

GREATER TOGETHER

THE CAMPAIGN TO BUILD A MILWAUKEE FOR ALL



GREATER TOGETHER: CAMPAIGN PRIORITIES

THRIVE ON COLLABORATION

A historic investment and community-centered vision for Halyard Park, Harambee and Brewers Hill

A wave of transformation is building in Milwaukee's historic Bronzeville district.

One that starts with neighbors coming together in a community center, finding the resources they need and making decisions about what they want for their neighborhoods.

One that brightens the businesses and blocks, homes and hopes of people throughout Halyard Park, Harambee and Brewers Hill.

One that will impact the lives of local residents – and ripple through our entire region.

This once-in-a-generation transformation, the result of a one-of-a-kind initiative called the ThriveOn Collaboration, has already begun – and your investment can bring it to its fullest peak.

Launched in 2019 by the Greater Milwaukee Foundation, the Medical College of Wisconsin and Royal Capital, the ThriveOn Collaboration is a generational investment in vibrant, historically Black neighborhoods that have long stood as beacons for art and culture in Milwaukee, with a rich history and an even brighter future. And we invite you to join us.

A Historic Collaboration

In cities including Atlanta, Baltimore, Memphis, Newark and Cleveland, an increasing number of organizations have joined to form place-based networks, or anchor collaboratives, that advance their ability to address social and economic disparities and enable equitable and inclusive economic development strategies.

The ThriveOn Collaboration draws on best practices and learnings from such partnerships across the nation—while taking the model a step further to center the needs and priorities of our community.

In all we do, the ThriveOn Collaboration is driven by a deep neighborhood partnership. Our initiative begins with the redevelopment of the former Gimbels-Schuster's Department Store on Dr. Martin Luther King Jr. Drive, where Halyard Park, Harambee and Brewers Hill all meet and longstanding residents live, work and play. The building – designed with the input of

our neighbors, who helped shape everything from the exterior and first-floor design to the programming within it – will be home to the Foundation's headquarters, MCW's community engagement programs, and housing for local residents, as well as a multifaceted community hub that welcomes neighbors for a range of activities. And everything we do in the building extends well beyond it, into community programs and investments in neighborhood infrastructure.

Particularly unique is our commitment to putting residents at the center of crafting the vision and making decisions, as well as our relationship with Royal Capital, a Black-owned developer.

The potential of this initiative is immense – but the Foundation and our partners cannot realize it alone. While we have made an early, catalytic investment to kickstart the initiative, only your investment can make our full vision a reality.

A Model for Change

The ThriveOn Collaboration represents a new, place-based approach to addressing interrelated health, economic, social and racial inequities.

Imagine a community hub where neighbors can meet for coffee, where their children and grandchildren receive top-tier early education, where family and friends live, and where resources to learn, explore or grow a business await. Imagine walking down historic streets bustling with new life, as locally owned businesses open their doors and locally driven art dots the sidewalks. Imagine a place where people can come together to build solutions whenever they face personal or neighborhood issues. Imagine all of this – and so much more.

To make this vision a reality, the ThriveOn Collaboration brings together not only a range of organizations and stakeholders, and not only a number of strategic focuses, but also a range of interrelated investment opportunities that together lead to greater, more durable impact.

To help reduce disparities and achieve health and social equity, we invite donors to consider:

Investments in PLACE – supporting the redeveloped Gimbels-Schuster's Department Store, now known as ThriveOn King, and all that will be in it, including Foundation and MCW programs as well as affordable housing and first-floor space for community priorities.

Investments in PROGRAM – advancing programs and initiatives that put residents at the center of approaches and decision-making, including education, small business and housing.

Investments in NEIGHBORHOOD – investing in infrastructure, businesses and supports surrounding our building and aligning with our strategies and the community’s priorities.

Investments in the THRIVEON COLLABORATION FUND – building long-term flexible funds to scale critical initiatives centered on place, program and neighborhood – and achieve a true multiplier effect.

A Comprehensive Approach for Impact

To help achieve our shared vision of a Milwaukee that is equitable, healthy and thriving, the ThriveOn Collaboration will direct all efforts and investments to strategic focus areas that will eliminate disparities and make a transformational impact for residents in Halyard Park, Harambee, and Brewers Hill.

HOUSING. We will strive to increase the number of residents leasing and purchasing homes, as well as to reduce residents leaving the neighborhood, by providing safe, quality and affordable housing. That includes residential units for seniors and families in ThriveOn King as well as program- and neighborhood-based investments to help keep residents in their homes and to restore their homes.

EARLY CHILDHOOD EDUCATION. We will strive to increase educational outcomes for youth by building and sustaining early childhood education for our kids. That includes creating a world-class early childhood education center in ThriveOn King as well as program and neighborhood support for educators and nearby early childhood education centers.

FOOD ACCESS. We will strive to ensure everyone has access to the nutritious food they need to support their health and healthy lifestyles. That includes investments that support high-quality

food options as well as investments in spaces and initiatives throughout our neighborhoods.

HEALTH AND WELLNESS. We will strive to reduce rates of chronic disease and eliminate health disparities in communities of color by providing access to health and wellness for all our neighbors. That includes investments in fitness and wellness programs and research to help better understand and address disparities, as well as wide-ranging neighborhood supports.

COMMUNITY LEADERSHIP. We will strive to increase resident-led events and organizations, putting residents at the center of community change. That includes investments in arts, culture and convening and gathering spaces as well as in projects and programs that bring people together to celebrate the community and share in inclusive, inviting experiences.

ECONOMIC OPPORTUNITY. We will strive to increase the stability of the small business community, investing in neighborhood-based businesses that enhance economic opportunities for our neighbors. This also includes a flexible makerspace in the building as well as opportunities for small business loans and impact investing in the neighborhood.

“To be a partner and collaborator on the ThriveOn Collaboration means a lot because I believe in our work together, in partnership with residents will have generational impact on the trajectory of our community. This means a lot to me because, at the end of the day, I do not just see numbers or names. I see faces.”



KEVIN NEWELL

Royal Capital President & CEO

Immediate Funding Opportunities

For donors interested in supporting the ThriveOn Collaboration, the Foundation offers several unique immediate funding opportunities:

- **ThriveOn Early Childhood Education Fund:** Your gift can help build out a leading-edge early childhood center in the ThriveOn King building and support existing early childhood education providers in the area.
- **ThriveOn Small Business Loans:** Your gift can support a catalytic program that creates economic opportunity in the historic neighborhoods surrounding the ThriveOn Collaboration.
- **ThriveOn Collaboration Fund:** Your gift can support and scale interrelated strategies centered on place, program and neighborhood, bringing this transformative, community-centered project roaring to life.
- **ThriveOn Community Engagement Fund:** Your gift supports the collaboration’s approach to putting residents at the center of our work.