

GREATER TOGETHER

THE CAMPAIGN TO BUILD A MILWAUKEE FOR ALL



GREATER TOGETHER: CAMPAIGN PRIORITIES

FLEXIBLE FUNDS

Do the most for Milwaukee – no matter what the future brings

For over a century, the Greater Milwaukee Foundation has adapted continuously to meet the changing needs of our community.

In the early years, that meant funding tuberculosis treatment and orphanages. Most recently, it has meant mobilizing resources to support our community through the COVID-19 pandemic. In between lie two World Wars and countless natural disasters, seismic economic shifts and educational transformations, Civil Rights advances and persistent racial inequities—each bringing new focus to the Foundation’s work.

Fortunately, we don’t need to predict the future to ensure its promise.

Through *Greater Together: The Campaign to Build a Milwaukee for All*, the Foundation invites visionary donors to invest in flexible funds. These gifts empower the Foundation to both respond to emerging and immediate needs and invest in deeper systemic changes.

With a gift of flexible funds, you can ensure that your philanthropic investment makes the greatest difference for our neighbors, now and forever.



Flexible Funding in Action: COVID-19 Relief & Recovery

When the COVID-19 pandemic upended lives and livelihoods in Milwaukee, the Foundation sprang into action, bringing together partners from across the community to align resources and deliver immediate support to local agencies and programs on the front lines. The Foundation's ability to respond and serve as a community leader was possible because generous donors humbly entrusted their investments to the Foundation for use in times of great need.

With flexible funding, the Foundation was able to support our community with grants targeting the pandemic's effects in critical areas:

- **Food:** Ensuring nonprofits secure, purchase and distribute food to individuals, families and organizations serving those in greatest need
- **Housing & Shelter:** Supporting shelter operations including increased hours and expansion of temporary and permanent housing stock to prevent and reduce new homelessness
- **Physical Health:** Increasing medical access through coordination of testing and care systems, and support expanding clinics serving low-income families

- **Mental Health:** Responding to the trauma and mental health needs of the community during this time of heightened stress and isolation
- **Early Childhood Education:** Building collective voice from the early childhood education sector and providing financial support for staff, family communication, remote enrichment/learning activities
- **K-12 Education:** Supporting the needs of the K-12 systems throughout Milwaukee including the needs of children, parents, educators and education leaders

The Foundation was able to act quickly in this important time thanks to the foresight of donors whose philanthropy included the gift of flexible funds. This initial funding also inspired donors – locally and nationally – to contribute, increasing the dollars mobilized tenfold. This allowed the Foundation and our partners to serve that many more individuals and families, especially those disproportionately impacted by the pandemic.

COVID-19 Relief & Recovery Grants Examples

Ensuring Access to Child Care during Uncertainty

Grant of \$25,000 to YMCA of Metropolitan Milwaukee

As many other early childhood education centers closed across the area, the YMCA pivoted its resources to help first responders who were still in need of child care as they fought on the front lines of the pandemic. Through its COVID-19 Emergency Response Camp, the nonprofit provided licensed child care for children (ages 4 to 13) of first responders and health care workers at two pilot sites: Rite-Hite Family YMCA in Brown Deer and the Advocate Aurora Conference Center in Milwaukee.

This grant helped with costs related to all-staff training, cleaning supplies and financial support for families needing extra assistance.

Building Opportunities for Healing

Grant of \$10,000 to TRUE Skool

TRUE Skool draws on the power of creative arts and hip-hop culture to engage, educate and empower young people. With the isolation and uncertainty of a worldwide pandemic added to the ordinary stresses and confusion of teenage life, TRUE Skool's work became even more important.

This grant allowed TRUE Skool to continue its "Art of Coping" mental health workshop series in a virtual format. Each Friday, TRUE Skool staff shared coping skills and engaged teens with healthy ways to process and express their feelings and promote healing.

Maintaining Health Services throughout Milwaukee

Grant of \$35,150 to Sixteenth Street Community Health Centers

Sixteenth Street Community Health Centers has been a south side staple for more than 50 years and is a medical home to nearly 40,000 individuals, many of whom are uninsured or underinsured, and most of whom are Latino. When COVID-19 hit, Sixteenth Street needed to both change the way it served people and respond to increasing demands, including a growing need for mental health services as its community weathered the stress, anxiety and trauma of the pandemic.

This grant helped the agency purchase 50 laptops so that it could offer critically important behavioral health care in a virtual setting for existing and new patients.

“To me, there’s no better investment than in the children of greater Milwaukee – both in the present time and for the future. I have committed flexible funds to the Foundation in order to help the Foundation to utilize their expertise so that every child has the opportunity to fulfill their potential and that we can, together, meet the ever-changing needs of our region.”

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Greater Milwaukee Foundation Legacy Donor

Flexible Funding Opportunities

Give Now:

- Give to our **Community Grants Fund** that allows the Foundation to respond to challenges, fund important initiatives and build collaborative solutions
- Support ongoing relief and recovery efforts for the COVID-19 pandemic by contributing to the **MKE Responds Fund**
- Start and grow a **named endowed fund** that supports the region’s greatest needs or the issues you care about most.

Leave a Legacy:

- Create a legacy by supporting the greatest needs and opportunities in our region through your estate plans
- Include flexible funding as part of the final purpose of your established donor advised fund