

2017 ANNUAL REPORT

EXPRESSIONS

OF EQUITY & COMMUNITY



Greater Milwaukee
FOUNDATION
greater together



Letter from the President & CEO and Board Chair

This annual report is an expression of our vibrant region and the people at the center of our transformative work together. With growing generosity among donors and heightened engagement across the community, momentum is building for equitable opportunity in greater Milwaukee.

Like the 102 years that preceded it, 2017 exemplified the level of trust donors and stakeholders place in the Greater Milwaukee Foundation's knowledge of community needs, collaborative approach to solutions and philanthropic impact over generations.

We recognize the tremendous responsibility of stewarding more than \$900 million in charitable assets, and have invested strategically with our donors to strengthen economic development, education, health, arts and culture, human services – wherever the community has needed us most in each era of our history.

Today, our community's needs compel us to deepen philanthropy's role in realizing a more equitable community. Over the next decade, the Foundation will direct up to 90 percent of our annual discretionary resources toward that vision – growing partnerships, supporting community-led action and magnifying impact for the people and places of our region.

This historic commitment will be visible in countless ways, aligned with our donors' passions and

accomplished with community partners:

- Increasing individual opportunity and expanding the region's talent pipeline through educational strategies that build on the progress of Milwaukee Succeeds, with initial focus on children's earliest years.
- Investing in vibrant neighborhoods where residents lead on issues that matter; cohesion is built through arts, culture, green space and social activities; and partnerships across sectors hasten progress.
- Caring for people whose wellness and life expectancy are affected by race, surroundings, poverty and trauma.
- Advancing innovation and a more inclusive economy by fueling investment in small businesses, community development and entrepreneurship, especially among communities of color and in areas of prolonged disinvestment.

It takes all of us to lift a community. We are grateful for our donors, partners and friends whose passion and commitment are enduring beacons of hope and progress. Thank you for your continued confidence in the Foundation and our region's vast potential.



Ellen M. Gilligan,
President & CEO



Cory L. Nettles,
2017 Board Chair



Board Chair Cory L. Nettles and Foundation President & CEO Ellen M. Gilligan in front of Milwaukee's Calvary Presbyterian Church, which was one of the hosts in the Foundation's On the Table MKE initiative. Calvary's conversation focused on homelessness and, since then, the talk has transitioned to action.

2017 BOARD OF DIRECTORS

Cory L. Nettles, Chair
David J. Kundert, Vice Chair
Wendy Reed Bosworth
Pedro Colón
David J. Drury
Janine P. Geske
Cecelia Gore
Susan Ela*
Thomas W. Florsheim Jr.*
Jacqueline Herd-Barber
Paul J. Jones
Dale Kent
Gregory S. Marcus
Darryl D. Morin*
Marie L. O'Brien
Mary Ellen Stanek
Gregory M. Wesley

*joined July 2018

OUR SHARED VALUES

Our shared vision inspires philanthropy and partnerships committed to ensuring that the greater Milwaukee region is vibrant, economically thriving and providing opportunity, prosperity and a high quality of life for all.





"The most pressing needs of our community are all connected. Our role is to coordinate and collaborate with others to address issues that face us."



GENEVA B. JOHNSON
Geneva Bolton Johnson Fund





EQUITY & COMMUNITY

For us to reach our full potential as individuals and as a region, we must ensure that our area's largest city, Milwaukee, is no longer among the most impoverished in the nation. This is especially urgent where inequities exist and disparities among people of color continue across nearly all quality-of-life indicators.

This report's theme, expressions of equity and community, is about all voices being heard and included in the progress that is taking shape around us today. Our donors are investing in programs that help address the results of inequity across the region. Together we are stewards of a bright and lasting future.



"We are proud to endorse all the efforts of the Greater Milwaukee Foundation to build a strong community."

SUSAN AND HOWARD HOPWOOD


Susan and Howard Hopwood Fund



MARSHALLING RESOURCES TO BUILD CAPACITY

“Change has to come from the inside out. It has to, or it isn’t going to stick. Unless the capacity of residents is built in order to really be part of the change, then we haven’t arrived.”

—
Danell Cross
Executive Director,
Metcalf Park Community Bridges



METCALFE PARK
Community Bridges
3524 W. NORTH AVE. 2ND FLOOR OR CALL (414) 238-5676



Cultivating neighborhood champions to bring about community change

It's only right that children and families are afforded the chance to grow up in a safe and healthy neighborhood. But with the lack of resources that exists in some neighborhoods, the work to improve safety and conditions requires new ways of finding solutions.

Long-lasting change can only happen in a neighborhood if driven by people who live there, insists Danell Cross, as they know best the existing challenges and opportunities. Cross heads Metcalfe Park Community Bridges neighborhood association, a job to which the Milwaukee resident and former community organizer is connected to but one she didn't fall into overnight. Rather, it took access to experiences and training to help her become the effective leader her neighborhood needed.

Cross benefited from Greater Milwaukee Foundation-funded programs such as the Neighborhood Leadership Institute and Building Neighborhood Capacity Program, which support resident leaders and help them mobilize other residents interested in reducing crime, creating social connections and attracting resources for block parties, beautification projects and other elements their neighborhoods need.

Determined to continue the work in Metcalfe Park, Cross is the neighborhood champion for cultivating more resident leaders so they too can create a more vibrant environment full of promise.



**50 people across 17 neighborhoods
have participated in the Neighborhood
Leadership Institute**

MARSHALLING RESOURCES TO BUILD CAPACITY

"Funders like the Legacy Foundation can be the catalyst for continued capitalization, growth and opportunity for entrepreneurs in Milwaukee, particularly women and business owners in the central city."

—
DELORIS SIMS
Legacy Foundation





OPPORTUNITY

Pictured (left to right) Jeanette Mitchell,
Margaret Henningsen, Marsha Huff, Deloris Sims

Beyond bricks and mortar: Legacy Bank fund serves as catalyst for entrepreneurial growth

When one door closes, another one opens.

That's the case with the story of the Legacy Foundation. Following the closure of Legacy Bank in 2011, its board of directors created a donor advised fund at the Greater Milwaukee Foundation as a way of continuing the philosophy and creating a legacy for the minority-owned community bank, whose mission was to make Milwaukee a better place for entrepreneurs and small businesses.

Its founders believe the success of any community is driven by economic empowerment and wealth creation. According to the Foundation's latest *Vital Signs* research, while Milwaukee ranks last in entrepreneurship, it ranks high compared to 15 similar metropolitan regions when it comes to minority-owned businesses, signifying that there clearly is talent and diverse capacity.

Yet fewer community banks remain to invest in bringing entrepreneurial ideas to fruition. So the fund has focused on filling that gap and fortifying Milwaukee's small business climate, particularly for women and people of color. More than \$200,000 in grants from the fund have supported organizations such as the African American Chamber of Commerce and Cardinal Stritch's African American Leadership Program as a way to help the community reach its full economic potential.



EXHIBITING LEADERSHIP

"Every year a scholar does not meet their grade-level expectations, they are further distanced from being college-bound. Reading Corps helps scholars regain footing on the trajectory toward college."

—
Jennifer Sims,
Wisconsin Reading Corps tutor

Jennifer Sims and Kamyla Hobbs, a second grader at Milwaukee College Prep – Lola Rowe North Campus



LEADERSHIP

Philanthropy serves as important fuel for scaling, expanding tutoring program

Third grade matters.

Students who have learned to read by that point are four times more likely to graduate from high school.

Every child deserves that educational opportunity. In a city where only 17 percent of third-graders score proficient in literacy and in a region with low educational attainment among communities of color, what is the solution to turning struggling readers into confident ones?

The Greater Milwaukee Foundation and its Milwaukee Succeeds initiative are turning to programs such as Wisconsin Reading Corps as the answer. The evidence-based national program employs tutors like Jennifer Sims to work with scholars who need a little extra support. Now in its third year in Milwaukee and in 11 schools, the program has demonstrated exceptional results for kindergarteners through third graders with higher risk factors. Seventy percent of students in those 11 schools exceeded their individual literacy goals and are catching up to grade-level targets. What's the secret to their success? Daily one-on-one time spent with tutors like Jennifer who use targeted literacy strategies adjusted to match the students' progress.

As a way to accelerate the achievement for more Milwaukee students, the Foundation led a three-year lobbying effort to secure \$1 million in state funding that will enable the program to triple the number of tutors.



\$1.9 million has been contributed to Milwaukee Succeeds by individual donors and external philanthropic partners

EXHIBITING LEADERSHIP

"Milwaukee's been good to us. I feel a debt to the education system and, in a sense, to the community."

—
MICHAEL DUNN

Michael and Patricia Dunn Fund





LEADERSHIP

Former Medical College dean invests in others' education as part of 'giving phase'

As someone who benefited from more than two decades of schooling and as a former educator, Michael Dunn, M.D., knows the impact of education on one's life.

Before retiring in 2013 at age 75, the former Medical College of Wisconsin executive vice president and dean spent more than 40 years in the medical field and was an internationally recognized researcher in nephrology and hypertension.

Now, as Michael and his wife, Pat, have entered what he describes as the "giving phase" of their lives, they are giving back to the community for the opportunities it has given them. Education is one of their top philanthropic priorities, and for the past 20 years, they have used their Greater Milwaukee Foundation fund to support their alma maters — Marquette University High School, Divine Savior Holy Angels High School, Marquette University and the Medical College — as well as schools such as Notre Dame School and Nativity Jesuit Academy that improve chances for academic success for the Latino community.

Strengthening education is one of the Foundation's philanthropic pillars, and the Foundation continues to harness the collective passion and philanthropy of donors like the Dunns to help fortify the educational pipeline for all children.



RESPONDING TO COMMUNITY NEEDS

"Being at Family Promise of Washington County has saved my life and put my family back together. I don't regret a day being in this program."

—
Sheri, Family Promise of
Washington County client

Sheri and her children, Jordan and Hailey





KNOWLEDGE

West Bend nonprofit offers gateway to housing, hope

About a year ago, the concept of stability was an illusive one for Sheri. Drug abuse was tearing at the fabric of her family. As a result, she and her three children were evicted from their home and ended up living in a tent.

But Sheri was motivated to change, and Family Promise of Washington County worked with her to make it happen. The nonprofit provided her family with shelter and connected Sheri to counseling, Narcotics Anonymous meetings and other supportive services, such as parenting and budgeting classes, which helped lead her back to the path to self-sufficiency. Her family now lives in an apartment, she is 10 months sober and her children are succeeding in school.

As homelessness is a community issue not restricted to one city, county or ZIP code, the Greater Milwaukee Foundation and its donors have committed resources to address it throughout the four-county region. In 2017, the Foundation and its partner foundation, the West Bend Community Foundation, gave more than \$360,000 to Family Promise to further its efforts in helping homeless families and individuals in Washington County. As a result, the nonprofit helped rebuild more than 2,200 families like Sheri's.



\$1.5 million in grantmaking by the Foundation and its partner foundations to basic needs organizations

RESPONDING TO COMMUNITY NEEDS

"The Greater Milwaukee Foundation has been a resource for me. Without the Foundation I wouldn't be able to make the impact that I do because I wouldn't know about all the different agencies or programs out there."

~
SARAH BERG
Sarah Kim Berg Fund





KNOWLEDGE

Making a difference, no matter how small

Wauwatosa native Sarah Berg knows she doesn't have to be a billionaire like Bill Gates to make a big difference in the world.

Small grants, such as the ones she makes periodically from her donor advised fund, have an impact. It might be a ripple, she says, but when combined with hundreds of others from like-minded, passionate individuals at the Greater Milwaukee Foundation, those ripples turn into waves.

With so many community needs and nonprofits that exist to tackle them, Berg finds it challenging to pick just one area or organization to support. She relies on the Foundation for its depth of knowledge and ability to pool resources to address complex issues.

Berg is particularly passionate about addressing basic needs, which stems from her days working as a case manager at the AIDS Resource Center of Wisconsin. The Foundation has connected her to agencies such as Pathfinders Milwaukee, which works with at-risk and homeless youth, where she has been able to make a difference and help the community start to make a change.

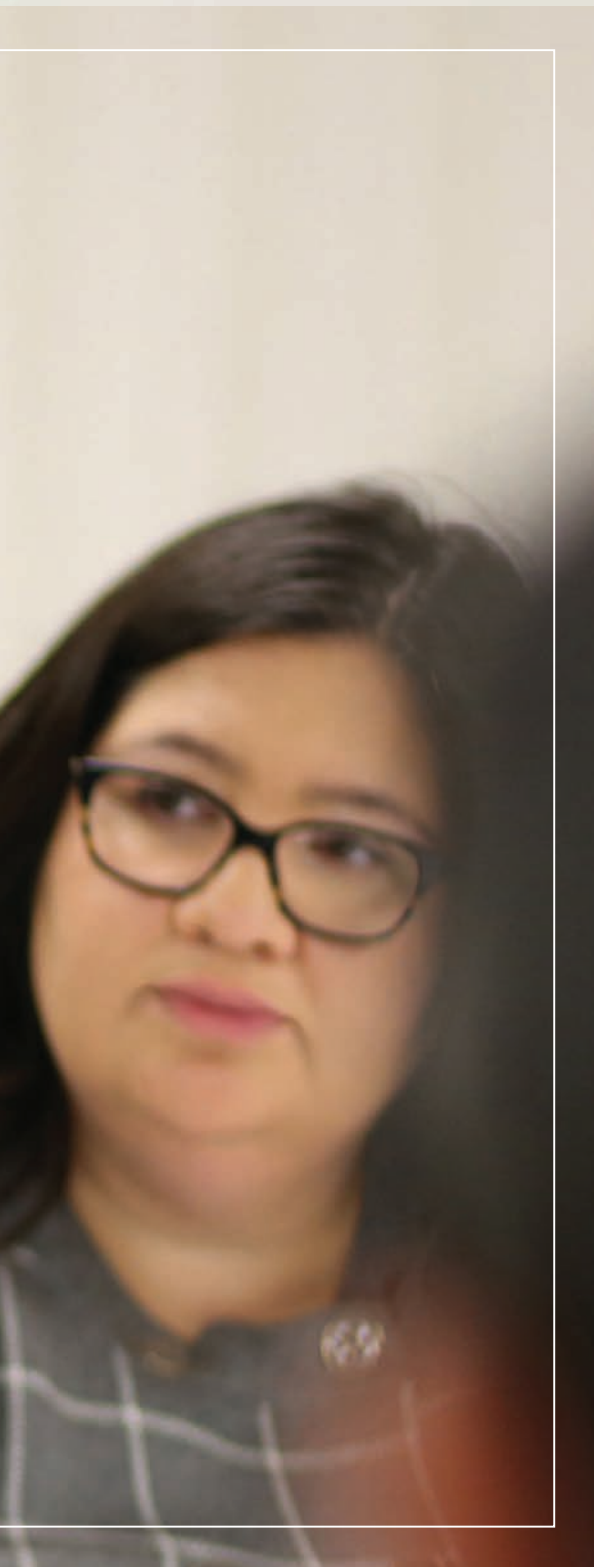


SHOWING INFLUENCE

On a single day in October, through the Foundation's On the Table MKE initiative, more than 5,400 people throughout metro Milwaukee showed their commitment to the region as they engaged in civil conversation around important community issues. More than half of participants surveyed said they were inspired to take action.

~
For more stories and results from
On the Table MKE, visit onthetablemke.org.

Alberto Maldonado and Patricia Contreras



CONVENING

Convenings, coalitions serve as philanthropic tools to help advance the region

One of the most effective tools community foundations use to help move their regions forward is philanthropy's power to convene a range of partners. The Greater Milwaukee Foundation is a leader in bringing people together to find solutions and create new ways to tackle our region's toughest issues.

In 2017, the Foundation led efforts focused on exploring culturally-responsive evaluation in grantmaking to ensure that those impacted by issues are shaping the solutions. It supported efforts of local Latino leaders who built upon the Foundation's *Latino Milwaukee* report to organize a summit of 100 leaders. It also led convenings and coalitions focused on urban manufacturing and the maker movement, parent engagement in schools and justice reform.

The Foundation's research, especially *Vital Signs* and *Latino Milwaukee*, are in part what compel us to play such an active convening role. The region's increasing diversity, stubborn and pronounced income and education achievement gaps, and promising trends in business ownership by women and people of color all factor into these focus areas for convening and action.

We know we have the diversity, passion and ideas to ensure that everyone in our region reaches her or his potential. Acting as a convener keeps us all moving in that direction.



SHOWING INFLUENCE

"I felt this was something the city of Milwaukee needs and that bringing people who care together to problem solve would be a good thing to do."

—
BOB FERRIDAY
Legacy Society donor






CONVENING

Conversation creates collaborative space for city's passionate problem solvers

Bob Ferriday readily admits he's one of those people who has a hard time saying no when people ask him to participate.

Now well into his retirement, he enjoys filling up his calendar with opportunities that keep him active and engaged in the community. After having spent a quarter century as the United Way of Greater Milwaukee's CFO, he knows the value of getting connected – and staying connected – to area nonprofits. Ferriday finds that through volunteer commitments he receives more than he gives.

So when asked to serve as a host for the Foundation's On the Table MKE initiative, he jumped at the chance. The Foundation's commitment to the region and ability to convene a cross section of individuals around a common goal convinced Ferriday, a Legacy Society donor, to participate. He gathered eight community leaders for a two-hour breakfast conversation at Schlitz Park that touched upon homelessness, white privilege, education and trauma. Not knowing quite what to expect, he found the event stimulating and an opportunity to learn about new perspectives. He learned about efforts to strengthen Milwaukee's Amani neighborhood, for example, and toured the area two weeks after the breakfast. Collaborations like On the Table MKE, he said, ultimately can be used to help move the city and region forward.



NEW FUNDS

The year 2017 was one of our community's most generous on record, as donors giving to and through the Greater Milwaukee Foundation contributed more than \$46 million. Thirty-six new funds were added to our ever-growing family of charitable funds, creating the power and potential for even greater community change.

The Agape II Donor Advised Fund
Diane and Erik Andersen Charitable Fund
Cedarburg Art Museum Endowment Fund
Charles Allis Art Museum Endowment Fund
Festival City Symphony Endowment Fund
Greater Milwaukee Foundation Violence Prevention Fund
Hatch Family Charitable Fund
Hoan Bridge Lighting Fund
Hoeschen Family Charitable Fund
Cindy and Paul Honkamp Family Fund
Interfaith Older Adult Programs Endowment
Kosciuszko Monument Endowment Fund
Marsha Ernst Krueger Charitable Fund
Nancy and Paul Krueger Fund
The Christopher Warren Levalley and Helen Pitkin
 Spencer Levalley Foundation Fund
Kevin and Roseann Lyons Fund
Thomas and Judith (Makal) Mackenzie Charitable Fund
Abe and Linda McCabe Charitable Fund
Don and Sallie Davis MCFI Children's Services
 Endowment Fund
Richard and Maribeth Meeusen Charitable Fund

Milwaukee Repertory Theater Fund
Milwaukee Succeeds Cradle to Career Accelerator Fund
Milwaukee VA Soldiers Home Fund
Donald and Nadine Mundt Fund
Nelson/Pfluger Family Fund
Oconomowoc Area Foundation
 Breckenfelder Family Charitable Fund
 Bush Family Foundation Fund
 Terry and Lisa Holahan Family Foundation Fund
 The Jon Spheeris Family Fund
Okauchee Lions Park Improvement Fund
June Perry Fund
Laura Reich Charitable Fund
Villa Terrace Decorative Arts Museum Endowment Fund
Debra Weiner Charitable Fund
Burton and Claire Zweiman Fund
Zwygart Family Fund



DON AND SALLIE DAVIS
MCFI CHILDREN'S SERVICES
ENDOWMENT FUND

LEGACY SOCIETY

For many donors, philanthropy is about giving back to a community that was good to them. For others, it's about the importance of seeing a lifetime gift continue long after they are gone. Sometimes it is simply a way of letting family know what was important to them during their lifetime. Whatever their reason, the following community members were all driven by a desire to make a difference and decided in 2017 to include the Greater Milwaukee Foundation in their estate plan, thereby becoming members of our Legacy Society. We're humbled and honored to be chosen as stewards of their gifts.

Diane and Erik C. Andersen

Anonymous

Ann L. Becker

James C. Becker

Michael F. Briselli and Jeannée P. Sacken

Carol J. Brown

Laura and Paul Buss

Benita D. and John F. Clark

Mark and Julie Cuthbert

Richard C. Hack

Kathy D. Hock

John S. Hoff

Sally D. Hoyt and Vaughn Ausman

Scott and Karen Kaisler

Timothy J. Larson

Peter and Corinne Magnoni

Steve and Mary Rose Marinkovich

Abe and Linda McCabe

Bruce and Marianne Miller

Cory L. and Michelle Nettles

Laura Reich

James A. Schleif and William H. Morley

Susan G. Stein

Steven and Denise Trinkl

William Waszak

Debra Weiner



JAMES A. SCHLEIF AND
WILLIAM H. MORLEY

GRANTS

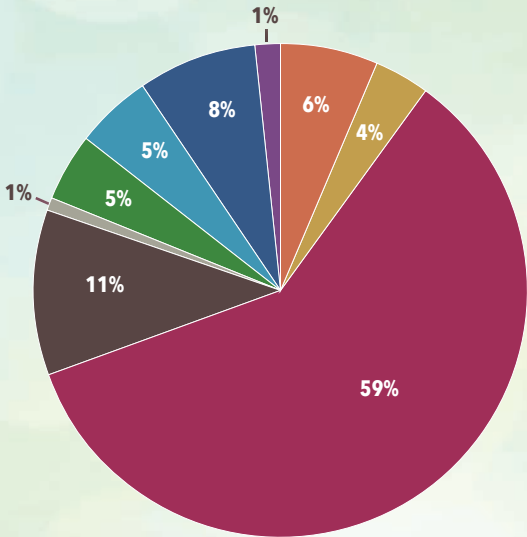
Thanks to the generosity of our donors, who recognize the transformative nature of philanthropy and its impact on individuals, families and communities, more than \$95.5 million in grants were made to support a wide variety of causes and community priorities in 2017.

Grants by interest area

Arts and culture	\$6,189,693
Children/youth/family	\$3,490,814
Community development*	\$56,779,304
Education	\$10,342,062
Employment and training	\$868,323
Environment	\$4,119,847
Health	\$4,740,438
Human services	\$7,613,962
Other**	\$1,372,576

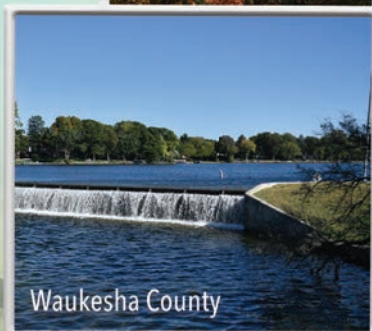
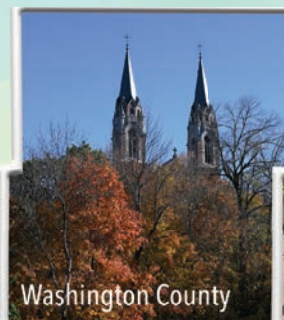
*includes \$52 million to support development of the new Milwaukee Bucks arena as part of former Sen. Herb Kohl's \$100 million contribution in 2014.

**includes religious institutions, world peace, public affairs, philanthropy/volunteer, civil rights, awards and disaster relief



Total Grants: \$95,517,018

GRANTS



Greater Milwaukee Foundation

GRANTS BY COUNTY*

Washington County / **\$473,281** to **29** agencies

Ozaukee County / **\$2,061,982** to **58** agencies

Waukesha County / **\$1,464,653** to **132** agencies

Milwaukee County / **\$79,735,092** to **578** agencies

*excludes grants made by the Foundation's three partner foundations

PARTNER FOUNDATIONS

Philanthropy is strong in our greater Milwaukee region thanks also to the grantmaking of our three partner foundations.*

Greater Cedarburg Foundation / **\$190,875** to **35** agencies

Oconomowoc Area Foundation / **\$431,515** to **74** agencies

West Bend Community Foundation / **\$2,585,827** to **198** agencies

*excludes grants made by the Greater Milwaukee Foundation

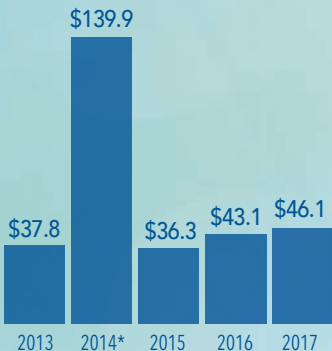


BY THE NUMBERS

Assets
(in million \$)
\$913



Gifts
(in million \$)
\$46.1



Grants
(in million \$)
\$95.5



*includes a \$100 million contribution from Sen. Herb Kohl for partially funding the construction of the new Milwaukee Bucks arena.

**includes distributions of \$17.5 million (2016) and \$52 million (2017) to partially fund the construction of the new Milwaukee Bucks arena.

INVESTMENT PERFORMANCE

Over the last seven years, the Greater Milwaukee Foundation’s investment philosophy has earned an 8.3 percent annualized return, which is equivalent to a 74.7 percent cumulative gain. This outcome continues to be the product of the Foundation’s decision to maintain a strategy driven by its long-term objectives while utilizing the size of its assets to access exceptionally proficient investment management firms. Thanks to the highly capable oversight of the Foundation’s Investment Committee, long-term returns have been well above target allocation benchmarks. Moreover, the Foundation outperformed average endowment or community foundation returns in all long-term periods as of 12/31/2017 as surveyed by MSCI Inc., a leading investment research firm that provides performance analytics.



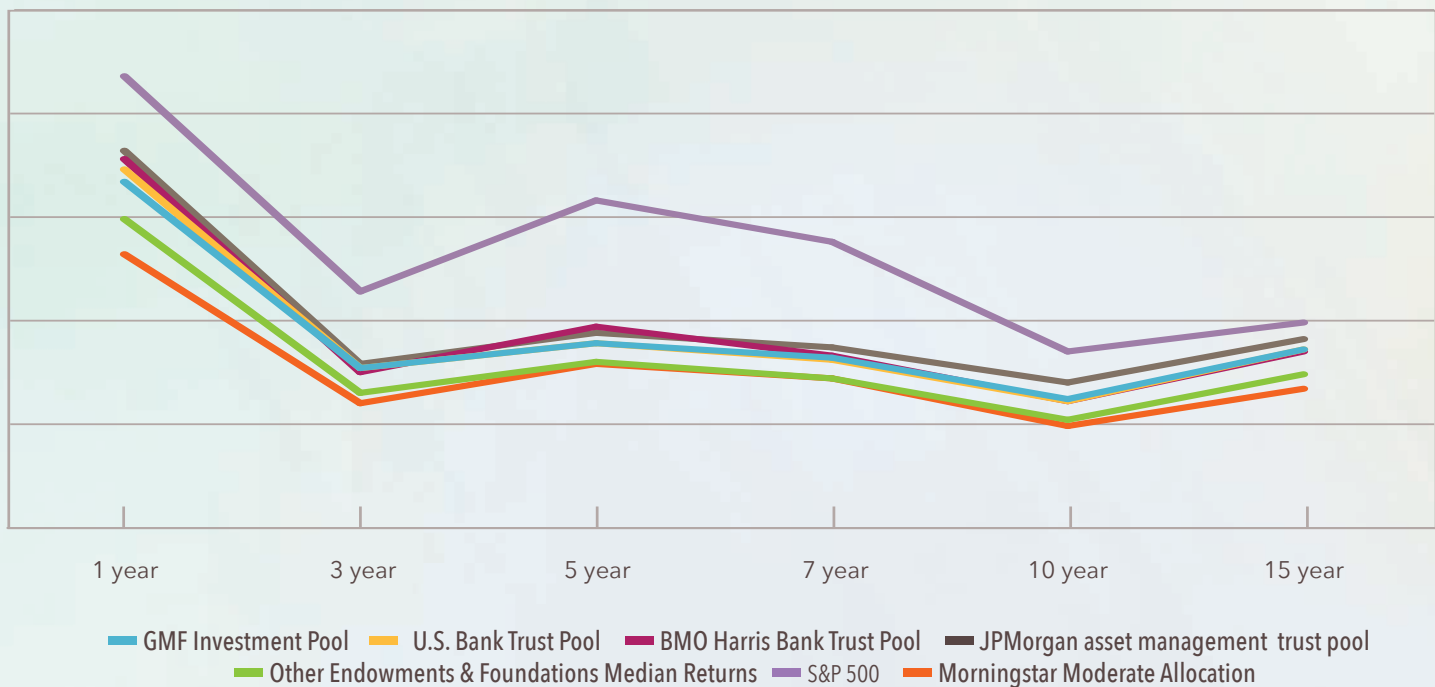
David J. Kundert
Investment Committee
Chair



Mike Miller
Colonial Consulting
Chief Investment Officer
and Managing Director

INVESTMENT RETURNS AS OF 12/31/2017

	1 year	3 year	5 year	7 year	10 year	15 year
GMF Investment Pool	16.7%	7.7%	8.9%	8.2%	6.2%	8.6%
U.S. Bank Trust Pool	17.3%	7.7%	8.9%	8.1%	6.1%	8.6%
BMO Harris Bank Trust Pool	17.8%	7.5%	9.7%	8.3%	6.1%	8.5%
JPMorgan Asset Management Trust Pool	18.2%	7.9%	9.4%	8.7%	7.0%	9.1%
Other Endowments & Foundations Median Returns	14.9%	6.5%	8.0%	7.2%	5.2%	7.4%
S&P 500	21.8%	11.4%	15.8%	13.8%	8.5%	9.9%
Morningstar Moderate Allocation	13.2%	6.0%	7.9%	7.2%	4.9%	6.7%





THANK YOU

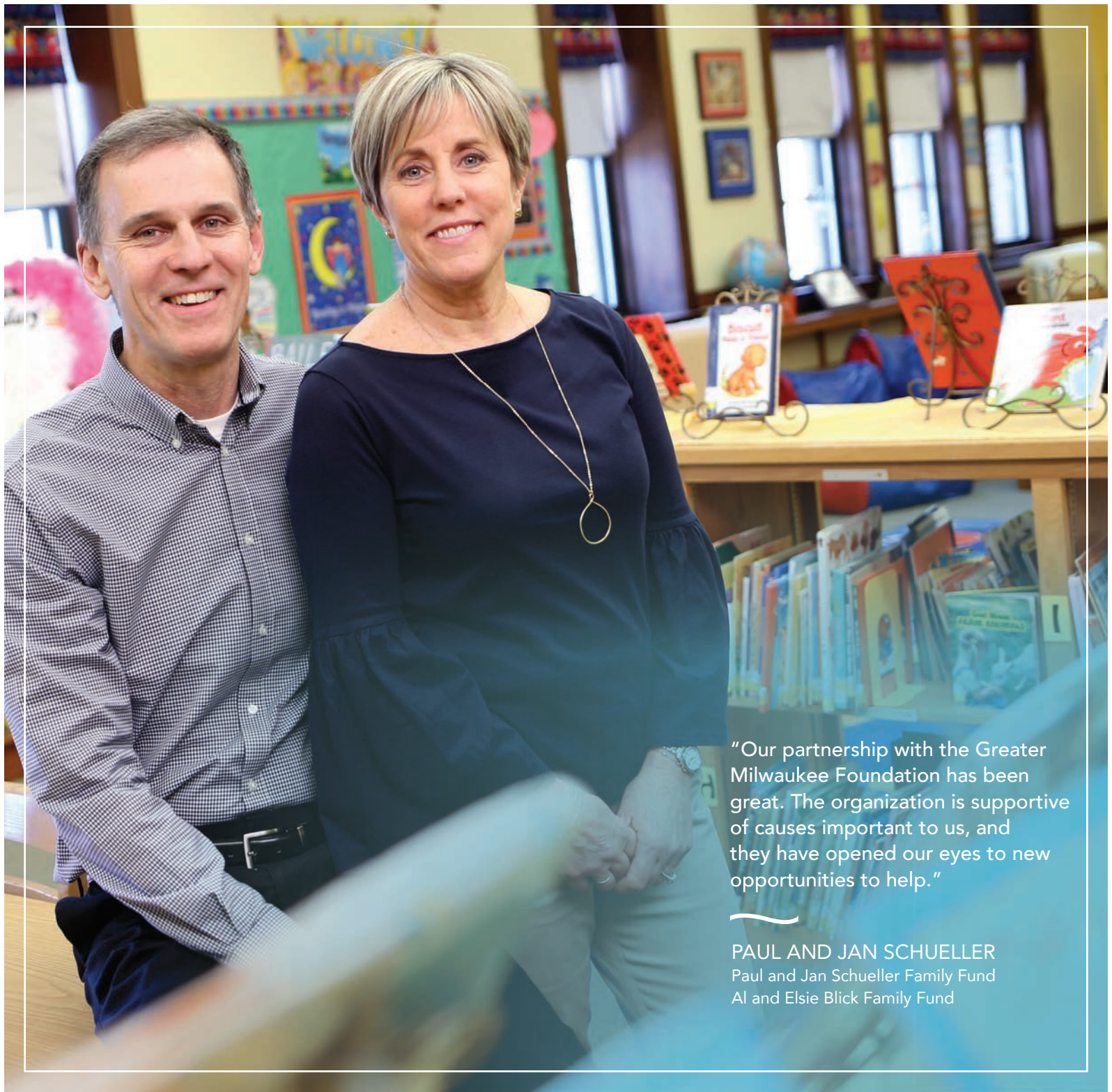
DONORS & PARTNERS: We are grateful for the positive impact you have on our region's future through helping address critical needs, taking leadership on important community issues and making sure all people have the opportunity to thrive. Join us in making a difference together.

To join others in giving, contact a Foundation philanthropic adviser at **414.272.5805**.

Learn more about grants and community partnerships at greatermilwaukeefoundation.org.

Take part in the community conversation, **On the Table MKE, Oct. 9**. More information at onthetablemke.org





"Our partnership with the Greater Milwaukee Foundation has been great. The organization is supportive of causes important to us, and they have opened our eyes to new opportunities to help."

PAUL AND JAN SCHUELLER
Paul and Jan Schueller Family Fund
Al and Elsie Blick Family Fund



Front cover: Children at Three Bridges Park, a 24-acre site in Milwaukee's Menomonee Valley

The photos included throughout this annual report, "Expressions of Equity and Community," reflect the different programs, projects and initiatives in greater Milwaukee that are supported by the Foundation and our wonderful donors. Photos by Jim Moy.



101 W. Pleasant St., Suite 210, Milwaukee, WI 53212
414.272.5805 | greatermilwaukeefoundation.org