

## **RAWHIDE YOUTH SERVICES OPENS NEW RESIDENTIAL STARR YOUTH HOME**

NEW LONDON – Rawhide Youth Services will host an open house for its newly built residential Starr Youth Home, Wednesday, April 20 at 4 p.m. It is open to the community to take a tour and learn more about Rawhide’s newest residential home.

Opening the Starr Youth Home allows more at-risk boys to receive residential treatment at Rawhide’s New London campus than any of the other homes. There are 12 bedrooms each with a private bathroom and can hold up to 16 youth at a time, whereas most of Rawhide’s other homes can only serve 10-12 youth at a time.

“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 home will enable us to increase capacity to keep up with the increased demand.”

The 10,000-square-foot youth home was designed as a modern household with an open-concept, neutral tones and simple décor to create a cozy atmosphere, where youth will feel safe and right at home.

“The Starr Home is designed with safety, warmth and healing in mind,” said Heather Stern, Rawhide’s Chief Development Officer. “Our hope is this home will be a family centered therapeutic environment to care for boys who are survivors of mental health, trauma and abuse. It is a place where our youth will feel safe, loved and part of a family.”

Rawhide raised over \$6 million through its Building Hope Capital Campaign in 2021 to complete the build. Rawhide chose to name its newest youth home in honor of its co-founders and greatest supporters, Bart and Cherry Starr.

“You cannot possibly go to Rawhide and see what’s going on there and meet these boys without having a passion for it,” said Cherry Starr, co-founder whom the Starr Youth home is named after. “They felt safe and they felt loved, and that’s what every child should know. Bart loved Rawhide. He was so proud to be part of it.”

“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 through this home, by sharing their values and vision to inspire generations to come.”

The open house is an opportunity for Rawhide to honor the generosity of its donors and celebrate the excitement surrounding the future growth and impact on Wisconsin’s communities.

“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.”

If you would like more information, please call Heather at (920) 531-2592 or

[hstern@rawhide.org](mailto:hstern@rawhide.org)

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### **Rawhide Youth Services**

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

### **MEDIA CONTACT:**

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