



“The hands-on approach to philanthropy is a great way to create balance.”

2011 Salute To Dealers award winners **Don and Cheryl Brenengen**, Brenengen Ford Mercury, Sparta, Wisconsin



“We were able to help get a Boys & Girls Club started by leading a fund-raising effort and remodeling a vacated clinic building. It’s been 3½ years now, attendance is about 80 youths a day, and membership is over 500. But now we face a new fund-raising challenge. The roof of our club collapsed from the snow load at the end of December. Now our goal is to secure land and build a new facility.”



“A large park in the community was inaccessible to foot and bike traffic; the only way to get there was to use a major highway. We saw the need and purchased 24 acres adjacent to the park. We went to the county with a proposal to give them the land, provided they build a paved walking/biking trail to connect the park to the village. They applied for state grants and made it happen.”



“Also, we love the outdoors so we were able to acquire some farmland, which has provided some balance in our lives. We had an idea to raise beef cattle, something new to us, and give the meat to area food pantries. Most donations are canned goods or cereals, so we thought that beef would be highly unusual and extremely appreciated. It was very much appreciated.”



Ford Motor Company Dealers make charitable activities part of their everyday lives. This is the second of a four-part series that highlights the activities of the 2011 Salute To Dealers awardees – dealers who show a real commitment to their communities.

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