

a magazine for friends of the GREATER MILWAUKEE FOUNDATION

# GREATER together

## Place Matters

The art of what's possible  
when people come together  
to build pride, reduce crime,  
create jobs and improve  
neighborhoods



Greater Milwaukee  
FOUNDATION  
*greater together*

Volume 1 Issue 2 Fall 2016



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Fall 2016



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# GREATER together

A MAGAZINE FOR FRIENDS OF THE  
GREATER MILWAUKEE FOUNDATION  
VOLUME 1 :: ISSUE 2 :: FALL 2016

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### ON THE COVER:

Milwaukee artist Tia Richardson in front of a mural she designed and painted with residents in the Mitchell Street neighborhood.



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Fall 2016 GREATER together





## PRESIDENT'S MESSAGE

The play area at 67th and Spokane is one of three Milwaukee play areas being redesigned and rebuilt through the Foundation's support of the city's MKE Plays initiative.

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If you're not listening, you're not leading. I think that's an important idea for any organization to consider as it plans actions that affect or encompass others. For a community foundation, it's imperative.

Our ability to effectively serve and strengthen the community depends not only on our willingness to listen to the community but also our insistence that priorities are guided by those most directly affected by decisions. When you see the results, the value of this approach is undeniable.

Last month, I visited a playground in Milwaukee's Havenwoods neighborhood that has been transformed into a vibrant, modern play space through a Foundation investment. As children clambered excitedly over new equipment and sprinted through fresh wood chips, I thought about how all kids deserve, but not all have access to, quality outdoor play space, and how broadening opportunities for healthy neighborhood activities depends on community engagement and partnership.

Previously in disrepair, this playground and others like it were developed with residents guiding the design, which reflects the Foundation's commitment of "doing with" rather than "doing to" people and communities.

Participation fosters ownership and impact, which is why the Foundation focuses on bringing people together to make a greater difference. As our generous donors learn from our listening and invest in community-led efforts, we collectively strengthen our region from the neighborhood up.

Success takes many forms - from bright yellow porch chairs (page 13) to small business development (page 15) to crime reduction (page 19). All are possible as philanthropy helps empower people to improve the places they call home.

Ellen M. Gilligan  
President & CEO  
Greater Milwaukee Foundation

# GIFTS TO THE COMMUNITY

Foundation offers free day of exploration along the lake

Who says that nothing in life is free?

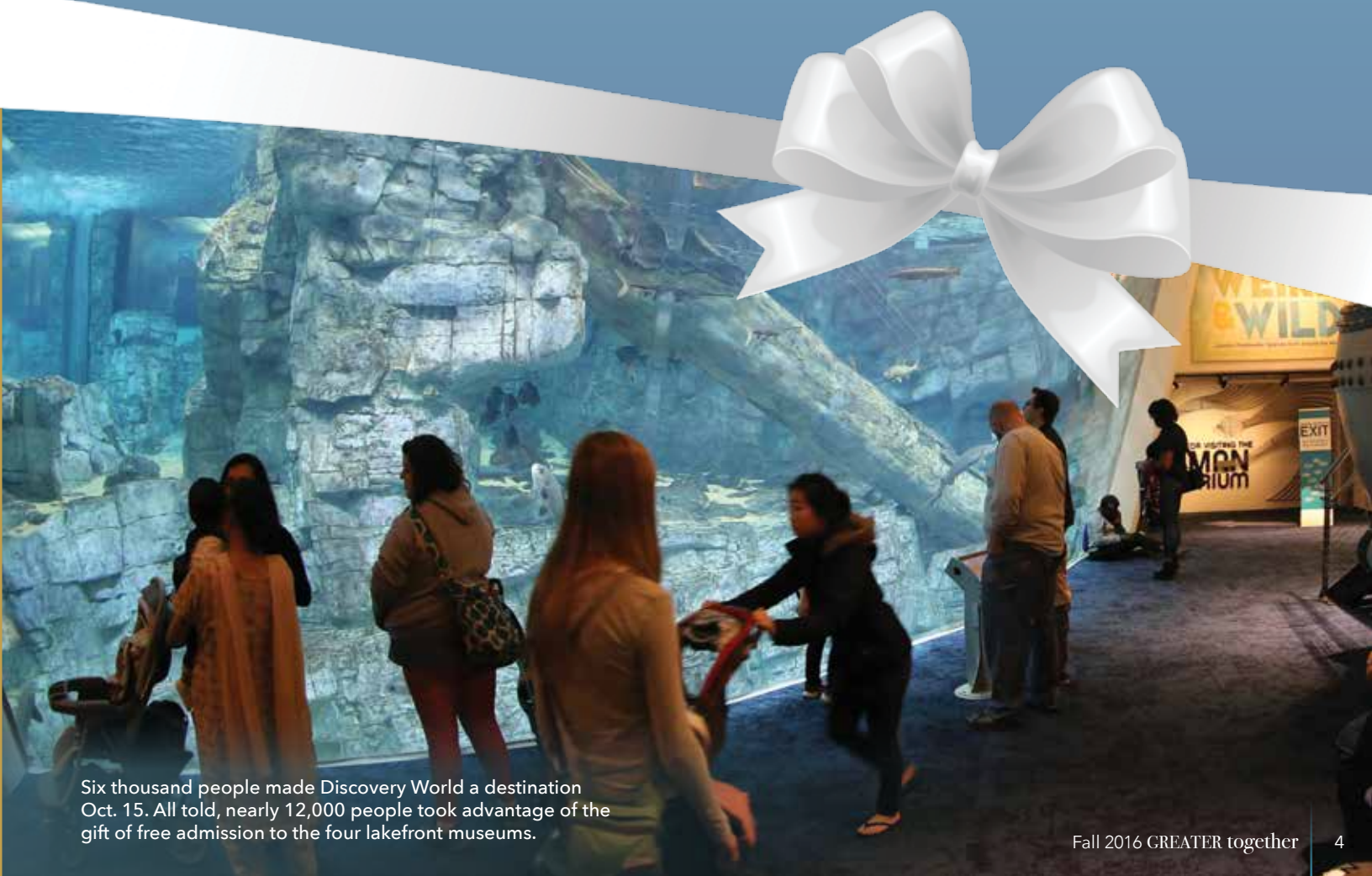
On Oct. 15, individuals and families were offered the opportunity to visit and explore four signature lakefront destinations at no cost, courtesy of the Greater Milwaukee Foundation's Gifts to the Community program.

Betty Brinn Children's Museum, Discovery World, Milwaukee Art Museum and the Port Washington Historical Society's Port Exploreum and 1860 Light Station were the featured organizations. This year's special opportunity was presented in partnership with the Fund for Lake Michigan.

"Many in our region are familiar with the art and cultural gems that make the greater Milwaukee area a great

place to live," said Kathryn Dunn, the Foundation's vice president of community investment. "But as we saw and heard from patrons on Oct. 15, many families do not have resources to access these institutions. Exposing children to the arts, historic places and places that stretch their imaginations contributes to the critical foundational elements of their education."

The Gifts to the Community program was created in 2015 as a way to celebrate the Foundation's centennial year. Throughout the year, 275,000 people directly participated in 12 surprise gifts that engaged 25 different partner organizations, including the Mitchell Park Domes and the Milwaukee County Zoo.



Six thousand people made Discovery World a destination Oct. 15. All told, nearly 12,000 people took advantage of the gift of free admission to the four lakefront museums.




# Opportunities for HOPE & HEALING stretch citywide

In mid-August, conflict and chaos erupted in Milwaukee's Sherman Park neighborhood following the shooting of a man by a Milwaukee Police officer. Millions of dollars in damage was done to surrounding businesses and tensions ran high.

But as one business owner said shortly afterward, Sherman Park is a community made up of strong roots and those roots are not going to go away.

In August, the Greater Milwaukee Foundation set aside \$200,000 to create the Reasons for Hope MKE Fund to not only address the neighborhood's immediate needs but also galvanize community support around all Milwaukee neighborhoods. As news of the new fund spread, an additional 32 gifts totaling \$33,920 were made by individuals, foundations and community partners. The smallest gift was \$10. The largest – a \$25,000 contribution – was made from the Honkamp Family Foundation, a longtime Foundation donor.

"We've supported more than a decade of neighborhood development and education projects with intentional giving to help break a cycle," said Kevin Honkamp, a fund adviser and vice president of Brookfield's Hydrite Chemical Company. "Sherman Park



"Compassion," a sculpture by artists Marina Lee and Ann Wydeven in Sherman Park. It was funded through the Foundation's Healthy Neighborhoods Initiative.

is a neighborhood we are focused on. From a personal standpoint, both my cousin and I did lots of service work there while in high school. So when we saw the request to help restore and invest in people there, it was an obvious way to help drive change we're interested in seeing."

Support from individuals like the Honkamps served as the fuel behind a special grant opportunity launched Sept. 1 designed to support community-based activities proposed by residents, grassroots groups and neighborhood-based organizations that would promote peace and build community cohesion citywide. A 10-member committee comprised of resident leaders, young adults and other stakeholders reviewed requests and made grant recommendations ranging from \$500 to \$5,000.

More than \$40,000 was awarded through the first round of grantmaking. Programs were designed to take place, in large part, in 2016. But the Foundation's commitment to Sherman Park - and Milwaukee neighborhoods - will endure in 2017 and beyond.

"As a community foundation, we are dedicated to the strength and vitality of neighborhoods," said Ellen Gilligan, Foundation president and CEO. "While the need is far greater than \$200,000, it is a beginning on which we hope our generous community builds."



An attendee of Milwaukee's Millwood Park Neighborhood Fall Family Fest.

REASONS FOR  
HOPE  
MKE  
FUND

For more information on Reasons for Hope MKE or to make a gift to the fund, visit [reasonsforhopemkefund.org](http://reasonsforhopemkefund.org).

## First round of grants support healing, job training and more

### Center for Youth Engagement:

\$16,500 supported a series of events and activities in Sherman Park and nearby neighborhoods the weekend of Aug. 26 to encourage community cohesion and peace.

### Frank Zeidler Center for Public Discussion:

\$5,000 supported training for young adults ages 12 to 17 in emotional and social skills through conflict resolution. The three 2-hour trainings included listening circles and restorative conferencing, a structured dialogue process that explores options to heal the harm.

### Sherman Park Community Association:

\$5,000 supported Peace Garden Project MKE's efforts to serve community members, families of homicide victims and youth through peace-inspired art. The community-focused art projects repurpose vacant lots and replace makeshift memorials.

### Walnut Way Conservation Corp:

\$5,000 supported two weeks of restaurant and culinary training for 20 Lindsay Heights residents who will be employed at The Tandem, a new restaurant in Lindsay Heights.

### Woodlands Resource Center:

\$4,210 supported Woodlands Family Fest, a one-day festival for residents of the Woodlands Community neighborhood located north of Brown Deer Road at North 95th Street.

### Northtown Church:

\$5,000 sponsored two events in Millwood Park Neighborhood: Fall Family Fest at Maple Tree School and a "Community Conversation" event, in partnership with Milwaukee Police Department's District 4, which allowed residents to have a discussion of neighborhood and citywide issues with police officers.



# *imagine the power of* PEOPLE & PLACE

What does it take to make a community thrive? Particularly one like Milwaukee, which is made up of diverse neighborhoods that each has its own particular charm, distinct challenges and diverse opportunities?

It takes commitment, passion, pride and a belief that anything is possible.

Neighborhoods flourish when residents take the lead. They prosper when investments are made in small businesses, homes and parks. They succeed when neighbors know each other by name and work collectively to bring to life ideas that improve the safety, beauty and feel of the area that they call home.

The following four stories illustrate some of the ways in which the Greater Milwaukee Foundation is currently investing in people, places and partnership that collectively are advancing healthier neighborhoods and a stronger community at large.





Activist and artist Fidel Verdin (right) and friends at MLK Jr. Peace Place Park, a park he helped create in Milwaukee's Harambee neighborhood.



Neighborhood Leadership Institute alumnae Jeanette Wright-Claus (left) and Maria Miramontes (right)

## COMMUNITY MEMBERS take training, take charge

Artist and avid gardener Jeanette Wright-Claus was born and raised in Milwaukee. She has a great affinity for the city and its people. Yet she is bothered by the fact that not all neighborhoods receive the same investment and attention.

When she travels downtown, for example, and catches a glimpse of the new construction

underway, she feels as if a whole new city is being built. Yet that progress doesn't quite reach out to neighborhoods like hers in Old North Milwaukee on the northwest side.

Thanks to the Neighborhood Leadership Institute, she has gained the skills and self-confidence to be the change she wants to see in her neighborhood.



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“I learned you don’t have to have a label in order to do something impactful in a positive way.”

Jeanette Wright-Claus  
Old North Milwaukee resident

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“I already knew I was passionate about having a voice in decision-making in our community,” Wright-Claus said. “I learned you don’t have to have a label in order to do something impactful in a positive way.”

The Greater Milwaukee Foundation has invested more than \$85,000 into the 10-month leadership training program since 2012, believing that by engaging residents like Wright-Claus and developing or deepening their leadership skills, it offers a more sustainable way of continuing the work toward improving quality of life in Milwaukee neighborhoods.

Through the program, which is also supported by the Northwestern Mutual Foundation and Zilber Family Foundation, participants who work for a nonprofit or live in one of 23 neighborhoods develop their leadership abilities, broaden their social networks and learn best practices they can implement in their own neighborhood.

“It is about helping them build the capacity to understand themselves

and the influence they provide in neighborhoods,” said Jeanette Mitchell, Ed.D program director of Cardinal Stritch University’s Leadership Center, who helped develop the curriculum.

The Community Connections Small Grants Program – a byproduct of the Neighborhood Leadership Institute that is funded by the three foundations – gives graduates a front row seat at bringing about change in their neighborhoods as they review and support resident driven and implemented projects.

Participants have represented a diverse range of ages, cultures and experiences, a mix that has proven to be as rewarding as the training sessions. Maria Miramontes, a Mexican native and 15-year Silver City resident, found the program personally transformative because of the individuals she met, many of whom were from north side neighborhoods she never had visited.

Fifty-six people have graduated, finding the confidence, resources



Neighborhood Leadership Institute participants created the Community Connections Small Grants program, which supports resident-led projects as a way to continue improving their neighborhoods.

and connections necessary to move their neighborhood forward.


“Now I’m able to sit in a room and see the decision-makers and the movers and the shakers in the city and see how things are done,” said Wright-Claus, who since has worked as a community outreach coordinator for Agape Community Center, headed up a community garden and created a weekly walking group.

“I just want to push people to be engaged and take charge of making decisions and choices to improve neighborhoods,” she said. “Your community is only as strong and vibrant as the people investing in it.”

# PATHWAY to possibilities

As a kid, Darryl Johnson grew up just blocks from the Beerline Trail, which runs between Milwaukee's Riverwest and Harambee neighborhoods. He remembers regularly walking the gravel path to nearby Gordon Park and recalls fondly how the Great Circus Parade Train stopped to unload its freight there before heading downtown.

He also recalls the blight caused by the departure of American Motors Corporation in 1988 and the struggles the neighborhoods have seen since. But Johnson also has witnessed – and been a part of – the incremental progress, a lot of which has happened on and around the now paved and extended 1.3 mile trail.



Artist Tyanna Buie saw her “Streetlights” sculpture along the Beerline Trail as a way to bridge the communities of Harambee and Riverwest. The sculpture was funded through the Foundation's Healthy Neighborhoods Arts Initiative.



"I can see the momentum where things are starting to come back," said Johnson, who heads up Riverworks Development Corporation. "The trail is one of those things we can definitely build upon."

That's what Riverworks, the Greater Milwaukee Foundation and other partners envision with the Beerline Trail Neighborhood Project, a creative placemaking project that is developing new vibrancy along the former railway corridor. They view the trail as a pathway – literally and figuratively – to strengthening the physical, economic and social vitality of two neighborhoods that have seen their share of challenges including crime, unemployment and vacant properties.

Creative placemaking uses arts and culture and resident

engagement as a way to activate public spaces and shape community redevelopment. Groundwork for the project was laid in 2010 when the city acquired the land, but work began in earnest in 2014, thanks to investments by ArtPlace America and later by the Kresge Foundation, both known for their creative placemaking work. Collectively, the foundations have invested \$1.6 million. The Greater Milwaukee Foundation also has been a core funding partner in the project that is taking shape in two of its Healthy Neighborhoods.

The trail has taken on new life thanks to open mic nights, murals and old shipping containers turned into temporary creative spaces. Fruit trees have been planted. Art installations, such as

"Streetlights" by artist Tyanna Buie, have popped up.

Buie saw her creation, a visual depiction of the bridging together of two communities, as a metaphor for the larger project.

"We are the people who make our community what it is," she said. "We need to be the light in our community."

Future plans include at least three additional murals, a project supported in part by a \$10,000 grant from the Foundation's Mary L. Nohl Fund.

"This area is like an open slate," Johnson said. "For people who are visionaries, it gives them an opportunity to really think about the greatness and the possibilities."

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“For people who are visionaries, it gives them an opportunity to really think about the greatness and the possibilities.”

Darryl Johnson  
Riverworks Development Corporation  
executive director

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Drummers performed along a portion of the Beerline Trail in mid-September as part of activities related to the city's Doors Open Milwaukee event.



The Yellow Chair Project provided an opportunity to bring a diverse community together. *Photo courtesy of Agape Community Center*

# TAKE A SEAT

Neighborhood project creates conversations, strengthens connections

**B**uilding friendships and a sense of community take time. But inroads can be made by something as simple as devoting a couple of hours and a smidge of sweat equity on a do-it-yourself project.

That's what residents like LaToya Smith of Milwaukee's Thurston Woods neighborhood found in July 2015

when they pooled their talents and teamwork as part of the Yellow Chair Project, which spruced up front yards and porches in the area. Agape Community Center organized the event, brought friends and neighbors together to share materials and a common goal: assembling pre-cut Adirondack chairs and painting them a cheery sunshine yellow hue.



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**“The chairs allow my family to feel welcome and I really feel like our community is much safer.”**

LaToya Smith  
Thurston Woods resident

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Fifty-five chairs are scattered throughout front yards and porches in the neighborhood. *Photo courtesy of Agape Community Center*

“I liked that we were able to come together and do something great for the community,” Smith said. “The chairs allow my family to feel welcome and I really feel like our community is much safer.”

The project was funded through the Foundation’s model block program, a special component of the Healthy Neighborhoods Initiative that supports low-cost projects that have a high impact. Fifty-five chairs were built, fueled by a \$3,000 investment each from the Foundation and Agape.

The Foundation has invested \$16,079 in seven model block projects across seven neighborhoods since 2015.

“We saw it as a way to provide neighborhoods an opportunity to celebrate small wins, strengthen residents’ pride and encourage homeowners to continue to invest

in their homes,” said Darlene C. Russell, a Foundation senior program officer who provides leadership and oversight to Healthy Neighborhoods.

When the grant opportunity was presented to Thurston Woods, Agape’s neighborhood revitalization manager Karen Mierow wanted to create a project that would give neighbors a chance to start a dialogue. She believed creating chairs would create a conversation.

That’s exactly what Smith found when she participated this past summer, when the project returned due to neighborhood demand. She moved into Thurston Woods in March and noticed the prevalence of yellow chairs in front yards. She immediately wanted to be part of the unity that they symbolized for the neighborhood. After contacting Mierow, she and

her son, Josiah, ultimately built five chairs, including one for her neighbor who lives a couple of houses away.

The simple yet powerful idea was an award-winning one as well, winning a Mayor’s Design Award in 2016. Mierow envisions the block project as a model for other neighborhoods. Layton Boulevard West, Harambee and Riverwest already have expressed interest.

“Whether it is a social connection, an identity to the landscape, or a way to tactically instigate change, I hope any community that considers a project like this understands that by working collaboratively, an individual becomes their own agent of change,” she said.

# BOOSTING SMALL BUSINESS

Tamara Johnson and April Finley both had been working in the health care field in different communities for nearly two decades before they met, discovered their shared compassion and entertained the idea of venturing out on their own.

Caring for others - particularly adults with disabilities - came naturally to them. Business acumen, however, did not.

With the help of Wisconsin Women's Business Initiative Corporation, the pair developed a business plan, received business coaching and training and secured a \$15,000 loan to open Kastle Communities, an adult family home set to welcome its first set of clients this fall.

"Just to know that someone will go to bat for you is amazing," Finley said.



Tamara Johnson (left) and April Finley (right) of Kastle Communities with their WWBIC coach and small business consultant, Lynn Keckeisen (center).



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“We need to remove the obstacles and improve access to resources that allow diverse small businesses and entrepreneurs to thrive.”

Darlene C. Russell  
Greater Milwaukee Foundation senior program officer

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JoAnne and Maanaan Sabir, WWBIC clients and owners of The Juice Kitchen, a locally sourced juicing company in Lindsay Heights. Photo provided by WWBIC.

Recognizing that small business owners like Johnson and Finley are critical to the economic growth of a community like Milwaukee, the Greater Milwaukee Foundation has partnered with and invested in WWBIC for nearly 30 years to help spur job creation, particularly by targeting underserved populations including women, minorities and lower-wealth individuals. It was one of WWBIC's initial funders and has provided more than \$770,000 in grants since to support its growth.

“Communities are strong when the economies are fair and inclusive and work for everyone,” said Darlene C. Russell, senior program officer who heads up the Foundation's neighborhood grantmaking. “To reach those goals, we need to remove the obstacles and improve access to resources that allow diverse small businesses and entrepreneurs to thrive.”

Small business ownership is not an area in which Milwaukee or the region fares well. According to the Foundation's 2015 “Vital Signs: Benchmarking Metro Milwaukee” report, metro Milwaukee ranks

low for small business startups compared to 15 other similar regions. Despite minorities comprising 37.5 percent of the population, only 12.3 percent of Milwaukee businesses are minority owned, according to WWBIC.

In 2016, the Foundation provided a \$150,000 grant to help WWBIC target individuals in underserved areas – the Near West Side and Transform Milwaukee area, which includes neighborhoods around the Menomonee Valley, 30th Street Industrial Corridor, Harbor District and Riverworks. The grant matches funding provided by Wells Fargo Diverse Community Capital Fund and will serve 225 entrepreneurs over two years.

“Small businesses are an integral part of the fabric of every neighborhood and every community,” said Kathryn Dunn, Foundation vice president of community investment. “Certainly these businesses offer critical goods and services to neighbors but also serve as places of employment and contribute to one's sense of quality of life in the community.”

“This leveraged significant national support for micro and small business education, coupled with targeted loan capital,” said Wendy Baumann, WWBIC's president and chief visionary officer. “We will be able to focus in the heart of Milwaukee now with even greater depth and breadth.”

As a successful entrepreneur and as someone who has mentored multiple minority-run businesses, Foundation donor Terry Anderson understands the powerful impact of small businesses. Impressed by WWBIC's success, his fund has supported the organization in the past.

“Nine out of 10 businesses go out of business within 10 years,” he said. “WWBIC takes city folks without much money and teaches them how to run a successful business. It doesn't just throw people out there. They can always come back for help.”

# ART on display

Foundation-funded public art projects add color, points of pride to area neighborhoods



Concrete sculptures in late artist Mary Nohl's Fox Point property, which are undergoing restoration, thanks to a grant from the Foundation.



"Benches of Havenwoods," is a set of new public art pieces that creates a new identity for the northwest side Milwaukee neighborhood. This industrial bench was created by artist Ann Mory Wydeven, Monarch Corporation and Hentzen Coatings and can be found on the corner of 60th Street and Florist Avenue.





(Above) Wisconsin Black Historical Society director Clayborn Benson and artist George Gist in front of the new mural that adorns the side of the nonprofit's Sherman Park building. It replaces one that was originally created in the 1990s.



(Above) Kinnickinnic River Neighborhood residents provided input and ideas into the two Marina Lee-designed whimsical benches that are perched around the perimeter of Pulaski Park.



(Left) A group of totem poles in Kosciuszko Park, designed by artist Juan Flores, features images that represent the great ethnic and cultural diversity of the Lincoln Village neighborhood on Milwaukee's south side.



# DETERMINED TO CHANGE THEIR REALITIES

## Foundation matches funds for program that catalyzes community-driven change

Milwaukee's Amani, Metcalfe Park and Muskego Way neighborhoods have struggled for years with blighted properties, high poverty and unemployment rates, disinvestment, and as a result, disempowerment.

But three residents who call those neighborhoods home, Octavia Parker, Danell Cross and Paula Jones are determined to change the reality and destiny of the people who live there. Their hope drives them and the Building Neighborhood Capacity Program, a 4-year-old federal program, is giving them the knowledge, resources, skills and opportunities to create transformation.

While their neighborhoods still face ongoing challenges, each is showing signs of revitalization and new hope, as evidenced by new parks, increased resident engagement and decreased crime.



Deborah Armstrong, Bethesda Baptist Pastor Robert Armstrong and Octavia Parker, a BNCP community organizer, at the first Amani community cookout. The cookout is one of many activities and projects designed to strengthen the neighborhood.



Between 250 and 300 people attended the summer cookout in Amani.



## STABILIZING NEIGHBORHOODS

"You take pride in your neighborhood and your neighborhood will come back to flourish," said Parker, an Amani resident and community organizer with BNCP.

BNCP operates under the principle that when empowered, community residents can be the best catalysts for change. Milwaukee was selected in 2012 to participate in the program, which offers training, technical assistance and resources to distressed neighborhoods that historically have encountered barriers to revitalization. Flint, Michigan; Fresno, California; and Memphis, Tennessee also were chosen.

A cross-sector partnership of about 15 of Milwaukee's civic, business, philanthropic and community leaders pledged their support to bring the program to Milwaukee, citing the potential to better align resources and leverage investments as an important reason.

BNCP was a natural fit for the Greater Milwaukee Foundation because of its history and desire to improve neighborhood

capacity, both at the resident and community level. To date, the Foundation has provided \$295,000 in matching funds toward BNCP.

Since 2006, through its Healthy Neighborhoods Initiative, the Foundation has focused its neighborhood grantmaking largely on Milwaukee's middle market neighborhoods. More than \$4 million in grants over the past 11 years has supported projects that have helped residents strengthen social connections, stabilize the real estate market, improve physical conditions and promote positive image in 19 different neighborhoods.

BNCP neighborhoods are not middle market; they face greater challenges and deeper histories of disinvestment.

"We wanted to increase the capacity to stabilize neighborhoods beyond our Healthy Neighborhoods and viewed BNCP as a great opportunity to address challenges in Milwaukee's neighborhoods in a more comprehensive and cohesive manner," said Kathryn Dunn, the Foundation's vice president of community investment.

## REVITALIZING PLACES AND TRUST

Years ago, Amani was known as one of the premiere middle class neighborhoods for African Americans, said Patricia Rogers, executive director of the Dominican Center for Women.

"Now it's known for any deficit you can find in an urban community," she said. Amani has 38 percent unemployment and 52 percent of residents living in poverty.

Neighborhood safety and lack of jobs for young adults are among Metcalfe Park's struggles, Cross said.

With nearly 34,000 residents in 1.5 square miles, Muskego Way is the most densely populated. It is more ethnically and racially diverse, a strength and a challenge, said resident Paula Jones, who moved there from the suburbs 1-1/2 years ago.

**"You take pride in your neighborhood and your neighborhood will come back to flourish."**

Octavia Parker  
Amani resident and BNCP community organizer

"It can be challenging to identify shared goals in an area populated by so many different kinds of people," she said.

Through BNCP, each neighborhood is tasked with creating a revitalization plan. A lead agency oversees the program for each neighborhood; residents identify priority areas. Community organizers like Amani's Parker, Metcalfe Park's Cross and Muskego Way's Juanita Valcarcel act as galvanizing forces to connect residents to resources.

All three areas have assets to build upon – whether anchor institutions like Amani's Dominican Center, committed residents like Metcalfe Park's Cross or Muskego Way's diversity.

Getting residents engaged takes time, especially to earn their trust.

"The impact of hopelessness, futility and fear is debilitating," Jones said. "Individuals don't feel as if their participation will make a difference."

But partners find it ultimately can be more powerful and viable.

"It's harder when you work with residents like me, because it takes more time," Cross said. "But it's more sustainable because I'm still here."

## REDUCED CRIME, NEW JOBS AND MORE

Four years in, success stories have emerged. A neighborhood group – Amani United – formed and Parker notes how turnout at monthly meetings continues to grow. Residents mobilized to provide design input into the \$2 million revamped Moody Park, winning such elements as a full walking track and water fountains. They've also held block clean-ups, resource fairs and vacant lot parties.

"Residents now are able to challenge the powers to be in a way in which they can be heard," Rogers said.

Metcalfe Park residents created a job training program that engaged young adults to install rain gardens and rain barrels. A neighborhood group called Community Bridges was born and residents developed stronger relationships with the police.

Muskego Way residents formed three new block clubs and have worked closely with MPD

and Safe and Sound, efforts that have led in part to a 21 percent reduction in crime. Jones and others transformed a vacant lot into a new gathering place that boasts a colorful mural inspired by residents and created by artist Tia Richardson.

"The mural brings clear evidence that working together can make a tangible difference," Jones said. "There is a sense here of being on the cusp of something progressively new in urban development."

Despite federal funding ending in October, local funders, partners and residents have vowed to continue the work because of the momentum established.

"We've seen what happens when you build the capacity of residents by connecting them to resources," said LaQuondra Shaw, program officer at Northwestern Mutual Foundation. "It's quite amazing!"

Milwaukee artist and south side resident Tia Richardson in front of a mural she designed and painted with residents in the Mitchell Street neighborhood.





Strong and healthy neighborhoods are critical to the overall health and well-being of a city and its residents. That is why the Greater Milwaukee Foundation has invested in and worked with community development corporations, neighborhood improvement programs, government and local and national groups to strengthen Milwaukee's residents and its neighborhoods.

# 3 WAYS

we are making an impact in neighborhoods

## Community Development Alliance

The Foundation is a founding partner of the Community Development Alliance, a consortium of nearly 90 members that began in 2010 in an effort to align place-based activities and investments in Milwaukee neighborhoods. Representing foundations, banks, government and other stakeholders, members meet quarterly to discuss neighborhood issues. The alliance has collaborated on several projects including the Neighborhood Leadership Institute, a resident leadership development program, and attracted national resources for Partners for Places, which developed 20 vacant lots into orchards and pocket parks.

## Neighborhood news

Milwaukee's neighborhoods have a lot of assets that often go unnoticed or underreported. Believing it's important to raise the visibility of the powerful work for change underway in area neighborhoods, the Greater Milwaukee Foundation has invested in two area news outlets – Milwaukee Neighborhood News Service and 88.9 Radio Milwaukee – so they can share these stories.

## Healthy Neighborhoods Initiative

Since the Foundation launched Healthy Neighborhoods Initiative in 2005, it has coordinated monthly meetings among the neighborhood lead agencies as a way to create synergy, build trust and understanding and create a learning community. Neighborhood coordinators share resources and information about upcoming projects, and collaborate on projects across neighborhoods.



Cherry Street Park

## 2016 NEIGHBORHOOD GRANTMAKING

# \$1.02 million

### Total investment in strengthening neighborhoods

(which includes Healthy Neighborhoods Initiative and Reasons for Hope MKE fund grants)

# \$4 million

### Total investment in Healthy Neighborhoods Initiative since 2005

Contact **Darlene C. Russell**, our senior program officer, at 414.336.7044, to learn more about our investments in neighborhood and community development.



# A look at the Latino community

New Foundation study underscores significant role of Milwaukee's growing population

If not for the growth in metro Milwaukee's Hispanic community, our region's population would be all but stagnant.

Growth in the Hispanic community accounted for virtually all the population growth in Milwaukee

since 2000, as well as all the enrollment growth in the region's public schools.

These findings were among the many discovered through "Latino Milwaukee: A Statistical Portrait," which is believed

to be the first comprehensive study of metro Milwaukee's Latino community. The Greater Milwaukee Foundation commissioned the University of Wisconsin-Milwaukee to conduct the study, which was released earlier this year.

"The findings underscore the significant role the Latino community will play in the future of our region," said Marcus White, the Foundation's vice president of civic engagement. "To be a globally-competitive, 21st century region, we need a diverse and vibrant population. The youthfulness of the Latino community is very promising for that future. At the same time, this report presents us with important questions to explore together as a region in order to assure that promising future."

The study examines in great detail how Latino Milwaukee has changed through the years, how the Latino community compares to other groups in metro Milwaukee, and how conditions for Latinos in this region compare to those in the 50 largest U.S. metropolitan areas.



A K4 student at Nativity Jesuit Academy.



## LATINO POPULATION GROWTH

**90%** of the net population growth in metro Milwaukee and all of the net population growth in the city of Milwaukee since 2000.

## SCHOOL ENROLLMENT IN METRO MILWAUKEE

Total non-Hispanic enrollment  
**declined by 32,000.**

1997-98 **275,419**

2013-14 **243,159**

Latino enrollment  
**grew by almost 22,000.**

1997-98 **19,331**

2013-14 **41,225**

Sue Smith, president of Nativity Jesuit Academy on Milwaukee's south side, knew the Hispanic community was the area's fastest growing, but even she found the numbers remarkable. The school is dedicated to educating students from the Hispanic community and is using survey results to plan its expansion from a middle school to a K-8 academy.

"Of all the statistics, the ones that are most striking are how Latinos represent all the net growth in K-12 enrollment and how strong the desire is to attend a private school," Smith said. "Plus, Latinos are the fastest growing segment of the Catholic Church and the most underserved by Catholic schools."

As the school's board of directors was considering expansion plans, as well as its capital campaign, the survey provided strong evidence. Nearly 18 percent of all metro Milwaukee Latino students attended private schools in 2011-12, the highest percentage of Latino K-12 students attending private schools among the nation's 50 largest metro areas.

The school hopes to increase its enrollment to nearly 380 students from its current 200 students by 2024 - and plans to use data from the study in its efforts.

"The study could not have been better timed for us because it confirmed that our strategic enrollment growth plans are on mark and that we must respond to the increased need in our community," Smith said. "Especially when there are expected to be nearly 20,000 Latino children ages 9 years and younger living in the Nativity neighborhood by 2018."

The growth in Milwaukee's Latino community also did not surprise Griselda Aldrete, executive director of the Hispanic Professionals of Greater Milwaukee and a member of the study's advisory committee.

"We are a community that is growing very rapidly, but are still underrepresented in a lot of areas, such as policy decisions and

making rules," Aldrete said. "What studies such as this continue to highlight is our need and willingness to acknowledge how we need to improve."

Aldrete was born in Milwaukee, but lived in Mexico until age 11, when she returned to the city ("I'm an example of reverse immigration.") She is profoundly aware that the Hispanic community is close-knit, religious, dedicated to hard work and education and eager to do volunteer and service work.

As the leader of a nonprofit that supports Hispanic students and professionals in nonprofits, governments and corporations, Aldrete is well aware of both the community's potential and the disparities between it and other groups.

"Latino population growth is like the sleeping giant in Milwaukee," Aldrete said. "We've always been here and been growing. There's no more 'if, when and how.'"



A fifth grader at Nativity Jesuit.

The full study is available at [greatermilwaukeefoundation.org/latinostudy](http://greatermilwaukeefoundation.org/latinostudy). Contact **Marcus White** at 414.336.7026 for further information on the study or to schedule a briefing for your organization.



# FILLING the VOID

Donors and Hunger Task Force bring  
fresh food to area food deserts



The Pick 'n Save Fresh Picks Mobile Market makes 35 stops each month across Milwaukee County to meal sites, food pantries and senior housing complexes, like Juniper and Canticle Court in St. Francis.



**“We think the mobile market is a great way to reach people living in our community who may not have access to fresh, wholesome food.”**

-Lindsay Stevens Gardner, adviser to the Kopmeier Family Fund and mobile market supporter

Well before the 100-foot trailer from the Hunger Task Force – full of fresh produce, meat, eggs, bread and milk – pulls into the lot behind the Canticle & Juniper Courts senior apartments in St. Francis, some of its patrons are waiting patiently.

The stop is one of two this day. The other is at nearby Sacred Heart Senior Apartments, one of 35, monthly 90-minute stops. Each month since October 2015, the trailer and its heavy-duty pickup truck have visited locations in Milwaukee County, loaded with fresh food.

Agnes Passafaro has been waiting an hour, although she sheepishly admits she had the time wrong.

“I was here early. But that’s not a problem. It’s such a beautiful day and I love the shopping. It’s very, very convenient,” said Passafaro, 84. “I got milk, eggs, meat, produce, things I really need. I usually spend around \$10.”

Pick ‘n Save, Milwaukee County and Hunger Task Force are partners in the Pick ‘n Save Fresh Picks Mobile Market, the grocery store on wheels which travels Monday through Friday year-round to neighborhoods and communities with limited access to fresh and healthy foods. It enables people in underserved neighborhoods, food deserts (defined by the American Nutrition Association as areas in which healthful fresh foods are more difficult to purchase because of a lack of grocery stores, farmers’ markets and healthy food providers), senior centers and other locations to purchase healthy and nutritious food at discounted prices.

Hunger Task Force received a \$100,000 federal Food Insecurity Nutrition Incentive grant enabling it to offer a 25 percent discount. In addition, the Greater Milwaukee Foundation recently awarded the program a \$20,000 grant.

Along with other staples, the mobile market offers more than 40 seasonal fruits and vegetables and more than 10 high-demand meat and dairy items. The market does not sell canned items or processed foods. Walk-ups are encouraged; anyone can use the mobile market when it’s parked and open for business. Average sales per site have risen from \$73 in 2015 to \$480.

Sherrie Tussler, Hunger Task Force’s executive director, said the former NASCAR trailer has proved to be efficient in its task. The high volume of meat sales made a powerful point: People with limited access to grocery stores or with low incomes sometimes skip buying meat, an important source of protein.

That’s not a problem for David Kulesza, 62, who rests on a bench with a bag of fruits and vegetables: “I don’t like to shop, so this eliminates one trip to the store. They always have what we need.”



## FUNDING NEEDS:

**\$3,600** supports Mobile Market fuel costs for one year

**\$6,000** supports Mobile Market operations for one month

**\$36,000** supports Mobile Market operations for six months



## INTERESTED IN INVESTING IN THIS PROJECT?

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





The Fund for Lake Michigan, a donor advised fund at the Greater Milwaukee Foundation is a sponsor of Sturgeon Fest, an annual event that introduces baby sturgeon back into the Milwaukee River Watershed with the hopes of reestablishing a breeding population of the prehistoric fish after a 100-year absence.





## Fund for Lake Michigan CLEARLY MAKING A DEEP IMPACT

It's helped prehistoric fish make a comeback in southeast Wisconsin, breathed new life into a 24-acre blighted and neglected industrial property in the Menomonee Valley and improved water quality and access to beaches along the lakefront.

Not too shabby for a fund that's only five years old. But that doesn't even scratch the surface at the kind of impact that the Fund for Lake Michigan has had in the area.

The donor advised fund was created as result of an agreement between We Energies, Madison Gas and Electric, WPPI Energy,

Clean Wisconsin and Sierra Club to address concerns over the expansion of the Oak Creek Power Plant along the shores of Lake Michigan. That agreement provided quite a boon for the local environment: a commitment to infuse \$4 million annually to area projects that will restore and protect the quality of our backyard beauty and treasured national resource: Lake Michigan.

In that time, the fund has awarded 216 grants totaling more than \$15 million. Grants have ranged in size from \$500 to \$500,000, with an average amount of about \$70,000. Roughly one third of the fund's grantees have been local

governments while others have included nonprofits, universities, utilities and faith-based groups.

The fund's impact transcends the environment. Since 2011, it has created over 800 full-time jobs, added \$65 million to the local economy and leveraged about \$35 million in public and private investments.

And it is just getting started. The agreement calls for investments in the health of Lake Michigan and its communities through 2035.

So get ready, southeastern Wisconsin. The work has just begun.



Learn about the fund's grantmaking history and its impact on the health of Lake Michigan by visiting [www.fundforlakemichigan.org](http://www.fundforlakemichigan.org).

# COMMITTED *to serving community & country*

At 92, Allan Kieckhafer has an encyclopedic memory of the community he has spent a lifetime supporting.

Born and raised in West Bend, Kieckhafer rose to key sales and sales management positions in the West Bend Aluminum Company, from which he retired in 1987. He and his late wife Jean had four children and 11 grandchildren.

Through their adult lives, the couple gave back to West Bend and the region through many philanthropic endeavors.

Among the many organizations assisted by the Kieckhafers are the Cedar Lakes Conservation Foundation; his alma mater Beloit College; the West Bend High Schools Columns Fund for scholarships; BloodCenter of Wisconsin and Wisconsin Historical Foundation. And that's just the short list.

On May 29, 1987, West Bend celebrated Allan C. Kieckhafer Day in honor of his philanthropic efforts.

Allan has supported many of the same organizations for decades and now does so through the Allan C.

Kieckhafer Charitable Fund, which he created in 2014 at the West Bend Community Foundation, a partner foundation of the Greater Milwaukee Foundation. His attorney and long-time West Bend resident, Jim Spella, encouraged him to start a fund because of the tax and administrative benefits.

"Working with the Foundation is a much better way for me to handle my gifts," he said.

Kieckhafer's story is also that of three prominent and generous West Bend families who share ties to the former West Bend Aluminum Company. Betty Nelson





## “No one is more committed to the West Bend community than Allan.”

Laurie Winters  
Executive director, Museum of Wisconsin Art

– whose husband Cliff was a co-founder with Douglas Ziegler of the West Bend Community Foundation – has known Kieckhafer since kindergarten. The Nelsons, Kieckhafer and Zieglers were friends, and shared a love for the West Bend community.

Betty Nelson has her own take on her friend's philanthropy.

“He was a child of family with some means; his father was president of the West Bend Aluminum Company,” Nelson said. “He probably realized he had many advantages as a young man and he wants to continue on to help people.”

And it could be that Kieckhafer is also a Wisconsin-born-and-bred really nice guy.

“Allan still drives his car and is so generous about picking up any one of us who needs a ride,” Nelson said. “If someone asks him, he'll take you.”

Nelson said her late husband and Kieckhafer shared many values, even if they came from different backgrounds.

When Jean Kieckhafer was concerned about her health, Allan left the West Bend Company and the two spent the next 10 years traveling. They visited 69 countries before Jean's death in 2007.

Despite the years of giving, and deep appreciation of many, it's not easy for Allan to explain his drive to help his community. Often, the stories are personal and reflect his hands-on approach.

His charitable relation with the Boy Scouts is Kieckhafer's oldest. He started Boy Scout Troop 80 for his two sons and others and was a key member of regional Boy Scout organizations.

Another insight into Kieckhafer's personality may be found in his pride of military service. He joined the Navy at age 18 and ended up as a lieutenant JG with its Asian Amphibious Fleet.

“We were on a Landing Ship-Tank, transporting tanks to beaches during invasions,” he said. “The ship had a number, but no name, because we were expendable. We didn't tell the crewmen that.”



Kieckhafer and the crew survived the Battle of Leyte, and also fought at Iwo Jima, Saipan, Guam and Okinawa.

He returned home, finished school, married Jean, and began his career.

Perhaps Kieckhafer's most visible contribution can be found at the Museum of Wisconsin Art, where he has served as a board member and major contributor to its new building, which includes the Jean and Allan Kieckhafer Gallery.

Kieckhafer continues to support the museum's educational program and special events.

“No one is more committed to the West Bend community than Allan,” said Laurie Winters, the museum's executive director.

Contact Philanthropic Adviser **Will Janisch** at 414.336.7062 or [wjanisch@greatermilwaukeeefoundation.org](mailto:wjanisch@greatermilwaukeeefoundation.org) to discuss ways in which you can give back to support your community.



# New fund protects and preserves urban oasis

## Milwaukee Rotary Centennial Arboretum Fund

Not every organization turns 100, so when it does reach such a milestone, it wants to make sure it celebrates in a memorable way. For the Rotary Club of Milwaukee, that meant providing a gift to the community that would long outlast it and its nearly 400 members.

It chose a project in conjunction with the Urban Ecology Center that converted industrial land donated by the late Pieter Godfrey into a natural jewel in the heart of Milwaukee. Called the Milwaukee Rotary Centennial Arboretum, the urban oasis opened in 2013, spans 40 acres and extends from North Avenue to Locust Street. In 2015, the two organizations created an agency endowment at the Greater Milwaukee Foundation to contribute to its continued preservation.

### What attracted Rotary to the idea of the Arboretum?

**Mary McCormick (Rotary Club executive director):** It really brought together Rotary's commitment and passion around education and taking care of the environment. We had the opportunity to transform this

blighted piece of property into a living classroom where people can go and enjoy the outdoors in the city and kids can learn to value the environment.

### Why create a fund at the Greater Milwaukee Foundation?

**Ken Leinbach (UEC executive director):** The Foundation has been part of the beginning of many things in this community, one of which is the Urban Ecology Center. We felt a level of confidence that our funds would be well taken care of at the Foundation because that is what they do and we have relationships with people who do it.

**Mary:** We see the Arboretum as a community asset. Having it at the Foundation gives it a greater sense of community ownership. We believe it is a force for good in the community and we know our funds will be well managed and protected.

### What are your plans for the Arboretum over the next 12 to 18 months?

**Ken:** This fund will be used to forever keep the Arboretum



Mary McCormick, executive director of the Rotary Club, and John Franke, a Foundation donor whose fund helped support the Arboretum's 3 Billion Year Walk, a new path of rock sculptures.

beautiful. There is some donor recognition for the preservation fund we still have going and some signage. Some erosion control that needed to be done that wasn't in the original plan.

**Mary:** By the end of 2017, it should be at a \$1 million, which is a good start to have to protect and preserve. We really do want to see it grow and change and see it be a vibrant asset for our community.



The Arboretum offers the Urban Ecology Center additional outdoor classroom space to educate area children and families.



# Bequest broadens public appreciation for Wisconsin communities

## Ernest C. and Florence M. Schocke Fund

Imagine traveling to more than a dozen Wisconsin communities each year, visiting some of the best businesses, sports teams and gems those areas have to offer and discovering what makes each truly unique – for free.

That's what "Around the Corner with John McGivern," a half-hour series produced by Milwaukee Public Television, provides viewers each season, thanks to the generosity of a Greater Milwaukee Foundation donor.

It takes a look at what it's like to live, work and play in Wisconsin communities. Its first episode debuted Jan. 26, 2012, thanks to the generosity of the Ernest C.

and Florence M. Schocke Fund, a designated fund created after Ernest Schocke passed away at age 98, leaving a \$2.4 million bequest to the Greater Milwaukee Foundation. The WWII veteran was an instructor at MATC for 38 years and believed in the impact of public broadcasting. He specified that 75 percent of his fund support MPTV and PBS nature and documentary programs. The remaining percent supports WUWM.

The program has showcased 78 locations, traveling as far south as Beloit to as far north as Bayfield. The MPTV crew – which includes Emmy Award-winning actor John

McGivern and Milwaukee-born historian and author John Gurda – spends about a week in each community and speaks to up to two dozen people to get a flavor of each area.

It's a concept that truly has gained a following. The show consistently is the highest rated local show on MPTV, has been picked up by Minnesota Public TV and Chicago Public TV and is the highest-rated show on any PBS affiliate in the country in its time slot.

*"Around the Corner with John McGivern" airs 7 p.m. on Thursdays on MPTV. Its sixth season began Jan. 5, 2017.*



The Around the Corner crew has traveled to 78 communities since 2012. Photo by Lois Maurer



# Publicly Traded Securities – The Smart Gift

by **WENDY RUSCH**

*Rusch is a shareholder in Reinhart, Boerner Van Deuren's Trusts and Estates and Corporate Law practices*

Donors have many choices when deciding which assets to give to charity. One of the smartest choices from an income tax perspective may be publicly traded securities—stocks and bonds—owned by a donor. There are several reasons why publicly traded securities make an excellent charitable gift. First, if the securities have appreciated (increased in value) since they were acquired, you can give them to charity without recognizing taxable gain. Second, in general, because they are publicly traded, the securities are easily valued, eliminating the need for an appraisal. Third, publicly traded securities are easy to transfer.

The length of time you have held the publicly traded securities affects the tax consequences of the donation. If you have held them for at least 12 months and one day, they are considered "long-term" securities. When donating long-term securities to a public charity, you receive an income tax charitable deduction

equal to the securities' fair market value as of the date of the gift. At the same time, you and the charity both avoid paying capital gains tax on any appreciation in the securities' value since you acquired them. As such, it's beneficial for you to give the charity the appreciated securities themselves—not the proceeds of their sale. If you sell the securities and then donate the proceeds to the charity, you will be taxed on the gain.

Publicly traded securities that are held for less than 12 months and one day are considered "short-term" securities. Your deduction for a gift of short-term securities to a public charity is limited to the lesser of your basis in the securities or the fair market value of the securities. From an income tax perspective, therefore, it is less advantageous to donate short-term publicly traded securities to charity.

Of course, not all securities appreciate. If the publicly traded securities have declined in value,

you should first sell the securities and then donate the sale proceeds to charity. You can then realize the loss on the sale and receive an income tax charitable deduction equal to the value of the cash contribution.

As with all charitable gifts, there are limits on the deduction depending on your income, so check with your tax adviser on your specific situation.

The end of the year is traditionally a popular time to make charitable gifts. This year, consider donating your winning stocks or bonds directly to your fund at the Greater Milwaukee Foundation and save some tax dollars while helping others.

For more information about donating stocks, bonds or mutual funds to the Greater Milwaukee Foundation, contact

**Mary Kay Mark**, Director of Gift Planning, at [mkmark@greatermilwaukeefoundation.org](mailto:mkmark@greatermilwaukeefoundation.org) or 414.336.7066.



Please note: The election is over and we are looking at a rare instance in which one party controls both chambers of Congress and the White House. With that comes the probability of tax reform, including changes in the deductibility of charitable contributions. With future deductibility highly uncertain, and with the recent run up in equity markets, now is the ideal time to make those charitable contributions from your appreciated securities. Don't miss out on this opportunity to make a gift and lock in your income tax deduction before tax changes occur. For more information, contact Mary Kay Mark, director of gift planning, at 414.336.7066.



# Local philanthropists pool money to provide living tribute to area veterans

How does a community properly honor those men and women who have given their lives to their country?

In Oconomowoc, gratitude takes the shape of a majestic memorial on a one-acre green space overlooking Lac La Belle. Called Veterans Memorial Park of Oconomowoc, the one-year-old city park pays tribute to veterans stretching as far back as the War of 1812.

When it came to designing the memorial, resident and former Marine Mac Dorn and his friend, Kurt Schrang, were determined to do it right, no matter the cost. No price could be put on the sacrifice that area veterans made through their military service. They worked with four area veterans groups on the details, which include two Fort-style entry structures, a water fountain surrounded by five 24-foot-tall white pillars representing the five military


branches and a curved honor walk bearing the names of 3,500 area veterans.

Ultimately, \$550,000 was raised solely through private donations, a goal the pair set from the beginning. It was one easily accomplished through the likes of community contributors such as the Oconomowoc Area Foundation, a partner foundation of the Greater Milwaukee Foundation.






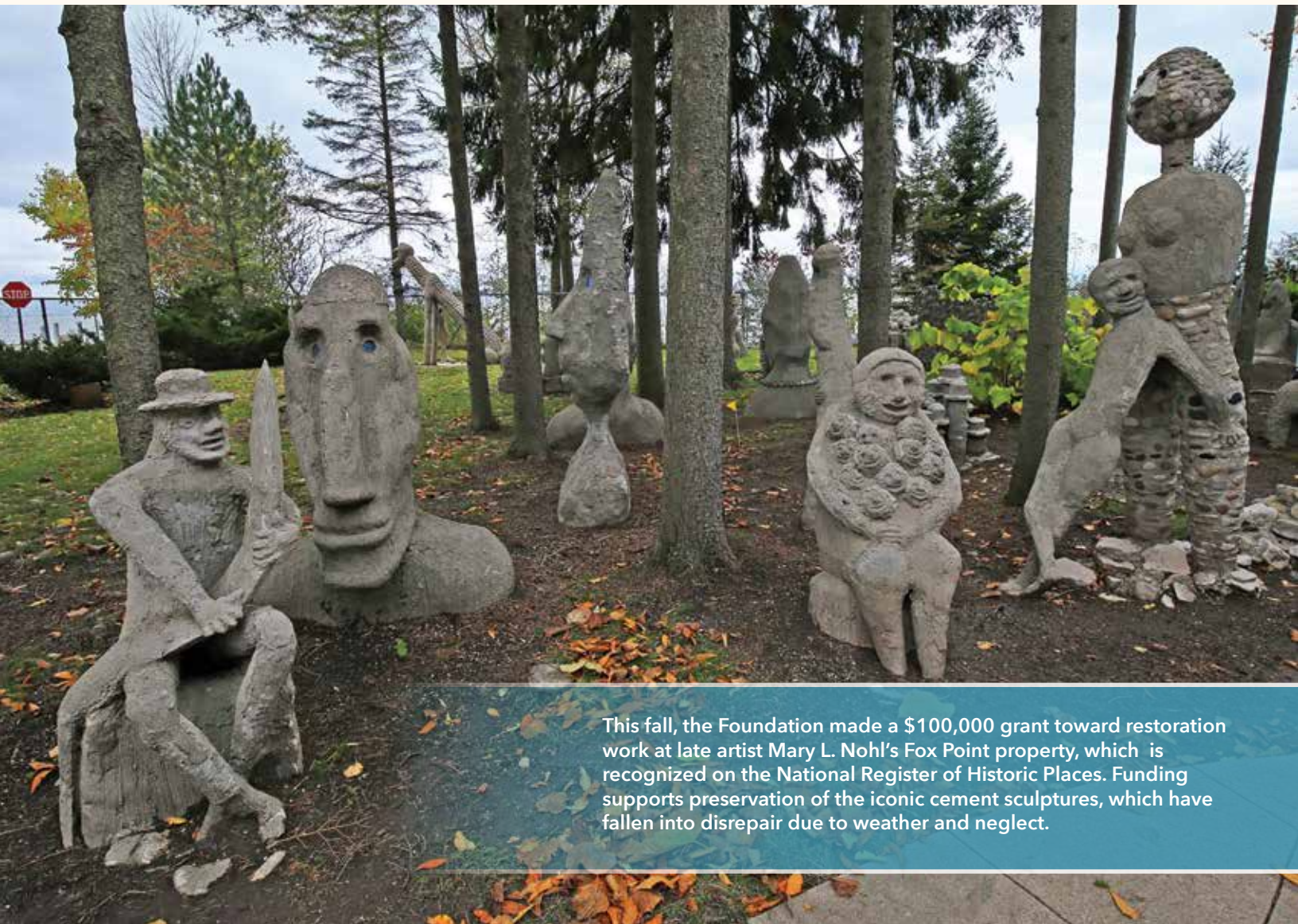
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This fall, the Foundation made a \$100,000 grant toward restoration work at late artist Mary L. Nohl's Fox Point property, which is recognized on the National Register of Historic Places. Funding supports preservation of the iconic cement sculptures, which have fallen into disrepair due to weather and neglect.