IMPACT INVESTING
Providing access to capital through philanthropy

Access to capital is an essential community resource. It allows local businesses to invest in their growth and job creation, for housing developments to meet resident demand while remaining affordable, for projects that serve the community — such as early childhood education centers — to meet the needs of families. The benefits of such investments are clear: long-term social gains, economic strength and wealth creation. However, communities of color do not experience equitable access to capital. Systemic racism forged barriers to financial and social resources that persist today for many in greater Milwaukee.

The purpose of the Greater Milwaukee Foundation’s impact investing program is to bridge these generational wealth gaps by providing affordable access to capital to support thriving communities, particularly communities of color. Our program emphasizes equity through key economic building blocks including small businesses and entrepreneurship, housing and early childhood education. The investments focus on housing, equitable economic opportunity, early childhood education & beyond, and the ThriveOn Collaboration.

How dollars are deployed
Total impact investing dollars deployed, or approved with deployment pending, since 2017*
$17,715,500

*The Foundation deployed an initial $1 million from existing funds between 2017-19 in an impact investing pilot program.

IMPACT INVESTMENT BY AREA SUPPORTED
- Early Childhood Education & Beyond: $2,000,000 (11%)
- Equitable Economic Opportunity: $4,715,000 (27%)
- Housing: $1,000,000 (6%)
- ThriveOn Collaboration: $10,000,000 (56%)

IMPACT INVESTMENTS BY TYPE
- Loans: 3%
- Equity investments: 6%
- Loan guarantees: 91%
## OUR INVESTMENTS

<table>
<thead>
<tr>
<th>Year</th>
<th>Initiative</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>Northwest Side CDC: Home MKE Developer Support Initiative</td>
<td>$500,000 loan to qualifying intermediary</td>
</tr>
<tr>
<td></td>
<td>Dr. Howard Fuller Collegiate Academy</td>
<td>$2 million direct loan</td>
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<td></td>
<td>JCP Construction</td>
<td>$1.54 million direct loan</td>
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<tr>
<td>2021</td>
<td>Martin Luther King Economic Development Corporation: Five Points Lofts</td>
<td>$500,000 direct loan</td>
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<tr>
<td></td>
<td>ThriveOn Small Business Loans, Round 1</td>
<td>$780,000 total direct loans</td>
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<tr>
<td></td>
<td>Near West Side Partners</td>
<td>$500,000 guarantee</td>
</tr>
<tr>
<td>2020</td>
<td>ThriveOn Collaboration</td>
<td>$10 million mission-related investment</td>
</tr>
<tr>
<td></td>
<td>Gateway Capital Fund</td>
<td>$1 million equity investment</td>
</tr>
<tr>
<td>2017-19 pilot</td>
<td>Sherman Phoenix</td>
<td>$300,000 direct loan</td>
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<tr>
<td></td>
<td>5 Points Arts Gallery &amp; Studios</td>
<td>$383,000 direct loan</td>
</tr>
<tr>
<td></td>
<td>WWBIC - Wisconsin Women’s Business Initiative Corp</td>
<td>$212,500 loan to qualifying intermediary</td>
</tr>
</tbody>
</table>

### GIVE TO IMPACT INVESTING

#### Greater Together Campaign

Through our Greater Together Campaign to build a Milwaukee for all, the Foundation offers the following immediate funding opportunities to support impact investing:

- Contribute to the Foundation’s **Impact Investing Fund**, which invests in promising opportunities throughout our city to create both social and financial returns
- Co-invest in the **ThriveOn Small Business Loans program** to create economic opportunity in the Halyard Park, Harambee and Brewers Hill neighborhoods prioritized by the ThriveOn Collaboration

Learn more at greatermilwaukeefoundation.org/campaign

### CONTACT US

#### SEEKING CAPITAL?

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#### INTERESTED IN GIVING?

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