



MARTY SCHREIBER CAREGIVER HERO *of the* YEAR AWARD

You have been nominated by your peers as a 2026 recipient of the Marty Schreiber Caregiver Hero Award. Congratulations! This special honor recognizes unpaid caregivers whose compassion, courage, and unwavering dedication uplift individuals living with chronic disease or persistent physical or cognitive illness.

Should you choose to accept this award, you will be recognized at our **Annual LSS Heroes Celebration on Thursday, November 19, 2026** (during National Family Caregivers Month) **at the Gage** in Milwaukee, WI.

About the
**MARTY SCHREIBER
CAREGIVER HERO
of the YEAR AWARD**

Established in honor of **Former Governor Marty Schreiber** and his passionate advocacy for caregivers, this annual award celebrates the extraordinary impact of unpaid caregivers.

Governor Schreiber has been a national voice for caregivers, particularly those supporting loved ones living with Alzheimer's disease and other cognitive challenges. This award reflects his belief that caregivers deserve recognition, support, and care for their own mental, physical, and spiritual well-being.

The Marty Schreiber Caregiver Hero Award recognizes one or more unpaid caregivers who demonstrate the LSS core values:

- **Compassion** – Serving with empathy and love
- **Courage** – Facing daily challenges with strength and resilience
- **Co-Creation** – Building partnerships and community support
- **Change** – Making a meaningful difference in the lives of others

Recipients receive a personalized award presented at the LSS Heroes Celebration. (There is no cash award — the recognition is a tribute to the caregiver's extraordinary service.)

SELECTION CRITERIA

Nominees reflect the following qualities:

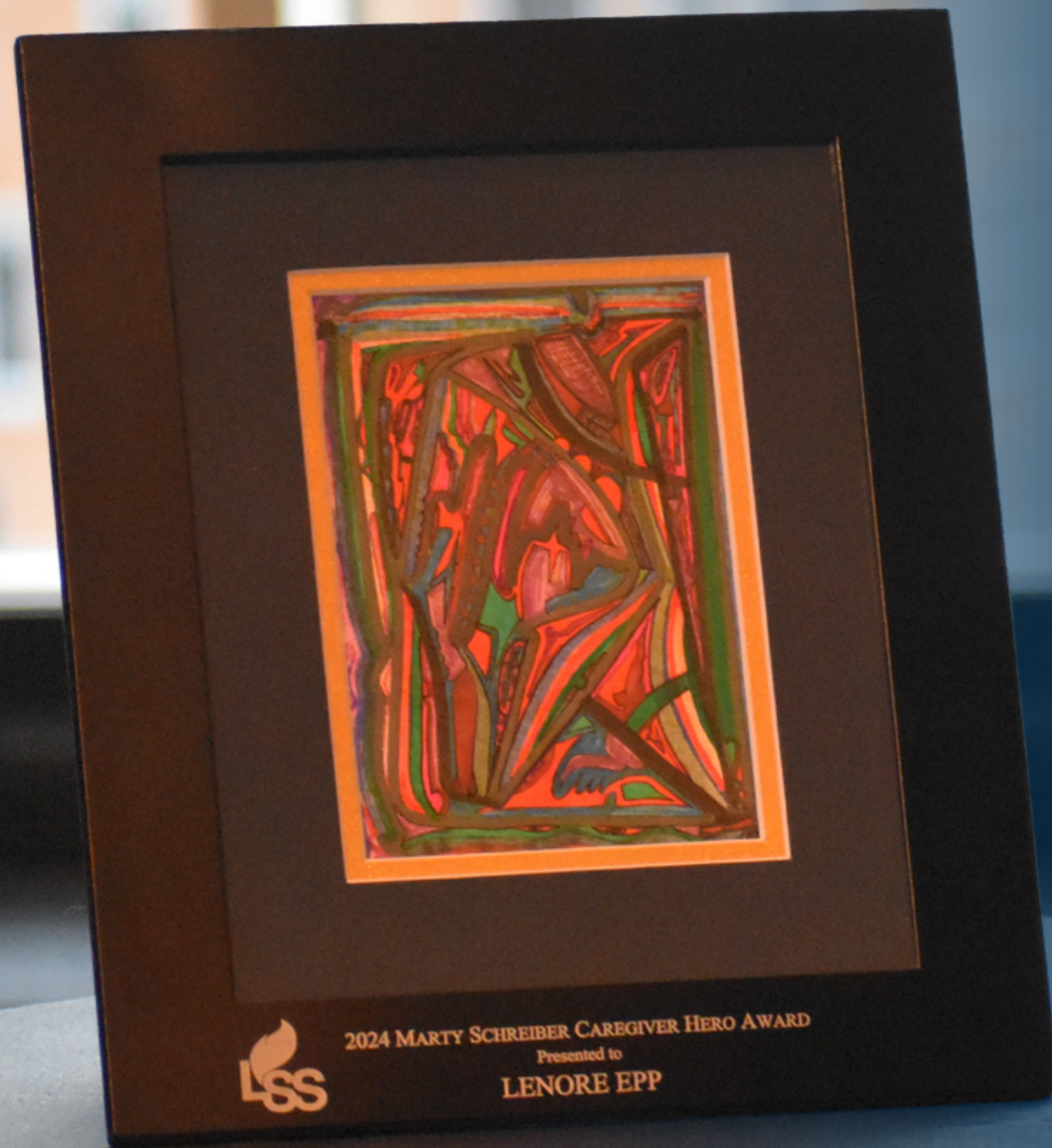
- Provides unpaid care to a loved one who may be living with mental health needs, chronic illness, disability, or cognitive decline – or another need addressed through an LSS program area
- Demonstrates dedication to their loved one's dignity and well-being
- Embodies the LSS values of Compassion, Courage, Co-Creation, and Change
- Serves as an inspiration to others navigating the caregiving journey
- Strengthens family, community, and support networks through their example

PAST HONOREES

We are proud to recognize previous recipients of this award:

- Lenore Epp
- Yolanda Shaw
- Former Governor Marty Schreiber
- St. John's On The Lake

Each of these honorees has demonstrated extraordinary commitment to caregiving and has helped elevate awareness of the vital role caregivers play in our communities.





Select images shown from the 2024 and 2025 LSS Hero Celebration events.

About the **LSS HEROES CELEBRATION**

The **Heroes Celebration** is LSS's premier event—a two-hour program designed to honor individuals whose lives and work embody courage, compassion, and service. In addition to celebrating our Civic Hero, we recognize a Caregiver Hero in honor of Marty Schreiber — often an LSS program participant or community member who is working tirelessly to care for someone they love.

Community members, corporate leaders, philanthropists, and partners gather to celebrate stories that remind us what is possible when neighbors support neighbors.

“The LSS Heroes Celebration is incredibly moving—and motivating... I’ve invited friends and co-workers the past couple of years and I can’t recommend it strongly enough.”

— **Joel Treffert, EVP Building Services, Direct Supply**

This brief yet incredibly uplifting program includes deeply moving testimonials from individuals whose lives have been transformed by LSS. It is a night that not only uplifts, but also inspires all of us to build stronger, more connected communities.

“Hearing a mother tell her story of her daughter’s mental health challenges and attempted suicide... brought tears to my eyes. This event is a wonderful testament to what can be done when we care, connect, and provide for one another through LSS.”

— **Pat Wesner, LSS Foundation Board Chair**



About **LSS**

For more than 140 years, Lutheran Social Services has been empowering the people of Wisconsin and Upper Michigan to improve their lives and thrive. Our nearly 800 colleagues help individuals and families address needs around housing and homelessness, adoption, foster care, refugee resettlement, mental health, and substance use. As Servant-Leaders, we act compassionately, serve humbly, and lead courageously to reduce barriers and improve access to resources at our centers and in homes, schools, and neighborhoods.