

a magazine for friends of the GREATER MILWAUKEE FOUNDATION

GREATER together

Driving change
through
public-private
partnerships



Greater Milwaukee
FOUNDATION
greater together

Volume 3 Issue 1 Spring 2018

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GREATER together

A MAGAZINE FOR FRIENDS OF THE
GREATER MILWAUKEE FOUNDATION
VOLUME 3 :: ISSUE 1 :: SPRING 2018

VISION Greater Milwaukee becomes a vibrant, economically thriving region comprised of welcoming and inclusive communities that provide opportunity, prosperity and a high quality of life for all.

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ON THE COVER:

Two attendees at the World Peace Celebration, an event held in Sherman Park in August 2017 that was supported by the Foundation's Reasons for Hope MKE Fund.



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Bob and Connie Schwaab, Sheila VanderSanden and Joan Rozolis were among the individuals Foundation staff had a chance to visit while in Naples earlier this spring. The annual trip gives the Foundation a chance to reconnect with snowbirds and share the rising opportunities and most pressing needs within greater Milwaukee.

PRESIDENT'S MESSAGE

When public entities need a partner to help build philanthropic support for a worthwhile program or cause, they often turn to their community foundation. I am thankful that our community trusts the Greater Milwaukee Foundation's ability to pair generosity with opportunity. Connecting public and private partners to benefit our region has become a growing area of expertise, particularly in a post-recession environment where public budgets have little room for innovation.

In our cover story on page 5, you'll read about a significant public-private partnership supporting a public health approach to addressing violence in the city of Milwaukee, led by the Office of Violence Prevention. The Foundation is home to a

number of such unique public-private partnerships, including those focused on:

- Helping chronically homeless individuals obtain permanent housing with support services through the Housing First Endowment Fund, established last year by Milwaukee County
- Adding lighting elements to the iconic Hoan Bridge, through the Hoan Bridge Lighting Fund
- Beautifying the city and promoting environmental education, through the Milwaukee Urban Forestry Fund

In each case, the Foundation serves as the conduit between private donors and public beneficiaries, such as municipalities. The partnerships allow anyone from the community

to donate with full confidence that their gift will be used only for the purpose documented. As a result, new resources reach projects and programs that may not have otherwise continued or thrived.

Not every gift is monumental, but each carries momentum in a movement for positive change. As we heard clearly through our On the Table MKE initiative last fall, our community is eager for greater connection and collaboration. We will continue to bring these partnerships to the forefront so the future of our region is one we create together.

Ellen M. Gilligan
President & CEO
Greater Milwaukee Foundation

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AMPLIFYING IMPACT

Public-private partnerships lead to progress in addressing community issues

If you want to go fast, go alone. If you want to go far, go together.

That African proverb especially rings true when it comes to describing the value, impact and power of public-private partnerships. Throughout the Greater Milwaukee Foundation's history, we've served as convener, connector and committed community partner along with donors, nonprofits, government and business leaders in addressing critical issues facing our region.

Every partnership is as unique as the individuals or agencies with which the Foundation collaborates. With Save the Soldiers Home, a Foundation fund was created to receive public donations to support renovation of the Milwaukee Veterans Affairs' iconic historic structures. For Milwaukee County's efforts to stem chronic homelessness, the Foundation supported its Housing First program with grant dollars and is administering an endowment fund






One of the Greater Milwaukee Foundation's strengths is serving as a conduit between private donors and public beneficiaries, such as municipalities, to address current needs and create thriving communities.

to support the partnership for the long term. The Foundation's Reasons for Hope MKE Fund and special grantmaking cycles helped galvanize the public and local nonprofits to support a range of programs promoting peace and neighborhood cohesion.

The Foundation's most recent partnership, described in the following story, takes a look at violence prevention through a public health model. The Foundation is grateful for the opportunity to work together with public partners such as municipalities – whether it is providing resources, opening its doors or being at the table – particularly as it relates to working toward achieving a victory over violence.



Old Main, one of the buildings that makes up Milwaukee VA's Soldiers Home Historic District.



“Beautifying our communities is making our communities safer.”

~Blueprint for Peace youth planning participant

ACHIEVING VICTORY OVER VIOLENCE

Building a safer and more resilient region has long been a part of the Greater Milwaukee Foundation mission. More than a decade of investment has been made within the city of Milwaukee alone – through partnerships with residents, nonprofits and government – to create the foundational elements needed to achieve that goal.

But sometimes a single incident – like the one that happened in Milwaukee’s Sherman Park neighborhood in 2016 – can overshadow any progress made and threaten future opportunities.

On the night of Aug. 13, Reggie Moore watched as Sherman Park businesses burned and rioters threw rocks at police and firefighters. It was the beginning of three days of violent protest after a Milwaukee police officer fatally shot a neighborhood resident.

A jumble of thoughts raced through Moore’s mind: How did we get here? What can I do to prevent loss of life? How do we ensure we don’t end up here again?

Moore was not just a bystander. Only four months into his new position as director of the city of Milwaukee’s



Office of Violence Prevention, his job is to make sure incidents like this one do not occur.

“Some of us were out there for the three nights of the unrest, working with community members,” recalled Moore, who, along with other volunteers, helped control traffic and get people out of buildings. “Things could have been a lot worse.”

The OVP had been established well before the Sherman Park unrest. Created by Mayor Tom Barrett in 2008 and placed within the health department, it is one of the first in the country to address violence as a

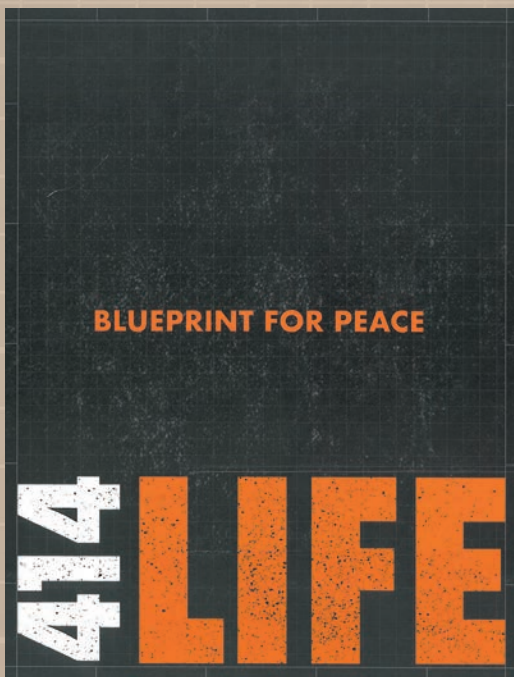
public health issue. Initially, OVP focused on domestic violence and sexual assault prevention.

A spike in violence from 2010 to 2016 led to a refocusing of its mission. During that period, there was a 75 percent increase in firearm-related homicide victims and a 38 percent increase in nonfatal shooting victims.

“This prompted us to form a committee to figure out what to do,” Moore said. “It’s hard to respond to an issue without a plan.”

Blueprint for Peace goals

1. Stop the shooting. Stop the violence.
2. Promote healing and restorative justice.
3. Support children, youth and families.
4. Advance economic opportunity.
5. Foster safe neighborhoods.
6. Strengthen capacity and coordination of violence prevention efforts.



To learn more about the Blueprint's goals and strategies, visit 414life.com.

Beginning in November 2016, a group of more than 150 stakeholders – residents, businesses, faith-based institutions, elected officials, organizations such as the Greater Milwaukee Committee and, importantly, youth – came together to develop what would become the Blueprint for Peace, which the city released in November 2017. Philanthropist Les Weil organized a meeting of donors and potential donors at the Foundation in April 2017 to garner financial support for the work.

“This plan is not about doing things *to* people but *with* people,” said Janel Hines, the Foundation’s director of grant programs and strategic initiatives who served on the Blueprint for Peace steering committee along with Foundation President & CEO Ellen Gilligan. “As a community, we all have a role to play.”

A public health approach that addresses root causes, the Blueprint analyzes the rates and types of violence in Milwaukee as well as risk and resilience factors in the community. It describes six goals, strategies to achieve them and priorities for implementation in 10 neighborhoods.

One of the Blueprint's strategies for fostering safe and strong neighborhoods includes sustaining and expanding community-oriented and problem-solving policing efforts.



Most important, the plan spells out milestone actions and performance measures.

"But the Blueprint won't work itself," said Moore. "It will only work with resources."

A number of funders have stepped up. Google contributed a total of \$2 million to support violence prevention efforts in 10 cities. Milwaukee received \$50,000 as part of that gift. Bader Philanthropies contributed \$100,000. The Foundation contributed \$25,000 in matching funds. The resulting Violence Prevention Fund supports efforts guided by the plan. One such strategy, aided in part by an allocation of \$280,000 from the city budget, is to hire people from the community to engage in violence interruption work.

Safety is an important community issue to Fred and Amy Croen, who

contributed to the fund through their private foundation.

"We've always had an interest in healthy and sustainable neighborhoods and families," said Amy, co-founder of Geneva Capital Management. "Everyone in a neighborhood should be safe and secure."

Added Fred, a retired attorney, "I'm impressed the Blueprint has measurement metrics to determine that it's working in the way it's supposed to."

Although the Blueprint's aim is to prevent violence, Moore said the absence of violence is a low bar.

"There has to be opportunity, justice and health in the community," he said. "The Blueprint paves the way."



Reggie Moore, director of the Office of Violence Prevention, listens to an individual who attended a recent discussion on violence and healing at Parklawn Assembly of God in Sherman Park.

To make a gift to the Violence Prevention Fund in support of the Blueprint for Peace's strategies, contact Mark Maurice at 414.336.7067 or mmaurice@greatermilwaukeefoundation.org.



VITAL SIGNS

RESEARCH HIGHLIGHTS POTENTIAL, AFFIRMS FOCUS ON RACIAL EQUITY

What kind of region is Milwaukee?

Benchmarking research, including the Foundation's *Vital Signs*, provides great context for answering that question. Now in its third iteration, the publication helps put the region in perspective with 15 peer cities across more than 50 different indicators.

Over the past few years, as the Greater Milwaukee Foundation has deepened its commitment to improve racial equity and inclusion, data like that captured in *Vital Signs* make it clear that the racial disparities in our region are not only significant, they are often highly unusual. Increasing the community's understanding of our region's realities helps us all to focus where attention is needed the most.

In the latest version, several key indicators have been disaggregated racially to show how communities compare. In the 2015 version, for example, homeownership rates were only shown across entire regions. In the 2017 version, when data is disaggregated according to race and ethnicity, it shows more clearly that while all regions have relatively similar rates, there are enormous disparities even within metro areas. Overall, this new approach confirms the challenges of poverty and disparities that

impact the area, and prompts residents to consider factors such as bias and racism, and how these might impact outcomes.

In addition to the pronounced racial disparities that exist around homeownership, the current *Vital Signs* also provides new data around educational attainment and median incomes. There are opportunities to improve in all three areas. Other areas, such as minority business ownership, give the region hope. Metro Milwaukee ranks high in that indicator, and black and Latino businesses are growing more numerous in our region.

"We recognize that decades of inequities and circumstances have led to marginalized communities," said Ellen Gilligan, Foundation president & CEO. "Through research like *Vital Signs*, we are continuing our efforts to serve as a catalyst for positive change that will help move our entire region forward and, importantly, help populations of color who are disproportionately affected by poverty reach their full potential."

Visit greatermilwaukeefoundation.org/vitalsigns to learn more.

HOMEOWNERSHIP

Housing affordability continues to be an area of concern for the region. The gap between African American, Hispanic, Asian and white homeowners remains dramatic.



26.6%
AFRICAN AMERICAN



45.0%
ASIAN



38.5%
HISPANIC/LATINO



68.4%
WHITE

EDUCATIONAL ATTAINMENT

Education is the foundation for future success. Yet there are pronounced disparities within the region pertaining to educational attainment.



13.4%
AFRICAN AMERICAN
BACHELOR'S DEGREE
OR HIGHER



49.3%
ASIAN
BACHELOR'S DEGREE
OR HIGHER



12.7%
HISPANIC/LATINO
BACHELOR'S DEGREE
OR HIGHER



39.4%
WHITE
BACHELOR'S DEGREE
OR HIGHER

MEDIAN HOUSEHOLD INCOME

Median household income has been on the rise in metro Milwaukee over the past several years, but the increase is not the same for all races and/or ethnicities.



\$28,879
AFRICAN AMERICAN



\$73,046
ASIAN



\$39,790
HISPANIC/LATINO



\$65,862
WHITE

MINORITY BUSINESS OWNERSHIP



Metro Milwaukee ranks fifth among the 16 regions across the U.S. in its percentage of minority-owned businesses.



The number has been on the rise since 1997, with a marked jump from 12.3% in 2007 to 19.93% in 2012.

12.33%
AFRICAN AMERICAN-
OWNED BUSINESSES

3.81%
ASIAN-OWNED
BUSINESSES

3.57%
HISPANIC/LATINO-
OWNED BUSINESSES

AMERICA'S PASTIME GIVES RISE TO FAMILY'S PHILANTH



ROPHY



A.J. Ellis's career takes him on the road, but he and his wife, Milwaukee native Cindy, enjoy deepening their family's connection to the Milwaukee area through their donor advised fund. They look forward to further engaging their daughters, Audrey and Ainsley, and son, Luke, in the work.

Over the past 15 years, A.J. Ellis's career as a Major League Baseball player has taken him and his family to places he never thought he'd go and has given them experiences about which others could only dream.

Faith and family have kept him and his wife, Cindy, grounded. Now philanthropy, specifically a donor advised fund at the Greater Milwaukee Foundation, is enabling them to channel their family's financial success and further connect them to the Milwaukee area, which they've called home since 2009.

"We were just looking to figure out ways to give more," Cindy said. "With all of our travels, we didn't feel as plugged into the community. Our community feels so big right now, but being involved can make it feel smaller."

Sports have dominated both their lives for as long as they can remember. Cindy, a Milwaukee native, grew up playing volleyball and tennis. Baseball was always a big part of life for A.J., who was born in Cape Girardeau, Mo.

Yet it was never "Major Leagues or bust" for the couple, who met while at Austin Peay State University in Clarksville, Tenn. While they knew the potential was there, they didn't make a major league career a priority.

"I was never really in that mindset," A.J. said. "I saw so many of my teammates' careers come to a standstill because the pressure of making it all the way would hinder them."

Ellis was selected in 2003 by the L.A. Dodgers in the 18th round of MLB's player draft. Over the next five years, he slowly made his way through the minor leagues, with stops in Vero Beach, Fl., Jacksonville, Fl. and Las Vegas, before making it to the majors in 2008. Cindy, having then graduated from culinary school in Washington, D.C., became a pastry chef and was the couple's main breadwinner.

When A.J. made it to his first game Sept. 15, 2008, he called it a shock.

He spent the next eight years in Los Angeles as its catcher and steadily became known as a clubhouse leader. Having spent 13 years overall with the franchise, he built up quite a rapport with his teammates and was the longest-tenured member of the organization.

During that same time, the couple expanded their own home team to include Ainsley, 9, Luke, 7, and Audrey, 5.

Just as shocking as it was when he was called up to the majors was his trade to Philadelphia in August 2016.

“Things happen for a reason,” reflected Ellis, who went on to play for Miami for one season before being signed by the San Diego Padres in February 2018. “You reevaluate things and take stock of what happened.”

In the meantime, the couple is focused on getting more engaged

at home. They attend Southbrook Church in Franklin, where A.J. is

part of the welcoming group and Bible study and Cindy attends the mom’s group and spearheads the weekend café.

“They have servant hearts,” said Tammy Thurman, Southbrook’s associate pastor of worship. “They love other people and live that out.”

While their fund is in its infancy – they started it in 2015 – their commitment to charitable causes is longstanding. While in L.A., A.J. participated in events sponsored by the Los Angeles Dodgers Foundation, and he and Cindy supported the nonprofit created by their friend, Dodgers pitcher Clayton Kershaw.

In 2016, Cindy laced up her running shoes and took to the streets for the Boston Marathon. In the process, she helped raise more than \$54,000 to support pediatric cancer research in support of their friend’s daughter who was battling Stage 4 neuroblastoma.

“A.J. has always been that guy you can lean on,” Kershaw said. “He wants to lead by serving others. He and Cindy are the type of people who don’t come around every day.”

The couple chose the Foundation because of its ability to handle all the details related to their giving, which makes things easier for a busy family like theirs. They look forward to involving their children in their annual giving and have visited the Ronald McDonald House and Hunger Task Force farm with them as a first step.

“The Foundation does an amazing job of helping steer you toward what’s important to you and your family,” A.J. said.

The couple doesn’t know ultimately where his baseball journey will take him, but remain hopeful.

“We’re just enjoying being in the present and staying prepared,” A.J. said. “Whenever it is time for that book to close and another book to be written, we’re excited for that as well.”



“The Foundation does an amazing job of helping steer you toward what’s important to you and your family.”

~ A.J. Ellis, Major League Baseball catcher and adviser to the Ellis Family Foundation Fund

Kettle Moraine YMCA is one of the nonprofits West Bend Mutual supports each year through its fund. The grant helps the agency remain affordable and accessible to all in the community.



SPIRIT

of the SILVER LINING

West Bend Mutual Insurance Company was born out of a need in the community.

So its commitment to giving back should come as no surprise. One might say, in fact, that philanthropy is an intrinsic part of the company's DNA.

In 2017, the company was ranked by the Milwaukee Business Journal as among Wisconsin's top 25 largest corporate charitable contributors. That year alone, its main philanthropic arm – the West Bend Mutual Insurance Company Charitable Fund – supported 110 agencies for a total of \$925,242.

"A big part of our culture is helping others," said Kevin Steiner, president and CEO. "As a mutual insurance company, we have the responsibility to our owners, who are policyholders. One way to show our commitment to them is to create this foundation and give that money back to the communities."

The mutual insurance company started in 1894 following a devastating fire in West Bend that wiped out an entire commercial block of the then-tiny 1,800-person town. Out-of-state companies



West Bend Mutual was one of the major contributors to Family Promise of Washington County when it first started and, most recently, supported its new homeless shelter for singles, which opened in February. Executive Director Kathy Christenson said its continued support provides a sense of security to her organization.

controlled fire insurance, which proved costly for residents and was expected to rise because of the disaster. Local business owners decided to create a company where they were in control as policyowners.

“The idea that we are giving back to the community, and have been, really, as long as any of us can remember, just seems right,” said Chris Zwygart, vice president and chief legal officer.

It wasn’t until 1994, however, that the company created a more formalized philanthropic program by creating the West Bend Mutual Charitable Trust. Ten years later, as a way to grow its impact and best meet the community’s needs, it transferred the trust’s \$6.5 million in assets to create a fund within the West Bend Community Foundation. Since that time, the company has made 1,310 grants to 354 organizations for a total of \$9.7 million. With \$20.5 million in assets, it is the largest fund within the West Bend Community

Foundation, which is one of the Greater Milwaukee Foundation’s partner foundations.

“If it were a year in which we weren’t as profitable, one could be tempted to say let’s cut our charitable contributions,” Zwygart said. “This fund allows us to be a much more steady donor because the community needs don’t dip when our profitability dips.”

One of those critical needs has been homelessness, a subject with which few in the community knew about. The company’s fund helped launch Family Promise of Washington County, a homeless shelter, and has provided nearly \$200,000 over the years to support its operations.

“It followed the trend and gaps and didn’t just want to ignore them and wish them to go away,” said Kathy Christianson, executive director. “To know that it is there for continued support gives us a sense of

security.”

The company’s fund supports about 100 agencies each year through a mix of annual support and capital projects. The company not only has a strong desire to help those in need, but also to build up the community in other areas.

“Their philanthropic structure is definitely designed to make certain nobody is left behind,” said Jenny Zaskowski, director of donor development for the Kettle Moraine YMCA, which receives \$10,000 in annual support from the fund.

The YMCA has also received support for such projects as a family adventure pool as well as replacement of lockers in both the adult and family locker rooms.

“With the breadth of our offerings and our philanthropic giving, we can do both,” said Zwygart, noting that the company added \$3 million to its fund in 2018.

Its philanthropy not only impacts the community but also permeates the company’s culture. Leadership encourages associates to become volunteers at area

nonprofits and, in terms of its grantmaking, favors organizations where employees are involved.

“Having our associates keenly involved gives us a great window into understanding how things are going,” said Zwygart, noting that 19 of its officers are involved with 56 nonprofits, for an average of three each.

As such legacy companies and top corporate contributors as West Bend Company and Amity Leather have left the area, Steiner and Zwygart said that puts added pressure on their company to meet community needs, noted by the increase in requests they see from nonprofits each year. But the company remains committed to doing so.

“If we only focused on the numbers side, we would eventually fail as a company,” Steiner said. “By helping build the community, you only make it a better place to live and work.”

“By helping build the community, you only make it a better place to live and work.”

~Kevin Steiner, president and CEO



West Bend Mutual Insurance Company’s President and CEO Kevin Steiner and Vice President and Chief Legal Officer Chris Zwygart

ANCHORED by its ANTIQUITY

History museum preserving past
for community's future

Cedarburg's present and future are intrinsically tied to its past. The city has built its identity and shaped its image around the charm of the old limestone and Cream City brick buildings that flank its downtown district and beyond.

Preserving that character has been a shared community passion.

Yet just as important are the photos, videos, artifacts and other memorabilia that capture the city's historic legacy.

Now all that history finally has a home – in a historic 1846 building on the corner of Columbia and Portland Roads in Cedarburg's historic downtown district. There, thanks to a unique partnership among the Cedarburg Cultural Center, Landmarks Preservation Society and the unwavering generosity of local philanthropists, the Cedarburg History Museum, a \$1.2 million project, has taken up residence.

With nearly 10,000 visitors since its opening in February 2017, the museum is quickly becoming one of the city's centerpieces.

"Everybody once upon a time had what Cedarburg has today," said Don Levy, president of the Landmarks Preservation Society, which developed the building. "We had people



Peg Masterson Edquist, on the board of the Cedarburg Cultural Center, credits the passion of local philanthropists and civic leaders for helping bring the museum to life.

sensitive enough to save those things and the foresight to do so. This is a continuation of the whole process.”

Mal and Jill Hepburn are two such committed leaders. They are founding members of the Cedarburg Art Museum and the Greater Cedarburg Foundation, a partner foundation of the Greater Milwaukee Foundation. In 2011 they bought and refurbished the three-story building and leased it to a commercial bank. The building originally was used as a retail outlet for the Cedarburg Grist Mill across the street, which was owned by Cedarburg’s founders, Frederick Hilgen and William Schroeder. In later years, the building enjoyed a 60-year run as Barth’s at the Bridge Restaurant before falling into disrepair and foreclosure.

Mal Hepburn initially saw it as an investment, but admits it went beyond that.

“It was one of those buildings in town that you can’t just let sit there like that,” said Mal, who approached Levy in 2015 after the bank left to discuss donating the property. Levy’s organization had restored a building at the southern end of downtown that housed the chamber of commerce and a small general store museum.

In less than two years, the past came alive in the new spot, thanks to support from the Greater Cedarburg Foundation and others. The museum has a rotating exhibit gallery, general store museum, ice cream parlor and local collector’s corner. It also features an interactive exhibit, which combines historic

photos and audio and video interviews of Cedarburg’s people and places. A \$75,000 grant from the Greater Milwaukee Foundation’s Rita and Carl Edquist Fund funded the exhibit.

“Now you can hear history, see history and touch history,” said Peg Masterson Edquist, a fund adviser and board member of the Cedarburg Cultural Center, which operates the museum. Her family had tried to donate interviews her mother-in-law, Rita, had conducted with area families, but hadn’t found a place for them until the museum.

For a city of Cedarburg’s size to have such a museum is unique, said Jack Hale, a Cedarburg Cultural Center board member and Foundation donor who contributed \$30,000 from his fund toward the project.

“Now we have four major legs on the stool of cultural and community treasures,” said Hale, noting inclusion of the cultural center, art museum and Wisconsin Museum of Quilts & Fiber Arts.

Future plans include expanding the children’s area and collector’s corner and adding more resident stories to its collections, Edquist said.

With four museums already in Cedarburg, civic leaders knew it was important to ensure the history



One of the museum’s gems is the General Store Museum collection of antique packaging and advertising art dating from the early 1900s through the 1940s.

museum’s long-term sustainability. As a result, the Landmarks Preservation Society donated \$500,000 to create the Cedarburg History Center Endowment Fund at the Greater Cedarburg Foundation, with the Hepburns matching that amount.

“When there is a need, this community somehow makes it happen,” said Jennifer Andreas, executive director of the Cedarburg Chamber of Commerce, which is housed on the building’s second floor. “Everybody is committed to its future and definitely to its past.”

REBIRTH *of a* CULTURAL CORNERSTONE

America's Black Holocaust Museum took to heart the proverbial saying "When life gives you lemons, make lemonade." When the physical museum in Milwaukee's historically black Bronzeville District closed abruptly in 2008, board, staff and volunteers were forced to carry on in an innovative way: by creating a virtual museum.

Not only has it thrived, it has become an international model.

"The traditional museum paradigm has gone without reimagination for centuries," said Brad Pruitt, ABHM executive director. "We did it out of necessity."

Now, thanks to a successful capital campaign, the physical museum is on the verge of reopening as part of a larger \$17.7 million effort.



ABHM was founded in 1988 by then 74-year-old James Cameron. After surviving a lynching as a teenager in 1930, he dedicated his life to civil rights activism. The goal of his museum was – and is – to build public awareness of the harmful legacies of slavery in America and to promote racial repair, reconciliation and healing.

For 20 years, ABHM served as a cultural cornerstone, attracting diverse visitors in an otherwise highly segregated region.

Then the museum closed due to a triple blow: the death of Cameron in 2006, the death of philanthropic supporter Marty Stein and the 2008 recession.

Four years later, a community task force established the nonprofit Dr. James Cameron Legacy Foundation, which resurrected ABHM online.

“It was something we could do with modest resources and all-volunteer labor,” Pruitt said.

The virtual museum just kept growing. Today, it has more than 2,900 exhibits – images and videos, interpretative text, original documents, music, works of art and user-generated content. A blog aggregates current events, in particular reports from the black press. Engaging oral historian-docents called griots offer workshops, lectures, intergroup dialogues, book talks and multimedia presentations.

More than 3.5 million visitors from more than 200 countries – students, educators, the general public – click on the site each year.

As a young person, Tyanna McLaurin took a tour of the museum, read Cameron’s book and even received training to become a griot.

“It left an amazing imprint and desire to help in bringing back the museum’s physical space,” said McLaurin, Dr. James Cameron Legacy Foundation board chair.

Located on the same footprint at North Avenue and Fourth Street, the Historic Garfield Redevelopment will include

affordable housing in the former Garfield Avenue Elementary School. The 6,500-square-foot museum offices will be part of a new building next door called The Griot.

A number of government and community partners have funded the project. The Greater Milwaukee Foundation provided \$40,000 to help with planning. An anonymous Foundation donor contributed \$750,000 to the capital campaign.

“Because Milwaukee is quite segregated, it’s important to have a place where people can come together,” said Melissa Goins, founder and president of Maures Development Group, the project developer. “The museum offers the promise of pride and hope.”

The target opening date is Juneteenth Day, June 19, 2018 – 30 years to the day that ABHM first opened its doors.

“Depending on how construction goes, we’ll have a soft opening or a hard opening,” Pruitt said. “Either way, we’ll be celebrating.”

FUNDING NEEDS:

\$3,000 supports the Griots-to-Go Program, which sends griots (oral historian-docents) into the community to facilitate face-to-face programs

\$5,000 enhances the imagery and color palette of key virtual museum exhibits

\$10,000 funds “And Still We Rise,” an exhibit of current events that sheds light on the ongoing challenges and triumphs of African Americans

INTERESTED IN INVESTING IN THIS PROJECT?

Contact Marybeth Budisch at mbudisch@greatermilwaukeefoundation.org or 414.336.7068 to make a gift from your fund.



BEYOND THE BASICS

Fund supports pantry, shelter upgrades

For the past 40-plus years, Walker's Point Youth and Family Center has made it its mission to create a safe, stable and welcoming home for runaway, homeless and troubled youth.

Its emergency shelter on Milwaukee's south side serves about 300 young adults annually and, as one might imagine, has seen its share of wear and tear. As a very lean organization, Walker's Point devotes the majority of its budget to programming and could only afford Band-Aid-type fixes to the 100-year-old home over the years.

That is until 2016, when the agency received a \$50,000 grant from the Greater Milwaukee Foundation's Basic Needs Fund to renovate its kitchen, which hadn't been upgraded since the 1970s.

"I felt it was divine intervention this was happening," executive director Audra O'Connell said.

The agency was one of 13 that received funding from two special RFPs focused on meeting the capital improvement needs of food pantries and shelters. Since 2016, nearly \$300,000 has been awarded to support items ranging from commercial freezers to security systems. The fund was created in late 2008 in response to the economic downturn as a way to address urgent and critical food and shelter needs in metro Milwaukee.

"Shelters, food banks and meal sites in our community work year-round to meet the basic needs of our community's most vulnerable yet often aren't able to financially

meet their own basic needs," said Pa Sponcia, the Foundation's associate program officer. "These grants enabled them to increase their capacity and efficiency to do so."

Not all the projects were as extensive as what took place at the youth shelter. Over a six-week period, its kitchen was completely gutted, new appliances installed, electrical and plumbing updates made and reconfigured to allow for an open concept communal dining space. O'Connell said the renovation has helped the nonprofit build a better sense of community and relationships with its youth through cooking and sharing meals.

"This is a place we can be proud of," she said.

The newly renovated kitchen and dining room at Walker's Point Youth and Family Center's emergency shelter provides teens and staff with a more welcoming, homelike space.



New community commitment for longtime public servant

Marvin Pratt Elementary School Designated Fund

As a Milwaukee alderman for 17 years, Common Council president for four, first African American mayor and only individual in local history to have held both the office of mayor and county executive, Marvin Pratt has had a remarkable career.

But what he considers its capstone is something that came a decade after he left City Hall. In 2016, former Milwaukee Public School Board President Michael Bonds led the effort to rename the former Silver Spring Elementary School after Pratt. The school, located in Pratt's former aldermanic district and where his wife, Dianne, once served as a librarian, has a 90 percent attendance rate among students and exceeds expectations on the most recent Department of Public Instruction report card.

Pratt is committed to helping it become a school of excellence and created a designated fund in 2017 as one step toward making that happen.

What was your inspiration behind starting the fund?

John W. Daniels Jr. was the first one I bounced the idea off of. I said, how do I perpetuate this and get something going that will have an impact after I'm gone? It's not enough for me to say that's Marvin Pratt School. What will that mean for the kids living in the neighborhood and for the kids who go to school there?

With your name on the building, is there added pressure for you to help it be the best that it can be?

Oh, yes. You want a student there to say 'It meant something to go to the Marvin Pratt School.' That's why I was so pleased just having a school named after me that is well thought of.

What is your hope for the school and the fund?

Sometimes when people ask 'What do you think of when you think of

a school that's good in MPS?,' they say (Rufus) King, (Ronald) Reagan, Riverside or Golda Meir. I want Marvin Pratt Elementary to be one of those schools. I want to build up the fund to at least \$40,000 or \$50,000 and be able to provide some assistance to the homeless students there as well as funding to expose students to other opportunities and experiences in the community.

How successful are we, as a city, in helping set up students for success?

Overall, if you take charter, choice and everything that's been done, we are better than a number of cities and places, but obviously we are not where we should be. It's more than just about the schools. The problem we face is one of poverty. Dealing with that overshadows or seriously impacts the educational aspect of what a child learns. It takes a holistic kind of approach.

Anyone can make a gift to this fund! For more details on how to make a gift, contact Philanthropic Adviser Mark Maurice at 414.336.7067.

**MARVIN PRATT
ELEMENTARY
SCHOOL**



Marvin Pratt credits former Milwaukee Public School Board President Michael Bonds with spearheading the effort to rename Silver Spring Elementary in his honor.

FROM RISK TO REWARD

Job change pays off for Mequon attorney

Michael May insists he's not a risk-taker. Yet he took a huge one in 2008 when he left a secure corporate job to start his own law firm.

To remind himself why he "jumped off a cliff," as he says, he keeps a photo of his grandmother, Gerrie Kolleng, as a young girl in 1916, prominently displayed in his Mequon office.

"She encouraged me to take risks and live life to the fullest," said May, "even though it is not always in my nature to do so."

May, a 1990 graduate of University of Wisconsin-Madison Law School, had been teaching estate planning to advisers at a large financial services company when he decided to go out on his own – with no clients. Ten years

later, his practice is flourishing, with 70 to 80 percent of his clients seeking estate planning guidance.

"Clients come to me for many reasons," said May, "but one is that if you don't have an estate plan, the government creates one for you. And a judge will pick who is in charge of your affairs, not you."

He points out that without an estate plan, clients' children might only inherit 60 cents on the dollar, with the government getting the rest.

"It is appealing to many clients to leave that money to charity, because the charity receives it all," May said.

Many of his clients, he added, also have altruistic reasons for creating an estate plan that includes charitable bequests.

"With a plan in place, they appreciate having done something lasting and permanent," he said.

For those interested in philanthropy, May frequently suggests the Greater Milwaukee Foundation as the vehicle.

"It's such a well-run organization that clients will often thank me later for referring them," May said.

In 2017 alone, May brought more than a half dozen new

legacy donors to the Foundation. He also connects the Foundation with other professional advisers.

"It's critical for us to have relationships with estate planners because we estimate that between two-thirds and three-quarters of our donors come from professional advisers," said Mary Kay Mark, the Foundation's director of gift planning. "Mike is a really great partner in that he makes charitable giving a regular part of his conversations with clients."

Two of the clients who were more than happy to work with the Foundation are Ed Inderrieden and Jean Maier of Mequon. The retired couple – he from teaching at the Marquette University College of Business Administration, she as an executive vice president at Northwestern Mutual – said Mike was extremely helpful in providing them information and in walking them through the process of setting up a Foundation fund.

"What really enticed me was that it simplified my recordkeeping," Inderrieden said. "It's tedious, and at the end of every year, I'm grateful. I say thank you to the Foundation and to Mike."

Said Mike, "What may look like a boring way of making a living is actually very interesting. Every family is a story, a novel."



May will be honored May 31, 2018, as Professional Adviser of the Year at the Greater Milwaukee Foundation's Annual Herbert J. Mueller Society luncheon. The recognition society acknowledges efforts of professional advisers who are committed to their clients, philanthropy and the community.

SCHOLARSHIP BLOOMS *from* FOND FRIENDSHIP

John Ernst Memorial Fund

For years, John Ernst Café, one of Milwaukee's three venerable German restaurants, was known for its Old World charm, good ol' gemütlichkeit and hearty German cuisine.

Specialties such as schnitzel and sauerbraten were sure to bring a smile to diners' faces and, over time, perhaps an inch or two to their waistlines.

What also was notable, however, was the impact its owner and namesake had on his friends.

"All of us who knew him and loved him will cherish forever his jovial greetings," said friends GeorgAnna and Joseph Uihlein Jr., who first met Ernst when he was a waiter at Ogden Café and remained close friends until his death in 1980 at age 81.

Ernst started there in 1925, two years after emigrating from Hungary. In 1939, he and his wife, Ida, bought the restaurant on Ogden Avenue, renamed it and transformed it into a Milwaukee institution.

Three months after his death, the Uihleins gave \$50,000 to the then – Milwaukee Foundation to create the John Ernst Memorial Fund as a way to perpetuate the memory


of the internationally known and respected restaurateur and to support others, like Jeff Bahr, who share his same culinary passion.

Bahr had originally gone to work immediately after high school, but after losing his job in 2013 at age 52, he knew he could no longer afford not to have a college degree. He enrolled in Milwaukee Area Technical College's culinary management program and received the \$1,400 Ernst scholarship, which offset bills while he went to school, worked part time and raised his 15-year-old daughter.

Over the past 38 years, the fund has provided \$146,530 in scholarships to students at MATC, Waukesha County Technical College and the University of Wisconsin-Stout pursuing food service administration and culinary management fields.

"From humble beginnings, you can actually exceed your limitations," said Bahr, who graduated with honors in 2015 and now works in the Quad Graphics cuisine department.


That's a sentiment Ernst could relate to.



Hungarian immigrant and Milwaukee restaurateur John Ernst (left) was considered instrumental in helping create Milwaukee's reputation as a center for Old World cuisine.

Photo courtesy of the Milwaukee County Historical Society

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GENEROSITY ON THE RISE

2017 was a record-breaking year for the Greater Milwaukee Foundation.

Thanks to the generosity of donors, the Foundation invested more than \$95.5 million into the community, which marks its largest grantmaking year ever.

At \$56.78 million, community development marked the Foundation's most substantial area of grantmaking last year. The majority of that – \$52 million – was designated toward the development of the new arena in downtown Milwaukee. That investment stems from a \$100 million gift, specifically

designated toward the project, that former Sen. Herb Kohl entrusted to the Foundation in 2014. The arena is slated to open in September in time for the 2018-19 NBA season.

In addition to community development, education and human services rounded out the top three grantmaking areas.

Donors also expanded their philanthropy in 2017 by contributing more than \$46 million to Foundation funds.

Visit greatermilwaukeefoundation.org for more grantmaking highlights from 2017.

