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 $\ensuremath{\mathsf{All}}$ photos taken by Jim Moy, except when noted



OUR MISSION

Strengthening Communities Through Effective Partnerships

OUR VI/ION

The Greater Milwaukee Foundation strives to be an effective partner that develops, supports and advocates for projects, programs and policy changes that strengthen communities in measurable and sustainable ways.

We will partner with others to help our donors grow their philanthropy in support of the organizations and causes important to them, address critical community needs as an active grantmaker and convener and advocate for change to better serve people and their communities.

BOARD OF DIRECTOR/

The Foundation's volunteer Board includes some of Milwaukee's leading civic and community leaders who all believe in the power of philanthropy as a way to strengthen the community.

John W. Daniels Jr., chair

Thomas L. Spero, vice chair

Wendy Reed Bosworth

Peter W. Bruce

Mess Flores

Hon. Janine P. Geske (Ret.)

Franklyn M. Gimbel

Jacqueline Herd-Barber

Judy Jorgensen

David J. Kundert

David J. Lubar

Mary B. Read

1

MESSAGE FROM THE BOARD CHAIR John W. Daniels Jr.



The Greater Milwaukee Foundation has long been an influential community partner through our grantmaking and collaboration with donors, as well as our ability to convene a wide range of community stakeholders. Within the past year, under the direction of our new president and CEO, Ellen M. Gilligan, we have continued that important work while also building the framework for the future growth of our community and our Foundation.

Ellen brings a strong background as a collaborative leader who makes things happen. Since her arrival, she has steadily been pulling together the people and the plans to best prepare the Foundation to tackle the toughest issues that have kept our community from reaching its full potential. Our Board, the thousands of people who have invested in our Foundation as donors, our grant recipients, and our community stakeholders have all been — and will continue to be — powerful partners in this process.

From a financial perspective, the Foundation is well positioned to meet our future goals and commitments, thanks to the generosity of our donors and our very strong investment performance.

Of course the Foundation has always led the way in addressing the most pressing needs of our community. No issue is more important now than the need to transform the educational opportunities which are essential to sustaining the vibrancy of our community. The Foundation, in collaboration with several other leading entities, has and will continue to work on these issues, and we expect you will hear much more about this in the upcoming year.

Our Foundation will continue to play a pivotal leadership role as a community catalyst for change in addressing issues that shape the future of the greater Milwaukee area. I thank all of you who have joined with us to build a better community.

Jun Banus g.

John W. Daniels Jr., board chair

MESSAGE FROM THE PRESIDENT Ellen M. Gilligan

I am very glad to be in Milwaukee! Everyone I have met has made me feel welcomed and at home, and I am incredibly grateful to this dynamic community of caring and committed citizens.

It is an honor to lead the Greater Milwaukee Foundation.

My gratitude and recognition goes out to all our donors who are always the cornerstone of our shared



success. Community foundations serve as the most effective means to help donors fulfill their specific philanthropic goals, make the most of their giving, and contribute to a stronger and more vital community. I thank our donors for their trust and confidence over the Foundation's 96-year history. We remain committed to helping all our donors effectively manage their resources to best meet their charitable goals.

Community foundations also play a unique role in addressing the toughest issues facing our community. My experience has taught me that community foundations are especially well positioned for experimentation and innovation – and they have the patience to take on the long-term issues. We must take advantage of our special community position to convene key stakeholders, build true public-private partnerships, and to advance clarity and take action on critical issues.

There are great opportunities ahead for all of us. I look forward to a productive and enjoyable partnership with you to significantly improve the lives and prospects of people throughout our community.



Ellen M. Gilligan, president and CEO

YEAR IM REVIEW \$25.2 million in gifts \$27.2 million

For only the third time in its history, the Greater Milwaukee Foundation welcomed a new leader as Doug Jansson retired as president and CEO. Under Jansson's leadership, the Foundation experienced a period of incredible growth. When he joined in 1993, the Foundation allocated \$7.6 million in grants and had \$114 million in assets. In 2010, it had awarded \$27.2 million in grants to organizations in the fourcounty service area and beyond and assets reached nearly \$564 million.

The Board created the Doug Jansson Emerging Leadership Award as a way of paying tribute to Jansson's 17 years of service. The honor, one of three civic awards the Foundation gives at its annual meeting, recognizes his commitment to developing new nonprofit leaders, particularly among those in underserved communities.

Ellen M. Gilligan, former vice president of community investment for the Greater Cincinnati Foundation, joined the Foundation in feptember. The spent nearly 30 years in the nonprofit sector with experience at the United Way of Greater Cincinnati, United Way of America and the Local Initiatives Jupport Corporation. Her experience includes building coalitions and partnerships to address critical needs and issues including education, community development, race relations and safety net services.

John W. Daniels Jr.,
chairman of Quarles and
Brady LLP in Milwaukee,
succeeded Judy Jorgensen
as Board chair in July.
The Board also welcomed
Jacqueline Herd-Barber, a
former engineer at Motorola
and community volunteer.

/he succeeded Joan M.
Prince, who served on the
Board since 2002 and
completed her term in June.







Doug Jansson Ellen M. Gilligan Milwaukee Rescue Mission

in grants \$564 million in assets 55 new funds

Continued demand from Milwaukee-area residents for assistance from food pantries and homeless shelters led the Foundation's Board to commit an additional \$100.000 in December for a total of \$400.000 for its **Basic** Needs Fund. The new infusion of money was the largest amount added to the fund since it was created in 2008 to help area agencies address emergency food and shelter needs. By the end of 2010, the fund had allocated \$975,100 in grants to 24 organizations in the metro area.

After nearly 15 years at the Foundation, the Youth in fervice Fund spun off as its own nonprofit called Lead2Change. The fund was created to give individuals up to age 18 a head start in philanthropy by engaging them in the development of community service projects and in grantmaking. Lead2Change will include grantmaking, a biannual youth leadership conference and a financial empowerment program.

The **Community** Partnerships department focused mainly on education issues by sponsoring research, offering a series of convenings and hosting an event to welcome Gregory Thornton, the new Milwaukee Public ∫chools superintendent. The department also explored expansion of regional transit and collaborated with the state on finding ways to improve access to benefits.

"Mary Nohl: Inside &
Outside," a biography
written about local artist
and Foundation donor Mary
L. Nohl, received awards
for both writing and design.
The book, published by
the University of Wisconsin
Press and containing
reproductions of Nohl's
artwork, went into a second
printing. It was written
by Barbara Manger and
designed by Janine ∫mith.

Creating the framework for our future



Students at Hawley Environmental School

Mary L. Nohl yard | Photo courtesy of Eric Oxendorf

donor profile

JOE L. AND ANNIE B. KENNEDY



Couple left the classroom, but not the fight for quality education

Over the course of their 30-plus years working in the Milwaukee Public School district, Joe and Annie Kennedy have been witness to and participants in – the evolution of local education.

Both started as substitute teachers in 1962. Annie taught science and reading in middle and high school before becoming an elementary school reading teacher. Joe taught at the former Roosevelt Junior High ∫chool before heading up Riverside High School, Lincoln Junior High School and helping start the Milwaukee High ∫chool of the Arts.

One thing that hasn't changed, however, is their reason for entering education in the first place – the kids. While disheartened by struggles that MP/ and its students now face, the retired couple decided that as lifelong educators, they needed to be involved somehow in a solution.

"We need to do something to help children," Annie said. "They are at a desperate point now."



They are channeling their passion and philanthropy through the Joe L. and Annie B. Kennedy ∫cholarship Fund, an Acorn fund they created in 2002. Initially, the fund was designed to provide scholarships for students attending New Testament Christian Academy, a private school on Milwaukee's northwest side that the couple helped start. Joe served as its principal for nine years and Annie taught reading and first and second grades. They drafted selection criteria and solicited family and friends to help grow the fund.

When the school became part of Milwaukee's school choice program, however, students who previously

needed financial assistance were covered. The Kennedys decided to change their fund's purpose, making it more flexible in whom and how it helps.

"We felt we should have it as an open-ended advisory fund to assist students wherever they might be," loe said.

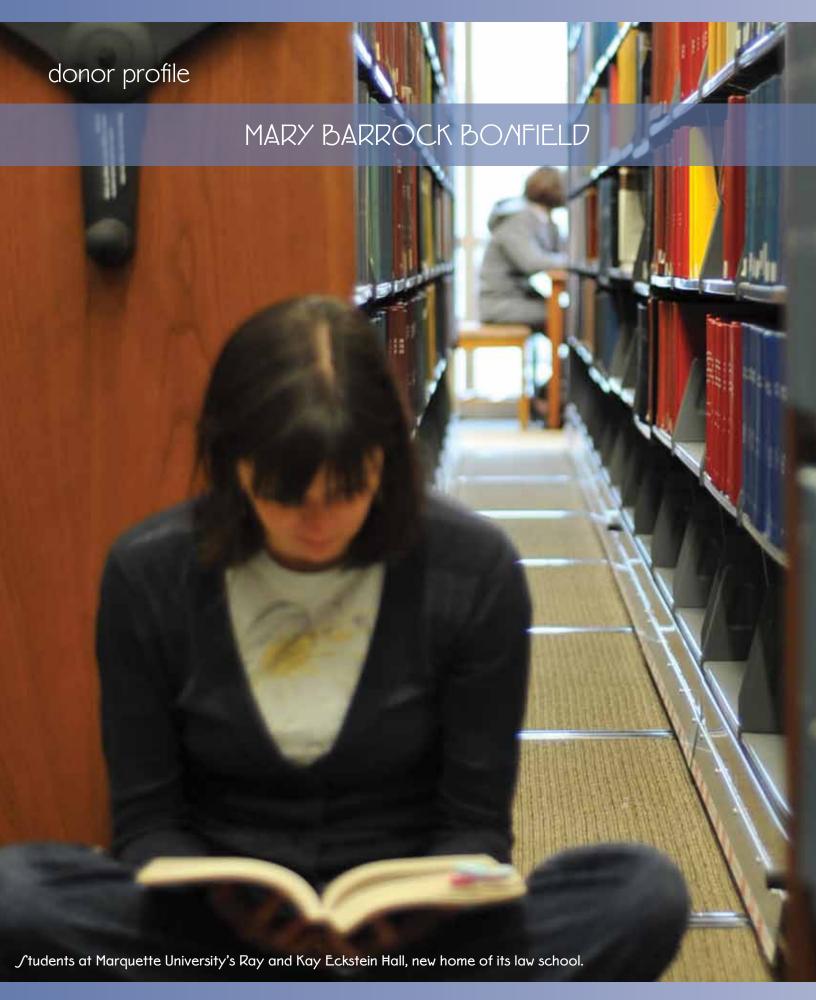
Their fund is not quite a decade old, but the couple's relationship with the Foundation stretches back more than 30 years. Joe, a close friend of Hank Aaron, advises the former home run king's Chasing the Dream Fund that was created at the Foundation in 1976.

The Foundation's reputation and longevity gave the Kennedys confidence that their fund's mission would be sustainable. While their fund has yet to reach grantmaking size, the couple hopes that when it does, it can provide opportunities for Milwaukee students to succeed.

"You can't change the whole dynamic so you just have to help where you can," Joe said.

"We need to do something to help children. They are at a desperate point now."

Annie B. Kennedy



Foundation funds a testament to donor's love for family

Like her contemporaries, Audrey Hepburn and Jackie Kennedy, Mary Barrock Bonfield had regal charm, without the crown.

Family members describe her as classy and captivating. Whether working as the office manager at her father's downtown law practice or later teaching at the Milwaukee High School of the Arts, she was often the center of attention.

Her focus, however, was on her family and her husband and she did not hesitate to show devotion to either. The lived in the same condo building as her mother for many years and doted on her niece and nephews. After the death of her father and her husband, she kept their Cadillacs and faithfully had them restored. Jhe lovingly held on to family furniture and other belongings.

Certain things she kept private, however, namely her finances and her final wish of honoring loved ones. In fact, her brother, Robert, and his son, Christian, did not learn about



Photo courtesy of Barrock family.

her relationship with the Greater Milwaukee Foundation until after her death from cancer in 2007.

With her will, as well as with other passions or pursuits, "she put a lot of thought and effort and heart and soul into everything she did," Christian said. "The had everything planned out and boy, did she have a plan."

Rather than creating one designated fund supporting various charities or a broad field of interest fund, Barrock Bonfield specified four unique funds. Two funds named after her and her late husband, William A. Bonfield Jr., celebrate areas important to them,

namely, their passion for the arts and their alma maters — Ohio University's College of Business and Divine Javior Holy Angels High Jchool. Two funds named after her parents, George and Margaret Barrock, provide scholarships to students at Mount Mary College and her father's alma mater, Marquette University Law School, among other interests. An annual law school lecture also honors the couple.

"Mary wanted them remembered no matter what," her brother said.

Given his aunt's attention to detail and the Foundation's dedication to carrying out her wishes, Christian Barrock has had very few decisions to make regarding her funds. But that does not diminish the pride such involvement brings the family.

"It's nice to know there are groups out there that can help manage those wishes," Christian said. "Knowing that our family is contributing in some meaningful way on a regular basis is very humbling."

"Knowing that our family is contributing in some meaningful way on a regular basis is very humbling."

> Christian Barrock Mary Barrock Bonfield's nephew



Local attorney makes investment in central city education

Recently it seems there hasn't been much to cheer about regarding education in Milwaukee. But Wayne Roper, 87, believes things have to improve and he is doing his part to make that happen.

Roper is doing so not as a teacher nor as a policymaker but as a private citizen who feels passionately about providing low-income students in particular with the chance to get a head start on a successful future.

He is making an investment in education through the Roper Family Educational Fund, a donor advised fund he created in 2006 at the Greater Milwaukee Foundation to support choice and charter schools.

"I hope to make more educational opportunities in the inner city where they are direly needed," said Roper, senior counsel at Milwaukee's von Briesen & Roper J.C.

Education has long been a passion for Roper, a graduate of the University of Wisconsin-Madison and Harvard Law School. In addition to serving on boards of several businesses and foundations



including Northwestern Mutual and the Wisconsin Alumni Research Foundation, he also was a board member of the Lynde and Harry Bradley Foundation when the Milwaukee Parental Choice Program began in the 1990s. The foundation was an early supporter of what became the country's first publiclyfunded voucher program and has poured millions into scholarships that enable low-income Milwaukee students to attend the private school of their choice.

"/chool choice was wonderful and it worked," said Roper, whose late wife, Jean, shared his passion. "Hopefully it has better educated kids from the inner city and some who would otherwise not finish high school or go on to college."

When it came time to creating a fund, Roper knew where he wanted his money to go. Though he considered starting a private foundation, the more he thought about it, the less he liked the idea because of the paperwork and cost involved.

Roper, who specialized in estate planning, knew a thing or two about drafting gift agreements and decided to write his own. He plans to build his fund through his estate by contributing his IRA. His son and daughter will serve as successor grant advisers.

Roper relies heavily on Dan McKinley, executive director of PAVE, for information on schools he supports. PAVE started as a scholarship program for choice and charter students and now helps develop the capacity of the schools themselves.

"I admire people who have a vision like Wayne of improving the lives of these families that live in poverty," he said. "His impact is much broader than a one-to-one relationship with a school because it could have an impact over time as this fund grows."

"His impact is much broader than a one-to-one relationship with a school because it could have an impact over time as this fund grows."

Dan McKinley, PAVE executive director

MEW FUNDS

More than 1,000 individuals, families and organizations have turned to the Greater Milwaukee Foundation over the years to help them make a difference in their community and create their own personal legacy of giving. In 2010, 55 individuals and organizations chose us as their partner in philanthropy.

For a complete listing of all Foundation funds, please visit www.greatermilwaukeefoundation.org.

Daniel J. Adam Memorial Fund

America's Freedom Center Foundation's Veterans

Manor Assistance Fund

Herd-Barber Family Fund

Bipolar Disorder Research Fund

Eleanor G. Buetschli Fund

Richard A. and Esther L. Dawe Fund

∫ally J. Day Fund

Carrie Ehlers Memorial Scholarship Fund
Friends of Lapham Peak Endowment Fund

Fund for Lake Michigan Walter W. Glaeser Fund

William and Deanna Goeldner Memorial Fund

Caleb Gottinger Memorial Fund

G/Z Family Fund High Tides Fund

Patricia Ray Howell Fund

J/A Foundation Fund

Richard Murray Kimball and Jarah Wright Kimball Fund

Mary Helen Koehler Memorial Fund Donald A. Markwalder, Jr. Fund

Richard H. May Fund

Brian A. and April L. McCarty Fund Mary Anne McAulty Umbrella Hat Fund Milwaukee Children's Village Fund

Milwaukee Partnership for Education Fund Milwaukee Regional Research Forum Fund Jackie Mussfeldt Fund

Jackie Mussfeldt √cholarship Fund

MVB Fund

MAMI Waukesha Endowment Fund Anita Ella Oliver Memorial Fund

Philip William Orth and Mariette C. Orth Charitable Fund

Pilgrim United Church of Christ Endowment Fund

Judi and George Prescott Fund

Austin and Heather Ramirez Foundation Fund

∫chiefelbein Foundation Fund Paul and Jan∫chueller Family Fund

√ivak Family Foundation

√nyder Insurance Family Fund

∫pina Bifida Association of Wisconsin Endowment Fund

Edwin P. Sprengler Fund

ft. Joseph Foundation Fund

Ivan P. Steingart Fund

Chris and Kathy Thorsen Family Foundation Fund

Donald P. Timm Fund

Trees for Tomorrow Endowment Fund

Harold J. and Frances H. Vincent Honors Jcholarship Fund

Bernard J. and Marie E. Weiss Fund

Bill & Gwen Werner Fund

Wisconsin Rural Water Foundation Fund

Carol A. Wozniak Memorial Fund Clifford J. and Victoria M. Zahn Fund Mary Jane Ziska Memorial Fund

IN MEMORIAM

Eleanor G. Buetschli

Catherine B. Cleary

∫ylvia M. Dambruch

Gertrude Davidson

Esther L. Dawe

Walter J. Dryburgh Jr.

Carl W. Edquist

Ethel Gill

Walter W. Glaeser

Payson R. Gould

Bridger Stowe Grebe

Lloyd W. Herrold

Jeanne Roxanne Houseman

∫hirley Jeffrey

∫andra Koch

Pauline Kopmeier

Greg C. Loyda

Paul F. Meissner

Myrna Minahan

Ellen Morris-Gutierrez

Walter Olsen

Mariette C. Orth

Audrey K. Pabst

Francis J. Rechtien

Brenton H. Rupple

A.F. (Red) \(\int \) chmalzer

Richard A. Jchmidt

Donald Timm

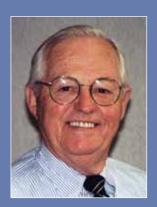
James A. Urdan

Harriette V. Vick

Bernard J. Weiss

Donald V. Wiberg

Victoria M. Zahn



Brent Rupple, who was the former chairman, president and CEO of Robert W. Baird and who died in October at 86, was an incredible friend and supporter of the Foundation. He served the Foundation in various capacities including as a Board member for 10 years and as a member of our Investment Committee for 24 years. We appreciate his commitment and dedication and we're grateful for his help in

grantee profile

PENFIELD CHILDREN'S CENTER



Early intervention factors into future success

It is fairly normal for little boys to act out from time to time. But for 3-year-old Emmanuel Johnson, his temper tantrums were becoming so commonplace that his mom, Michelle Allen, was giving him timeouts up to seven times a day.

He would bite himself when he got upset and would often bite or hit his sisters. Dealing with her son's behavior became so overwhelming and time consuming she felt like she did not pay enough attention to her daughters, Jacshelle, 7, and Namazzia, 1.

"I've never seen a child with so much anger and frustration," Allen said. "It was very hard for me as a mother to see my child behave this way."

In less than three months time, her son has undergone a transformation, thanks to the efforts of Penfield Children's Center. Its Behavior Clinic, run in partnership with Marquette University, provides parents like Allen a way to manage their child's tantrums, hyperactivity and other behaviors.

"People think it is something that

they will grow out of," said Robert Fox, Ph.D., the clinic's director. "Unfortunately, that is not the case."

The clinic focuses on children ages one to five, with the idea that early intervention is the key to preventing such behaviors from affecting children later in life. Ninetytwo percent of children referred are diagnosed with a behavioral problem. /taff visits families at home to study the child's behavior and witness parents' interaction with their children. They create a plan tailored to the needs of each child and return weekly for up to 12 sessions, depending on the severity. A followup visit a month later gives staff a chance to see if the suggested strategies are working.

For Emmanuel, who has a speech delay, his inability to express himself led to his frustration and his tendency to lash out. With the help of therapist Joanna Love, Allen focused on improving his language skills, redirecting his anger and rewarding good behavior. He listens better, plays more cooperatively and is less aggressive toward others.

Sometimes parents just need to take a different approach, Love said. She and other staff work to build parents' confidence and parenting skills. With such quidance, 59 percent of kids leave the program without the original diagnosis and their families, in turn, are better able to cope.

Given the clinic's success, more people have turned to it for help. In 2010, more than 300 children were referred and more than 30 agencies and individuals, including pediatricians, social workers and parents, rely on the clinic. It now has a waiting list of up to 75 families. A \$25,000 grant from the Greater Milwaukee Foundation in 2010 enabled it to hire a bilingual paraprofessional to serve the clinic's increasing caseload of Jpanishspeaking families.

For a variety of reasons, 42 percent of parents do not complete the treatment sessions. But for those who do, like Allen, the results are worth it.

"I still take it one day at a time, but he's come a long way," she said. "It really has worked."

grantee profile

PARTMERS ADVANCING VALUES IN EDUCATION



PAVE's investment in Wisconsin Lutheran High school enables principal Med Goede to strengthen its programming.

Building upon bold visions

Med Goede, like many educators, believes college is the gateway to success. It's his job as principal of Wisconsin Lutheran High ∫chool to best prepare students on how to get there.

Doing so is not always easy, though. Jome incoming freshmen don't know their times tables. Others are academically four to five grade levels behind. But Goede and his staff have an ambitious plan to overcome those deficits.

"We are a school that doesn't just talk about things, but we do the things we talk about." Goede said.

For the past four years, the school, which participates in Milwaukee's Parental Choice Program, has hosted a four-week intensive summer academy for incoming freshmen in need of academic help. This year it will introduce the College Readiness Continuum, a year-round program that takes freshmen behind in English and math and brings them up to par with their peers by sophomore year. Both programs were made possible through encouragement

and investment from PAVE's Partner ∫chool Program.

"We invest in leaders that have a bold vision for Milwaukee's kids," said Dan McKinley, PAVE's executive director. "We are helping (schools) gain that extra capacity they couldn't gain by themselves."

A \$25,000 grant from the Greater Milwaukee Foundation in 2010 helped increase PAVE's capacity so it could in turn increase the capacity of schools like Wisconsin Lutheran. Originally a scholarship program for low-income Milwaukee families to send their children to private schools, PAVE has long since revamped its mission to provide resources to strengthen the schools themselves. Two years ago it created its Partner ∫chool Program to work with choice and charter schools to strengthen governance and leadership, financial accountability, academic performance and partnerships with families and community.

Each school arrives with different goals and a different set of strengths and weaknesses, which are discovered

through an assessment. PAVE's role, which McKinley likens to that of a personal trainer, is to provide the support and motivation needed to reach their objective.

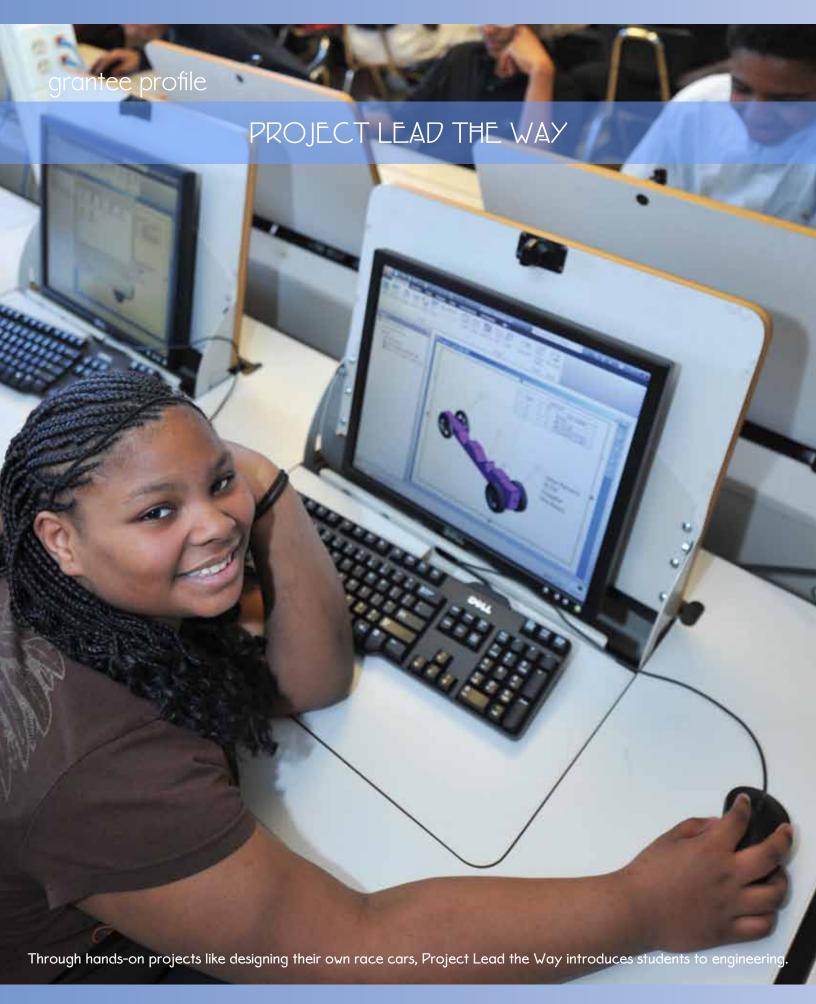
∫ome schools require more help than others. Wisconsin Lutheran has received financial assistance to boost its academic programming. Other schools, like /t. Marcus Lutheran, have relied on PAVE for loans and grants to help physically expand. Hmong American Peace Academy has received help ranging from board recruitment to strategic planning to negotiating a lease for a new building.

While the nonprofit exists to bring schools to the next level, McKinley admits that PAVE cannot do it alone.

"The effect that any one organization can have is very limited and you need more than just the intention and the plan and the wish," McKinley said. "But together there is a lot of strength."

"We invest in leaders that have a bold vision for Milwaukee's kids."

Dan McKinley, PAVE executive director



Engineering a new way to look at math and science

At Dr. Benjamin Carson Academy of ∫cience, a Milwaukee Public∫chool on the city's northwest side, a focus on science, math and technology is ever present. From its name down to Project Lead the Way, a preengineering program it has offered for three years, the K-8 school is committed to those core areas.

 \int o this year, when funding dried up for the PLTW teacher and the program's future was in jeopardy, PLTW coach, Jue Lunsford believed it wasn't a matter of if it would survive. it was a matter of how.

With a passion for the program and a proclivity for making things work - she is an engineer, after all - Lunsford pored over the school's schedule, conferred with other staff and found a solution by integrating the program into the science curriculum.

"It is the passion of the kids that make me go, 'Look - I'm not giving up on

this one," said Lunsford, who has been instrumental in helping schools implement, maintain and grow the hands-on, project-based program.

Lunsford visits an average of four to five schools daily to set up equipment, coach teachers, mentor students or provide other support. A \$60,000 Greater Milwaukee Foundation grant helped fund Lunsford's salary.

At a time when tight budgets are forcing many districts to scale back programming, MP/ has expanded PLTW to 27 schools and 5,100 students, recognizing that it not only helps strengthen students' background in math and science, but also helps them develop key problemsolving and other skills. The program, now in its seventh year at MPS, has the largest concentration of schools and students compared to other districts nationwide. With 46 percent females and 87 percent students of color, MP/ also has the most diverse population.

PLTW was originally designed to increase students' interest in science, math and technology, but studies indicate it boosts attendance rates as well as increases math and reading test scores. The more time spent in the program, the greater interest and benefits a student sees, according to a recent longitudinal study in select MP/ schools conducted by the University of Wisconsin-Milwaukee and partially funded through a \$20,000 Foundation grant.

"If math and science is keeping kids in school, that in and of itself is a win to us," said Lauren Baker, MP/'s coordinator of career and technical education.

Lunsford sees the program's ultimate goal as helping remove the fear and intimidation that students associate with math and science.

"I see it as an integral part of the community's development of career pathways for our students," she said.

"I see it as an integral part of the community's development of career pathways for our students."

> Jue Lunsford Project Lead the Way coach



Mavigating the pathway to college and beyond

Growing up in Africa, Barwako Osman and her family knew a better life existed beyond their homeland of Jomalia, which had been ravaged by a decades-long civil war, and the confines of the Kenyan refugee camp where they had since relocated.

College, the teen later learned, was the ticket to that better life.

"If I don't have an education, I'll never make my goals come true," said Osman, a Jouth Division High ∫chool junior.

Yet as neither of her parents had ever attended college, she didn't know how to bridge the gap between where she was and where she wanted to be.

Admission Possible does and is making sure Osman gets there. The nonprofit helps low-income juniors and seniors with admissions tests, college applications, scholarships and financial aid. It began in 2000

in the Twin Cities and launched a second site in 2008 in Milwaukee, thanks to a \$150,000 grant from the Greater Milwaukee Foundation. Admission Possible now serves 245 students in seven Milwaukee high schools.

Overcoming a lack of confidence can be as challenging for students as completing the ACT, said Kate Lundeen, executive director of Milwaukee's site. Program coaches, who are AmeriCorps members and spend 320 hours after school with students, serve as cheerleaders and counselors to help overcome barriers, access resources and stay on track. Once in college, coaches help students access campus resources, renew financial aid and answer any questions.

"The coach is the magic variable," Lundeen said. "They just aren't going to let anything slip through the cracks."

Zach Montez fills that role for Osman and 28 other juniors. Likened to a brother as well as a mentor, Montez is there whenever she needs him.

Getting into college is half the battle for students like Osman. Picking the right school and staying there are as important. The program sets up college visits and helps students complete multiple college applications so they increase their chances of success. Osman, who wants to become a pediatrician, has already identified Cardinal Stritch University, Alverno College and Mount Mary College as top choices.

Filling the gap between those who earn their degree and those who do not won't happen overnight, but Admission Possible is making inroads. Last year, 95 percent of its Milwaukee students were admitted to college.

"If I don't have an education, I'll never make my goals come true."

Barwako Osman. Jouth Division High Jchool junior

GRANTMAKING HIGHLIGHT/

The list below reflects grants awarded through the Foundation's discretionary grant process and includes unrestricted and broad field of interest funds only. Visit the grantee section of our website for the full list of our discretionary grants.

\$100,000 and up

CORE/El Centro

La Casa de Esperanza, Inc.

Metropolitan Milwaukee Association of Commerce (for /chools

that Can program)

Mount Mary College

Planning Council for Health & Human Jervices, Inc.

Jocial Development Commission

The \int tudent Conservation Association

Waukesha Memorial Hospital Foundation

\$50,000 - 99,999

AID/ Resource Center of Wisconsin, Inc.

Betty Brinn Children's Museum

City of Milwaukee

Grand Avenue Club, Inc.

HeartLove Place

Housing Resources Inc.

Layton Boulevard West Neighbors, Inc.

Literacy Services of Wisconsin

Marquette University

New Leaders for New ∫chools

Next Act Theatre, Inc.

Our Next Generation, Inc.

Sherman Park Community Association

Jilver Jpring Neighborhood Center

√kylight Opera Theatre

Ten Chimneys Foundation

The Cathedral Center

The Dr. Howard L. Fuller Education Foundation

United Community Center

Waukesha County Community Dental Clinic, Inc.

Wisconsin Community Services, Inc.

Wisconsin Museum of Quilts & Fiber Arts. Inc.

\$25,000 - 49,999

Agape Community Center

Albright Methodist Church

Alma Center Inc.

Alverno College

Bread of Healing Clinic, Inc.

Cardinal /tritch University

Center for Resilient Cities

City of Milwaukee

CORE/El Centro

Disability Rights Wisconsin

Donors Forum of Wisconsin

Enderis Park Neighborhood

Express Yourself Milwaukee

Greater Milwaukee Committee

Havenswood Economic Development Corporation

Hebron House of Hospitality

IndependenceFirst

Local Initiatives Jupport Corporation

Make a Difference - Wisconsin, Inc.

Medical College of Wisconsin

Meta House, Inc.

Milwaukee Artist Resource Network Inc.

Milwaukee County Historical Jociety

Milwaukee Environmental Consortium

Milwaukee Outreach Center

Milwaukee Repertory Theater

Mount Mary College

Neighborhood Improvement Development Corp.

Our Next Generation, Inc.

Our Space, Inc.

Parenting Network of Greater Milwaukee

Partners Advancing Values in Education, Inc.

Pearls for Teen Girls, Inc.

Penfield Children's Center

Renaissance Theaterworks, Inc.

Riverworks Development Corporation

∫t. Ann Center for Intergenerational Care

The Benedict Center

TRUE Skool, Inc.

United Migrant Opportunity Services

University of Wisconsin Extension - Waukesha County

University of Wisconsin - Milwaukee Foundation

University of Wisconsin - Waukesha Foundation

In 2010 **3,868** grants were made.

53 percent of overall grants made were in the fields of education and health and human services.

Urban Anthropology

Urban Underground, Inc.

Walker's Point Center for the Arts

Wild∫pace Inc.

Wisconsin Conservatory of Music

Wisconsin Early Childhood Association-Madison

Wisconsin Women's Business Initiative Corporation

Woodland Pattern Book Center

YWC.A of Greater Milwaukee

\$10,000 - 24,999

Advocates of Ozaukee Inc.

African American Children's Theatre

ArtWorks for Milwaukee

Balance, Inc.

Boys & Girls Club of West Bend

Cream City Foundation

Dane Co. TimeBank

Diverse and Resilient, Inc.

Donors Forum of Wisconsin

Engineers & Scientists of Milwaukee, Inc.

Equality Wisconsin Fund Inc.

Figureheads, Inc.

Food Pantry of Waukesha County, Inc.

Frank Lloyd Wright Wisconsin Heritage Tourism Program

Hispanic Professionals of Greater Milwaukee

Historic King Drive Business Improvement District

Jewish Family Services

Johnsons Park Neighborhood Association

Ko-Thi Dance Company

Latino Community Center, Inc.

Layton Boulevard West Neighbors, Inc.

Marquette University

Milwaukee Achiever Literacy Services

Milwaukee Center for Independence

Milwaukee Chamber Theatre

Milwaukee Children's Choir

Milwaukee County Historical Jociety

MPTV Friends

AAMI Waukesha. Inc.

Optical Jociety of America, Inc.

Project Return

Public Policy Forum

Radio for Milwaukee. Inc.

∫erenity Inns, Inc.

∫harp Literacy, Inc.

∫potted Eagle Inc.

∫t. Charles Youth & Family ∫ervices

/tate Voices

Women's Fund of Greater Milwaukee. Inc.

\$1 - 9,999

Advocates of Ozaukee Inc.

Alverno College

Alzheimer's Disease and Related Disorders Association, Inc. Milwaukee

America's Promise - The Alliance for Youth

Community Coordinated Child Care (4C)

Delta Memorial Endowment Fund

Donors Forum of Wisconsin

Illinois Facilities Fund

IMPACT Alcohol & Other Drug Abuse Services, Inc.

Interfaith Caregivers of Ozaukee County

Kathy's House, Inc.

Medical College of Wisconsin

Meta House, Inc.

Milwaukee Turners Foundation/4th_/treet Forum

Milwaukee Urban League

Museum of Wisconsin Art

National Coalition of Community Foundations For Youth

Mational Foundation for the Centers for Disease Control & Prevention

Optical Jociety of America, Inc.

Pewaukee Area Historical Jociety, Inc.

PTA Wisconsin Congress

Jocial Development Commission

University of Wisconsin - Milwaukee Foundation

Urban Faith Roundtable

Urban Underground, Inc.

Women's Fund of Greater Milwaukee, Inc.

PARTMER FOUNDATIONS

Our partner foundations help donors in communities throughout the metropolitan area maximize their charitable giving and support the work done by local organizations. Each has its own volunteer board made up of local leaders who are aware of the needs of their individual communities. While these affiliates focus their efforts on grantmaking, the Greater Milwaukee Foundation provides administrative support and investment expertise.

Greater Cedarburg Foundation

The Greater Cedarburg Foundation hit a major milestone with its Legacy Jociety in 2010. The society was the brainchild of Don Rintelman, former foundation president and a prominent Cedarburg attorney, as a way of recognizing community members who contributed to the foundation. Rintelman wished to see it grow from 13 to 100 members before the end of his term, but died unexpectedly in 2006 before he could witness that accomplishment. In the fall, the society reached 100 members and more than \$1 million in commitments. The milestone member was Rintelman's daughter, Katie Rintelman Pipkorn, who received a commemorative plaque honoring her father's efforts.

In 2010, the foundation awarded \$83,790 to 13 local agencies.

For more information, visit www.cedarburgfoundation.org.

Oconomowoc Area Foundation

Among the many projects that the Oconomowoc Area Foundation supported in 2010 were several that helped children at work and at play. Oconomowoc High school was able to enhance its science curriculum through use of new probe-based measurement technology thanks to an \$8,000 grant. A \$10,000 grant to the Oconomowoc Public Education Foundation provided enhancements to the Oconomowoc Arts Performing Center including seating upgrades, wireless microphones and a polished wood acoustical concert shell. Children of all ages benefited from a \$5,000 grant made to the Friends of Imagination / tation, a nonprofit that supports maintenance and beautification of Imagination station. The money supported the creation of a handicappedaccessible bathroom and other playground enhancements at what is Waukesha County's first fullyinclusive playground.

In 2010, the foundation awarded \$344,760 to 50 agencies.

For more information, visit www.oconomowocareafoundation.com.



Katie Rintelman Pipkorn, 100th Legacy Society member Photo by Mark Justesen



Imagination Station playground in Oconomowoc Photo by Mark Hines

West Bend Community Foundation

The West Bend Community Foundation, the Foundation's first partner foundation, celebrated 10 years of grantmaking in 2010. Originally launched by civic leaders Cliff Alelson and Doug Ziegler, the foundation was seen as a simple way to create a legacy that would forever benefit the community. Within three months of its start, organizers received more than \$2 million in unrestricted gifts. Jince that time, the foundation has grown to 26 funds and has awarded more than \$11 million in grants.

The foundation created the Founders' fervice Award to commemorate the milestone. It recognizes the organization that made the biggest community impact with a foundation grant. The first award went to Enchantment in the Park, an annual holiday lights display that raised money for local West Bend food pantries.

In 2010, the foundation awarded \$2.1 million to 133 agencies.

For more information, visit www.westbendcommunityfoundation.org



Enchantment in the Park
Photo courtesy of West Bend Community Foundation

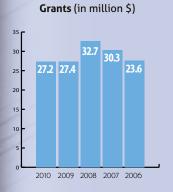
JUPPORTING ORGANIZATION/

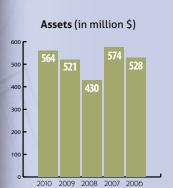
A supporting organization is another alternative to a private foundation that allows for greater ease and efficiencies in operation. It requires a minimum balance of \$1 million to start and provides donors with lower operating costs, substantial tax advantages and access to a wide range of support services. While affiliated with the Foundation, a supporting foundation is a separate 501(c)(3) organization that has its own board that makes decisions on grantmaking, gift acceptance policies and other governance matters.

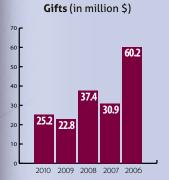
Bucyrus Foundation, Inc.
Hepburn "Bootstrap" Foundation, Inc.
Honkamp Family Foundation
Jay Kay Foundation, Inc.
Oconomowoc Area Foundation, Inc.
/trattec Foundation, Inc.
The Ceres Foundation, Inc.
West Bend Community Foundation, Inc.

2010 FINANCIAL REPORT/

2010 and 2009 summary financial statements (unaudited, in thousands)*





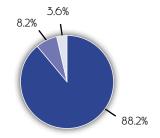


		2010*	2009
Assets	\$	3,560	1,198
Receivables, prepaids and other assets Investments, cash and cash equivalents		555,004	515,111
		4,532	4,172
Beneficial interest in charitable trusts Property, furniture and equipment, net Total assets		464	520
	\$	563,560	521,001
rolai asseis	Ψ		
Liabilities and net assets			
Accounts payable and accrued liabilities	\$	956	1,063
Grants payable**		15,515	19,465
Met assets		547,089	500,473
Total liabilities and net assets	\$	563,560	521,001
Revenues			
Contributions	\$	25,217	22,813
Net investment return		58,728	105,347
Change in split interest agreements		407	881
Total revenues		84,352	129,041
Grants and expenses			
Grants approved**		27,246	27,443
Transfers to other organizations		4,589	1,050
Program expenses		729	2,084
Custodial and investment management fee.	682	632	
Administrative expenses		4,490	4,119
Total grants and expenses		37,736	35,328
-			
Change in net assets		46,616	93,713
Met assets, beginning of year		500,473	406,760
Met assets, end of year	\$	547,089	500,473

^{*} The Greater Milwaukee Foundation is audited annually by KPMG, LLP. Due to the timing of the audits provided by our investment managers, the 2010 financial statements shown above are presented with unaudited results. The final 2010 audited statements are expected to be available by the end of October 2011 and can be found on our website, www.greatermilwaukeefoundation.org, in the Donors section under investment information.

2010 expenditures

- Grants and program expenses
- Management and general expenses
 - Development and donor services expenses



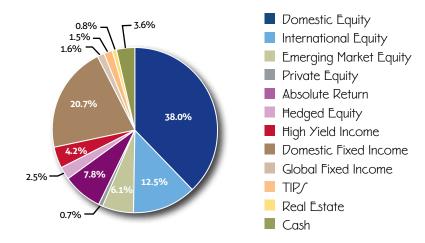
^{**} Grants payable and grants approved include accounting adjustment for the valuation of multi-year grants.

A balancing act that provides long-term results

Protecting donors' investments has been of key importance to the Foundation since our founding in 1915. It's a tradition that continues today, especially in the current economic environment. The Foundation's volunteer Investment Committee of highly experienced experts and Colonial Consulting, our New York City-based investment consultant, believe a diversified investment portfolio offers the best balance between opportunities for long-term growth and protection during difficult economic times.

Asset allocation (as of 12/31/2010)

The chart below reflects all invested assets held at the Foundation. Each investment pool has varying asset allocation structures.



Investment returns (annualized periods ending 12/31/2010)

	1 year	3 year	5 year	7 year	10 year	15 year
GMF Investment Pool	13.5%	1.7%	5.4%	6.6%	5.3%	7.5%
U.√. Bank Trust Pool	12.4%	1.8%	5.6%	6.9%	5.7%	7.6%
Marshall and Ilsey Trust Pool	14.3%	1.2%	5.1%	6.5%	5.3%	7.5%
JPMorgan Chase Trust Pool	14.4%	3.1%	6.5%	7.4%	6.4%	8.7%
∫&P 500	15.1%	-2.9%	2.3%	3.8%	1.4%	6.8%
Morningstar Moderate Allocation	11.7%	-0.2%	3.2%	4.3%	3.0%	5.8%

Grant Jummary The chart below reflects grants awarded through use of all Foundation funds.



HERBERT J. MUELLER JOCIETY



Herbert J. Mueller

The Herbert J. Mueller fociety recognizes the efforts of professional advisers who have either referred clients to or worked on behalf of the Greater Milwaukee Foundation. It honors attorney Herb Mueller, a quiet and humble man who, by the time he died in 2001 at age 91, worked with clients to create gifts to the Foundation totaling nearly \$50 million. In 2010, 30 new members were invited to join.

Timothy R. Aik Robert G. Alexander ∕teven R. Allen Randy Averill John R. Balistreri John T. Bannen Richard A. Behrendt Casey J. Berrall Mark G. Berry David J. Bohl Barbara A. Bombaci Mancy M. Bonniwell Wendy Reed Bosworth Rick Bottoni Evelyn L. Brown Peter W. Bruce Andrew P. Brusky Peter Brusky Ralph D. Bultman John F. Callan Chris Calvelli Terry L. Campbell Tim Carr Dianne, J. Cauble David Cerny Christopher F. Chlupp Keith A. Christiansen Ann W. Conis Marybeth Cottrill Jennifer R. D'Amato James F. Daly John W. Daniels Jr. Edward David David M. Davis Ruthann M. Davis Linda de la Mora Edward H. DeFrance Dean P. Delforge Jameson P. Delgadillo Richard Dieffenbach Paul M. Dimick

George A. Dionisopoulos Louis Dodulik ∕teven R. Duback Janice L. Dusold ∫arah ∧. Ehrhardt lack A. Enea David Epstein John W. Ethington George A. Evans Jr. J. Douglas Fitzgerald Gerard J. Flood Mess Flores Norman J. Fons Jay M. Frank Thomas L. Frenn Robert Fricker Frederic G. Friedman Richard J. Gallagher Chris K. Gawart Franklyn M. Gimbel Kathleen M. Gingrass ∫heryl A. Gist Thomas P. Glembocki Kathleen A. Gray W.∫cott Gray Brent E. Gregory Jill H. Brodkey Brandon R. Hall Philip J. Halley Lawrence J. Haskin Joseph L. Heil Jr. Joseph H. Helm John A. Herbers Daniel M. Hess David Hilker Krislyn M. Holaday Carl D. Holborn Mark J. Homan Ruth J. Irvings Philip Holland

James C. Janikowski



Valerie A. Johnson Morah Jones Myron L. Joseph Patricia Jursik **Brad Kalscheur** David L. Kinnamon Adam W. Kiracofe John V. Kitzke Kathleen D. Klein Joan D. Klimpel Gordon P. Knuth Andrew C. Komisar Matthew M. Kons Thomas W. Kosler Ronald Krizek John G. Krueger Gwen E. Kuber Christine M. Kuykendall

Jeffrey A. La Bri Louise E. Ladd Katherine W. Lambert Tim Langer John J. Laskowski

∫cott A. Latzke Andrew R. Lauritzen Kristi E. Leswing H. Ben Levy John H. Lhost Robert J. Loots Wayne R. Lueders Margaret Lund Charles G. Maris Mary Kay Mark Michael L. Matrise Michael G. May

Katherine M. Menacher ∫ally Merrell Gordon K. Miller

∫teven D. Mayer

Bradley D. Mazola

Λ. Lynnette McΛeely

Jaclynn M. Miller Mark W. Miller Daniel W. Morse John Movroydis David E. Muchow Judith C. Murphy Patricia J. Nelson Randy J. Aelson Timothy A. Nettesheim Christopher B. Noyes Diane K. O'Connor William O'Connor

Timothy ∫. O'Malley John K. O'Meara Jennifer M. Olk Richard Ormsby Margaret M. Paur I. Lewis Perlson Laura J. Petrie John M. Phillips Mark ∫. Poker Daniel J. Potter √tephanie G. Rapkin James J. Reeve III John M. Remmers Timothy K. Reynolds ∫cott Richardson Ann M. Rieger

Linda Rieke J. Patrick Ronan Fredrick J. Jafer Allen M. Jalomon Brenda Jchlais Joe_/chlidt Gregory J. J chmidt

Kenneth J. Jchneider Patrick R. Jchultz Denasha A. /cott Elaine A. Jhanebrook

Mark A. Shiller

Mancy L. Shue Frederick J. Jitzberger Todd W.√ivak

Christopher / mith Michael R.∫mith Robert W.√nyder ∫ara E.∫nyder

Peter M. Jommerhauser James R. Jommers Greq_fommersberger Ronald ∧. ∫pears James A. ∫pella Thomas L. J pero

John W. Stevens John A. ∫tocking Mark A. Stoffel Everett J. /tone William A. Jwendson Barry W. Jzymanski J. Steven Tikalsky Paul J. Tilleman Amalia Levit Todryk Paul T. Tourville Gregory D. Wait Wendy M. Wallace

Eido M. Walny

Thomas J. Warden

Cyd Walters

Frances E. Wargolet David A. Weber Bernard J. Westfahl Paul E. Westphal Thomas J. Wieland Adam J. Wiensch Jennifer M. Williams Andrew J. Willms James M. Wozniak Allan T. Young Mark Zalewski Nate Zastrow

CELEBRATING CIVIC VOLUNTEER/

Tom and Maripat Dalum Sharon Adams





Sharon Adams

William C. Frye and Frank Kirkpatrick took seriously their commitments as civic volunteers. Both gave freely of their time and talents to make the greater Milwaukee area an even better place and both left money with the Greater Milwaukee Foundation to recognize the efforts of others who have done the same.

Nominations are submitted by Foundation donors and friends. Final selection is made by a committee and approved by the Board.

WILLIAM C. FRYE AWARD

The Frye Award honors individuals whose volunteer efforts contribute toward the betterment of the community.

Waukesha County residents **Tom and Mary Patricia Palum** continue the long tradition of putting community first that Frye believed in. Their generosity spans decades and crosses county lines to serve those with the greatest need.

While each have their own interests — Maripat focuses on women's and girl's issues and Tom has worked closely with organizations such as ARC of Greater Milwaukee and the Boy Scouts of America Potawatomi Area Council — they also have united to benefit many others. The Dalums have

been instrumental in helping build the capacity of several organizations through capital campaigns for the United Way in Waukesha County, St. Catherine's Residence and St. Ann Center for Intergenerational Care.

FRANK KIRKPATRICK AWARD

The Kirkpatrick Award acknowledges the work of those who have enhanced the quality of life in greater Milwaukee, particularly through real estate, physical development and redevelopment projects.

∫haron Adams is the co-founder and driving force behind Walnut Way Conservation Corp., a residentled, community organization that serves a north side neighborhood where she grew up. Under her leadership, Adams has helped restore neighborhood pride, value and promise.

Once described as too dangerous to venture into even during the middle of the day, the neighborhood has since become a destination. Vacant lots have been transformed into fruit orchards and urban gardens. A former drug house has become an educational hub. In 2008, the agency was selected to spearhead the revitalization efforts in the nearby Lindsey Heights neighborhood as part of the Zilber Neighborhood Initiative.

COMMITTEE/

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Peter W. Bruce

George C. Kaiser

David J. Kundert

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Judy Jorgensen, chair

Ness Flores

Franklyn M. Gimbel

Jacqueline Herd-Barber

Communications Committee

Franklyn M. Gimbel, chair

Jeff Fleming

Kathy Lambert

Richard White

Development Committee

Peter W. Bruce, chair

Joan D. Klimpel

David J. Lubar

Mary B. Read

Blaine E. Rieke

Paul Roller

Kathleen B. Schrader

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Governance and Nominations Committee

John W. Daniels Jr., chair

Janine Geske

Judy Jorgensen

Investment Committee

David J. Kundert, chair

Wendy Reed Bosworth

Mark G. Doll

David J. Lubar

∫tephen Ħ. Marcus

Marlyn∫pear

Thomas L. ∫pero

Frederick P. Stratton Jr.

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Jacqueline Herd-Barber, vice chair

Wendy Reed Bosworth

Peter W. Bruce

John W. Daniels Jr., ex officio

Janine Geske

Franklyn M. Gimbel

Mary B. Read

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Lew Perlson, chair

Herbert M. Hillman

Mark A. Langholz

James Liska

Ralph \(\) tevens

∫haw∫cientist Advisory Panel

Paula Traktman, Ph.D., Medical College of Wisconsin, chair

Ellen Fanning, Ph.D., Vanderbilt University

Irwin Fridovich, Ph.D., Duke University

Owen Griffith, Ph.D., Medical College of Wisconsin

John Lipscomb, Ph.D., University of Minnesota



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Aileen Rogers, executive assistant

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Becca Mader, senior communications writer
Paula J. Perez, webmaster and graphic artist

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Heather Clark, program assistant
Jeannie Fenceroy, senior program officer
Fred Gutierrez, senior program officer
Janel M. Hines, senior program officer
Fran Kowalkiewicz, grants manager
James A. Marks, director of special projects
Darlene C. Russell, program officer
Carol Wilson, scholarship and program coordinator

Community Partnerships Marcus White, vice president

Development and Donor Jervices
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Jusan Baran, senior gift planning officer
Andrea C. Bostwick, development and donor services assistant
Marybeth Budisch, senior donor services officer
Katie Cummings, development and donor services manager
Doris H. Heiser, director of donor services
Jedd Lapid, director of development and donor services
Barb Tibbals, development and donor services associate

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Patti Dew, vice president and chief financial officer

Yelena Chester, senior accountant

Patricia Cole, receptionist

Bryan Demerath, database and systems administrator

Tracy Hamley, finance and human resources assistant

/haron Loxton, senior financial analyst

Craig / Nuechterlein, director of operations

Wendy Ponting, accounting manager

/ tacie / hephard, accounting assistant

Maureen / iwula, director of human resources





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www.greatermilwaukeefoundation.org

√trengthening Communities Through Effective Partnerships

