge as more youth struggle with mental health needs,” said Alan Loux, Rawhide’s president and CEO. “The challenge is that the size of the need no longer matches the size of our facilities, and this hurts our ability to fulfill our mission. This project will enable us to increase capacity to keep up with the increased demand.”

Rawhide is honored to welcome the Starr family to share the progress of the Starr Youth Home and the groundbreaking ceremony celebration.

“The Starr family has been part of this great organization from the very beginning,” said Loux. “Bart and Cherry have cared so deeply about helping make an impact on the lives of kids who need love and hope. We are grateful to be able to honor them at this event, sharing their values and vision to inspire generations to come.”

Miron Construction Co., Inc. played a significant role in the building of this project and many more over the years.

“At Miron, we want to do anything we can to help the incredible team at Rawhide advance their mission,” said David G. Voss, Jr., Miron’s president and CEO. “Not only is the work they do to give hope and provide healing to struggling youth very important to Miron, but the employees of Rawhide have also truly become part of the Miron family throughout our partnership. I hope Miron’s contribution to the Rawhide capital campaign encourages other organizations and individuals to do the same.”

To date, Rawhide has raised about \$5.5 of the \$6 million goal, thanks to its donors who have generously stepped in to make an impact, like Sentry Insurance with its \$1.5 million donation to support the Bart & Cherry Starr Museum.

“We are very thankful to Sentry Insurance for coming alongside us with this incredible gift,” Loux said. “They have also been greatly impacted by the Starr family after having Bart Starr on their board for 34 years, and continue to have a very special relationship with the Starr family.”

The groundbreaking ceremony will be a great moment for Rawhide to honor the incredible generosity of its donors and celebrate the excitement of the opportunities for growth and impact ahead.

“We are grateful to so many of our friends and partners for investing in Rawhide and the youth we serve,” said Loux. “The outpouring of generosity for this project has been incredible but we are not done yet.”

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Rawhide, Inc. is a faith-based 501(c)(3) recognized charity that offers Wisconsin’s at-risk youth and families a full array of residential and community-based services to equip them with tools to build healthy relationships and behaviors that will help them overcome life’s challenges.

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