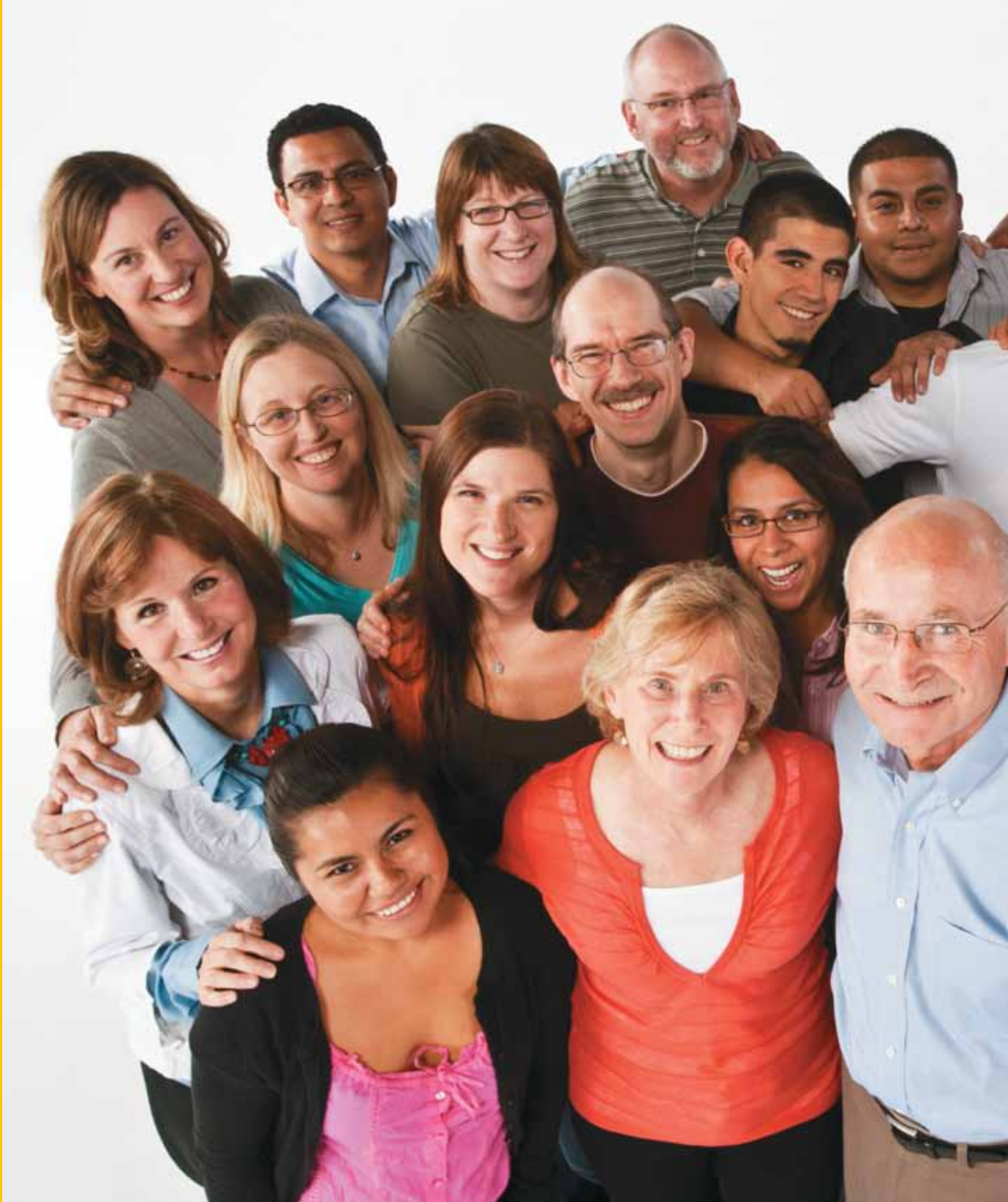


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# SALMONS ARE A

DOUG AND CARLA SALMON



**PASSION:**

'Education: The road to success.'

**LEGACY:**

Helping students attending college or technical school.



*"Doug and Carla share generously with students, not only their financial resources but also their compassion, encouragement and wisdom. The support emboldens the students to believe in themselves and their future. When they earn a degree after years of hard work and determination, their gratitude is beyond measure."*

—Sue Detienne, executive  
director of the Doug & Carla  
Salmon Foundation

**Carla and Doug Salmon (center) are surrounded by their legacy — students who have received financial and life assistance from the Doug & Carla Salmon Foundation.**

# CREATING LEGACY OF LEARNING



**"I'm the first person in my family to graduate. A lot of people wouldn't take the time to help out a person like me, but they did and I thank you so much."**

**~ Javier Gamez, UWO student**



**"The scholarship has helped me to be able to only work one job while I work toward my degree and still be able to be a mom. I can't even begin to express how thankful I am."** ~ Audelina Sanchez

**"I truly appreciate the help I've received from the Salmon Foundation."** ~ Paul Mose



**"They have been helping me a lot since I graduated from high school. I have a baby, so it's been really hard."**

**~Lucia Rubio, FVTC student**

**"For someone who doesn't have enough money to go to school, getting a scholarship really helps. It makes a big difference. I'm very thankful for that."**

**—Alfredo Diaz, UWO student**

**"It has done great, great work with me. They came with resources that they have put there so that we can get an education. We really appreciate that and will always be thankful to them."**

**~ Natanahel Vallejo, UWO environmental science student from the Dominican Republic**



**"The Doug & Carla Salmon Foundation has helped me to get in school and stay in school while raising my family on my own. They've been motivating, encouraging and financially supportive as well. I can't even express, from my whole heart, how much they mean to me and my family."**

**~ Chris Peters, FVTC student**

**"The Salmon Foundation basically helped me go back to school and get a degree as a med tech. I'm now interning at St. E's and looking forward to being finished in about eight months with prospects of a very good career ahead of me. The Salmon Foundation is the reason why all of this happened."**

**~ Michelle LaBerge, UWO student, single mother of two (left)**



There's no mystery about which cause is Doug and Carla Salmon's passion. It's printed on their business cards: **"Education: The road to success."**

The Doug & Carla Salmon Foundation, a supporting organization within the Community Foundation, has helped more than 700 students with scholarships and counseling since 1999. Most face economic challenges. Many are single moms. They attend Fox Valley Technical College, the University of Wisconsin-Oshkosh or UW-Fox Valley, for the most part, and come away with better paying jobs in fields such as nursing or education.

"Just a little bit of support and guidance oftentimes can make the difference," Doug, a retired doctor, said.

The Salmons are not about education for education alone. "We're looking for improvements in their lives. If they can get a better job, they can improve their lives," Carla, a retired medical technologist and community volunteer, said.

This legacy of learning started with Gabriela Mondino, a high school exchange student from Argentina who lived with the Salmons in 1988. After high school, she taught Spanish on a one-year fellowship from Lawrence University. With the Salmons' help, she continued her education at Lawrence and went on to get a master's degree in business administration. She now works in marketing in Chicago and has started her own scholarship program to help young people back in Argentina.

"I am forever thankful to Carla and Doug Salmon for their mentorship and their generosity," she said. "Thanks to their support, I was able to get an education in the United States that led to a rewarding career in international marketing. Carla and Doug have always been there to listen, to encourage, to guide and to lead by example. They have reinforced in me values that have helped me succeed not just in my career but in my life."

The Salmons approach charity as they would one of their business ventures – with a plan and a qualified staff. Their foundation employs four counselors to help students deal with school issues or obstacles life may throw in the path of their education, such as a car breaking down.

"The counselors play a major role in all of this," Carla said. "That's not to say we've never dropped a student. We have. As long as they show motivation and are moving toward graduation, we try to help them along."



The Salmons allocate a set amount for charity each year, with half going for scholarships.

"We're pretty structured about how we do this," Doug said. "We've thought this through and we don't want to wander off course. The people at the Community Foundation are so supportive. They've been very, very helpful to us. Our comfort level with them has made a big difference in our giving."

Charitable initiatives suggested by the Community Foundation,

particularly those directed at helping nonprofits secure their own future by building permanent endowment funds, receive some of the rest of the Salmons' contributions.

More than a decade of working with scholarships has only strengthened their passion for improving lives through education. Doug said he is particularly touched by the letters he frequently receives from scholarship recipients who vow to pass along the help they've received.

"Your heart aches for how hard these single moms work to survive and try to improve their lives," Doug said. "It's very gratifying when you can help them achieve that."

The Salmons' estate plan assures that

their scholarship program will continue to help students long after the couple is gone. Fully half of the assets they have designated for charity will support the scholarships. Detailed plans recorded in notebooks in safekeeping with their foundation and at the Community Foundation and discussed with top staff members at both foundations, describe their intentions.

"With the long-term assistance from the Community Foundation, we hope to make a difference for generations of students," Doug said.