

CREATING A FOUNDATION FOR

CHANGE

GREATER
MILWAUKEE
FOUNDATION
2019-20
COMMUNITY
IMPACT
REPORT



Greater Milwaukee
FOUNDATION
greater together



As an individual person, you look around and see all of the problems that are facing not only Milwaukee, but us as a state and a country, and you think to yourself, “Boy, that’s overwhelming. That’s a lot.” But if you and everybody else comes together with their own institutional knowledge, their own wisdom and their own life experience, then together it doesn’t seem so daunting.”

Derek Mosley
Milwaukee Municipal Court Judge,
2019 William C. Frye Award recipient





BOARD OF DIRECTORS

Jacqueline Herd-Barber, chair
 Paul J. Jones, vice chair
 Wendy Reed Bosworth
 Pedro Colón
 David J. Drury
 Susan Ela
 Thomas W. Florsheim Jr.
 Cecelia Gore
 Dale Kent
 David J. Kundert
 Gregory S. Marcus
 Darryl D. Morin
 Cory L. Nettles
 Greg Oberland
 Marie L. O'Brien
 Mary Ellen Stanek
 Derek L. Tyus
 Gregory M. Wesley

Message from Board Chair and President & CEO

For 105 years, the Greater Milwaukee Foundation has been a partner of choice for generous philanthropists who care deeply about making a difference in people's lives and the future of our region. We've grown alongside the community we love – sharing challenges and successes – and thanks to your generosity, we invested more in community in the previous 10 years than in the prior nine decades combined.

Here in 2020, the Foundation's role as a

connector and catalyst for positive change has never been more vital to greater Milwaukee's health, economy and collective well-being. The intersecting crises of the global health pandemic, the related economic fallout and renewed demands for racial and social justice have laid bare the impact of systemic racism for all to see, as Black and Brown communities have been hardest hit. This has led the Foundation to increase our resolve and accelerate our work to

change systems that have produced the inequities that hold Milwaukee back.

Our donors and partners ask, "What can we do in this moment to create change and make our region better for everyone?" Our answer is an invitation: Join us in unlocking our shared vision for a thriving community. And in many ways, racial justice holds the key.

When we invest in small businesses facing barriers to traditional financing, and they proceed to create jobs,

transform neighborhoods and build wealth – that's racial justice.

When we help expand access to quality, affordable early childhood education so children from every ZIP code can get the best possible start in life while working parents maintain their jobs – that's racial justice.

When we convene community leaders, nonprofits, funders, businesses and government to coordinate resources, expertise and advocacy efforts to achieve equitable solutions to shared goals – that's racial justice.

The days and months ahead will bring new opportunities to work together toward a just and equitable region. We will continue to invite donors and partners to deepen knowledge and collective understanding of racial equity and to join us in transformative philanthropy. And for every donor interested in strengthening our region, no matter what your personal passion, there is a seat at the community foundation's table for you.

Thank you for all you have done and all you will do to help build a Milwaukee for all.



Jackie Herd-Barber
Board Chair



Ellen Gilligan
President & CEO



MOBILIZING

resources for change

In our role as a leader, convener and catalyst in the community, we are uniquely positioned as a community foundation to help marshal resources to address our community's greatest needs and most challenging issues.



Following a successful pilot program that supported small businesses such as The Hair Code, the Foundation plans to dedicate \$30 million toward impact investing over the next five years.

When you connect with the Greater Milwaukee Foundation, our unified power leads to far greater solutions and philanthropic impact than anyone could ever hope to accomplish alone. In 2019, much of our deep focus continued with quality early childhood education and neighborhood economic development.

As investing in our youngest residents offers great promise in reducing inequities over time, we deepened our efforts in early childhood education with the help of nearly one hundred local education experts, parents, providers and leaders. A study we commissioned of Milwaukee’s early childhood education sector reinforced the need for us, through strategic investments and public policy work, to ensure that area families have more equitable access to high-quality, affordable early education. We worked with partners to increase awareness of its importance and helped facilitate conversations among local leaders and residents that informed a state initiative that is allocating \$1.4

million toward improving child care in Milwaukee’s 53206 area.

We also invested in economic development to spur new business growth and stabilize housing in neighborhoods. Donors joined in a significant impact investing pilot program to provide greater access to capital and enhance economic opportunities for entrepreneurs of color, leading to the creation of more than 85 jobs. And with MKE United, we created a new fund that enabled 114 longtime residents to remain in their homes due to rising property values brought on by Milwaukee’s downtown development.

Greater Milwaukee has the assets, resources, passion and drive to advance equity, and we are using all the tools at our disposal to effect change. By mobilizing resources and using our influence in new ways, we can create further momentum in addressing the generational issues confronting our community.

Our region’s many communities face the same challenges

Our region is made up of many unique communities, but COVID-19 underscored how we all confronted the same challenges. In a matter of weeks, all three of our partner foundations mobilized \$289,564 into Waukesha, Washington and Ozaukee counties to meet growing needs related to access to food, shelter, physical health and mental health.



- FOOD
- SHELTER
- PHYSICAL HEALTH
- MENTAL HEALTH

MKE Responds Fund

The Foundation created the MKE Responds Fund to support area nonprofits on the front lines of the pandemic that are helping individuals disproportionately impacted.



TOTAL RAISED:
More than
\$4.4 million
in gifts and commitments



TOTAL NUMBER OF DONORS/FUNDERS:
440



TOTAL GRANTED:
More than
\$4.1 million



TOTAL NUMBER OF NONPROFITS SUPPORTED:
182



“I’m very thankful to the Greater Milwaukee Foundation for the steps they have been taking with the Anti-Displacement Fund because the homeowners here have been loyal people. We have worked to keep properties up and are part of the solution. I’m happy there’s been a helping hand.”

Retired 40-year homeowner in Brewers Hill
Recipient of an Anti-Displacement Fund grant



“The Greater Milwaukee Foundation is a trusted organization that has the platform to respond quickly and ensure the funds will be well-dispersed and managed. By investing in the MKE Responds Fund, we are ensuring that help is getting to where it’s needed most.”

LaDonna Reed
Associated Bank senior vice president & director of community accountability, funding partner of MKE Responds Fund



“The broad underpinning to the health of the community is neighborhoods, jobs and vitality within the city. Impact investing allows us to invest in the development of those jobs and reinvest in areas of the city that have recently not had access to capital. Over time, this has the capacity to make a real difference in Milwaukee.”

Wendy Reed Bosworth
Impact investing donor, Foundation Board member



Resident

VOICE

at the heart of change

2020 led to a call for bolder action for social change, one that would dismantle systemic racism and lead to racial justice. The Greater Milwaukee Foundation reinforced its commitment to listening, learning, investing and partnering with community so we can create community-driven solutions that lead to a region where all can thrive.



The Foundation continued its outreach and engagement in five Milwaukee neighborhoods to learn from neighbors as to how we can help their communities thrive.

Regardless of their ZIP code, every one of our community’s residents should have equal opportunity to reach their fullest potential.

That fundamental belief is what grounds the approach of our community engagement work. To deepen investment in people and places, the solution starts with gathering residents block by block and placing value in their voices for how we can catalyze change. After all, who knows better about ways to improve a neighborhood than the individuals who live there every day. Together our donors are responding to the needs of these grassroots leaders and community activists who have the true power to create effective, sustainable change.

Of late, hundreds of changemakers in the Sherman Park East and North Division neighborhoods have convened at the Foundation’s invitation to discuss what’s important in the places they

call home and what would make a more thriving community. From this process, community advisory councils have evolved to continue collective efforts to build momentum in their neighborhoods.

Last year, in a major moment in our history, the Foundation announced plans for a new headquarters. During this time, we took time to get to know our new neighbors and businesses within the Halyard Park, Brewers Hill and Harambee neighborhoods. The outcome? Along with the Medical College of Wisconsin and Royal Capital Group, we created the ThriveOn Collaboration and unveiled shared priorities shaped by community. Not only will this collaboration lead to a new community hub, it also will contribute to transformational change that enhances the lives of residents, brings in investment within the surrounding neighborhoods and makes us a stronger community foundation.

Listening, learning, then doing

Through continuous dialogue and engagement work with hundreds of Milwaukee residents in the Sherman Park East, North Division, Harambee, Halyard Park and Brewers Hill neighborhoods, we listened and learned about their priority areas for program development and investment.



“Shared leadership is so huge because in giving residents a voice, it also gives them buy-in. I saw great people putting [the council] together and wanted to be a part of it. One of the things that has been very good about this partnership is when I call, you guys answer. It’s been a beautiful relationship.”

Lateff Alston

Member of the North Division community advisory council,
community school coordinator at North Division High School



“I am grateful for the opportunity to hear from the community residents of the three wonderful neighborhoods – what inspires them, what’s important to them and how we can be good partners in advancing the vision of creating a Milwaukee that is healthy, equitable and thriving for all.”

Greg Wesley

Co-leader of ThriveOn Collaboration,
senior vice president, strategic alliances and business development
Medical College of Wisconsin, Foundation Board member

“I’m really excited that there is a collaboration that is really vested in building relationships and trust with the community. I’m hopeful this collaboration will start the collective impact that is needed to change the trajectory of the neighborhood.”

Tyanna McLaurin

Harambee resident,
Member of the ThriveOn Collaboration
community advisory council





Visionary PARTNERSHIP

accelerates response

As medical professionals and other essential workers kept our community operating during the nationwide lockdown in the spring, the Foundation helped create a new civic architecture that addressed short- and long-term community needs brought on by the pandemic.



The MKE Civic Response Team helped to create an organized network, including a supply chain and distribution model, to address food insecurity among area families.

COVID-19 profoundly exposed our community's broken systems and magnified persistent and disturbing inequities across a multitude of sectors. The public health crisis demanded that we, as a community, adopt a unified, urgent and multifaceted approach that moved beyond the status quo.

We drew inspiration and experience from Milwaukee Succeeds, our cradle-to-career educational initiative that uses a collective impact model to improve outcomes for Milwaukee kids. In 2019, it was recognized as one of 11 partnerships nationwide effectively moving toward systems change. With expertise and engagement from its staff, we created a new civic architecture model to alleviate current needs brought on by COVID-19.

The result - the MKE Civic Response Team - was quick to draw collaborative partners, individual and institutional investors, and national attention. Due to its effectiveness and focus on equity, the team attracted more than \$2.9 million in

new funding from organizations such as the Robert Wood Johnson Foundation, Target Corporation and the Home Grown Foundation.

With such support, the team identified new strategies, coordinated and leveraged financial and volunteer resources, and addressed challenges head-on as the pandemic unfolded. One such issue was the stabilization of the early childhood education sector. The team, with support from Milwaukee Succeeds and the Wisconsin Partnership, disseminated stabilization grants to 240 home- and center-based providers in eight predominantly Black and Latinx ZIP codes that were hardest hit by COVID-19.

Perhaps during no other time in our history has our civic engagement and community leadership been more critical than it is now. Moving forward, the Foundation plans to replicate these types of strategic collaborative approaches as we unite donors and community partners around addressing our most significant issues.

Meeting MKE's emergency needs

Among its many accomplishments, the MKE Civic Response Team helped organize distribution of 3.5 million face masks, distributed mini grants and personal protective equipment to child care centers, improved students' digital access with Chromebooks and Wi-Fi hot spots, set up additional shelters for area homeless and deployed funds to help small businesses in Latinx and Black communities.



Hundreds of representatives from government, philanthropy and the private sector worked across seven priorities to address the impact of the pandemic on Milwaukee.





“It’s been good to have this unique think tank talking about how we best strategize about sheltering the most vulnerable individuals safely during this pandemic. It is a powerful thing to see because if it weren’t for this, we wouldn’t be around the table talking. I look at it as the silver lining of this whole pandemic.”

Rafael Acevedo

Co-leader of MKE Civic Response Team shelter group,
Coordinator of City of Milwaukee’s Continuum of Care Program



“We’ve had to make big changes to our business because of COVID-19. The \$2,500 stabilization grant helped me with the mortgage and the payroll. It helped [my business] to stay alive.”

Yimma Davila-Castro

owner of Yimma’s Bright Beginnings Daycare LLC,
a 4-star family child care provider on Milwaukee’s south side, and recipient of
a Milwaukee Early Childhood Stabilization grant supported by the Foundation



“In these challenging times, business and community collaboration is more important than ever. By working together, a ripple of extraordinary events will be set in motion.”

Eric Christophersen

President, Northwestern Mutual Foundation,
funding partner of MKE Responds Fund



INVESTMENT PERFORMANCE

The Foundation has been a pillar within our community for more than 105 years. Over that time, we have weathered the Great Depression, two World Wars and several recessions.

What has allowed us to navigate these unpredictable, troublesome periods is the long-term approach we take with our investments. One of the goals in investing long-term capital is not necessarily to always reach for the very highest return. We are willing to give up a little bit of a return in the very good times to lose a lot less in the down times. That gives a better outcome in terms of returns and philanthropic impact. We all know these are the times where this portfolio needs to be in a place where it can support the community to a larger level than ever.

Economic and market conditions are markedly different now than at year-end 2019 due to COVID-19. The portfolio was not spared the initial wave of panicked selling. However, our strategy of generating long-term returns with the goal of moderating losses led to a very strong recovery for the portfolio as markets rose during the second quarter of 2020. We capitalize on the Foundation’s scale to invest opportunistically and to access top managers across a diversified asset mix.

Despite continuing health and economic challenges, market conditions has since stabilized and the value of diversification and rigorous investment analysis has begun to pay dividends, as has been the case over time.

Even between 2007 and 2009, the time of the Great Recession where we had dropped down 34.7 percent, we made back all the returns that we had lost during that period in less than two years.



Cory L. Nettles
Investment Committee
Chair

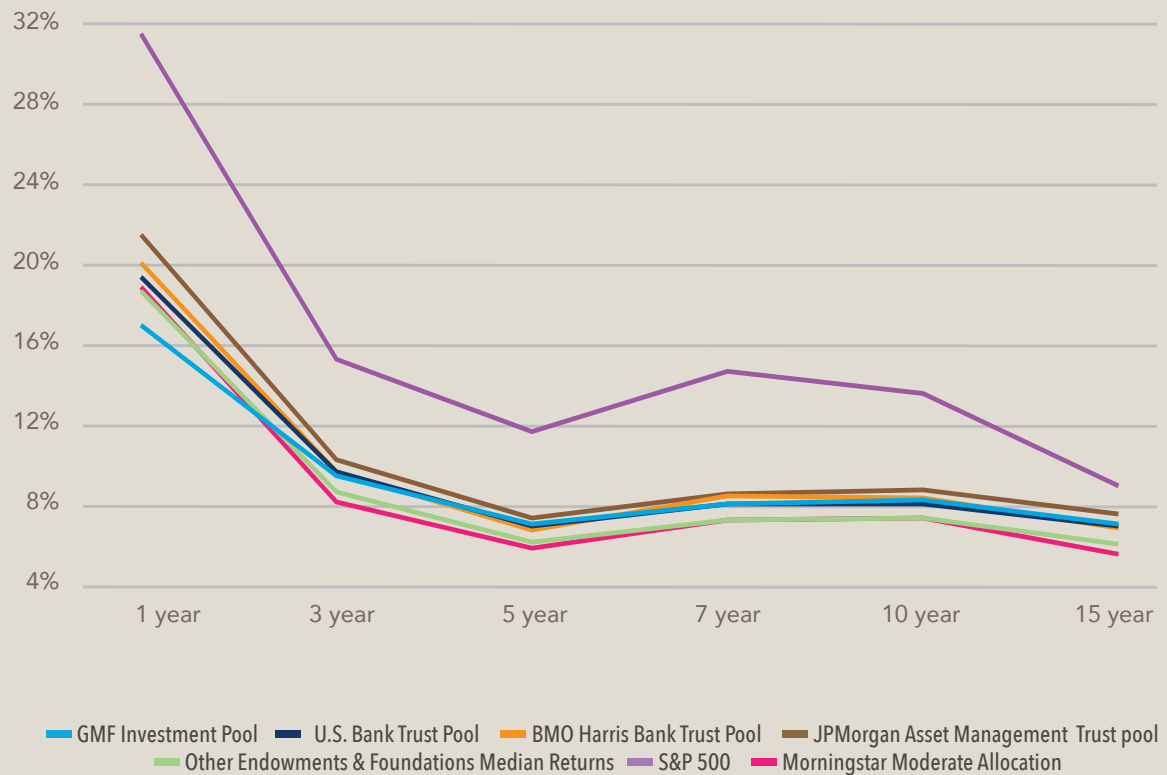


Mike Miller
Crewcial Partners
Chief Investment Officer
and Managing Director

INVESTMENT RETURNS

AS OF 12/31/2019

	1 year	3 year	5 year	7 year	10 year	15 year
GMF Investment Pool	17.0%	9.5%	7.1%	8.1%	8.3%	7.1%
U.S. Bank Trust Pool	19.4%	9.7%	7.0%	8.1%	8.1%	7.0%
BMO Harris Bank Trust Pool	20.1%	9.7%	6.8%	8.5%	8.4%	6.9%
JPMorgan Asset Management Trust Pool	21.5%	10.3%	7.4%	8.6%	8.8%	7.6%
Other Endowments & Foundations Median Returns	18.7%	8.7%	6.2%	7.3%	7.4%	6.1%
S&P 500	31.5%	15.3%	11.7%	14.7%	13.6%	9.0%
Morningstar Moderate Allocation	18.9%	8.2%	5.9%	7.3%	7.4%	5.6%



Our strategy of generating long-term returns with the goal of moderating losses led to a very strong recovery for the portfolio.

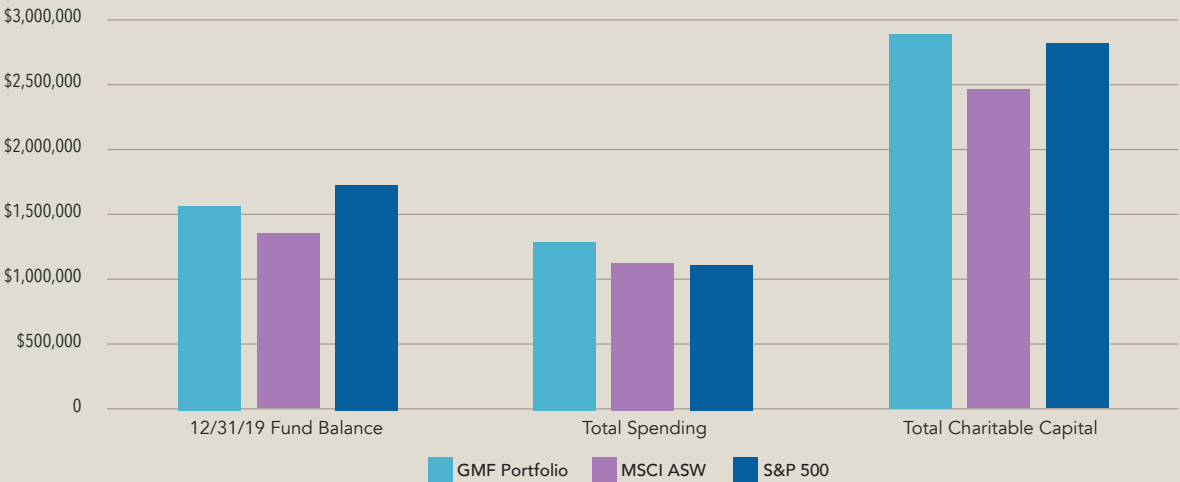
GENERATING CHARITABLE CAPITAL

As the 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 first chart simulates the behavior of a hypothetical \$1 million charitable fund invested in the GMF Investment Pool, MSCI All Country World Index (global equity) and S&P 500 (U.S. equity) from Jan. 1, 1998, through Dec. 31, 2019.

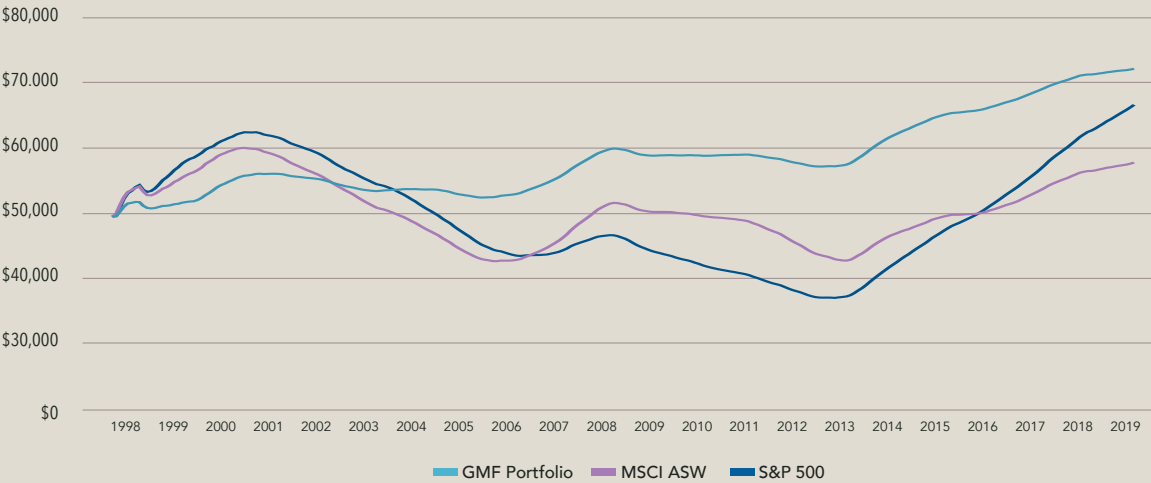
Despite funding a larger level of distributions, the Foundation's returns produced an ending fund balance that was superior to that of global stocks and fell just short of the S&P 500. Compared to the GMF portfolio, both global stocks and the S&P 500 exhibit much higher volatility. This was particularly beneficial to the S&P 500 due to large gains through 2019 but also has negative impact on spending, as discussed below.

Generating Charitable Capital* – \$1 million in GMF Investment Portfolio Comparison
1/1/1998-12/31/2019



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

Annual spending - \$1 million in GMF Portfolio Comparison
1/1/1998-12/31/2019



The graph above shows spending through time, which comprises the figures shown cumulatively in the earlier 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.

2019 BY THE NUMBERS

\$978.2 million

Total assets as of 12/31/2019

\$72 million

Total contributions made by donors to new and existing funds

53%

Percentage increase in contributions compared to 2018

53

Total number of new funds created in 2019

1,417

Total number of charitable funds

\$61.1 million

Total grants paid to nonprofits;
3rd highest year

7.1%

15-year annualized investment return
for GMF Investment Pool

INSPIRING PHILANTHROPY



Through bus tours and other events, donors have the opportunity to learn more about the Foundation's work to catalyze community-driven change in asset-rich neighborhoods that historically have faced barriers to revitalization.

Individuals, families and institutions in our community view the Greater Milwaukee Foundation as a valued partner that helps transform their generosity into community benefit. Together we address critical issues and help advance positive forces that shape our region. We're thankful for the following individuals and organizations who chose to partner with us in 2019 – either by starting a fund or by including us in their estate plan, which leads to inclusion in our Legacy Society. No matter what their giving timeline, we ensure that our donor's wish is fulfilled and that their legacy will live on.

NEW FUNDS

142 Green Foundation Fund
Anti-Displacement Fund I
Avery/Emerson Social Enterprise Fund
Steven J. and Janet L. Bomba Education Innovation Fund
Barbara A. Borenitsch Charitable Fund
Martin Braun Fund
Jack L. Broan Charitable Fund
Peter Campione Family Funds (3)
William and Marlene Cory Charitable Fund
William and Marlene Cory Designated Fund
Francis R. Croak Scholarship Fund for Lynde and Harry Bradley Technology and Trade School
Corrinne Russell Donley Fellowship Fund
Jay Miller and Donna Faw Charitable Fund
Gente Chicana/SOYmos Chicanos Fund
Girls on the Run of Southeastern WI Endowment Fund
GMF MCW RC Community Engagement Fund
Golden Charitable Fund
Gary P. Grunau "Good for Milwaukee" Fund
Susan Hamlin Hatch Charitable Fund
John S. Hoff Fund

Jewish Home and Care Center Foundation Fund
Josephine James Fund
Nonie Johnson Fund
Mr. & Mrs. William A. Johnson Fund
JPG Fund
Richard M. Kaul LGBT Youth Endowment Fund
Carrie & Jason Kelroy Fund
Kids from Wisconsin Endowment Fund
MacDowell Club of Milwaukee Fund
Joan McCaffrey Fund
Bruce and Marianne Miller Fund
Susan D. Mischler Education Fund
Susan D. Mischler Milwaukee Neighborhood Fund
Milwaukee Chamber Theatre Michael Wright Institutional Endowment Fund
PFLAG Milwaukee Fund
PPT Fund
James A. Schleif and William H. Morley Charitable Fund
Wendy P. Sager Scholarship Fund
Senn Family Fund
Len and Dianne Stecklein Charitable Fund

Stephens Family Fund
Fredric and Linda Wein Fund
KMEF Edward A. Wilke Scholarship Fund
Lucia B. Wilson Family Trust Funds (3)
Wisconsin Rural Water Association Fund
Wisconsin Senior Olympics Endowment Fund
Wispact Foundation Fund
Daniel L. and Mary L. Woehrer Family Charitable Fund
Bettie Zillman Fund

LEGACY SOCIETY

Anonymous (2)
Steven J. Bomba
Ms. Cecelia Gore and Mr. Randy Bryant
Mr. and Mrs. Robert P. Bucholtz
Mary L. Coughlin
James and Ellen Flesch
Ms. Joanne MacInnes Grunau
Joan and Jonathan Jacobs
Paul and Nancy Krueger
Jonathan E. Sacks and Amanda N. Follett
David Lillich and Mary Ann Lillich
Joan C. Maas
Amy and Michael Myers
CJ and Marshall Perlman
Mrs. Alexa C. Pike
Mr. and Mrs. John R. Schmahl
Jane Schmidt
Maureen and Gary Shebesta
Mr. and Mrs. Leonard F. Stecklein
Larry Wade and Barbara Vitucci Wade
Maxine Wishner
Mr. and Mrs. Daniel L. Woehrer
Peter and Joan Ziegler



"It's fear that is keeping a lot of us from jumping into avenues we may not know a lot about. But just your presence alone and wanting to learn and understand is enough. You have to find what your lane is and get involved."

James Causey,
Milwaukee Journal Sentinel reporter,
On the Table MKE 2020

COMMUNITY ADVISORY COUNCIL MEMBERS



The Foundation is learning with and from community about how we can co-create neighborhood change.

We’re committed to making systemic, generational change throughout Milwaukee, and we can only do so by centering community in the work. We thank the following Milwaukee residents and community partners who are working with us in creating solutions to make our neighborhoods thrive.

- Lateff Alston (North Division)
- Emonia Barnett (North Division)
- Dalvery Blackwell (Harambee)
- Farina Brooks (Sherman Park East)
- Jacarrie Carr (Sherman Park East)
- Marquita Edwards (Harambee)
- Terron Edwards (North Division)
- Jennifer Harris (Sherman Park East)
- Thomas Johnston (Halyard Park)
- Travis Landry (Harambee)
- Franzetta Lee (Harambee)
- Deonte Lewis (Sherman Park East)
- Vaun Mayes (Sherman Park East)
- Camille Mays (Sherman Park East)
- Shanyeill McCloud (North Division)

- Tyanna McLaurin (Harambee)
- Lennie Mosley (Halyard Park)
- Eva Owens (North Division)
- Elaine Schweitzer (Brewers Hill)
- Timothy Scott (Sherman Park East)
- Jackie Smith (Sherman Park East)
- Rafael Smith (Harambee)
- Shelia Smith (Harambee)
- Jeffrey Spratt (North Division)
- Laura Stephens (Brewers Hill)
- Marvin Walker (Harambee)
- Freida Webb (Halyard Park)
- Johnny White (North Division)
- Ed Wingard (North Division)

THANK YOU

As a community foundation, we are built to lead, built to last and built to create a better region for all. But the challenges our community faces are not ones that any one individual or institution can take on alone. We appreciate all of our donors, partners and community leaders for being engaged and an advocate for change with us. Together, we can do the long-term work to remake systems, reduce disparities and ultimately transform greater Milwaukee into a place that is healthy, vibrant, equitable and thriving for all. Our shared vision is within reach. The moment is now. And the hard work of social change will take all of us!

Stay tuned for more information coming soon about our collective, strategic vision. It’s going to take each one of us doing perhaps a little more to build *A Milwaukee for All*.





101 W. Pleasant St. • Suite 210 • Milwaukee, WI 53212

Nonprofit
Organization
U.S. Postage
PAID
Milwaukee, Wis.
Permit No. 3121

