



HELPING TODAY'S
STUDENTS BECOME
TOMORROW'S CPAs



Educational
FOUNDATION

Wisconsin Institute of Certified Public
Accountants' Educational Foundation, Inc.

“Back in the ‘70’s, the WICPA Educational Foundation promoted the profession by awarding four-year, undergraduate scholarships payable on a semester by semester basis.

Even though college cost much less then, without the WICPA funding, I may have dropped out of college or would likely have changed my major.

Today, the WICPA Educational Foundation programs are much more innovative and diverse and are aimed at both high school and college students and educators. However, it continues to be the WICPA Educational Foundation’s mission to promote the profession by encouraging the training of highly qualified and well rounded Wisconsin CPAs.”

Richard Larson, CPA, CFO,
WaterStone Bank, Wauwatosa,
WICPA Educational Foundation
scholarship recipient



INVESTING IN THE FUTURE

Founded in 1959, the WICPA Educational Foundation, Inc. was created to increase interest in accounting careers by providing accounting scholarships to high school students who were committed to pursuing an accounting major. Nearly 50 years later, the Foundation plays a pivotal role in supporting several educational programs to improve awareness and perceptions by educating students, educators and the public about the exciting, challenging opportunities available to CPAs.

WICPA EDUCATIONAL FOUNDATION, INC.

STUDENT RECRUITING INITIATIVES

College Scholarship Program:

The Foundation's college scholarship program rewards students who excel academically and demonstrate commitment to a career as a CPA. Based on academic achievement, personal statement and letters of recommendation, the Foundation awarded more than \$45,000 in scholarships in 2008.

Accounting Career Awareness Grants Program:

Grants are awarded to high school business teachers who create programs, projects and curriculum to promote the accounting career. Twenty-one teachers received a total of \$39,380 in 2008.

High School Educators Symposium:

Symposium provides business and accounting teachers with innovative tools to enhance curriculum. Teachers make connections with CPAs, college professors and college students. Symposium also offers teachers the only accounting CPE in Wisconsin.

YES Program:

Launched in 1999, the Young Entrepreneurial Scholars (YES) program provides minority high school students the opportunity to spend several weeks at the University of Wisconsin-Oshkosh and UW-Milwaukee to learn practical accounting and business skills.

Student Ambassador Program:

Through peer-to-peer networking, classroom presentations and campus events, student ambassadors dispel misconceptions about the CPA profession and share their enthusiasm for accounting with undecided college students on two "pilot" campuses: UW-Whitewater and UW-Green Bay.

Speed Networking:

Speed Networking events enable undecided business majors to meet CPAs from diverse career backgrounds for a fun, on-campus activity.

Life After College:

Cashing in on Your Career: This interactive, informative program was developed to get college students thinking about how to save and spend their money wisely after graduating college. The WICPA visited 10 campuses in 2007-2008 and reached nearly 700 students from a variety of majors.

The Foundation also supports the **AICPA's Accounting Doctoral Scholars Program** which aims to attract, recruit and provide support for at least 120 additional accounting Ph.D. students (30 in each entering class from 2009 through 2012). This effort was launched in response to the severe shortage of faculty in accounting programs across the nation.

Attracting students to the accounting major and supporting them on their path to becoming a CPA is paramount to the Foundation.



“Thank you for the grant award for our finance project. I am excited about moving accounting to the next level, including a managerial accounting class as well as providing hands-on experiences for our students through the school credit union branch. All of this has been possible due to your generosity.”

Marilyn McAdams, a teacher at Nathan Hale High School who received an Accounting Career Awareness Grant



KEEP THE PROFESSION STRONG

The WICPA and its members have done amazing work to help promote a healthy and vigorous CPA profession. To ensure the profession's vitality, we need your help. Support our career awareness programs with your tax deductible contribution to the WICPA Educational Foundation.

YOUR CONTRIBUTION MAKES A DIFFERENCE

A gift to the Foundation, regardless of the amount, has an impact. Your investment enables students to have the same rewarding opportunities you have experienced. Plus, your contribution represents a tangible symbol of support for the future of the profession.

You have many opportunities to contribute to the WICPA Educational Foundation:

- Include a donation to the Foundation as a “check off” on your annual dues notice.
- Make a contribution by credit card at wicpa.org.
- Include the Foundation as a memorial contribution or as part of your estate plan.
- Return the enclosed form.

WICPA EDUCATIONAL FOUNDATION, INC.

Hear from Foundation recipients

“My students are very aware that they would not have been able to do the activities without the grant.”

Joan Miller, a teacher at Blackhawk Schools who received an Accounting Career Awareness Grant

“I want to thank the WICPA Educational Foundation for this grant. It was another great experience for my students, parents and for me as a teacher! These field trips have been the most significant and lasting educational experiences my students participate in when they take accounting.”

Kimberly Dwyer, a teacher at Mellen School who received an Accounting Career Awareness Grant

“Thank you for your continued support of us! It is so beneficial to network with teachers, CPAs and professors.”

Joan Ziehr, a teacher from Mount Horeb High School who attended a recent High School Educators Symposium

“This is my third year attending this Symposium and it is always very beneficial. Also, thank you for the grant opportunities to help promote accounting and enhance my accounting curriculum.”

Arlene Feucht, a teacher at Slinger High School who attended a recent High School Educators Symposium

“This is the first business-type conference that I have been to. It was truly a great experience!”

Frank Fedie, a teacher at Wisconsin Dells High School who attended a recent High School Educators Symposium

“The publicity from our Reality Store event, which was funded by the WICPA Educational Foundation, Inc., elevated our accounting program in the eyes of our community and school community itself.”

Barb Schuetz, a teacher at McFarland High School who received an Accounting Career Awareness Grant

WICPA EDUCATIONAL FOUNDATION, INC.

WHAT WICPA MEMBERS ARE SAYING ABOUT THE FOUNDATION

“The WICPA Educational Foundation has been a staunch supporter of YES (Young Entrepreneurial Scholars) program. YES! The Foundation believes in increasing minorities in this our beloved profession. YES! Every step of the way! YES! Thank you Foundation for being there!”

Bill Coleman, CPA, managing partner of Coleman & Williams,” Milwaukee

“The Educational Foundation is about much more than scholarships. Your financial contributions support the advancement of accounting as a profession through numerous programs aimed at students in high school and beyond.”

Joan Phillips, CPA, past president, WICPA Educational Foundation, Inc.

“I am impressed with the Foundation’s proactive efforts to develop and support accounting education programs. Wisconsin high school, university students and faculty receive more than \$100,000 annually in grants and scholarships. Your contribution has a direct impact on future CPAs in Wisconsin.”

Ray Petkovsek, CPA, WICPA Educational Foundation past president and annual contributor

“Contributing to the WICPA Educational Foundation is an excellent and efficient way to give something back and help promote the accounting profession. In addition to scholarships for university students planning to take the CPA Exam, the Foundation supports several programs on college campuses, including Speed Networking, Life After College and the Student Ambassador Program.”

Robert A. Gruber, CPA, Ph.D., accounting department chair at the University of Wisconsin-Whitewater

FOR MORE INFORMATION

go to www.wicpa.org or

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IMPORTANT NOTICE

Educational Foundation contributions are tax deductible as charitable contributions. Your donation will be accepted without restriction so that it can be used where it is needed most to benefit the mission of the accounting profession.



a passion for the profession

a passion for life

My Career. My Life.