

unite

enrich

Coming together to create progress,
solutions and positive change

And. Such a small word, yet it perfectly embodies how we approach our work as a community foundation. Yes, we are a philanthropic partner for generous donors. Yes, we are a grantmaker to organizations throughout our region. Yes, we are an anchor institution with more than a century of practice and positive results.

What unifies every facet of our mission is our role as a connector. We bring people together because people are both the makers and the receivers of beneficial change. Time and again, we've seen that we can achieve far more together than we can working alone.

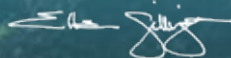
For the Greater Milwaukee Foundation, 2018 included deepened commitment to community

priorities as well as new opportunities for impact. Thousands of people again participated in *On the Table MKE*, collaborating to take action on their ideas. We reimagined our approach to community-driven, neighborhood change, beginning in Sherman Park East. The Wisconsin Partnership, which includes our Milwaukee Succeeds education initiative, earned national funding to advance more equitable statewide policies. And at the end of the



year, we introduced our emerging partnership with the Medical College of Wisconsin, leading to the decision to establish our new home on Dr. Martin Luther King Jr. Drive in Halyard Park.

These efforts, and so many more, are the product of people *UNITING* – with the Foundation *AND* with each other – to *ENRICH* our community in every way imaginable. Thank you for connecting with us.



Ellen M. Gilligan,
President & CEO



Our *DONORS*,
our *PARTNERS*,
our *COMMUNITY*
all give rise to the
success we share.





GREATER TOGETHER

The Greater Milwaukee Foundation is a place where everyone can feel connected. For more than a century, we've joined like-minded people, united them around causes they care about, exposed them to new and deepened grantmaking opportunities, ideas and community resources, and moved them to action. Here are a few stories of the new connections we made in 2018.

DONOR PROFILE
BREWERS COMMUNITY
FOUNDATION



“The Foundation is the perfect vehicle for our endowment. The investments are focused on long-term growth, and we respect the staff and their ability to vet the needs within our community.

– Cecelia Gore, Executive Director,
Brewers Community Foundation

LEAD & STRENGTHEN HARNESSING HOMETOWN PRIDE & SUPPORTING COMMUNITY NEEDS

The song “Take Me Out to the Ball Game” urges fans to “root, root, root for the home team.” This is easy to do in Milwaukee, because Milwaukee Brewers Baseball Club is so beloved. Knowing about the work of Brewers Community Foundation makes it even easier to cheer on our team.

For years, BCF has served as a catalyst for good in our community – through supporting the health, education, recreation and basic needs of children and their families.

“When Mark Attanasio purchased the team in 2004, he established four cornerstone pledges,” said Cecelia Gore, BCF’s executive director. “One of the pledges focused on serving as a leader in the community. Attanasio felt strongly about the team being a part of the fabric of our community and building on the philanthropic history of the team.”

BCF has partnered with the Greater Milwaukee Foundation since 2012 to carry out its long-term goals. Specifically, it has established three endowment funds totaling \$5 million: the BCF Scholarship Endowment Fund, the Miller Park Scholarship Fund and the Brewers Community Foundation Inc. Endowment Fund.

“It is our hope to grow our Brewers Community Foundation endowment with the goal of identifying signature projects to fund periodically,” said Gore, who serves on the Greater Milwaukee Foundation’s Board, two committees and as an adviser on the Hank Aaron Chasing the Dream Fund. “The goal is to assure that Brewers Community Foundation serves as a philanthropic leader in perpetuity.”

Gore said the Foundation has been a valuable tool for BCF, providing connection to a level of expertise that adds depth to the work being achieved.

BCF makes grants to organizations as diverse as the Prostate Cancer Foundation, Special Olympics and Urban Ecology Center. Its two scholarship funds support students attending Wisconsin colleges and universities.

In 2018, BCF generated more than \$5 million in total revenue through fundraising activities, including 100 percent player donations, scoreboard messages, run/walks, bike rides and an online auction. And, of course, the popular 50/50 Raffle, where one lucky fan receives half the net proceeds every home game.



\$48.1M

Total market value of assets for agency endowments

Brewers Community Foundation, which has three agency endowment funds at the Foundation, supports local nonprofits such as Milwaukee Habitat for Humanity that address the areas of health, education, recreation and basic needs.

DONOR PROFILE
TOM FLORSHEIM JR.



As an employer in Milwaukee, I want Milwaukee to have a thriving economy, one that is inclusive, where there are not any segments of the population given short shrift when it comes to education and other benefits that much of the population of the city has.”

— Tom Florsheim Jr.
Chairman and CEO Weyco Group

LEAD & ENGAGE CEO DRAWN TO FOUNDATION FOR ABILITY TO ADDRESS REGION'S MOST CHALLENGING ISSUES

When Tom Florsheim commits to something, he does so wholeheartedly. When looking for a place where he could join with others to address the community's greatest challenges, he turned to the Greater Milwaukee Foundation.

Florsheim, who joined the Foundation's Board in 2018, appreciated the connections it had in the region and believed the impact it could have on any given issue would be greater than any one individual could have on its own.

“I joined the Board because I was inspired to hear about the work the Foundation is doing in terms of social justice and racial equity,” said Florsheim, chairman and CEO of Weyco Group, a firm that designs and manufactures men's dress and casual shoes. “It brings the leadership of different groups in Milwaukee to the table to discuss more all-encompassing solutions to the problems that seem so intractable,” such as poverty, dropout rates and incarceration.

Florsheim became involved right away, joining the Development & Philanthropic Services and Community Impact committees in July. He and his wife, Jennifer, started a donor advised fund in December.

Florsheim also manages his company's philanthropic arm, the Weyco Charitable Trust, which annually grants \$250,000 to organizations that focus on education, art, youth and vulnerable populations, among others.

“Now that I'm on the Foundation's Board, I have a better understanding of the problems here in the city and some of the good organizations we can support to address them,” he said.

The Florsheims have other community leadership roles as well. Jennifer is on the board of the Milwaukee Institute of Art and Design. Tom is on the board of Milwaukee College Prep, chairs the University School of Milwaukee endowment board and is on the Tocqueville Society Campaign Cabinet at the United Way of Greater Milwaukee & Waukesha County, which works with donors who contribute \$10,000 or more.

Florsheim cares about the long-term health of the community.

“I grew up here. The business has been here forever. I am very rooted,” he said.



582

Total number of
donor advised
funds at the
Foundation

Tom and Jennifer Florsheim believe the best way to break the cycle of poverty is through education. A main component of their personal philanthropy is supporting area schools such as Milwaukee College Prep.

DONOR PROFILE
CASSANDRA BROOKS



“What I like about the Foundation is that you are right in the community that you are serving. I see positive things happening in Milwaukee, and the Foundation’s move is a major thing.”

– Cassandra Brooks, Donor

INSPIRE & INFLUENCE DAUGHTER OF VISIONARY DEVELOPER LEAVING A LEGACY OF HER OWN

It was exactly 30 years ago that Cassandra Brooks first heard about the Greater Milwaukee Foundation.

In 1989, the Foundation honored her father, Beechie Brooks, with the Frank Kirkpatrick Award, one of its civic awards in recognition of his leadership role in developing Milwaukee’s legendary Halyard Park, a four-and-a-half block area that changed the character of a neighborhood on the decline and set the standard for central city residential redevelopment.

Fast forward a few decades, and Cassandra is now part of the Foundation family as an adviser to her family’s scholarship fund. In less than two years, the Foundation will become her neighbor once it relocates its office to the former Gimbels-Schuster’s Department Store building, about three blocks from her home.

Her relationship with the Foundation has blossomed over time, thanks to individuals like the late Gwen Jackson, a former Foundation Board chair, donor and close friend of her parents. The Brookses attended the Foundation’s annual meetings and events over the years and chatted with friends and donors like Shelia and Gertrude Payton about their experiences.

Following her mom’s passing, Cassandra and her father created the Vernadine Jefferson-Brooks Scholarship Fund and have steadily added to it over the years. When she started thinking about her own estate plan and the legacy she wants to leave, it was a natural fit to do so through the Foundation.

“I’d like to leave a legacy so that it will help young people – especially minorities and first-generation college students – attend college,” said Brooks, who retired in 2011 after serving 25 years at Milwaukee Area Technical College in various roles. “I thought this would be a great way since we have my mother’s fund here.”

Brooks continues her family’s legacy in Halyard Park, living in the house Beechie and Vernadine built in 1977. It was the first of 43 suburban-style ranch homes to create the subdivision, replacing 150 dilapidated homes.

She predicts further transformation down the road once the Foundation moves in and says her father and mother would have been excited to see all the activity.

“My parents would be so proud. I know they would be smiling right now.”



400

Total number of
Legacy Society members

Halyard Park, a small subdivision comprised of single family, suburban-style homes, was developed in the 1970s by Beechie Brooks, the father of Cassandra Brooks, a Legacy Society member.

NEW FUNDS

In 2018, our donors contributed more than \$47 million in new gifts to and through the Greater Milwaukee Foundation. With deepest gratitude, the Foundation recognizes the individuals and organizations that created 41 new funds that add to our ever-growing family of charitable funds. Together, generosity like this creates room for new connections that lead to transformational change within our region.

@ Promise Fund

Big Brothers Big Sisters of Metro Milwaukee Fund

Dave Bruno Family Fund

Robert R. and Janice L. Capen Fund

Bobbi and Jim Caraway Fund

Benita D. and John F. Clark Fund

Columbia Health System Endowment Fund for Women's Health

Columbia Health System Endowment Fund for The Family

Enrichment of Ozaukee Inc.

Compton/Jacobsen Family Fund

The Convergence Fund

CORE/EL Centro Endowment Fund

Deardorff Family Fund

Barri and David Drury Fund

Franklyn and Barbara Esenberg Designated Fund

Ruth B. Fina Fund

Tom and Jennifer Florsheim Family Fund

Norman and Judith Fons Charitable Fund

Robert Gardenier & Lori Morse Charitable Fund

Marcella L. Guentner Fund

Housing First Initiative Endowment Fund

The Patrick Johns Charitable Gifting Fund

Betty and Jay Lauck Family Charitable Fund

Sherry and Norm Malmon Philanthropic Fund

Marsells-Blavat Family Fund

Mequon Community Foundation Fund

Milwaukee County Parks Fund

Susan D. Mischler Fund

MW Fund

Greg and Rhonda Oberland Fund

Penfield Children's Center Behavior Clinic Fund

Paul G. Phillips Fund

Prairie Springs-Paul Fleckenstein Charitable Trust Endowment

Fund for the Benefit of the Urban Ecology Center

Herbert O. and Gloria M. Schoenherr Endowment Fund

Norman A. Schowalter Community Fund

John Sebanc Family Fund

Catharine B. Stayer Charitable Fund

Craig and Terese Steffes Family Fund

StriveTogether Strategic Initiatives Fund (Milwaukee Succeeds)

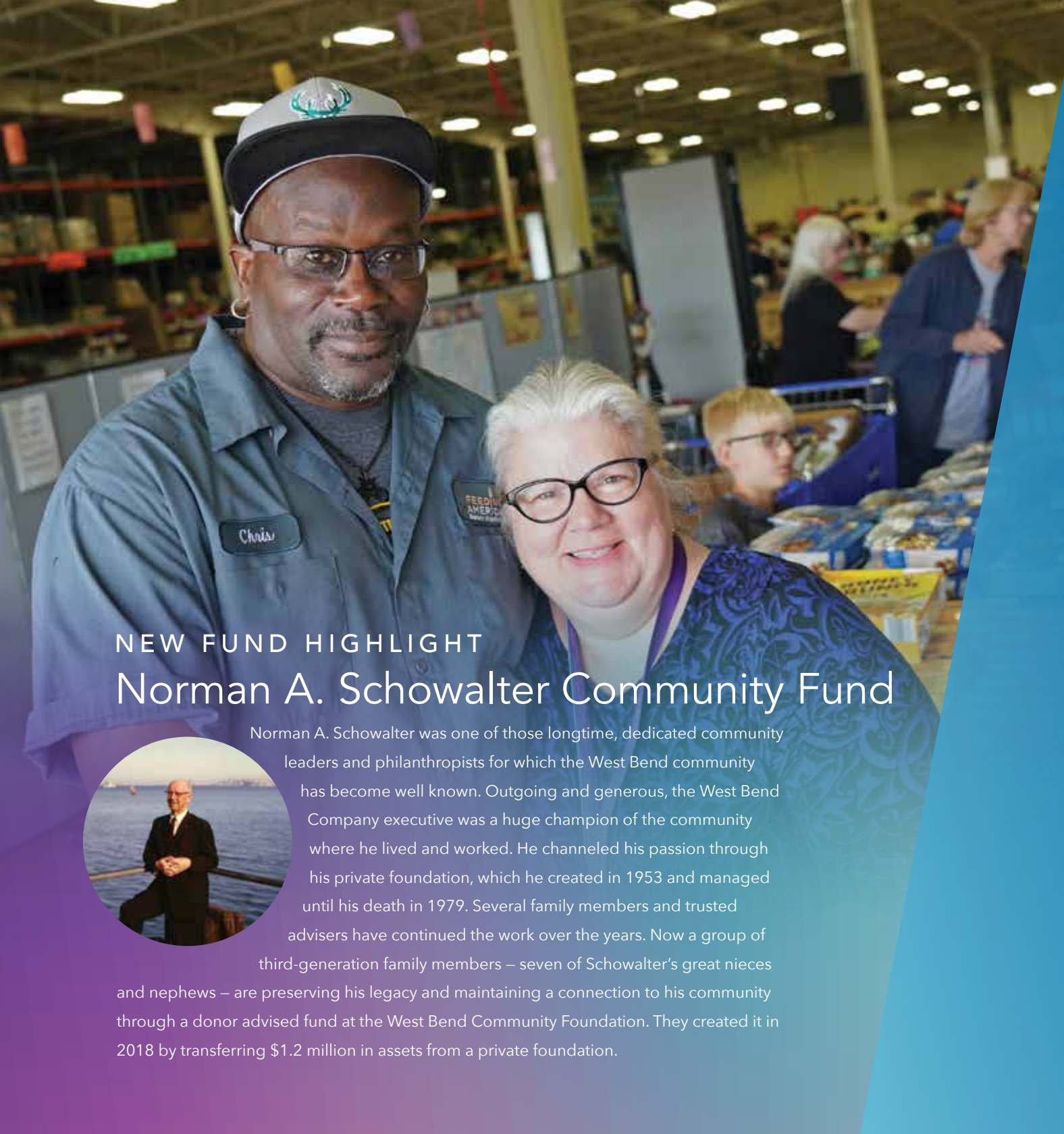
Ten Chimneys Preservation Fund

Thriving Communities Neighborhood Fund

Westlawn Gardens Splash Pad Fund

WRTP/Big Step Fund

1,371 total charitable funds



“

We'd like West Bend to be a healthy and vibrant community and we view private philanthropy as a critical piece in the health of any strong community. We see the West Bend Community Foundation as a great resource to help us make informed contributions, especially because we don't live in the community. It just seemed like a really natural fit to be a part of that umbrella.”

– Jason Valerius, adviser to the Norman A. Schowalter Community Fund and great nephew of Norman Schowalter

NEW FUND HIGHLIGHT

Norman A. Schowalter Community Fund



Norman A. Schowalter was one of those longtime, dedicated community leaders and philanthropists for which the West Bend community has become well known. Outgoing and generous, the West Bend Company executive was a huge champion of the community where he lived and worked. He channeled his passion through his private foundation, which he created in 1953 and managed until his death in 1979. Several family members and trusted advisers have continued the work over the years. Now a group of third-generation family members – seven of Schowalter's great nieces and nephews – are preserving his legacy and maintaining a connection to his community through a donor advised fund at the West Bend Community Foundation. They created it in 2018 by transferring \$1.2 million in assets from a private foundation.

On the fourth Friday of every month, Feeding America, Threshold and Full Shelf Food Pantry organize a mobile food pantry for families in Washington County. The Schowalter Community Fund provided grants to Threshold and Full Shelf Food Pantry in 2018.

LEGACY SOCIETY

When individuals include the Greater Milwaukee Foundation in their estate plan, whether through a bequest in a will, as a beneficiary of an IRA or insurance policy or through a charitable gift annuity, they take that first step toward leaving a personal, powerful and permanent legacy in our community. In 2018, the following individuals did so, thereby becoming members of our Legacy Society.

Anonymous (2)

Diane L. Brunner

Janette D. Burchardt

Robert and Janice Capen

Mr. and Mrs. Terry A. Carstenn

Norman and Judy Fons

Mark and Judith Goeden

Laura and Michael Hobbs

Susan Rashid Horn and Richard Horn

Patrick Johns

Sally A. Lindner

Susan D. Mischler

Mr. and Mrs. Douglas Moore

Jane Schlicht

Michael and Jeanne* Schmitz

James and Kathleen Scholler

Craig L. Vanderwall Sr.

Lucia B. Wilson*

**deceased*

\$32,400,000

Total amount in gifts promised by new Legacy Society members in 2018. Together these planned gifts will lead to further enrichment of the region far in the future.



LEGACY SOCIETY MEMBER HIGHLIGHT

Susan Mischler

Having specialized in taxation and estate planning for much of her career, Susan Mischler knows a thing or two about the value of advanced planning. Upon retiring more than a year ago, she knew the timing was right to review and revise her own estate plan. Mischler wanted to provide support for agencies and causes long after she dies, but also wanted to enjoy giving while living. Working with the Greater Milwaukee Foundation, she believes, enables her to accomplish both goals. Using qualified charitable distributions from her IRA, Mischler created a designated fund to support eight nonprofits as well as a field of interest fund to support environment and animal welfare, education, affordable housing and the arts. She also included the Foundation in her will to augment those funds in the future.



“

After endowing funds at several universities, I knew I also wanted to provide for my continued support of a number of local charities. The Greater Milwaukee Foundation can do so many things efficiently that I want someone to do on my behalf, including administering assets, providing investment expertise and monitoring the charities' activities. I'm delighted the Foundation can make sure that my charitable wishes are carried out now and continue to be monitored and administered on my behalf after my death.”

– Susan D. Mischler, Donor

ALIGNING DONOR PHILANTHROPIC RESOURCES TO MEET COMMUNITY NEEDS

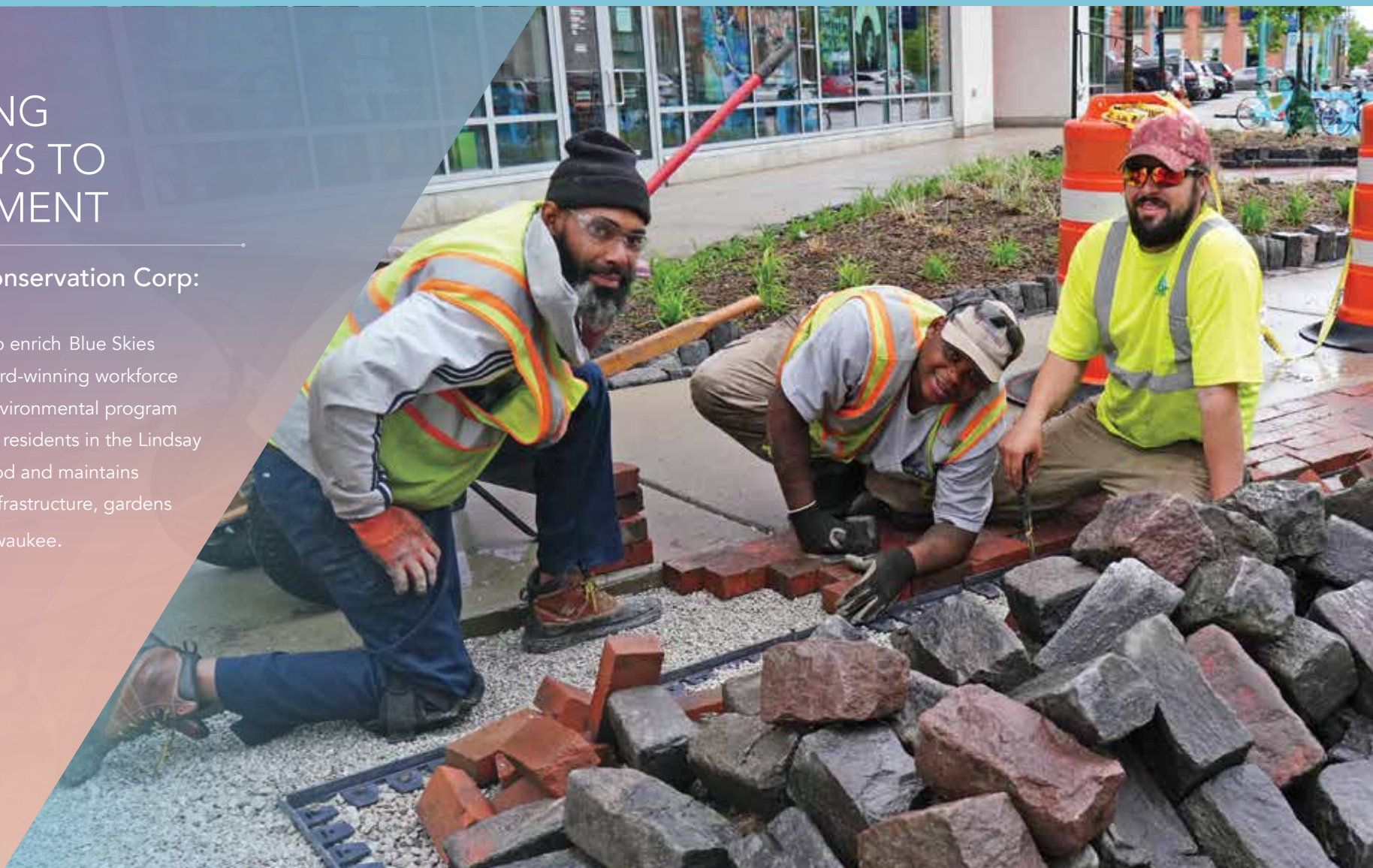
When it comes to how they want to make an impact through their charitable giving, our donors have their own personal areas of focus. Yet they realize the potential power of aligning their interests and pooling their money to address the community's greatest needs and priorities. They often look to the deeply rooted Greater Milwaukee Foundation to connect them to projects and programs that show the greatest opportunity for positive change.

In 2018, 54 donors contributed more than \$1.2 million toward 36 different projects that the Foundation had previously supported through its competitive grantmaking process. On the following pages are the four projects that generated the most philanthropic support.

PROVIDING PATHWAYS TO EMPLOYMENT

Walnut Way Conservation Corp: \$152,000

Five donors united to enrich Blue Skies Landscaping, an award-winning workforce development and environmental program that provides jobs to residents in the Lindsay Heights neighborhood and maintains landscapes, green infrastructure, gardens and fruit trees in Milwaukee.





GENERATING POSITIVE ECONOMIC AND SOCIAL RETURNS FOR COMMUNITIES OF COLOR

Sherman Phoenix: \$538,000

Nine donors united to support the Sherman Phoenix, an entrepreneurial hub in Milwaukee’s Sherman Park neighborhood that opened in late 2018 and features 29 small businesses run by people of color.

“

We supported the Sherman Phoenix, as it is a unique project in that it is driven by and for the community. Sherman Park residents identified the needs, lead the businesses, work as employees and stand to profit as direct owners, magnifying the economic impact.”

– Kathy and Bob Tatterson, Donors

RECONNECTING RESIDENTS TO THE WATERFRONT

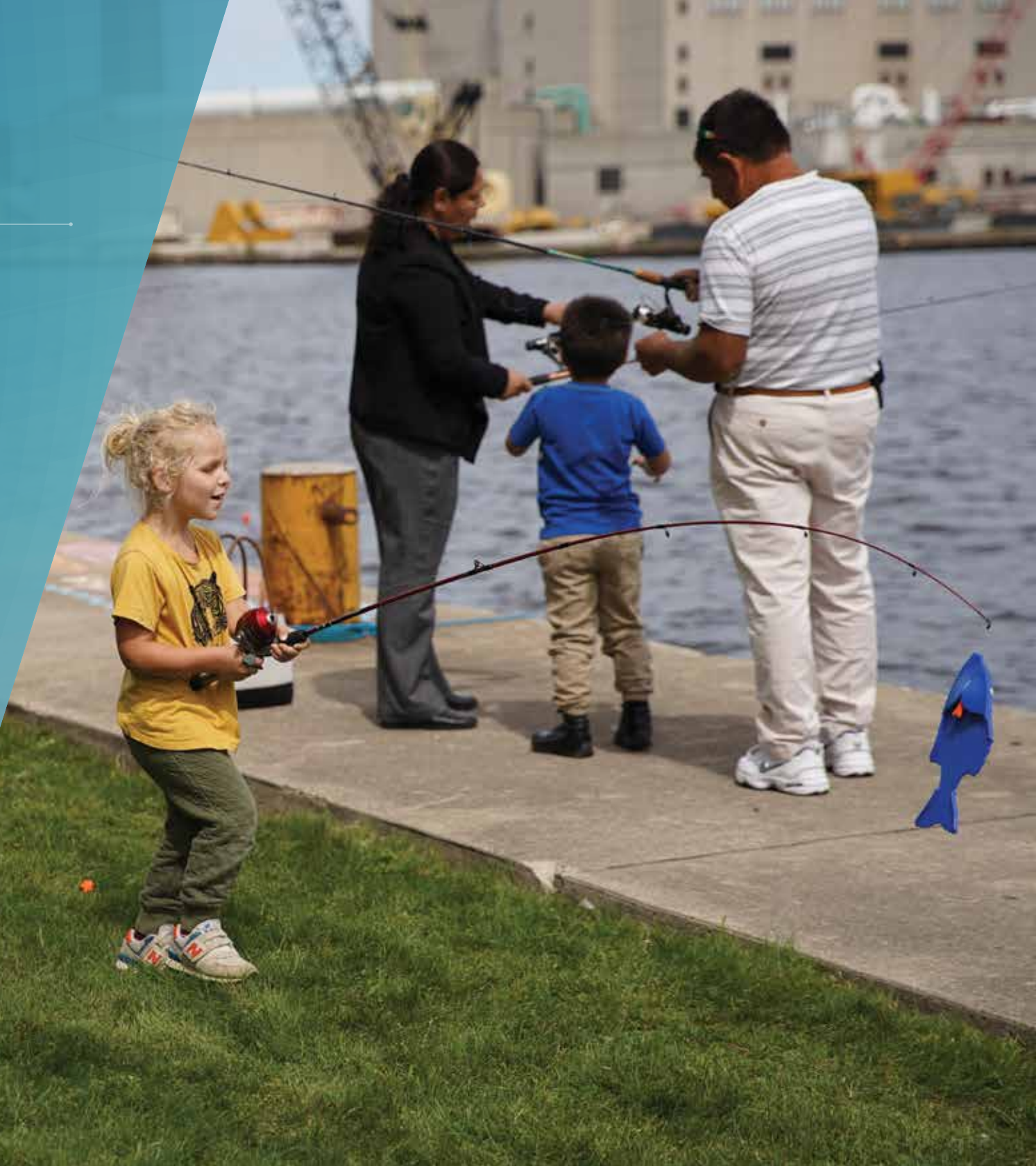
Harbor District: \$78,500

Five donors united to support construction and development of Harbor View Plaza, a new public park that provides recreational space and access to the inner harbor for area residents.

“

We love all things water, the things that live in it and the people who treasure it. The Harbor District Plaza Park project will help a new generation of children and families find that same joy in the Lake Michigan waterfront. This is who will keep our great lake clean and healthy for future generations.”

– Sally Wilmeth and Kim Wilmeth Miller,
Donors



INCREASING ACCESS TO FRESH AND HEALTHY FOOD IN AREA FOOD DESERTS

Hunger Task Force: \$116,000

Five donors united to support the Hunger Task Force Farm, a 208-acre urban farm in Franklin that generates more than 500,000 pounds of fresh produce for area food pantries and the Fresh Picks Mobile Market, a grocery store on wheels that travels throughout Milwaukee County to sell fresh produce, meat and dairy.





DEEPENING COMMITMENT

Our community partners are the conduit through which area philanthropists can channel their passion and purpose, expand their minds, enrich lives, leverage resources, and empower change within the region, whether that be through innovative collaboratives, cultural festivals or career pathways.

GRANT PROFILE
**LEADING MEN
FELLOWSHIP**



The mission of providing preschool children from low-income families with assistance in alphabet, linguistics, and writing their names and, perhaps more importantly, encouraging college-age young men of color to pursue a degree in early childhood development are both critical to the future success of these children and our public school system. This program will have far reaching positive impact upon our society in many ways."

— Bill Scanlon, Donor

NURTURE & TRANSFORM FELLOWSHIP EMPOWERS YOUNG MEN TO BECOME EARLY CHILDHOOD EDUCATION LEADERS

When Raquon Slocum joined the Literacy Lab's Leading Men Fellowship as an early childhood literacy tutor, program leaders told him the children would change his mind and heart.

He was more focused on the \$15 an hour he would earn than to really pay close attention to that guidance. Nine months in, however, he does not hesitate to admit that the experience has proven life-changing, causing him to change careers and empowering him to change the narrative for other young men of color.

"Being in the classroom with kids and seeing that you can give somebody wisdom is powerful," said Slocum, 18.

Leading Men trains young men of color in evidence-based early literacy strategies and embeds them in pre-K classrooms. Fellows take on a small student caseload, provide targeted interventions and conduct periodic assessments to ensure students are progressing. Throughout the year, fellows attend weekly professional development trainings, quarterly

mentoring gatherings and network with area educators.

The program began in Washington, D.C., in 2009 with three goals: close the literacy gap among children in low-income communities, diversify the teacher pipeline and engage young men of color as part of the solution.

"We can't expect them to be what they don't see," said Calvin Lewis, manager of Milwaukee's program.

Local leaders and funders wholeheartedly embraced the model, finding it compelling because of its ability to impact reading scores and influence young learners and young men simultaneously. Only 9 percent of African Americans and 14 percent of Latinos are proficient in reading by third grade. Milwaukee, like many areas, faces an early childhood education teaching shortage. Nationwide, 2 percent of teachers are males of color.

The Milwaukee Succeeds Funders Collaborative and Greater Milwaukee

Foundation provided \$120,000 to help launch Leading Men in Milwaukee in 2018.

The program connects students, particularly those from single-parent households, with a positive male role model, said Marshall Collins, site director for Next Door where Slocum was placed. Both fellows and students have bonded and blossomed, through one-on-one story time, a simple smile or a hug.

Heavily influenced by "his kids," Slocum plans to study early childhood education at MATC instead of forensic science as he had planned initially.

"Growing up, I didn't have a black male teacher, so I didn't have that connection that my kids have with me now," Slocum said. "If you have that student-teacher bond, it will be a million times easier to get them to do what you need them to do in order to help themselves."



In just half a year, 41% of students have already met kindergarten readiness standards in comprehension, marking an increase of more than 30%

Milwaukee's Leading Men Fellowship Program engages young men of color, like 18-year-old Raquon Slocum, to become early childhood educators.

GRANT PROFILE
HISPANIC
COLLABORATIVE



“If we are all to be successful, no community or group of individuals can be left behind. We all need to work together as one community and help each other move up to ensure the future prosperity of our city and our state.”

– Darryl Morin
Foundation Board Member

INFLUENCE & INNOVATE COMMUNITY COALESCES AROUND GOAL OF MOVING MILWAUKEE INTO NATION'S TOP 10 METROS FOR HISPANICS

When the Greater Milwaukee Foundation released its Latino Milwaukee study in 2016, it painted a portrait of the community familiar to many area Latino leaders – both in terms of bright spots and persistent disparities.

It also mobilized the Hispanic community in a way that had not happened before, eventually leading to a new, data-driven initiative called the Hispanic Collaborative, which is geared toward propelling Milwaukee into the top 10 cities for Hispanics nationwide.

“Without the initial study and subsequent funding provided by the Foundation, we would not have gotten as far as we have, as quickly as we have,” said Darryl Morin, a member of the collaborative and a Foundation Board member.

In less than three years, more than 300 people have rallied around the effort, which Executive Director Nancy Hernandez said aims to coordinate and align the many resources that already exist toward a shared vision of economic prosperity.

After the Foundation had convened 100 leaders in 2018 to take stock of the study's findings, participants wanted to dig deeper, Hernandez said. The Foundation supported additional research that led to the Hispanic Well-Being Index, which found that Milwaukee ranked 39th out of 50 metro areas for Hispanics.

Further analysis identified three areas the region needed to concentrate on to break into the top 10: increasing household income, boosting entrepreneurship and increasing civic participation. As those areas fell under the umbrella of economic

prosperity, it made sense to partner with an entity like Metropolitan Milwaukee Association of Commerce, Hernandez said. The Foundation provided \$300,000 in startup funding.

Community working groups will select measurements to track progress, align resources and develop strategies to make improvements in each area.

While Milwaukee will not reach the top 10 overnight, organizers have noted early successes such as broad support and participation from different sectors and the community at large. Conversations made through the collaborative have already led to a Latino workforce development summit.

“The ingredients are here for a community that is more prosperous,” said Jose Olivieri, a Foundation donor and former Board chair.



To make Milwaukee one of the nation's top 10 metro areas for Hispanics in 10 years

One of the collaborative's goals is to increase the number of Hispanic-owned businesses, such as Leticia Munoz's Orenda Café in Milwaukee's Silver City neighborhood.

GRANT PROFILE
BLACK ARTS FEST MKE



Because there hadn't been an African American festival for a few years, people began to feel: do we matter? The ability to have a festival that's family friendly and well run, at a beautiful facility on the lakefront, sends the message that the African American community is valued."

– Greg Wesley, Black Arts Fest MKE Board Member and Foundation Board Member

IMMERSE & CELEBRATE LOCAL LEADERS BRING BACK SUMMER FESTIVAL HONORING AFRICAN AMERICAN CULTURE AND PRIDE

"Fun!"

"Uplifting."

"I got to re-connect with people I hadn't seen in years."

"Thank you! This is exactly what we needed."

These accolades – and more – came from people who attended a new festival, Black Arts Fest MKE, held last August at the Summerfest grounds.

The idea for the festival was born when local African American business leaders felt strongly that the African American community – the largest ethnic group in Milwaukee – needed its own festival. Its predecessors were Afro Fest and African World Festival, which ended in 2013.

"We wanted to create a festival that had a chance of being successful over the long run," said Cory Nettles, Black Arts Fest MKE board member and Greater Milwaukee Foundation Board member who helped lead the charge for a new event.

Adamantly determined that another year did not pass by without a festival celebrating the magnificence of the African American culture, the small group began meeting in fall 2017 and fast tracked the planning. The planners cut back from two-and-one-half days to one day and hired Patrice Harris, who has extensive festival experience,

including Summerfest and Wisconsin State Fair, as the festival's executive director.

Whereas previous African American festivals emphasized popular entertainment, Black Arts Fest MKE showcased all types of music, dance, art and food. The goal was to highlight the rich cultural legacy and contributions of African American culture.

"We wanted to create a family-centric festival," said Greg Wesley, festival board member and Foundation Board member. The festival targeted families and multiple generations through such events as African dance classes and arts and crafts at the Children's Village.

Planners say Foundation support was invaluable in launching the new festival.

"For a startup organization, the Foundation's support went a long way toward insuring our success," Nettles said. "And the Foundation imprimatur made other funders more comfortable."

The day came off flawlessly, with beautiful weather, positive energy and great vibes.

"People were happy, embracing, enthusiastic," Nettles said. "It means a lot psychologically and emotionally that we have a festival again."



9,000

people attended
the one-day festival

Black Arts Fest MKE celebrated African and African American culture through music, art and dance.

INVESTING RESOURCES MORE INTENTIONALLY FOR CHANGE

The challenges facing our region – particularly as it relates to disparities that disproportionately affect communities of color – are complex and multi-faceted. The Foundation has stepped up and changed the way we work to advance the community – using our strong voice to amplify the voices of others, using data to inform our work and developing intentional, strategic partnerships to eliminate barriers to opportunity so we can achieve greater equity over the next generation.

IMPACT INVESTING

Responding to the region's economic challenges requires resources beyond grantmaking. Each quarter a group of donors and Foundation leaders gathers to discuss how to best support minority entrepreneurship and invest in under-resourced communities. Through a strategy called impact investing, they provide entrepreneurs access to capital for projects that encounter barriers to traditional financing. The loan not only provides a financial boost to business owners, but it is eventually repaid and reinvested for future projects. The Foundation invested \$895,000 in Wisconsin Women's Business Initiative Corporation, Sherman Phoenix and 5 Points Art Gallery & Studios. The strategy has leveraged \$4.9 million in additional financing, created more than 85 jobs and supported 47 small businesses owned and operated by women and people of color.

Brad Bernard, one of many artists who have been featured at 5 Points Art Gallery & Studios.





TEENS GROW GREENS

When teens gain job experience, they are more likely to graduate from high school, maintain future employment and earn more over their lifetime. Teens Grow Greens sows the seeds for such success through its nine-month paid internship program, which the Foundation supported in 2018. Twenty teens developed leadership skills through hands-on experience in planting and managing gardens, marketing produce at local farmers markets and mentoring 25 third through fifth graders. Ninety-two percent of graduates obtained and retained summer employment. The agency also expanded to Milwaukee's south side through a 12-week paid internship pilot that employed six apprentices.

CONNECTING PEOPLE

For children under five, some of the most important opportunities for learning and making connections occur on the playground. At Next Door, thanks to a Foundation grant, 400 children each year will learn and grow while playing and ultimately become prepared for school. Next Door expanded indoor and outdoor playgrounds at its Capitol Drive site with upgrades including nature-inspired equipment and an open green space covered by a sun shade. Foundation funds also supported multiple safety and access improvements. A Foundation-commissioned study by IFF, a national nonprofit community developer, found not enough spaces are available, nor is affordable access available to children needing quality early childhood care and education. The Foundation invested more than \$497,000 to enhance spaces at several Milwaukee child care centers as part of its strategy designed to support the education and career development of young people.





THRIVING COMMUNITIES

For us. By us. The Foundation is relying on the expertise of residents to help direct resources in their neighborhoods as part of its new Thriving Communities initiative, which is focused on seven Milwaukee neighborhoods that have experienced decades of disinvestment. More than 100 residents participated in the Foundation's community engagement efforts in Sherman Park last summer. Their voices have led to a focused investment in neighborhood youth. A resident-led advisory council will shepherd the work over the next few years. Visioning sessions in the North Division and Halyard Park neighborhoods have begun in 2019.



IMPROVE ACCESS TO BASIC NEEDS

Far too many people in Wisconsin, especially in the four-county region, lack access to dental care. Children are particularly affected, and their overall health and well-being are at risk. A \$50,000 capital grant to the Waukesha County Community Dental Clinic helped the provider connect more people to such important services by opening a new clinic in Menomonee Falls. The site doubled the clinic's geographic footprint and expanded its services to Milwaukee, Ozaukee and Washington counties. In five months of operation, it served 228 patients, all of whom fell at or below 200 percent of the federal poverty level, which was \$24,280 for an individual.

ON THE TABLE MKE

Fueled by an insatiable thirst for connecting on a massive scale and collaborating with like-minded individuals, On the Table MKE once again inspired hundreds of hosts and thousands of participants across 61 unique ZIP codes to talk about topics that matter to them. Eighty-six percent felt their table meaningfully bridged a social divide. Ninety percent indicated they would act because of their conversation. The Foundation invested a total of \$25,000 in 16 projects designed to advance conversations around topics such as mass incarceration and infant mortality. Learn more about the projects at onthetableMKE.org. The regionwide forum will return Oct. 10, 2019.

TOTAL GRANTMAKING

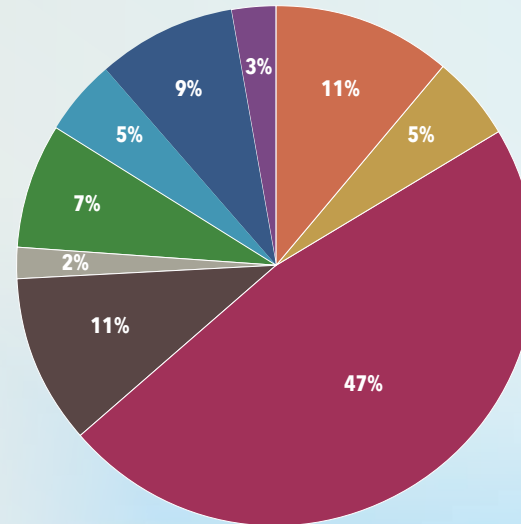
Building on the legacy of all those who have given generously throughout the last century, the Greater Milwaukee Foundation and our donors distributed \$80.3 million in philanthropic support in 2018. Grants ranged from \$250 to \$1.5 million and supported a wide variety of nonprofits and programs designed to make the greater Milwaukee area a more vibrant, economically thriving region for all.

Grants by interest area

Arts and culture	\$8,937,866
Children/youth/family	\$4,237,325
Community development*	\$38,008,857
Education	\$8,563,886
Employment and training	\$1,562,566
Environment	\$6,038,301
Health	\$3,913,073
Human services	\$6,914,948
Other**	\$2,117,309

*Includes \$30.5 million to support development of Fiserv Forum 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



More than 4,500 grants awarded in 2018



INVESTING IN OUR REGION

GRANTS BY PARTNER FOUNDATIONS*

We stay connected with the ever-changing needs and opportunities of our surrounding communities thanks to the efforts of our partner foundations: the Greater Cedarburg Foundation, Oconomowoc Area Foundation and West Bend Community Foundation. With guidance from local leaders, these foundations have a finger on the pulse of the issues and rally support around programs and projects that move their individual communities forward.

Greater Cedarburg Foundation / **\$200,568** to **34** agencies

Oconomowoc Area Foundation / **\$547,702** to **69** agencies

West Bend Community Foundation / **\$3,957,112** to **211** agencies

*excludes grants made by the Greater Milwaukee Foundation

GRANTS BY REGION*

Though our donors' generosity knows no boundaries, nearly 90 percent of all grants support organizations lie within the four-county area.

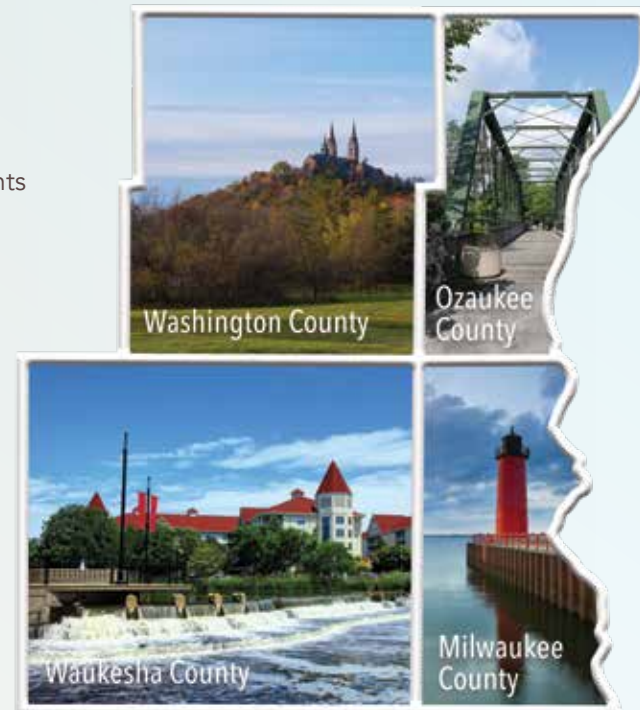
Washington County / **\$4,571,055** to **81** agencies

Ozaukee County / **\$1,097,864** to **67** agencies

Waukesha County / **\$3,777,077** to **173** agencies

Milwaukee County / **\$62,291,712** to **605** agencies

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



INVESTMENT PERFORMANCE

Over the last seven years, the Greater Milwaukee Foundation's investment philosophy has earned a 7.5 percent annualized return, which is equivalent to a 65.9 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 using 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 Dec. 31, 2018 as surveyed by MSCI Inc., a leading investment research firm that provides performance analytics.



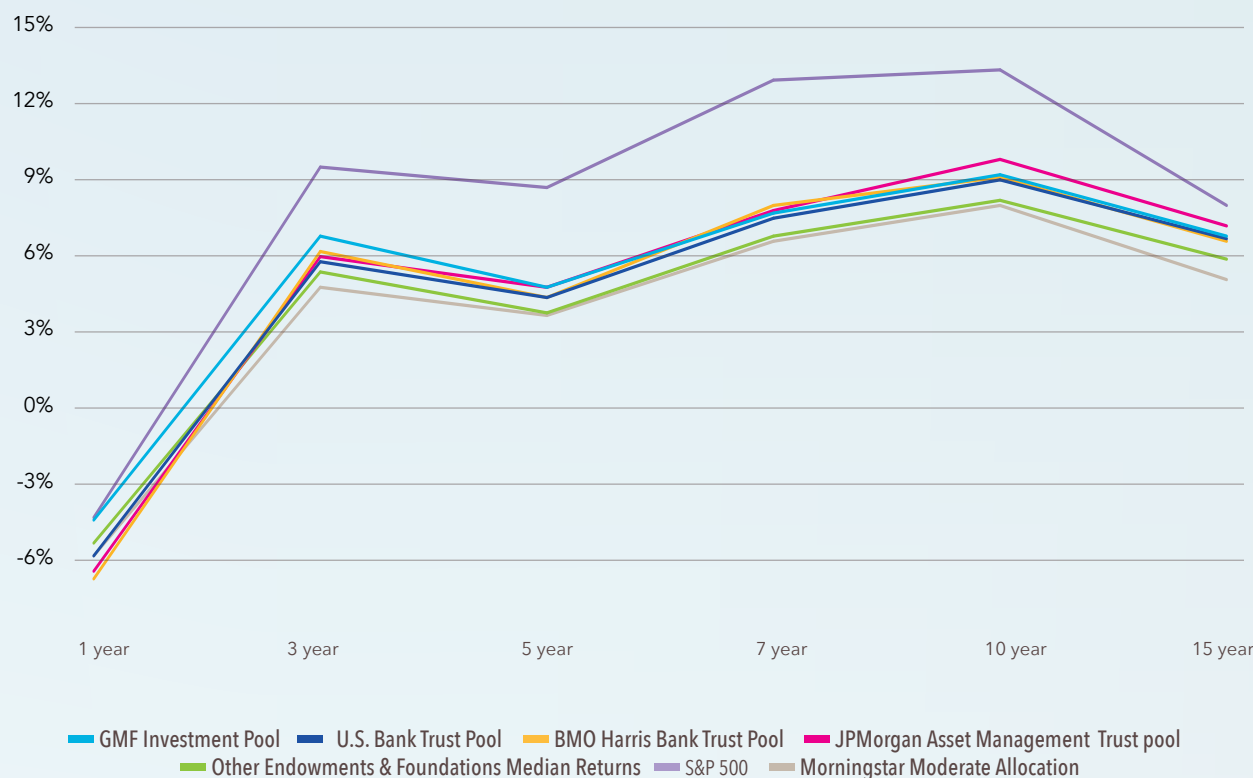
Cory L. Nettles
Investment Committee
Chair



Mike Miller
Colonial Consulting
Chief Investment Officer
and Managing Director

INVESTMENT RETURNS AS OF 12/31/2018

	1 year	3 year	5 year	7 year	10 year	15 year
GMF Investment Pool	-4.5%	6.6%	4.6%	7.5%	9.0%	6.6%
U.S. Bank Trust Pool	-5.9%	5.6%	4.2%	7.3%	8.8%	6.5%
BMO Harris Bank Trust Pool	-6.8%	6.0%	4.2%	7.8%	8.9%	6.4%
JPMorgan Asset Management Trust Pool	-6.5%	5.8%	4.6%	7.6%	9.6%	7.0%
Other Endowments & Foundations Median Returns	-5.4%	5.2%	3.6%	6.6%	8.0%	5.7%
S&P 500	-4.4%	9.3%	8.5%	12.7%	13.1%	7.8%
Morningstar Moderate Allocation	-5.9%	4.6%	3.5%	6.4%	7.8%	4.9%



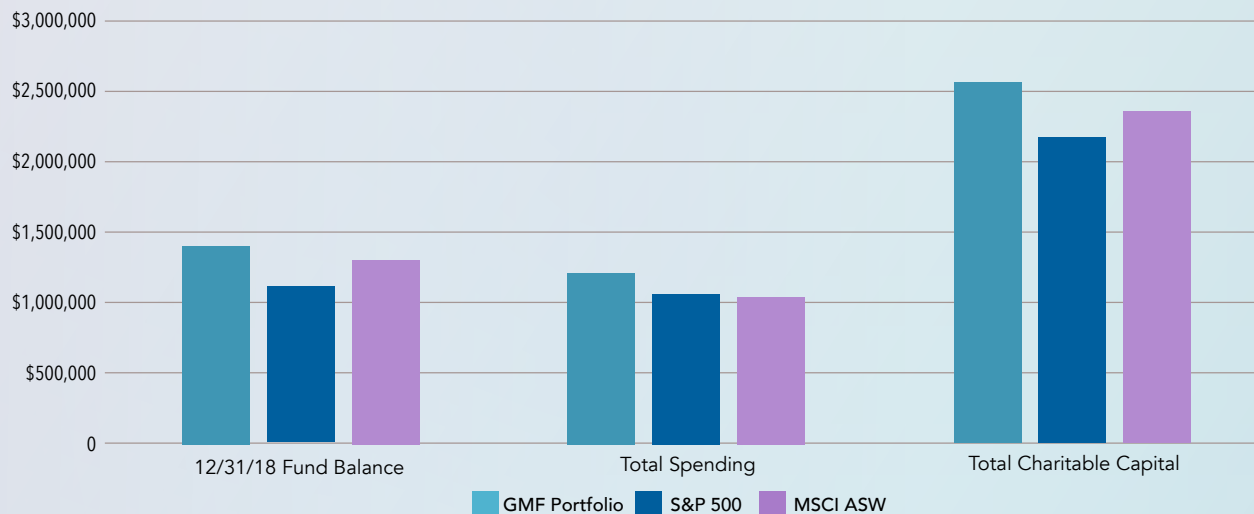
MARKET VOLATILITY AND PRESERVATION OF CHARITABLE CAPITAL

As the Greater Milwaukee Foundation considers the most effective ways to invest the portfolio, it is essential to remain focused on the significance of volatility in terms of its impact on annual spending. At the same time, this is not pursued at the expense of generating returns that preserve purchasing power over time.

The upper chart simulates the behavior of a hypothetical \$1 million charitable fund invested in the GMF Investment Pool, S&P 500 (U.S. equity), and MSCI All Country World Index (global equity) from Jan. 1, 1998, through Dec. 31, 2018.

Despite funding a larger level of distributions, the Foundation's returns produced an ending fund balance which was superior to that of global stocks and the S&P 500. Compared to the GMF Investment Pool, both global stocks and the S&P 500 exhibit much higher volatility, a factor whose negative impact is not limited to the cumulative outcomes on the right.

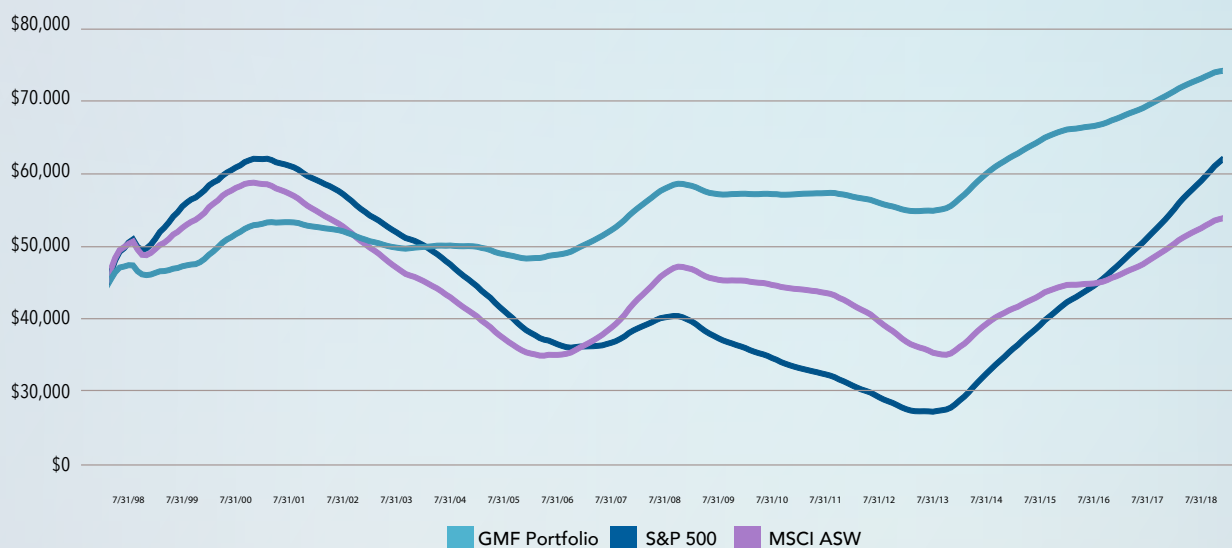
Generating Charitable Capital* – \$1 million in GMF Investment Pool



*Total charitable capital includes the market value of invested principal plus total spending generated on the invested balance over time

The graph below shows spending through time, which comprises the figures shown cumulatively in the above chart. While the Foundation's return stream has had periods of flat to slightly declining spending, the equity-oriented portfolios have had long periods of sharp declines, which would be undesirable from a philanthropic perspective. This data suggests that diversification is a tool that reduces investor anxiety and plays a key role in fulfilling the Foundation's mission.

Annual Spending – \$1 million in GMF Investment Pool 1/1/1998 – 12/31/2018



THANK YOU

Alone we can do so little; together we can do so much. Thanks to all our donors, nonprofit and government partners, and friends for connecting with us to create progress, solutions and positive change, now and for generations to come.





“The Greater Milwaukee Foundation is diligent about understanding the needs of the region and helping align resources to improve the quality of life for everyone who lives here. We’re grateful to all those in our community who join us in furthering our vision of helping metro Milwaukee become a more vibrant and economically thriving region. A heartfelt thank you to our generous donors – each and every one committed to increasing the positive impact on this region for generations to come.”

– David J. Kundert, Board Chair

BOARD OF DIRECTORS

David J. Kundert, Chair

Jacqueline Herd-Barber, Vice Chair

Wendy Reed Bosworth

Pedro Colón

David J. Drury

Susan Ela

Thomas W. Florsheim Jr.

Cecelia Gore

Paul J. Jones

Dale Kent

Gregory S. Marcus

Darryl D. Morin

Cory L. Nettles

Greg Oberland

Marie L. O’Brien

Mary Ellen Stanek

Derek L. Tyus

Gregory M. Wesley

PRESIDENT & CEO

Ellen M. Gilligan

SPECIAL THANKS

to the following individuals – donors, nonprofit leaders, partners, residents and friends – for connecting with us in various ways throughout the year and for illustrating the importance of partnerships in moving our region forward.

Pg. 2

Fred Gutierrez
James Johnson
Bevin Christie
Ellen Gilligan
Lennie Mosley
Fletcher Crawford
Marco Marquez
Willie Crawford
Evelyn Ray-Cowan
Cassandra Brooks
Camille Mays
Tia Richardson
Connor Morris
Shirley Addison
Harrison Addison
Rhonda Hill
Lindsay Stevens
Farina Brooks
Tom Heinen

Pg. 4

Claire Hoffmeyer
Lisa Attonito
Monica Olague-Marchan
Damian Buchman
Elle Erato
Kalin Jade McKean
Evelyn Barta
Deonte Lewis
Bill Krugler
Maribeth Bush

Pg. 20

Sarah Resch
Jonatan Zuñiga
Mark Fairbanks
Angela Webb
Lo Neng Kiatoukaysy
Chineva Smith

Pg. 38

Amy Mason
Garrett Scott
Amari Bell
Wendy Hamilton
Kyra VandeBunte
Jordyn Gonzalez
Danielle LaMere

Photography by Jim Moy

Photos on pages 7 and 27 by Scott Paulus

Photo on page 9 by Mike De Sisti

Inset photo on page 13 courtesy of Jason Valerius



Greater Milwaukee
FOUNDATION
greater together

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