

WHAT INSPIRES YOU?

INSPIRE. INVEST. IMPACT.

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Board of directors

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

John W. Daniels Jr., chair	Franklyn M. Gimbel
Thomas L. Spero, vice chair	Jacqueline Herd-Barber
Wendy Reed Bosworth	Judy Jorgensen
Peter W. Bruce	David J. Kundert
Ness Flores	David J. Lubar
Janine P. Geske	Mary B. Read

John W. Daniels Jr.



Thanks to all of you who make our community a better one in which to live and work through your contributions, support, and generosity. The kindness of our donors, the commitment of the staff, and the leadership of our President and CEO Ellen Gilligan, as well as the wonderful community engagement in our area businesses and nonprofit agencies reinforces for me, at every encounter, what this organization means to our community. I also have had, over the years, the great pleasure of working with many wonderful directors who have an unwavering commitment to the important legacy of the Foundation. In short, it has been and continues to be a remarkable pleasure and privilege for me to serve as a director of the Greater Milwaukee Foundation.

We are all aware that the Foundation and its donors have had an impact in so many areas — sciences, arts, environmental sustainability, education, economic development, human services, diversity and inclusion, and many other community issues. As many of you know, if there is a particular area in which I have sought to make an impact, it would be in the education of our youngsters, which I view as essential to Milwaukee's future health. Quite simply, our community's vibrancy requires education that can ultimately help us compete on the world stage.

I know that many of you have heard about Milwaukee Succeeds. This collaboration, which addresses a complex challenge for us and our community's future, was no more than a vision just 18 months ago, so I am exceedingly proud of this initiative and how far it has developed in such a short

time. Complex problems require thoughtful, collaborative people to create solutions, and the challenges of educating the next generation require close cooperation on the part of all stakeholders — Milwaukee Succeeds provides us with a blueprint for doing exactly that. While its basic tenets have demonstrated remarkable success in other cities, Milwaukee Succeeds has been designed for our community, and through the efforts of our citizens, it will help us achieve a brighter future for our town. I am confident that the launch of Milwaukee Succeeds is the first step in a more imaginative and sustainable way of solving the toughest problems confronting education in our region.

Toward that end, we are extremely fortunate to have John Schlifske, Jackie Herd-Barber, and Mike Lovell as chairs — they are all world-class problem solvers! Indeed, our community is filled with generous people who commit their time, talent, and treasure to make this community stronger and more vibrant. Look around Milwaukee, and read its history, and you will see that we owe many of the assets we now enjoy to generous and committed individuals and families who had the inspiration and commitment to invest their resources and make a transformational impact. From person to person, and from generation to generation, the rewards are enormous when there is a consistent commitment to the community.

In that spirit, I and all Greater Milwaukee Foundation chairs, past and future, thank you for your continuing community leadership!

A handwritten signature in dark ink, reading "John W. Daniels Jr." in a cursive script.

John W. Daniels Jr., Board chair
Chairman, Quarles & Brady

Message from the president & CEO

Ellen M. Gilligan



Each of you reading this report played an important role in making 2011 a great year for our Foundation. Our generous donors, who help tens of thousands of people build better lives every day, are a true inspiration. Our nonprofit partners who strengthen our community in so many ways. Our business, civic, and government colleagues, who join with us to advance our shared vision for a vibrant and strong community. Together, we lend inspiration, make investments, and have a major impact on our community.

It was a pivotal year for the Foundation. Forty-nine new funds were started in 2011, and our investment performance and financial strength continue to be very important reasons why our donors choose the Foundation as their philanthropic partner. With many community colleagues, we launched Milwaukee Succeeds, our long-term commitment to improving education for all children in the city of Milwaukee. We laid the groundwork for Match Day, an online giving event to support area basic needs organizations, and for our new identity and branding, both successfully completed in 2012. We also began the important process of becoming more strategic in our discretionary grantmaking to ensure the best

outcomes for our community, while continuing to offer a full range of support for community needs through our donor advised and directed funds. We implemented a strong new media outreach campaign to share the news about the important work we all accomplish. We continued to be a growing hub of community philanthropy through our convening events — bringing together donors, nonprofits, and community stakeholders to tackle a range of matters — from education and early childhood issues to employment and the state budget.

I also want to recognize the tremendous work of our Board in visioning our future while ensuring today's needs are being met, and our staff who truly have given so much of their time and talent during this year of transition and growth. During the next year, the Foundation will launch a strategic planning process to guide our future work. Stay tuned!

Our investment in our community — and its ultimate impact — is made possible by all of you. You inspire us every day. Thank you.

A handwritten signature in black ink, appearing to read 'Ellen M. Gilligan'. The signature is fluid and stylized, with a large loop at the end.

Ellen M. Gilligan, president & CEO

Year in review

Milwaukee Succeeds launched for every child



Ask almost anyone about the most pressing issue facing our community and the answer invariably will be that not all children are getting the education and support that prepares them for the future. Recognizing that many things had been tried in the past, the Greater Milwaukee Foundation stepped up, brought community stakeholders together and proposed a different approach.

Launched in 2011, Milwaukee Succeeds is an inclusive, long-term partnership to ensure success for every child in Milwaukee, in every school, from cradle to career. The Foundation started this community collaboration in

cooperation with the United Way of Greater Milwaukee, Milwaukee Public Schools, the Metropolitan Milwaukee Association of Commerce, the Milwaukee Urban League, the Greater Milwaukee Committee and the Helen Bader Foundation.

With the shared vision of success for every child, in every school, cradle to career, Milwaukee Succeeds is built to address four broad goals:

- All children are prepared to enter school
- All children succeed academically and graduate prepared for meaningful work and/or college

- All young people use postsecondary education or training to advance their opportunities beyond high school and prepare for a successful career
- All children and young people are healthy, supported socially and emotionally, and contribute responsibly to the success of the Milwaukee community

Milwaukee Succeeds will use data to improve practices to get the best results and will report progress annually to our community. It will build collaboration across sectors, focusing on specific measures that help us understand how children are progressing. Working together, this alignment





John Schlifske



Mike Lovell



Jackie Herd-Barber

will produce collective impact and maximize results. Finally, Milwaukee Succeeds will work toward sustaining practices that show the best results for kids.

More than 40 organizations representing the public, private and philanthropic sectors have joined the Milwaukee Succeeds team. John Schlifske, chairman and CEO of Northwestern Mutual; Mike Lovell, University of Wisconsin-Milwaukee chancellor, and Jackie Herd-Barber, Foundation Board member and community volunteer, have agreed to chair the effort.

Educators, businesses, parents, philanthropy, nonprofits, the faith community and other stakeholders all will work together to implement strategies that help children succeed throughout all stages of their development. A key implementation

vehicle for this, and what sets Milwaukee Succeeds apart from other efforts, will be strategy networks. These groups of educators, nonprofits and civic volunteers come together to share data, participate in a continuous improvement process, and work in partnership to tackle specific outcomes in schools, at home, and other out-of-school settings. This model of collaboration to build sustainable, collective impact has proved to be successful in a number of other cities, including Portland, Cincinnati, Boston and Houston. We will learn from those communities and adapt their approaches to meet Milwaukee's unique needs and opportunities.

Milwaukee Succeeds is all about a long-term and realistic commitment to improve educational outcomes — to bring about sustainable change for our community's children. As a testament to that, the Helen Bader Foundation

committed a three-year, \$300,000 grant to Milwaukee Succeeds, joining other important financial support from the GE Foundation, United Way, and others. At the end of 2011, third grade reading proficiency was chosen as the first area of focus, with many others to come — from early childhood to college and career readiness.

The Foundation plays a special role as the anchor institution for Milwaukee Succeeds. Our donors have identified education as an issue of utmost importance to the future of this community. The Foundation's leadership role in launching Milwaukee Succeeds is an important example of how our donors can have a positive impact on the future of our community.

For more information, please visit www.milwaueesucceeds.org. ■

Milwaukee Succeeds
SUCCESS FOR EVERY CHILD...
CRADLE TO CAREER

invest

Community Partnerships

The Foundation's Community Partnerships department was busy with convenings, research and policy issues ranging from education to employment in 2011. The Foundation gathered donors, government officials, service providers and community leaders together to hear from experts like Secretary of Wisconsin's Department of Children and Families Eloise Anderson talk about child-care subsidies, early childhood education standards and the future of the W-2 program. It also hosted several gatherings with advocacy agencies to talk about the implications of the biennial state budget on a number of issues. In addition, Paul Grogan, president of the Boston Foundation, led an informative discussion on education reform. The Foundation continued to research the impact of the economy on families through our Vital Signs indicator project.



Reading task force

As the adage goes, until the third grade, children learn to read. After that point, they read to learn. Unfortunately, nearly one third of all Wisconsin students cannot read at a third grade level. Governor Walker appointed a diverse 14-member task force in early 2011 to help tackle that issue and make recommendations for improving that statistic. Foundation Board member **Mary Read** was one

of the appointed members on the task force, which started meeting in March to talk about issues ranging from reading assessments to teacher training and professional development. We hosted Governor Walker and the task force in July at the Foundation's office.

Social media

The Foundation has a lot of stories to tell and in 2011, we branched out in the ways that we go about doing just that. Starting in November, the Foundation expanded its storytelling by venturing on to social media — through Facebook and Twitter.



Waukesha Ambassadors Council

What better way to celebrate and grow philanthropy in our community than by growing the Foundation's circle of philanthropic friends? That's the premise behind the newly launched Waukesha Ambassadors Council. The council, which started in the fall of 2011 and is led by Board member and donor **Judy Jorgensen**, gathers together Waukesha-area donors

and professional advisers. Members network with fellow leaders and help support the community by serving as advocates of the Foundation's services.



Transitions

One helped raise millions from individuals and connect a multitude of donors with the causes they cared about. The other helped direct those millions toward hundreds of local agencies to address critical community issues and needs. Together, over the past 27 years, **Doris Heiser**, former director of Donor Services, and **Jim Marks**, former vice president and director of grant programs, became pillars of the Foundation and a philanthropic powerhouse within the community. Both started within weeks of each other in 1984 and retired within months of each other in 2011. Thanks in part to their decades of leadership the Foundation has grown in assets, influence and innovation.



INSPIRED donors choose to INVEST and make an IMPACT

Our generous donors choose the Greater Milwaukee Foundation for a number of reasons. Many come to us to ensure their enduring personal and family legacy. Others appreciate that our track record of financial strength and sustainability is second to none. Many value the full complement of support services we offer — including community research, connections with other like-minded donors, and recommendations to ensure the maximum impact of their gifts. We also offer donors complete flexibility and choice, coupled with personal service and a history of investment performance, which together amplify their philanthropic power.



“What I love most about the Foundation is that they make me aware of important opportunities in our community.”

inspire

Judy Keyes

Judy Keyes

Inspired donors

The view from Judy Keyes’ condo is as wide and clear as her own vision for her family and our community. However, Keyes is not often at home to enjoy the panorama. More frequently, she is involved with volunteer outreach, family activities or overseas travel.

“What I love most about the Foundation is that they make me aware of important opportunities in our community,” says Keyes.

She values the monthly reports, that the recommendations she receives have been thoroughly vetted, and that she receives both online and print statements as requested.

“The Foundation helps keep me organized – it’s like having my own private secretary.”

Her hands-on community involvement includes service as a board member with Marquette University’s Restorative Justice Program, Marquette’s Women’s Council Advisory Board, Notre Dame Middle School, the Catholic Community Foundation, and Frankly Music. She is a parish council member with Gesu Church. She also supports the Milwaukee Symphony Orchestra, Milwaukee Art Museum and Milwaukee Repertory Theater. Keyes clearly brings her personal philanthropic mission to life in our community every day, using the Foundation as an important resource for her engagement.

Keyes' grandchildren also are learning the importance of philanthropy through personalized support from the Foundation's Donor Services staff. The Friday after Thanksgiving in 2011, the family met to review a slate of recommendations the department had researched and brought to the meeting. After due consideration, 6-year-old Timmy chose Wildlife in Need in Oconomowoc "because I don't like to see animals that are hurt." Ten-year-old Patrick, who lives with his parents in Atlanta, selected the Cathedral Center in

downtown Milwaukee "because it's too cold to sleep outside." Thirteen-year-old CJ decided to support Milwaukee's Fondy Food Center because "I can't imagine people not having enough to eat." Maddie, 15, loves to read and went with SHARP Literacy, while Ruthie, 8, supported Danceworks Mad Hot Ballroom and Tap. This morning-long meeting will be repeated annually.

Keyes has many other reasons for choosing the Foundation. "It's great to have

all my paperwork in one place, and to know that when I'm gone, my family won't have to go back to an attorney to fulfill my wishes."

She also appreciates the flexibility the Foundation gives as she continues with her individual philanthropy (primarily through gifts of appreciated stocks) in addition to her gifts through the Foundation.

"I recommend the Greater Milwaukee Foundation to everyone," Keyes said.



It's never too early to become a philanthropist. Judy Keyes' grandchildren, ranging in age from 6 to 15, are learning how to do so first hand by making grant recommendations to organizations they are interested in including Fondy Food Center, Danceworks Mad Hot Ballroom and Tap and Wildlife in Need.

impact *"I can't imagine people not having enough to eat."*

-CJ, Judy Keyes' grandchild

Bill and Gwen Werner

Inspired donors



"We wanted to have a relationship with a foundation that is attuned to the needs and opportunities of the place where we live."

impact

Bill and Gwen Werner

"**W**e've been reading and seeing so much about the Greater Milwaukee Foundation this year," cheers Gwen Werner. "We are professional fans of Milwaukee, and feel strongly about promoting our city's future."

So Gwen and Bill Werner made the decision less than two years ago to move their commercial gift fund to the Foundation.

"We wanted to have a relationship with a foundation that is attuned to the needs and opportunities of the place where we live," says Bill Werner.

The background research the Foundation's Donor Services department provides the Werners has been very valuable and important as they make their grant decisions.

"We want to fund organizations that aren't the 'usual suspects,'" Bill Werner notes.

The Werners have a special affinity for education, the arts, social services, and children's issues. Their two children are successor advisers to their fund,

and Bill said having their fund with the Foundation "ensures it will continue to do the right things and be based here in Milwaukee."

Gwen and Bill make time to be involved in a number of local issues, where their professional experience and personal commitment help make an important impact. Gwen's profession was in social work, and she knows how funding can make a big difference. Bill had a long career as a producer and director with Milwaukee Public Television, and still provides volunteer services for "4th Street Forum," a nationally-recognized program he helped create. They are active in Milwaukee's Village Church, education reform issues via Common Ground, and Gwen is active as well in health care reform, specifically single-payer advocacy. Gwen also serves on the Riverside University High School Foundation board.

Both Gwen and Bill agree "We love our community, its children, its arts, our schools." Their focus on community transformation is brought to life by all their actions, including their investment in the Foundation.

Anne and Fred Stratton

Inspired donors



Anne and Fred Stratton at the Junior Achievement of Wisconsin's 2012 Wisconsin Business Hall of Fame induction ceremony.

The Greater Milwaukee Foundation is ideally situated to solve all problems a potential donor may have.

So says Fred Stratton who, along with his wife, Anne, established the Anne and Fred Stratton Fund, in 2002. When that fund matured, it became part of the Foundation's Community Engagement Fund. Fred believes that "as a public

charity, the Foundation offers big advantages for both donors and our community."

Following the Strattec spin-off from Briggs and Stratton in 1995, Fred faced a number of problems in terms of deciding how to give Strattec control of its share of the corporate foundation. A gift to the Greater Milwaukee Foundation was the best solution from all legal and investment perspectives. The Strattec Foundation is now one of our nine supporting organizations.

The Foundation also was a great resource for "the next problem," namely how the private foundation established by his grandparents could meet its minimum distribution requirement without invading principal. The private foundation's 2004 gift establishing the Bessie A. and Harold M. Stratton Fund achieved that important objective.

Well-respected in the community and across the country for their philanthropic commitment, the Strattons also are considering introducing their grandchildren to the Foundation by asking them to choose the best organizations to meet their particular interests. Stratton notes this idea came from other Foundation donors, "another benefit of the Foundation — sharing of good ideas."

"The Greater Milwaukee Foundation is well-suited to meet the objectives of any donor," he adds. The Strattons have invested so much in the community and their endorsement is a testament to that commitment. ■



The Bessie A. and Harold M. Stratton Fund largely supports nonprofits in the greater Milwaukee area, such as the Next Door Foundation.

invest

"As a public charity, the Foundation offers big advantages for both donors and our community."

Fred Stratton

DONOR and GRANTEE PROFILES

Every day hundreds of agencies in our community invest their time, talent, energy and financial resources into creating and carrying out strategies and solutions that will tackle critical issues. Poverty. Foreclosure. Hunger. Homelessness. Education. Employment. At the same time, thousands of generous individuals are **inspired** by their work and **invest** what they can to help these agencies continue to make an **impact**. These are their stories.



Putting dreams – and small businesses – to work in Wisconsin

It's not too often someone can drive down the street – let alone throughout the state — and point to tangible examples of putting people's dreams to work.

But **Wisconsin Women's Business Initiative Corporation** staff can. The economic development corporation has been doing just that for thousands of women, people of color and low-income individuals for 25 years.

Access to capital can make or break a business owner and providing it is one way WWBIC has helped 1,221 businesses get their start. In 2011, it approved \$3.8 million in loans, ranging from \$1,000 to \$100,000,

which led to 200 new businesses.

But the reason why WWBIC still exists is it provides much more, said Wendy Baumann, president and chief visionary officer. "We make it clear we are not just renting money," she said. "We rent money with business assistance and live with these clients through the life of the loan. Anything they need, we are there."

The Foundation, one of WWBIC's early funders, awarded it \$35,000 in 2011 to support a dedicated business assistance counselor for the greater Milwaukee area, where 75 percent of its businesses reside.

WWBIC got its start after local civic leaders Julia Taylor, Harry Franke, Marty Stein and Margaret Lund learned about Minnesota-based WomenVenture, which provides low-income women and women of color with business education and loans. Inspired by its impact in Minnesota, the group believed the same idea could benefit Wisconsin. WWBIC initially focused

on Milwaukee but over the years has grown into its name. It now offers educational workshops, technical assistance, microloans and other resources through Milwaukee, Madison, Racine and Kenosha offices.

An infusion of capital was something W. Early Chang and Noel Ly needed to get the wheels rolling on Tigerbite, their Asian fusion-inspired food truck business. They met with a number of banks but turned to WWBIC because of the other assistance it offers. The couple received a \$65,000 loan toward start-up costs and is now into their third year on the road.

"We wanted to have someone behind us," Ly said. "If you go to a bank, they do the money transaction and that is pretty much it. With WWBIC, we can always reach out to them."

In fact, within a month after closing a loan, one of WWBIC's four business counselors contacts new clients. Counselors, whom all have small business experience, provide the necessary encouragement, inspiration and resources to help entrepreneurs.

"When you start out, you have to wear all the hats," said Stacy Zielinski, Tigerbite's counselor, a former WWBIC client and owner of three Milwaukee businesses. "Having someone there to provide you with direct help or give you resources you need and willing to spend the time is a huge asset." ■

Entrepreneur's success is helping others find their own

Terry Anderson is a visionary.

Not just because of his new venture, which seeks to provide an eye test and prescription eyeglasses for less than \$10 to low-income individuals. But also because of the four other businesses he started, built and successfully sold over the past 35 years.

"If I see a great idea, I will just jump on it," said Anderson, winner of the SBA's Wisconsin Small Business Person of the Year Award in 1996 and runner-up of its National Small Business Person of the Year Award.

When it came to giving back, thanks to the professional success Anderson and his wife, Nancy, had, they viewed the Greater Milwaukee Foundation as their eyes and ears in helping them make the most out of their charitable investments.

"It was kind of a no brainer," Anderson said about starting their donor advised fund, Omnium, in 2006 after selling Omni Tech, the company they started in 1978. "The Foundation had some tremendous advantages."

Some of the biggest advantages were the Foundation's history in the community, its ability to

handle the paperwork so they could concentrate on grantmaking and the great return on their invested dollars.

"The Foundation matches up the people that need the help with the people that can help," he said. "I'm instantly connected to hundreds of nonprofits, which I would never be able to do on my own."

"The Foundation matches up the people that need the help with the people that can help."

- Terry Anderson

Just like running a small business, Anderson said he and Nancy over time have become more skilled at the business of grantmaking. They are very interested in results-oriented programs and want to see the impact of their gifts. Seventy five percent of their grantmaking is focused on the Milwaukee area in support of organizations like the Wisconsin Women's Business Initiative Corporation. As a successful entrepreneur, Anderson

understands the powerful impact small businesses have. He has mentored multiple minority-run businesses and, for the past five years, has supported WWBIC through his fund. What impresses him the most is the success rate of WWBIC-supported business owners.

"Nine out of 10 businesses go out of business within 10 years," he said. "WWBIC takes city folks without much money and teaches them how to run a successful business. It doesn't just throw people out there. They can always come back to WWBIC for help." ■





Strengthening neighborhoods, one home at a time

Franca Tagliavia's life, savings and personality can all be found within her Sherman Park bungalow and the spunky 63-year-old Brooklyn native is not about to give it up.

It is a daily struggle, though, as she battles seven different diseases, some of which prevent her from spending too much time outdoors. And as she is aging, so is her 1926 home. Little things, like the stairs, become huge obstacles to overcome.

"I need assistance, but I really don't want a person here," she said. "But if I can get things that would help me instead of hurt me, than I could do it on my own."

Thanks to **Rebuilding Together Greater Milwaukee**, which provided her with a chair-height toilet, grab bars in the bathroom, smoke detectors,

a carbon monoxide detector and hand rails for her porch and kitchen stairs, Tagliavia can remain independent and in control.

Rebuilding Together Greater Milwaukee and **Common Ground** are two nonprofits that believe the area needs more committed homeowners

like Tagliavia and both organizations are investing in homes and neighborhoods to make sure that happens. The Foundation provided \$50,000 to each in 2011 to continue their work.

The former provides low income and disabled homeowners age 60 or older with free emergency and essential home repairs and accessibility modifications so they can prolong their independence. Since 2000, the agency has rehabbed 430 homes, assisted more than 1,200 homeowners and provided more than \$7 million in free home improvements within Milwaukee and Waukesha counties.

"This city was built by the people that we are serving now and they deserve a lot more than what they are getting," said Lynnea Katz-Petted, Rebuilding Together's CEO. "Our goal is to give them the opportunity to age in their own homes."

But Katz-Petted said the work is not just about fixing housing. The agency also connects adults to additional programs and services including FoodShare and Social Security.

"It's about restoring their hope and all the other things that go along with working with a homeowner and a community," she said. While Tagliavia has been a Sherman Park staple for 16 years, the overall neighborhood has not been as fortunate to have such stability. It was one of Milwaukee's hardest hit by the recent foreclosure crisis. Common Ground, a broad-based 45-member grassroots organization, is working to reverse that blight and revitalize the area through its Milwaukee Rising housing initiative.

The nearly 4-year-old organization approached the five major banks that hold titles to the properties and has secured \$33.8 million in funding to buy, rehab and sell 100 homes over the next four years. Within a year's time, Common Ground, in partnership with the city of Milwaukee and real estate developer Zilber Ltd., has rehabbed 14 homes and have 6 more in the works. With financial support from the banks, it also is working with the Sherman Park Neighborhood Association to offer residents matching grants for minor home repairs.

Organizers know it will take more than 100 homes for full neighborhood revitalization, but they hope their efforts spark further reinvestment. They already are seeing signs of improvement. Private investors are interested, residents are getting more involved and homes are selling for competitive prices.

"The idea is to try to do house by house, block by block to really address all of the problem houses," said Kathleen Scott, Milwaukee Rising's lead organizer. "If we can stimulate the market, it creates a more stable neighborhood." ■

Foundation provides Arizona couple with important connection to home

Ted and Jeanne Hasbrook are Badger State born and bred — Ted in Green Bay and Jeanne in Whitefish Bay. Both attended University of Wisconsin-Madison before moving to the Milwaukee area to start careers and a family.

Retiring out West, however, had long been part of the couple's retirement plan and for more than two decades, they have resided in Tucson, Arizona. But two key things keep them connected to home — their children, two of whom live in Wisconsin, and the Greater Milwaukee Foundation.

"The Foundation keeps a link for us to the Milwaukee area that will be there all of our lives," said Ted, about the Ted and Jeanne Hasbrook Fund they started in 1991. "It continues to make us feel like we are a good part of Wisconsin."

Jeanne, a former school teacher, said they feel strongly about helping people in need and both volunteered while living in Wisconsin. Jeanne volunteered at Milwaukee's Laubach

Literacy Center, served as a Girl Scout troop leader and joined Father Groppi and others in the city's first open housing march. Together the couple served meals through St. Benedict the Moor's meal program and was involved in their church, St. Monica's in Whitefish Bay. Giving back, even after going away, remained important.

"We feel blessed that we are able to belong to the Greater Milwaukee Foundation," Jeanne said.

Hasbrook became familiar with the Foundation through the Milwaukee Journal, where he worked in advertising. When Journal Communications created a Foundation fund in 1986 to commemorate its 50th anniversary of being employee owned, the Hasbrooks were among the original donors to add to the fund by contributing company stock.

What impressed them most about the Foundation was its ability to continue to meet a wide range of community needs over the years because of its strong

investment performance. The couple created an unrestricted fund, giving the Board full discretion to make grants to respond to the community's most pressing needs. Over the years, their fund has supported a number of interest areas such as community development through agencies like Common Ground.

"The Foundation is right there and is aware of what the needs are," Ted said. "It's so nice to know that even though we haven't donated directly in the last few years, our fund continues to be a strong one." ■





Strong communities start through safe babies, healthy families

There is no doubt in Elizabeth's mind: **Safe Babies Healthy Families** literally saved her daughter's life.

Elizabeth was immediately terrified when she found herself pregnant at age 20. She was estranged from her parents, had no job and nowhere to live.

A friend suggested she contact the Waukesha nonprofit, which provides prenatal education, support and other resources to at-risk teens and young women facing unexpected pregnancies. The now 22 year old can't imagine what life would be like had she not made that call.

"I was going nowhere in life," said Elizabeth, who now has a job, an apartment, is engaged to her

1-year-old daughter's father and plans to return to college to finish her criminal justice degree. "If it weren't for them, Morgan wouldn't be here."

The earlier a mother like Elizabeth receives support during her pregnancy, the more confident and well equipped she is to handle the challenges of parenting, said Nancy Major, the agency's executive director. That ultimately decreases the likelihood of child abuse, neglect and poverty, which translates into a dramatic long-term impact for the community.

"The cost to society is far greater if we do nothing," Major said.

The nonprofit was born as the result of a merger in late 2011 between Pregnancy Support

"The cost to society is far greater if we do nothing."

-Nancy Major

Connection, a prenatal care and education organization, and Healthy Families, a home-based parent education and support program. Major said the agencies ultimately worked toward the same goal – providing ongoing parenting support to young, at-risk women, typically between 16 and 21 years old – but both faced shrinking funding sources and staff. A merger made sense so they could enhance and expand their services by eliminating duplication and creating greater efficiencies. The Foundation provided \$25,000 in 2011 for program expansion. Additional resources to help prepare for and carry out the merger were provided through several initiative funds of which the Foundation is a partner.

Major believes at-risk mothers now are provided with a better continuum of care. Previously, Pregnancy Support Connection worked with a mother until three months after birth. At that time she was referred to Healthy Families for continued parenting support. Less than 30 percent of women would follow up. Mothers now are paired with the same case manager from the moment they learn they are pregnant until their child turns age 5. As a result, 80 percent have continued with the program and the agency expects to serve 1,500 individuals in 2012. ■

Waukesha couple helps move their community forward by giving back

Just as their family business, Century Fence Company, has left a distinctive mark on its industry and the community, so too have **Andrea and Anthony Bryant** in their own back yard.

In fact, one would be hard-pressed to find a project, program or person that hasn't been impacted to some degree by the Bryants over the past 50 years or so. The couple have been key contributors to the growth of the United Way of Waukesha County, Waukesha Family YMCA, Waukesha Civic Theatre and more through time, talent and civic commitment. The Bryants are still working and giving back, thanks in part to the Anthony and Andrea Bryant Family Fund, a Foundation donor advised fund they created in 1994.

"We're most proud of the fact that we can make an impact in our community with the little bit of money we put aside," Andrea Bryant said.

Their devotion and support of Waukesha County runs deep. Tony Bryant's family stretches back four generations in Waukesha and their commercial fencing company is 95 years old. Andrea, originally from Berkeley, Calif., moved to Wisconsin in 1960 after meeting Tony the year before. Ever since answering a newspaper ad from the then Waukesha Symphony Auxiliary looking for volunteers, she hasn't stopped her volunteer work. Among many commitments, she serves on

the boards of La Casa de Esperanza Foundation and Waukesha County Community Foundation.

With so many varied interests and commitments, the Bryants thought a Foundation fund would be the better vehicle to channel their philanthropy versus a private foundation. Close friends, and Foundation donors, Joan and Buzz Hardy, convinced them the Foundation would be a great resource. Tony eventually served as a Board member and the couple received the Frye Kirkpatrick Award, one of the Foundation's highest civic honors, for their community work.

Seventy-five percent of their fund is devoted to nonprofits the Bryants recommend, such as Safe Babies Healthy Families, which they have supported annually since 1996. Andrea was on the Waukesha Memorial Hospital Foundation Board when the then Pregnancy Support Connection was originally conceived and she believes the new merger is a step in the right direction.

"It is going to be better for families and is going to save lots of dollars that can go back into the community through their work," said Bryant, who serves on a 17-member taskforce with the United Way of Waukesha County to develop recommendations for sustaining a

healthy community of nonprofits like Safe Babies.

While much of their philanthropic time and focus is spent in and around Waukesha, the Bryants also support several Milwaukee agencies, including the Milwaukee Art Museum, Milwaukee Ballet and Milwaukee Public Museum. The remaining percentage of their fund meets the metro area's most pressing needs, as designated by the Board.

"We try to just support in small ways all these organizations," Bryant said. "I'm glad there was a Greater Milwaukee Foundation that we could turn to. It is really making the dollars work." ■



New Funds

In 2011, the following individuals and organizations chose us as their partner in philanthropy.

- Access to Benefits Fund
- Anonymous Fund
- Bosworth Family Fund
- Brianna's Gift Fund
- Dyar Fund
- Merle R. and Eunice Eggen Fund
- Dr. Donald L. Feinsilver and Jo Ann Corrao Fund
- GMF Research and Convening Fund
- Grand Master Lee Legacy Foundation Fund
- Ruth V. Goelz Memorial Fund
- Carol M. and James A. Graham Fund
- Harvey's Woods at the Mequon Nature Preserve Fund
- The Herb Society of America-Wisconsin Unit Fund
- Jere C. Jelinek Fund
- Stuart and Margaret Hoyt Fund
- Doug Jansson Emerging Leadership Award Fund
- Michael and Helen M. Jupka Memorial Scholarship Fund
- John and Patricia Konkel Family Fund
- Legacy Foundation
- Colonel and Mrs. Ernst F. Liebmann Memorial Scholarship Fund
- Mayor's Earn and Learn Fund
- Milwaukee Ballet, Mariette C. and Philip W. Orth Endowment Fund
- Milwaukee Children's Choir Endowment Fund
- Audrey F. Ross Family Fund
- Rufus King High School Ralph G. Chamberlain Memorial Scholarship Fund
- Brenton H. and Betty L. Ruppel Fund
- Ernest C. and Florence M. Schocke Fund
- SDC Fund to End Poverty
- Spirit of Milwaukee Fund
- Spooner Family Kathy's House Fund
- St. Catherine Residence Endowment Fund
- Naomi B. Strehlow Fund
- Mary L. Ullrich Family Fund
- Judy Van Till Fund
- Lewis and Kathryn Weiner Educational Fund
- Bernard J. Weiss Scholarship Fund
- Whitefish Bay Public Education Foundation Fund
- Wisconsin Community Services Centennial Fund

Legacy Society

The following list includes individuals who have entrusted the Foundation with carrying out their charitable legacy by including us in their estate plans in 2011.

- Anonymous
- Robert L. Auxer
- Bernice Balicki
- Cassandra Brooks
- Jon and Martha Bruss
- Doris Hersh Chortek
- JoAnn Doyle
- Dr. Donald L. Feinsilver and Jo Ann Corrao
- Ruth B. Fina
- Laura Lee Luebke
- Arthur E. Moats Jr.
- Muhammad Isa Sadlon
- Jeri Schantz
- Jack and Gerry Spooner
- Scott W. Stewart
- Judy Van Till
- Paul E. Westphal and Lisa Moy-Westphal

In memoriam

The following list recognizes the donors and friends of the Foundation who passed away in 2011. They always will be fondly remembered, as will their generosity to the Foundation and to the community.

- Richard B. Anderson
- Royal Bandemor
- Dwight H. Ellis
- Ellen W. Elser
- Karen Fox
- James A. Graham
- Ann Heil
- Stuart Hoyt
- Yvonne McCollow
- John McCullough
- John L. Murray
- Manfred E. Neumann
- Judith A. Pfarr
- Arthur Saltzstein
- Ernest C. Schocke
- Michael R. Smith
- Henry Holt Uihlein Sr.
- Margaret Heminway Wells

Earn and Learn Fund

Whether it is babysitting, mowing lawns, waiting tables or another experience, a summer job gives teenagers a sure-fire way to learn important lifelong skills that they won't be able to get in the classroom. It also gives the community a chance to fill open slots and train a future workforce. Last March, the city of Milwaukee created a fund to ensure long-term support of the Earn and Learn Program, a summer jobs program that offers young adults ages 14 to 24 that very opportunity. Jeffrey Joerres, CEO of ManpowerGroup, Gale Klappa, chairman, president and CEO of WE Energies and Tim Sullivan, former CEO and president of Bucyrus International, were tapped to lead the fundraising efforts. Since 2005, the six- to eight-week program has served 7,000 Milwaukee students, including 2,400 in 2011 alone.



Wisconsin Community Services Centennial Fund

Wisconsin Community Services has spent a century creating opportunities for others to overcome adversity. In 2011, the agency, which has more than 40 different programs ranging from treatment to prevention for people involved in or at risk of involvement in the criminal justice system, created an agency endowment fund to ensure that it will be around for at least another century or more to continue its important work. At \$500,000, the endowment is one of the largest agency endowment funds ever created at the Foundation.



The Fund for Lake Michigan

Lake Michigan provides water, recreation, commerce, beauty and much more to the thousands of people, plants and animals that live near it. The Fund for Lake Michigan supports programs and projects that seek to restore and protect the quality of this treasured national resource. The donor advised fund was created at the Foundation in early 2011 and is headed by Vicki Elkin, former executive director of the Gathering Waters Conservancy. It will award up to \$4 million annually over the next 23 years. In its first year, the fund awarded \$3.38 million in grants to 22 agencies. The fund supported projects ranging from Groundwork Milwaukee for its work to restore unchannelized portions of the Kinnickinnic River's upper estuary to the city of Kenosha's efforts to monitor source pollutants in the Pike River Watershed.



AWARDS & recognition

Celebrating civic volunteers

William C. Frye, Frank Kirkpatrick and Doug Jansson gave freely of their time and talents to make Milwaukee a better place. The Greater Milwaukee Foundation honors their commitment to the community by recognizing 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

Honoring individuals whose volunteer efforts contribute toward the betterment of the community



Jan and Vince Martin have quietly invested time and resources to advance the work of a wide variety of area arts and human services agencies over the past 20 years. Not afraid to get involved or to ask others to give, the Martins have lent their talents to organizations like the United Way of Greater Milwaukee and Women's Fund of Greater Milwaukee and, in the process, helped tackle broad community issues including poverty, teen pregnancy and education.



Robert S. Zigman perhaps is best known for the public relations firm that bore his name, but he also has played an active public role in Milwaukee's arts and culture scene over the past 50 years. As founder of the Milwaukee Symphony Orchestra, United Performing Arts Fund and University of Wisconsin-Milwaukee Foundation, Zigman has used his talents to help shape many such organizations that have led to Milwaukee's cultural vitality.

inspire

Doug Jansson Emerging Leadership Award

Recognizes local nonprofit leaders — either volunteer or staff — particularly those serving underserved communities



Connie Palmer, CEO of My Home, Your Home, serves as an advocate for children and youth in southeastern Wisconsin. The agency, and her life's work, focuses on helping the most vulnerable in our community, particularly children with serious emotional and mental health needs and those in foster care.

Frank 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



Over the past 30 years, **Bruce T. Block**, an attorney and shareholder at Reinhart Boerner Van Deuren, has been a major player at the table for many of the area's most significant and complex real estate transactions. His expertise in issues ranging from tax incremental financing to public/private partnerships has helped in the development of countless area projects including Milwaukee's RiverWalk and the University of Wisconsin-Milwaukee's two new residence halls.



Many of the iconic buildings that grace Milwaukee's skyline have **Gary Grunau** to thank for their development. Grunau, a longtime developer and construction executive, has been instrumental in Milwaukee's renaissance within the past decade with projects ranging from the creation of the Frontier Airlines Center to the redevelopment of the former Schlitz Brewing Co. complex.

Shaw Scientist Award

Two area scientists, whose research may one day impact the diagnosis and treatment of developmental disorders and lead to new cancer therapies, were honored with the Foundation's 2011 Shaw Scientist awards. Started in 1982 thanks to a generous bequest from Dorothy Shaw, widow of Milwaukee attorney James Shaw, the Shaw Scientist Award Program has given more than \$11 million to 60 scientists whose research leads to new treatments to counteract diseases.

Christopher Quinn, an assistant professor at the University of Wisconsin-Milwaukee, studies the process by which axons, the long thin fibers of a nerve cell, form connections during development. The breakdown of such a process can lead to disorders such as autism and Down syndrome.

Yongna Xing, a University of Wisconsin-Madison assistant professor, studies the molecular makeup of proteins. Her particular focus on protein's structure and how it is regulated suggests ways to eradicate treatment-resistant cancer and develop new alternative therapies.



Eighteen professional advisers joined the esteemed ranks of our Herbert J. Mueller Society in 2011. The society is the Foundation's way of thanking the attorneys, accountants and financial professionals who work with us on behalf of clients who have an interest in philanthropy.

invest

HJM SOCIETY

J. Harvey Alligood
Northern Trust Bank, retired

Jon P. Barsanti

Patrick J. Goebel
Quarles & Brady LLP

F. William Haberman
Michael Best & Friedrich LLP

Nathan K. Johnson
Reinhart Boerner Van Deuren s.c.

David A. Klenke CFP
Robert W. Baird & Co.

Robert M. Koch
Law Offices of Robert M. Koch

Evan Y. Lin
Stellpflug Law, S.C.

Susan C. Minahan
Michael Best & Friedrich LLP

Dianne M. Ostrowski
U.S. Bank, retired

Lynn E. Paull
Wells Fargo Private Bank

Lisa A. Polinske
de la Mora & de la Mora

George F. Roth
Whyte Hirschboeck Dudek S.C.

Kathleen B. Schrader

Edward D. Styles
Styles & Pumpian

Scott Sullivan
Robert W. Baird & Co.

Thomas R. Tobin
Tobin & Hanson, S.C.

John S. Weitzer
Wells Fargo Private Bank

PARTNER foundations

Greater Cedarburg Foundation

In 2011, it became official: the Greater Cedarburg Foundation gained IRS approval as a Greater Milwaukee Foundation supporting organization. By the end of the year the foundation reached \$2 million in assets and had seven component funds created by generous individuals and nonprofits who had partnered with the foundation as a philanthropic resource. The new status allows the Greater Cedarburg Foundation to take advantage of Greater Milwaukee Foundation expertise such as accounting and auditing services, grants due diligence and a competitive online grantmaking process.

In 2011, the foundation awarded \$39,570 to 22 agencies.

New funds added in 2011:

- Greater Cedarburg Foundation Operating Fund
- Wisconsin Museum of Quilts & Fiber Arts, Inc. Endowment Fund

For more information, visit
www.cedarburgfoundation.org

Oconomowoc Area Foundation

In 2011, the Oconomowoc Area Foundation awarded \$187,900 to 17 agencies in discretionary grants for projects that met its main priorities of caring for children, developing youth, helping people in need, preserving the environment and enriching the community economically and culturally. One of its larger grants — \$50,000 to the Oconomowoc Soccer Association — helped kick start fundraising efforts for a pavilion that will provide gathering space for the thousands of visitors to the soccer complex at Monterey Park in the town of Oconomowoc. The association, now in its 17th year, has grown into a regional force, serving more than 700 youth each week ages 4 to 19.

New fund added in 2011:

- Marjorie A. Day Fund

For more information, visit
www.oconomowocareafoundation.com

West Bend Community Foundation

It was James E. Albrecht's lifelong dream that all Washington County residents would have access to quality health care. The Albrecht Free Clinic, which the late doctor founded in 1996, serves as his long-lasting legacy to the community. In 2011, the West Bend Community Foundation honored the clinic with its second annual Founders' Service Award. The award was named in honor of Cliff Nelson and Doug Ziegler, founders of the West Bend Community Foundation and longtime civic leaders. In 2011, the Albrecht Clinic served 1,215 uninsured and underinsured patients with 3,280 patient visits.

In 2011, the foundation awarded \$1,402,986 to 123 agencies.

New funds added in 2011:

- Carl and Ethel Groth Designated Endowment Fund
- Carl and Ethel Groth Endowment Fund
- Possum Fund
- Rascal Fund
- Reuben John Schmahl Family Fund
- Allen & Diane Spaeth Charitable Fund

For more information, visit
www.westbendcommunityfoundation.org

GRANTMAKING highlights

The list below reflects grants awarded through the Foundation's competitive grantmaking process and includes unrestricted and broad field of interest funds only.

\$100,000 and up

- Community Advocates Inc.
- La Casa de Esperanza, Inc.
- Marquette University
- Milwaukee Public Schools Foundation, Inc.
- Safe and Sound
- Sixteenth Street Community Health Center
- Social Development Commission
- UEC MVP Project, Inc.

\$50,000 - 99,999

- ACTS Community Development Corporation
- Agape Community Center
- AIDS Resource Center of Wisconsin, Inc.
- Arts@Large
- BizStarts Milwaukee
- Boardstar Inc.
- Center for Veterans Issues, Ltd.
- Housing Resources Inc.
- Layton Boulevard West Neighbors, Inc.
- Milwaukee Repertory Theater
- Partners Advancing Values in Education, Inc.
- Public Policy Forum
- Rebuilding Together Greater Milwaukee
- River Revitalization Foundation
- SHARE (Self Help & Resource Exchange)
- Sherman Park Community Association
- Sojourner Family Peace Center
- Southeastern Wisconsin Common Ground Inc.
- Ten Chimneys Foundation
- University of Wisconsin Milwaukee Foundation
- Urban Anthropology

- Wisconsin Community Services, Inc.
- Word of Hope Ministries

\$25,000 - 49,999

- Bread of Healing Clinic, Inc.
- Captain Frederick Pabst Mansion, Inc.
- COA Youth & Family Centers
- College Possible
- CommonBond Communities
- Danceworks
- Express Yourself Milwaukee
- Family House, Inc.
- Family Service of Waukesha
- Havenwoods Economic Development Corporation
- Hispanic Professionals of Greater Milwaukee
- Hope Center Inc.
- Interfaith Older Adult Programs
- Lad Lake
- Literacy Services of Wisconsin
- Milwaukee Chamber Orchestra
- Milwaukee Community Service Corps
- Milwaukee Public Museum
- Milwaukee Symphony Orchestra
- NAMI Greater Milwaukee
- Neighborhood House of Milwaukee
- Next Door Foundation
- Northwest Side Community Development Corp.
- Parents Plus Inc.
- Pearls for Teen Girls, Inc.
- Penfield Children's Center
- Pregnancy Support Connection
- SHARP Literacy, Inc.

- United Migrant Opportunity Services
- University of Wisconsin Extension - Waukesha County
- Urban Economic Development Association of Wisconsin
- Wisconsin Children's Trust Fund
- Wisconsin Conservatory of Music
- Wisconsin Family Assistance Center for Education Training and Support
- Wisconsin Women's Business Initiative Corporation
- YWCA of Greater Milwaukee

\$10,000 - 24,999

- Alano Foundation
- Alma Center Inc.
- Alzheimer's Disease and Related Disorders Association, Inc. Milwaukee
- Angel On My Shoulder LTD
- Asset Builders of America
- Boys & Girls Clubs of Greater Milwaukee
- CFLeads
- Cream City Foundation
- Equality Wisconsin Fund Inc.
- Fondy Food Center
- Friedens Community Ministries
- Guest House of Milwaukee
- IMPACT Alcohol & Other Drug Abuse Services, Inc.
- Jewish Family Services
- Johnsons Park Neighborhood Association
- Ko-Thi Dance Company
- Kyle's Korner
- League of Young Voters - Education Fund

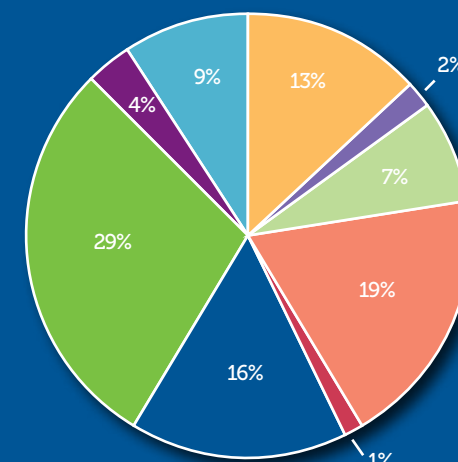
- Leukemia & Lymphoma Society - Wisconsin Chapter
- Local Initiatives Support Corporation
- Margaret Ann's Place in Kenosha
- Milwaukee Area Workforce Investment Board
- NAMI Waukesha, Inc.
- Peninsula School of Art, Inc.
- Planned Parenthood of Wisconsin, Inc.
- Radio for Milwaukee, Inc.
- Running Rebels
- St. Ben's Community Meal Program
- Stillwaters Center, Inc.
- The Benedict Center
- The Cathedral Center
- Tides Center
- Waukesha County Historical Society, Inc.
- Ways to Work
- Wisconsin Council on Children & Families Inc.
- Youth and Family Project, Inc.

\$1 - 9,999

- Advocates of Ozaukee Inc.
- American Cancer Society - Midwest Division
- American Heart Association
- American Red Cross in Southeastern Wisconsin
- Arthritis Foundation - Upper Midwest Region
- Board of Trustees of Ripon College
- Boy Scouts of America Milwaukee County Council
- Columbia St. Mary's
- Community United Methodist Church
- Curative Foundation
- Easter Seals Kindcare of Southeastern Wisconsin
- Friends of Holton Inc.
- Girl Scouts of Wisconsin Southeast, Inc.
- Good Shepherd United Methodist Church
- Greater Milwaukee Citizen Corps Council
- Greenfield Historical Society
- Habitat for Humanity of Milwaukee
- International Institute of Wisconsin
- Junior Achievement of Wisconsin, Inc.
- Kathy's House, Inc.
- Make A Wish Foundation of Wisconsin
- March of Dimes Foundation
- MATC Foundation
- Milwaukee Choral Artists Inc.
- Milwaukee Innercity Congregations Allied for Hope (MICAH)
- Oconomowoc Memorial Hospital
- Old World Wisconsin Foundation
- Prevent Blindness Wisconsin
- Rawhide Boys Ranch
- RedLine Milwaukee, Inc.
- Southeastern Youth and Family Services
- St. Ann Center for Intergenerational Care
- St. Francis Children's Center
- St. Luke's Medical Center
- Waukesha Memorial Hospital Foundation
- Wisconsin Association of Independent Colleges and Universities, Inc.
- Wisconsin Masonic Home, Inc.
- YMCA at Pabst Farms
- YMCA of Metropolitan Milwaukee

Grant summary

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



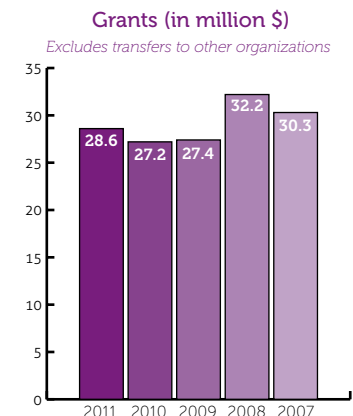
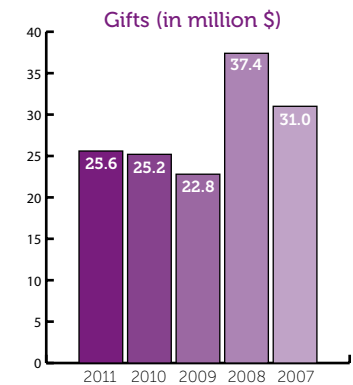
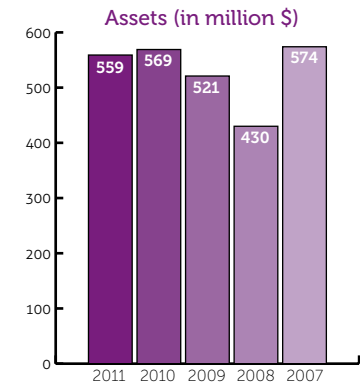
Arts and Culture	\$3,799,433
Children/Youth/Families	\$561,556
Community Development	\$2,118,511
Education	\$5,403,464
Employment & Training	\$411,180
Environment	\$4,500,408
Health & Human Services	\$8,245,206
Youth Development	\$969,151
Other	\$2,595,384

FINANCIALS

2011 and 2010 summary financial statements

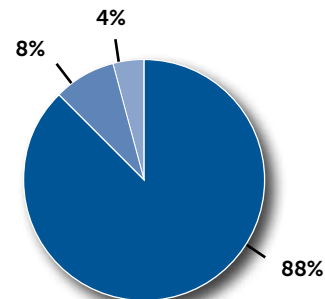
(unaudited, in thousands)*

	2011*	2010
Assets		
Receivables, prepaids and other assets	\$ 3,043	3,560
Investments, cash and cash equivalents	551,491	560,125
Beneficial interest in charitable trusts	4,200	4,532
Property, furniture and equipment, net	400	464
Total assets	\$ 559,134	568,681
Liabilities and net assets		
Accounts payable and accrued liabilities	\$ 1,142	956
Grants payable**	14,959	15,515
Net assets	543,033	552,210
Total liabilities and net assets	\$ 559,134	568,681
Revenues		
Contributions	\$ 25,574	25,217
Net investment return	397	63,848
Change in split interest agreements	(219)	407
Total revenues	25,752	89,472
Grants and expenses		
Grants approved and transfers to other organizations**	28,615	31,835
Program expenses***	898	729
Custodial and investment management fees	800	682
Administrative expenses	4,616	4,490
Total grants and expenses	34,929	37,736
Change in net assets	(9,177)	51,736
Net assets, beginning of year	552,210	500,474
Net assets, end of year	\$ 543,033	552,210



2011 expenditures

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



* The Greater Milwaukee Foundation is audited annually by KPMG, LLP. Due to audit requirements related to investment reporting, the financial statements shown above are presented with unaudited results. The final 2011 audited statements are expected to be available by the end of October 2012 and can be found on our website, www.greatermilwaukeefoundation.org.

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

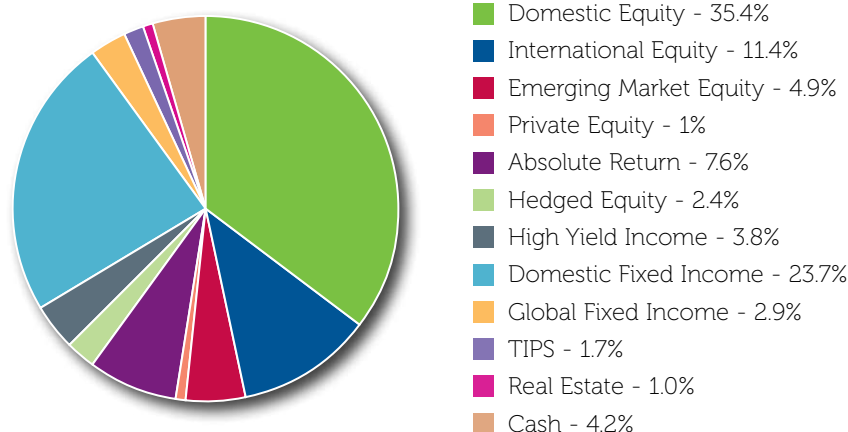
*** Program expenses reflect costs associated with the management of Greater Milwaukee Foundation projects and initiatives.

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 12/31/2011)

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



Investment returns (annualized periods ending 12/31/2011)

	1 year	3 year	5 year	7 year	10 year	15 year
GMF Investment Pool	0.1%	12.6%	2.6%	5.1%	6.0%	6.8%
U.S. Bank Trust Pool	-1.3%	12.4%	2.6%	5.0%	5.8%	6.5%
Marshall and Ilsey Trust Pool	-3.5%	11.6%	1.6%	4.4%	5.2%	6.5%
JPMorgan Chase Trust Pool	0.1%	14.2%	3.4%	5.7%	6.5%	7.8%
S&P 500	2.1%	14.1%	-0.3%	2.6%	2.9%	5.4%
Morningstar Moderate Allocation	-0.4%	11.3%	1.0%	3.0%	3.5%	4.9%

Committees

Administration and Audit Committee

Thomas L. Spero, chair
Peter W. Bruce
George C. Kaiser
David J. Kundert

Awards Committee

Judy Jorgensen, chair
Ness Flores
Franklyn M. Gimbel
Jacqueline Herd-Barber

Communications and Marketing Committee

Franklyn M. Gimbel, chair
Jeff Fleming
Sarah Wright Kimball
Kathy Lambert
Richard White

Community Investment Committee

Ness Flores, chair
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

Development Committee

Peter W. Bruce, chair
Joan D. Klimpel
David J. Lubar
Mary B. Read
Blaine E. Rieke
Paul Roller
Kathleen B. Schrader
Todd W. Sivak

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
Stephen H. Marcus
Marlyn Spear
Thomas L. Spero
Frederick P. Stratton Jr.

Staff

as of June 1, 2012

Office of the President

Ellen M. Gilligan, president & CEO
Aileen Rogers, executive assistant

Communications and Marketing

Rob Guilbert, vice president
Becca Mader, senior communications specialist
Paula J. Perez, webmaster & graphic designer
Claudia Scholl, event coordinator & administrative assistant

Community Investment

Kathryn J. Dunn, vice president
Heather Clark, program assistant
Jeannie Fenceroy, senior program officer
Fred Gutierrez, senior program officer
Janel M. Hines, director of grant programs
Fran Kowalkiewicz, grants manager
Darlene C. Russell, program officer
Carol Wilson, scholarship & program coordinator

Community Partnerships

Marcus White, vice president

Development and Donor Services

Rafael J. Acevedo, Jr., senior donor services officer
Susan Baran, senior gift planning officer
Sarah Berry, development & donor services assistant
Marybeth Budisch, senior donor services officer
Will Janisch, senior signature funds officer
Jedd Lapid, director of development & donor services
Andrea C. Ogden, manager of development & donor services
Barb Tibbals, development & donor services associate

Finance and Administration

Patti Dew, vice president & chief financial officer
Yelena Chester, senior accountant
Patricia Cole, receptionist
Bryan Demerath, database & systems administrator
Tracy Hamley, finance & human resources assistant
Sharon Loxton, senior financial analyst
Craig Nuechterlein, director of operations
Wendy Ponting, controller
Stacie Shephard, accounting assistant



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