

**GREATER
TOGETHER**
THE CAMPAIGN TO BUILD A MILWAUKEE FOR ALL

GMF Greater Milwaukee
FOUNDATION
greater together

MÁS FUERTES JUNTOS

CELEBRATING HISPANIC AND LATINO PHILANTHROPISTS



UN MILWAUKEE PARA TODOS EXIGE VOCES Y VISIONES LATINAS

With the Greater Together campaign, the Greater Milwaukee Foundation is rallying our region around a collective vision of a Milwaukee for all – a future in which all of us can achieve our fullest potential.

Milwaukee's Hispanic and Latino communities are a vital part of the conversations, decision making and work involved in building a Milwaukee for all.

Milwaukee's Hispanic and Latino communities are diverse and distinct, but they share a deep spirit of mutual support and resiliency. Mutual aid societies run by Hispanic and Latino residents of cities like Milwaukee gained national attention at the outset of the COVID-19 pandemic, but these grassroots initiatives have been in practice for more than a century.

Through countless acts of *generosidad, ingenio y cuidado*, families have joined together to welcome newcomers and care for neighbors, build businesses, create educational opportunities, advocate for civil rights and legal reform, and maintain rich cultures. *Este es el espíritu que Milwaukee necesita ahora.*

As we celebrate the contributions and legacy of Hispanic and Latino Milwaukeeans, we also look ahead to the role we all have in realizing our region's greater potential. And we know that achieving it requires reimagining philanthropy to better reflect the gifts of time, talent, treasure and ties that each of us contributes.

Somos más fuertes juntos. **Join us in the transformational work of building a Milwaukee for all.**



This Foundation-supported mural honors the Mexican and Nicaraguan roots of artist Rozalia Hernandez-Singh and the Milwaukee resident whose garage it adorns.



By giving to and through the Foundation to organizations focused on serving the Hispanic community via education, the arts *y mucho más*, you can contribute to building a Milwaukee for all.

“Philanthropy is a partnership that can empower, uplift and shift power. We are building a culture of philanthropy because we believe that every Latin@ and Hispanic deserves choices and the opportunity to reach their fullest potential.”

FRANCESCA MAYCA WEGNER

Executive Director, Hispanic Professionals of Greater Milwaukee (HPGM)

FEATURE

INSPIRED TO SERVE

LA FAMILIA DIAZ ESTÁ CONSTRUYENDO UN LEGADO DE GENEROSIDAD, HUMILDAD Y ACCIÓN

Meg and Ricardo Diaz are passionate about ensuring a high quality of life for Milwaukeeans at all stages, from supporting access to high-quality early childhood care and education to empowering people to age with dignity.

Meg served as executive director of the Milwaukee Public Library Foundation and worked at Milwaukee Area Technical College. As the longtime executive director of the United Community Center (UCC), Ricardo led a successful campaign to build a new early learning academy to serve more than 300 children.

Now retired, the couple is still answering a calling to serve their community. They recently established the Meg and Ricardo

Diaz Family Fund at the Greater Milwaukee Foundation, which they view as an important partner in the work to address systemic racial inequities.

“We trust the Greater Milwaukee Foundation to do the right thing and even out the playing field,” Ricardo said.

The couple hopes their commitment to building a Milwaukee for all inspires others to share their time, talent, treasure or ties.

“Philanthropy takes so many different forms and levels for different people. It doesn’t have to be enormous. It just has to make somebody’s life better,” Meg said.

The couple learned early on that no matter who you are or what resources you have

We’re grateful to be in a position to impact our community, and we look to our family to continue that impact as well.

MEG AND RICARDO DIAZ

at your disposal, you can positively impact your community. That includes the teacher setting aside resources for students and the family contributing to a capital campaign to fund a new building.

“We’ve had the honor of meeting people along the way who make their corner of the world a better place, in ways both big and small,” Meg said. “Learning from other philanthropists has been a high point of both our careers.”

One of the most powerful examples of philanthropy that has inspired the couple is that of **Ted Friedlander**, a founding UCC board member whose steadfast dedication helped fund and expand the center’s services and reach. A UCC gym was named in honor of Friedlander, who passed away in 2011.

“I learned everything that I know about philanthropy from Ted Friedlander. It’s about caring for others, passing it forward and humility,” Ricardo said. “He always asked: What can we do? How can we help? He would go and sit in a classroom with the kids because he just wanted to learn.”

Meg and Ricardo are proud to someday entrust this legacy of generosity, humility and action to their daughter and her family, including their two grandchildren.

“Our daughter and her husband want to have an impact on the community,” Meg said. “They know that there are causes that are near and dear to our hearts, but we trust them to change course if needed and be impactful in ways that are important to them and their children.”



TIEMPO

We share our time



TALENTO

We share our talent



When **Judge Pedro Colón** asked **Rebeca López** to join him in supporting the Greater Milwaukee Foundation, it was a welcome invitation.

As an attorney who regularly makes community service a priority, López was proud to join Colón on the Community Impact board committee. Committee members assist the Foundation's Community Impact department with carrying out the Foundation's strategic priorities.

"The Foundation's resident-centered approach allows Milwaukeeans who are impacted by funding decisions to inform the discussion about funding needs, opportunities and outcomes," López said. "I hope to leverage my lived experience, network and love for my community to support the change-makers and leaders, increase available resources, build momentum and progress, and invest in effective programs and organizations for all of our community, including *nuestra comunidad Latina*."

For **Eleazar Lopez**, financial services is his profession and means of giving back.

He shares his talent by serving on nonprofit boards. And as a financial adviser at North Star Financial, Lopez helps his clients, many of whom are Latino, counter systemic inequities by building a solid financial foundation.

"It means a lot to be that bridge to financial planning in my community," he said.

As an alumnus of the Foundation's Community Adviser & Ambassador Network (CAAN), Lopez is inspired to link his advisory work to his passion for social justice, including philanthropy.

"I always ask my clients: What are the organizations or causes that are near and dear to them?" he said. "I can then introduce the Foundation as a viable, credible and thoughtful partner in facilitating change in our community."

PHILANTHROPISTS

TESORO Y CONEXIONES

We share our treasure and ties



Smiles stretched across the faces of students and families at the **United Community Center's (UCC)** Bruce Guadalupe Community School at dismissal one sunny September afternoon.

Hand in hand, caregivers led uniform-clad children down sidewalks, a compelling illustration of the vision that the UCC has embraced for more than five decades: an empowered and thriving Hispanic community where all achieve their fullest potential.

The Greater Milwaukee Foundation is proud to partner with the UCC. As manager of the UCC's agency endowment, the Foundation helps grow a pool of funds that empower the UCC to advance strategic priorities to support its next 50 years – and beyond.

"The Foundation's investment expertise helps ensure that the UCC will be able to provide resources to the community for many years to come," said Executive Director **Laura Gutiérrez**.

The Foundation and UCC's 20-year-plus relationship extends beyond the financial realm.

"We see the Foundation as a partner in the truest sense because it has always brought us into different types of groups and conversations related to the work of creating a thriving community here in Milwaukee," Gutiérrez said.

The Foundation's long history as a trusted philanthropic partner enables it to create and strengthen ties between donors and nonprofits.

"The Greater Milwaukee Foundation helps individuals translate their desire to help others into a meaningful impact by giving to organizations like the UCC," Gutiérrez said.

By giving to the United Community Center through the Greater Milwaukee Foundation, you can sustain an important community resource and join both organizations in building a Milwaukee for all.

"Creating a Milwaukee for all calls us to provide resources and educational platforms to make sure that everybody can unleash their potential and accomplish their goals," Gutiérrez said.

¡ÚNETE A NOSOTROS!

The Greater Together campaign seeks to raise \$700 million in our community to build a Milwaukee for all.

The Greater Milwaukee Foundation is YOUR foundation, and the Greater Together campaign is YOUR chance to share your unique gifts in this collaborative work. Together, we can build a Milwaukee for all.

FORMAS DE DAR Ways to Give

TIEMPO Time

- **Engage in the Greater Milwaukee Foundation's public convenings**, including visioning sessions and speaker series
- **Join the Foundation's Community Adviser & Ambassador Network (CAAN)**, comprised of racially and ethnically diverse leaders and professional advisers with a passion for philanthropy and service

TALENTO Talent

- **Join the board of a nonprofit** working to advance racial equity and inclusion
- **Provide pro bono consulting services** to a nonprofit of interest

TESORO Treasure

- **Start or grow a fund** at the Foundation
- **Create a legacy gift** through the Foundation to ensure an impact
- **Coinvest in our campaign priorities** of the ThriveOn Collaboration, Early Childhood Care and Education, Housing, Impact Investing, and Flexible Funding

CONEXIONES Ties

- **Consider who in your network would be interested** in learning more about the Foundation and provide an introduction
- **Refer a community leader or professional adviser** to CAAN

GREATER TOGETHER

THE CAMPAIGN TO BUILD A MILWAUKEE FOR ALL

greatermilwaukeefoundation.org/campaign

GMF Greater Milwaukee
FOUNDATION
greater together