

IMPACT FOR ALL

FIVE YEARS OF COMMUNITY VISION 2020-2025



A MILWAUKEE FOR ALL

has meant deeper impact, connections, innovation, generosity and love for community.

When community members from throughout the region helped shape the Greater Milwaukee Foundation's strategic vision in 2020, they left no doubt that the community they pictured should be welcoming, dynamic, inclusive and thriving – a Milwaukee for all.

Much changed in southeast Wisconsin and the world in the five years that followed, but people's love of community and trust in the Foundation as a true partner in building a better city and region always endured.

Through deep investment, collective action and cross-sector partnership, the Foundation has delivered positive philanthropic impact aligned with forward-thinking community

leadership to strengthen the region and its people. This impact and leadership have been made possible by the generosity of donors and the tireless work of nonprofits. In addition, the business and civic communities have joined in to create solutions, and neighbors have helped neighbors. With this support, the Foundation is preparing to enter its next chapter of impact, energized by recent results and motivated by the opportunities still ahead.

With deep gratitude for the contributions of many over the course of 110 years, and particularly during the last five, the Foundation invites stakeholders across greater Milwaukee to continue working collectively toward the promising future that is within reach.



"When I envision a Milwaukee for all, I think of welcoming and thriving communities, excellent educational outcomes, overall health and well-being, economic security and prosperity."

Greg Wesley
President and CEO
Greater Milwaukee Foundation

Full multimedia report online The following pages showcase the voices of partners and select accomplishments realized during the Foundation's 2020-25 strategic plan. Explore online a detailed list of outcomes and impact at greatermilwaukeefoundation.org/amfa



CREATING BIG SOLUTIONS THROUGH **PARTNERSHIPS**



"As a stakeholder in early childhood education, I realize that the donors, the providers and the foundations have to work together to accomplish all of this. And at the end of the day, it's helping the entire community."

ROB JOHNSON

CEO and executive director, Kettle Moraine YMCA; board member, West Bend Community Foundation, about their focus on early childhood education



"The Greater Milwaukee Foundation and the Community Development Alliance are such great supporters of VIA CDC, and the way they hold space for community partners. Obviously, funding from the Foundation is critical, but when they create spaces for us to gather and learn from one another, I think that is the real rewarding piece of the relationship."

JOANNA BAUTCH

Executive director, VIA CDC, a Foundation grantee and agency endowment partner



The Foundation is how the region works together

At the center of our community's top priorities – from housing and health to education and jobs — you'll find the Foundation bringing people together in partnership to enact positive change.

CASE IN POINT:

Child care champions have worked tirelessly for years to demonstrate early childhood education's importance for our region's families, workforce and overall well-being. The Foundation, its Milwaukee Succeeds education initiative, ambassadors and other partners across the region have organized, advocated and helped lead to a historic investment in the sector through the state's biennial budget.

\$330M

in new state funding
allocated to support
Wisconsin's early
childhood education
sector

Discover how our partnerships have led to solutions addressing many different longstanding community issues.

Learn more: greatermilwaukeefoundation.org/amfa

INVESTING IN THE NEEDS OF TODAY AND IDEAS OF THE FUTURE



"When you think about a city like Milwaukee that has a lot of opportunities and a lot of prosperity, you want the whole population to participate in that prosperity, and that cannot be done without access to capital."

TOM FLORSHEIM

Foundation Board member, donor and Impact Investing Committee member



"The chamber advocates for businesses and entrepreneurs to have access to three forms of capital: financial, social and capital. Through the Latino Empowerment Fund, we can achieve all three. ... Having an opportunity to have an investor like the Greater Milwaukee Foundation that believes in our mission is crucially important for economic development."

DR. NELSON SOLER

Founder, president and CEO, Latino Chamber of Commerce of Southeastern Wisconsin



Leveraging new sources of capital to power economic mobility and community vitality

While the Foundation has always been an active funder of effective nonprofits and initiatives, its role continues to expand, encompassing innovative ways to attract, build and mobilize resources for community benefit.

CASE IN POINT:

When communities have access to capital, they grow. The Foundation's impact investing program bridges wealth gaps, creates jobs, spurs conscientious development and expands opportunity where it's needed most.

\$24M

committed to small businesses, community development and other enterprises through our impact investing program

Learn about additional ways we have helped generate resources to invest in the region's economy and well-being. Learn more: greatermilwaukeefoundation.org/amfa

BRINGING THRIVE ON KING TO LIFE



"Bronzeville is a place where we can thrive, and I think ThriveOn King is a part of that narrative."

LEXI S. BRUNSON

*ThriveOn King art review committee member;
CopyWrite Magazine owner/editor-in-chief*



"It's a community that has such a rich soul. It's a beautiful neighborhood that I hope continues to see the Foundation, see the ThriveOn King building, as a source and a beacon of hope, of inspiration, of seeing what's possible. ... I hope it's a legacy-building leap pad."

KATIE NEWCOMB

*Adviser to the Mary K. Newcomb Arts Fund, which
supported the art at ThriveOn King*



Creating a catalyst for change in the heart of community, with community at the heart

The ThriveOn Collaboration — a partnership of the Foundation, Medical College of Wisconsin and Royal Capital — is taking the lead in supporting a healthy, equitable and thriving Bronzeville and beyond with its place-based investments.

CASE IN POINT:

Through an inclusive process that elevated neighborhood voices at every step, the Foundation helped transform ThriveOn King into a place that honors the past, celebrates the present and inspires a thriving future — and continues to bring extensive investment to the surrounding community.

More than

500

community members were engaged to help shape the direction of ThriveOn King, from the priority areas addressed by its tenant partners to the art pieces that grace the historic building's walls.

Explore how ThriveOn King, the Foundation's new home, has become a dynamic community hub. Learn more: greatermilwaukeefoundation.org/amfa

FOSTERING PEOPLE-POWERED PHILANTHROPY



"I really learned all that I knew about charitable planning through the Greater Milwaukee Foundation. It's probably the single greatest resource in the city as it relates to charitable giving."

PAUL WESTPHAL

Senior vice president/financial advisor, consulting group, RBC Wealth Management, Impact Investing Committee member and Foundation donor



"I think that's what the Autonomous Youth Council was trying to teach us, advocating for yourself. ... I'm with Your Move MKE, which is a cool music organization. ... They always made me feel like I could say something, and it would add weight to the table."

JEFFERY PAYNE

Milwaukee Succeeds Autonomous Youth Council member



Growing the impact of generosity in every form

Whether through time, talent, treasure or ties, philanthropy is for everyone, and the Foundation is a partner that not only honors those contributions but helps ensure they have the greatest impact possible across the region.

CASE IN POINT:

By listening deeply and responding authentically with gratitude, the Foundation is building lasting relationships and expanding the invitation to be a philanthropist.

Through our comprehensive and historic Greater Together Campaign,

3,077 new donors

joined the Foundation family — powerful testimony of the generosity and shared vision that fuels our community's future.

The Foundation is grateful for the many philanthropic partnerships and connections people have formed with us over the past five years. Learn more: greatermilwaukeefoundation.org/amfa



"It takes all of us. We have to see us all as part of the fabric of the communities in which we live, and to reach out to help every person thrive."

DR. MAYSEE HERR

CEO, Hmong Wisconsin Chamber of Commerce

Thank You
& JOIN US

The Greater Milwaukee Foundation is grateful for our region's generosity and partnership. Find your path to impact with the Foundation through your time, talent, treasure and ties.

greatermilwaukeefoundation.org/amfa



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