



Greater Milwaukee  
FOUNDATION  
*greater together*



“The future  
depends  
on what we  
do in the  
present”

~MAHATMA GANDHI



GREATER MILWAUKEE FOUNDATION

*A century of*  
**GENEROSITY**

EST. 1915

Since 1915, the Greater Milwaukee Foundation, through its donors, has served as the lead philanthropic source lifting up the greater Milwaukee region. More than 1,200 individuals, families, and businesses have contributed funds to the Foundation over the past century, which have had amazing impact in our community. Like the leaders who came before us, today's donors continue to carry forward their ideas and generosity, present to future.

GREATER MILWAUKEE FOUNDATION 2015 ANNUAL REPORT  
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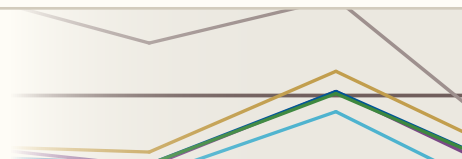
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**COVER IMAGE:**

Osvaldo Marin-Dominguez, 8, a member of the Don & Sallie Davis Boys & Girls Club.

Through the generosity of Greater Milwaukee Foundation donors, Boys and Girls Clubs of Greater Milwaukee, one of the largest and oldest youth serving agencies in Milwaukee, is creating safe and educational after school opportunities for area youth.



# Letter from the President & CEO and Board Chair

**How far can you see on a clear day?** The Earth's surface curves out of sight after about 3 miles, yet you know an entire planet lies beyond, even if you can't observe the details.

Vision, rather than sight, enables us to think beyond what is in front of us and imagine the possibilities of a greater world. Your community foundation is based on the same premise. The founders of the Greater Milwaukee Foundation couldn't see or predict the needs of today, so they created a hub for philanthropy capable of strengthening the region and addressing community challenges in perpetuity.

Mahatma Gandhi could have been referring to community philanthropy when he said, "The future depends on what we do in the present."

Our donors, like our founders, are visionary – looking ahead to a future they cannot see and dedicating their generosity toward realizing a more vibrant region for the next generation. Think about the impact driven by our donors' 100 years of generosity and trust.

Scholarships provide financial assistance that helps students in the moment, but the opportunity can change the trajectory of that person's entire life. Programs that

build social connections among neighbors also catalyze community development and transform the vitality of whole neighborhoods. Expanding employment opportunities changes the financial well-being of families while cumulatively fostering an economy that includes and benefits all people in a region.

These are the kind of big ideas made possible by Foundation donors – ideas like our centennial celebration, which provided 275,000 people with the gift of access to regional destinations and reinvigorated key community gathering places throughout the four counties; ideas like Milwaukee Succeeds, which is uniting diverse sectors of our community in a commitment to close the achievement gap for children in every school in the city. This signature educational partnership reported improvement in 10 of 11 key progress indicators in 2015 while maintaining focus on reaching long-term education goals for the community by 2020.

Communities accomplish the most remarkable things when we work together for the greater good. Together, we are opportunity generators. We are one region, with a shared quality of life and a shared future. Truly, if the future depends on what we do in the present – and we believe it does – then our region's future is brighter than ever thanks to our donors' generosity and vision.

Ellen M. Gilligan, President & CEO

Thomas L. Spero, Board Chair

## BOARD OF DIRECTORS

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“ Our donors, like our founders, are visionary – looking ahead to a future they cannot see and dedicating their generosity toward realizing a more vibrant region for the next generation. ”



When deeply  
caring people are  
inspired to give,  
hope and change  
become  
POSSIBLE!

THANK YOU  
FOR MAKING  
THE POSITIVE  
POSSIBLE.

On the following pages you'll find information about our record-breaking grantmaking year as well as stories that reveal how human lives are not just better today, but are being altered forever in wonderful ways. Through the Greater Milwaukee Foundation, individual funds, when added together and supporting many causes, lift our region in our lifetimes as well as leave lasting imprints for future generations.



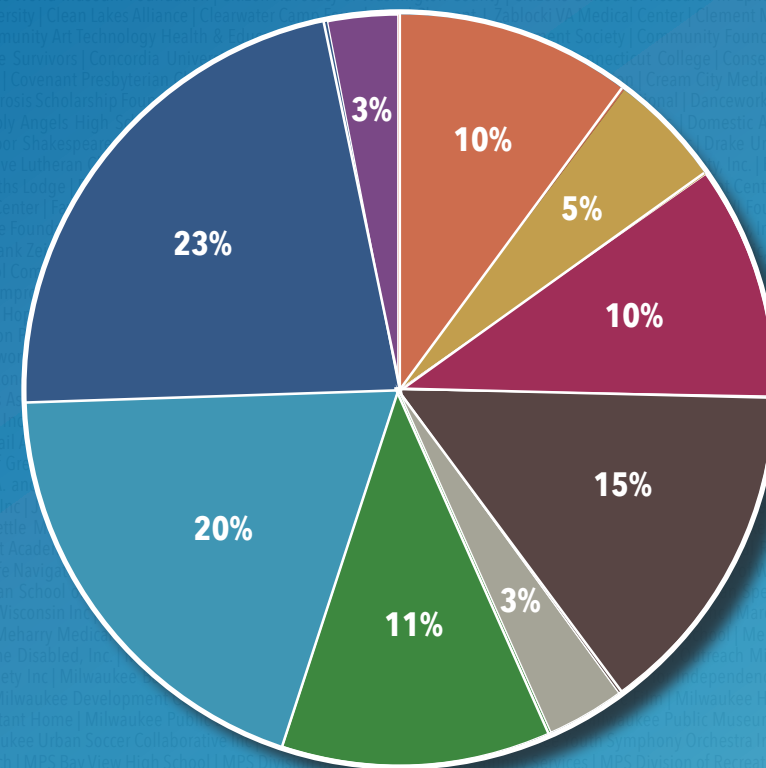
# COMMUNITY

## receives a record

# \$44,911,892

### in grants

## GRANTS BY INTEREST AREA



Arts and culture	\$4,651,869
Children/youth/family	\$2,307,572
Community development	\$4,466,317
Education	\$6,651,959
Employment and training	\$1,476,745
Environment	\$5,156,964
Health	\$8,820,540
Human services	\$10,135,528
Other	\$1,244,398

Lives and the region are stronger today, thanks to your generosity through the Greater Milwaukee Foundation and the valuable work of our nonprofit partners.

*We are grateful and* **GREATER TOGETHER.**



# What's the key to ending homelessness? Put Housing First

Friday, Oct 6, 2015.

That date remains etched in Robert's memory. It was the day he received keys to his new apartment.

It wasn't the 53 year old's first home, but it signaled a chance at a new life.

"It has restored a lot of the dignity I lost coming and going into so many programs," said Robert, who was homeless for 1 1/2 years.

Robert is one of 137 people whose lives have been transformed in less than a year thanks to Housing First Milwaukee, a partnership between the city of



“I want to make sure I never forget those whom others have forgotten.”

## PAT DUNPHY

Founder: Dunphy Family Fund | Established: 2015

Interest areas: Basic needs, art, education and employment

Milwaukee and Milwaukee County. It provides permanent housing upfront to homeless individuals, without barriers or preconditions like the need to first complete substance abuse or psychiatric treatment.

It began in July 2015 and is a major element within the county's plan to end chronic homelessness. The program's initial cost was \$1.8 million. A \$50,000 investment from Greater Milwaukee Foundation donors provided the initiative's first private funding and was used for homeless outreach and case management.

Providing a home for the homeless may seem basic, but it's a major shift in the way communities address chronic homelessness. Homeless individuals typically transition from the street to shelters, transitional and then permanent housing, while required to complete treatment along the way.

That process doesn't always work. Ask Robert.

Robert's life spiraled after his 12-year marriage unraveled. He turned to drugs and bounced around from numerous shelters. He stayed in his car for a time. Sometimes he stayed

at drug houses after binging on crack cocaine.

Chronically homeless are among the hardest to serve, said Jim Mathy, Milwaukee County housing division administrator. By definition, they have a physical, mental or substance abuse problem and have been homeless for a year straight or have struggled with four or more episodes within the past three years.

"From a fiscal perspective, it's the group that uses the most resources," Mathy said. "Morally, it's the right thing to do to focus on that population."

Chronically homeless can cost taxpayers between \$30,000 and \$50,000 annually, according to the U.S. Interagency Council on Homelessness, due to high usage of services like the emergency room and jail.

The Housing First model originated in New York City in 1992 and other cities have embraced it, viewing it as a cost-effective, proven solution.

The county conducts coordinated outreach, finds housing, provides rental assistance, furniture and starter kits. It's up to the residents to elect supportive services they need.

A year later, all clients remain housed.

It's not easy, Robert said. He relishes small comforts – like making his own coffee – but battles isolation and has used drugs since moving in. The beauty of the program, he says, is that it accepts a person where they are. No questions asked.

"To solve this issue, we need to come together as a community," said Nateia Secection-Tolefree, a housing navigator.

That's one reason why attorney Pat Dunphy gives.

"I want to make sure I never forget those whom others have forgotten," said Dunphy, who gives to basic needs agencies through his Foundation fund and is a board member at Guest House of Milwaukee, a Housing First case management provider.

Robert is determined to help others like him. He is helping form a resident advisory council and is writing a blog for the program's website.

"I'm passionate about the issue because everyone deserves a chance to know what it's like to be in safe, secure housing," he said.

**\$10,135,528**  
total grantmaking in  
**human services** supporting  
170 nonprofits



# 1 place. 2 years. 100 stories to spark a community conversation

On a Monday morning on Milwaukee's northwest side, Daprell Thomas, 15, enters Room 142 at Community High School and greets English teacher William Harvill. Through Harvill's new class, Thomas — who hopes to study chemistry in college — is examining how gun violence has shaped his life.

"I'm scared when I'm walking that a stupid person will shoot me for no reason," he said.

In a city that has captured national attention for gun violence among its youth, some say it would be a crime to ignore how each bullet rips and ripples through innumerable lives. Enter "Precious Lives," a Peabody Award-nominated storytelling project that regularly brings listeners highly

“Any vehicle that engages the community and allows us to understand different angles can help change the conversation. We can't stop looking for solutions.”

## ELLEN FLESCH

Co-founder: Flesch Family Fund | Established: 1990

Interest areas: Arts, basic needs, religion and violence prevention programs

personal stories on gun violence in Milwaukee. The series is igniting conversations among education, religious, government and community groups, moving people to take action and challenge their thinking on a topic that by virtue of its complexity engenders both calls for solutions and disengagement.

"Precious Lives" was created by independent producer Eric Von and Brad Lichtenstein, president of the documentary firm 371 Productions, with funding from the Greater Milwaukee Foundation and Bader Philanthropies. It is produced by 371 Productions, airs on WUWM and WNOV, and includes more than 50 community partners such as the Milwaukee Journal Sentinel and the Wisconsin Center for Investigative Journalism.

"Mass shootings garner media attention," Lichtenstein said. "But more people are killed by gun violence in a year in Milwaukee than in one mass shooting. They don't get the same kind of help."

Stories have featured a suburban family who moved to a city

neighborhood in which gunfire was not unusual and a man wounded during an attempted carjacking, and how costs (medical, court, lost income, prison for shooter and more) topped \$700,000.

After hearing an episode in October 2015 that asked the question, "Can a haircut help prevent youth violence," Harvill incorporated "Precious Lives" into a new course that uses storytelling about a community issue to boost students' communication skills. Each student selected a troubling community issue to examine; 3 of the 10 selected gun violence.

"We're not therapists," Harvill said. "But 'Precious Lives' allows students to work through a lot of issues surrounding gun violence."

Northcott Neighborhood House has used the series as a writing prompt in GED classes for community members transitioning out of incarceration and seeking employment. Tyler Smoot, GED coordinator, played students an episode recorded in Northcott's neighborhood that featured a

young man who was turning his life around after years of gang violence.

The students responded by wanting to share it — one with his little brother, who was recently incarcerated, and another with his grandmother, who had lost a grandchild to gang violence. "He said it would bring her hope to see young people coming out of violence," Smoot said.

"Too many efforts are done on behalf of those in the community who are incarcerated, undereducated, underemployed," Smoot said. "'Precious Lives' lets people speak for themselves."

Through the Flesch Family Fund, Ellen and Jim Flesch have a long history of supporting projects that promote the conversation over gun violence.

"I'm struck every time I open the paper and read more of the same," Ellen Flesch said. "Any vehicle that engages the community and allows us to understand different angles can help change the conversation. We can't stop looking for solutions."

**\$8,820,540**  
total grantmaking in **health**  
supporting 255 nonprofits

(L-R) Robert Parker, Orlandrea Bates, William Harvill, Daprell Thomas, and Kejuan Johnson-Herring.



# Reimagining what's possible in urban redevelopment

For more than a century, heavy industry has served as the lifeblood of Milwaukee's Harbor District, a more than 1,000-acre area along the lakefront bounded by the Third Ward, Walker's Point and Bay View neighborhoods. Dockyards and foundries were longtime main staples. Large commercial shipping vessels are the area's most frequent visitors now.



Processing tanks at the Jones Island Water Reclamation Facility, located within the Harbor District

“It’s a wonderful feeling to see that there is a need that’s been filled and you are doing something worthwhile.”

## PENNY ENROTH

Founder: Enroth Family Fund | Established: 2004  
Interest areas: Environment, arts, STEM programs, education and basic needs

The city is looking to change all that. But how can such a space – with polluted waterways and nearly 100 acres of abandoned land – be reimagined into a working waterfront? Organizers need only look 3 miles to the west to see the possibilities.

Though slightly larger and with its own unique set of challenges, the 1,200-acre Menomonee Valley was very much at the same point nearly 20 years ago as the Harbor District is now. It was Milwaukee's most visible eyesore that many had written off. Now it is lifted up nationally as a poster child for brownfield redevelopment.

“The success of the valley's transformation is inspiring lots of people to not be afraid to think big,” said Corey Zetts, Menomonee Valley Partners' executive director.

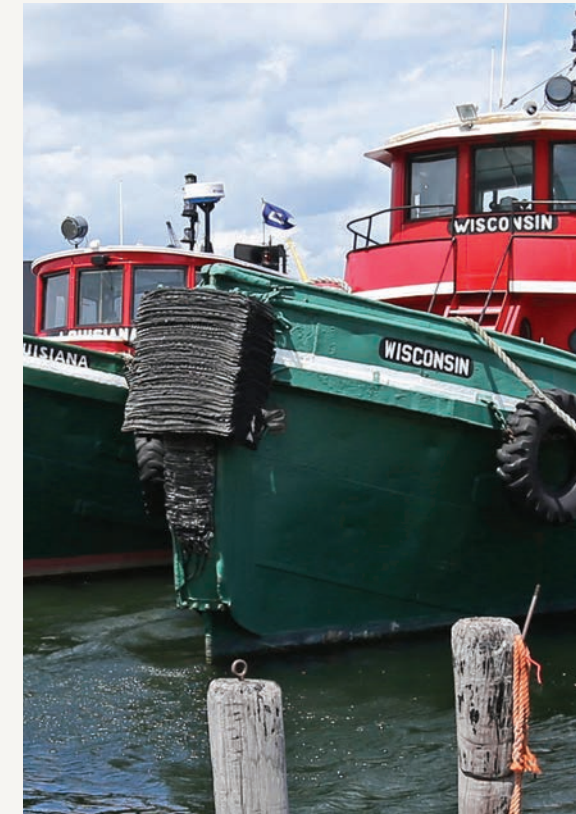
The valley's remarkable renaissance serves as a case study for successful and sustainable urban redevelopment projects and a catalyst for projects like the Harbor District. Foundation donors have supported both – recognizing the vital importance that such transformative projects play in

Milwaukee's social, economic and environmental future.

Twenty years ago, the valley was a pretty bleak place. Manufacturing had left, leaving vacant buildings and contaminated land behind. A bold vision was developed with public and private partners that changed all that. Since that time, 300 acres of brownfields have been redeveloped, nearly 40 companies have moved in and more than 60 acres of new trails and park space have sprung up.

Foundation donors' generosity paved the way for the valley's redevelopment. More than \$1.2 million has been invested in area projects ranging from stormwater treatment to targeted business recruitment to the renovation of a facility for a third branch of the Urban Ecology Center.

Foundation donor Penny Enroth has invested more than \$320,000 since 2012, because of her interest in environment and education. She visited the valley for the first time in summer 2015, stopping at the 35th Street Viaduct to take in the panoramic view. During her visit, the area was bustling with activity as a group of Harleys drove by



and a number of artists in Three Bridges Park were capturing the beauty on canvas.

“It’s a wonderful feeling to see that there is a need that’s been filled and you are doing something worthwhile,” Enroth said.

The valley has provided a solid template for how similar projects

*continued on p. 15*

**\$5,156,964**  
total grantmaking in **environment**  
supporting 116 nonprofits





Dan Adams

“

It is amazing to see so much momentum in all these areas that for most of my childhood were left forgotten.

—Dan Adams  
Harbor District planning director

”

like the Harbor District can take shape. Harbor District Executive Director Lilith Fowler knows what it’s like to kick start such an expansive and time-consuming development. As Menomonee Valley Partners’ first executive director, she launched the redevelopment efforts in the valley and led the creation of the area’s new sustainable design guidelines.

“There are possibilities for some fairly big changes in the way land is used down here,” Fowler said. “Those kinds of things take a long time. I don’t want our vision to be constrained by what we think we can get done in the next three to five years.”

Fowler and Dan Adams, the district’s planning director, will work with area stakeholders over the next year to develop an overarching water and land use plan. Their planning efforts are supported in part by \$42,000 in funding from Foundation donors.

“The Menomonee Valley set a standard for what we want to do for environmental restoration and brownfield redevelopment, so how do we go above and beyond that,” Adams said.

The long-range plan will span a couple of decades. Fortunately, the valley’s project has created more believers than skeptics as to the potential such large-scale projects can have on a community.

“The community seems to understand that this kind of redevelopment takes time,” Adams said. “By the same token, they are still always checking in to see the latest progress. It’s a healthy back and forth.”

Menomonee Valley was a bit more linear in its redevelopment, Fowler said. A master land use plan was created in 1998. Menomonee Valley Partners followed in 1999. The city took control of some key land parcels and then was able to move to different development stages.

The process is a bit different in the district. Harbor District Inc., which oversees the redevelopment work, started in early 2015. At that point, some development had happened or was underway. University of Wisconsin-Milwaukee’s School of Freshwater Sciences opened in 2014. Freshwater Plaza, on the northeast corner of South First Street

and East Greenfield Avenue, broke ground in late 2015. It will bring retail, apartments and office space to a former foundry space. The area’s first grocery store is taking shape nearby.

Reconnecting the community to the waterfront is key.

“Once people feel like they have a stake and it is part of THEIR city, you can start to make things happen,” Fowler said.

Adams knows that potential. The valley’s makeover motivated him to get involved with the Harbor District. As a high school student, the native Milwaukeean occasionally explored the valley’s vacant buildings with friends. He worked for five years at Layton Boulevard West Neighbors and helped connect area residents to explore the valley. When its Three Bridges Park opened in 2013, Adams started taking his newborn daughter, Ruby, there. Each year, through a family photo, he has charted her growth along with that of the park’s. He and his family, which now includes 1-year-old Nadia, often take a walk or bike ride from their house in nearby Merrill Park.

“It is amazing to see so much momentum in all these areas that for most of my childhood were left forgotten,” Adams said.

Fowler sees achieving minor milestones as helpful to keeping the momentum going. A design charrette was held in October 2015 to generate initial ideas. The district also received a national \$75,000 grant to make physical improvements to increase access to the waterfront.

While the Harbor District’s work has just begun, the valley’s redevelopment is far from over. In 2015, Menomonee Valley Partners released “Menomonee Valley 2.0,” a roadmap for the next decade funded in part by Foundation donors. The plan’s focus areas include developing a design showroom district along St. Paul Avenue, creating a food and beverage manufacturing cluster and creating a gateway to the valley from I-94.

“We have the momentum to build on and now the shared vision of what we really want to accomplish together,” Zetts said.



Ruby Adams



# Youth employment plants seeds of opportunity

Aziz Rideout was recruited for his first job in the most unlikely of places – his own yard. That’s where Jeremy Davis, environmental specialist for Walnut Way Conservation Corp, saw him working with his family, new to the Lindsay Heights neighborhood.

Davis encouraged Rideout to apply for Walnut Way’s Growing Youth Leadership program, a paid summer internship that immerses teens in urban agriculture while offering job training and leadership development. Already community-minded, Rideout didn’t hesitate.

Now in his third year with the program and soon to be a high school junior, Rideout serves as a

GROWING  
YOUTH LEADERSHIP

Aziz Rideout

“Youth employment is an important factor in stabilizing neighborhoods and communities.”

## DAN SWEENEY, WELLS FARGO

Co-founder: GMF: LIFT Milwaukee Neighborhoods Fund | Established: 2015

Interest area: Organizations working to improve conditions in Milwaukee neighborhoods

youth leader for new interns. Employment has sparked his entrepreneurial spirit and equipped him with skills needed to succeed in any career. “This was my first job,” he said. “For a lot of youth, it’s their first job experience, and you learn so much. What I learned carried over to the next year. What I especially like about Walnut Way is they saw that I grew and gave me more responsibility,” Rideout said.

Such development results from staff knowing youth personally and providing hands-on instruction with direct supervision, Davis said. In the program, youth not only grow and harvest produce like tomatoes and peaches, they sell the products at farmers markets, can the largesse and learn to prepare nutritious meals.

“The work itself is a microcosm of the life experience,” he said. “You’re taking a seed. You’re putting it in the ground. These seeds need good conditions to sprout and grow.”

Fostering those conditions is central to the Greater Milwaukee

Foundation’s commitment to youth employment as means to advancing a more inclusive local economy. In 2015, the Foundation matched a \$500,000 grant from Wells Fargo to jointly invest in neighborhood employment and housing initiatives. The result was \$225,000 in funding for 17 nonprofits to hire 40 supervisors, supporting the employment of more than 340 youth, Rideout among them.

“Youth employment is an important factor in stabilizing neighborhoods and communities,” said Dan Sweeney, vice president and community development officer at Wells Fargo. “The structure of summer employment and formation of good habits on the job is a pathway to success for young people and their families.”

Robert Cherry agrees. As director of youth services for the workforce development agency Employ Milwaukee, he helps about 1,300 youth annually find employment through Community Work Experience, part of Milwaukee’s Earn & Learn program.

“We need to focus on youth employment and work skills that make individuals more employable, like proper dress, being on time and conflict resolution,” Cherry said. “When kids are working, they’re less likely to get involved in crime and more likely to think about their future and gaining skills to be self-sufficient.”

Demand is growing, and philanthropy is an essential partner in making opportunities available for more youth. The Foundation has been a strong supporter of Earn & Learn for years, and Milwaukee Mayor Tom Barrett, who launched the program, also chose to establish the Earn & Learn Fund at the Foundation to support it.

Inclusive employment opportunities strengthen whole communities, and the benefits to youth reach far beyond the paycheck.

“It’s not all about the money, but that an organization values you enough to pay you,” Rideout said. “Not a lot of places will pay you to learn.”

**\$1,476,745**  
total grantmaking in  
**employment & training**  
supporting 31 nonprofits



# Community collaboration key to tackling trauma

A one-size-fits-all solution cannot address society's most tenacious problems. To improve the community's assessment, prevention and response to sexual assault and domestic violence, the Greater Milwaukee Foundation supported a range of projects in 2015. One seeks to improve the system; the other to improve direct services to victims.

Both are built on the belief that multiple agencies working together will bring lasting change.

At downtown Milwaukee's Aurora Sinai Medical Center, members of the newly-created Milwaukee Sexual Assault Review comb through case after case, hoping to identify gaps in the system and provide recommendations.



(L-R) Linda Davis and Mallory O'Brien

“Funding this was one of the most important things I’ve done in 30 years of volunteering and philanthropic work.”

## LINDA DAVIS

Co-founder: Bob and Linda Davis Family | Established: 1995

Interest areas: Sexual assault, domestic violence and human trafficking

“Can the courts do things differently? Can the police do things differently? Can the DA’s office do things differently?” wonders Linda Davis, who was instrumental in MSAR’s creation.

MSAR was created in 2015 with more than \$94,000 from the Bob and Linda Davis Family Fund, a Foundation fund the couple started in 1995. Other supporters include the Brico Fund, other Foundation donors and Aurora Health Care.

“Funding this was one of the most important things I’ve done in 30 years of volunteering and philanthropic work,” said Davis, who was raped by an acquaintance and is a survivor of sexual assault by a family member. “This is so important; we were committed to paying for all of it if we had to.”

“I have empathy for victims and a limited understanding of perpetrators,” Davis said. “I hope to see more victims using community services so that they don’t carry their traumas throughout their lives.”

Under the leadership of Mallory O’Brien, director of the Milwaukee Homicide Review Commission,

which leads the sexual assault reviews, MSAR pools the expertise of multiple partners from criminal justice, victim and witness services, sexual assault treatment services and community-based service providers to review cases and make recommendations. To the best of their knowledge, it is the first such review in the nation.

Across town, collaboration drove the design of the new Sojourner Family Peace Center, a longtime provider of crisis housing, individual support and system advocacy to domestic violence victims.

The \$26.5 million, 72,000-square-foot facility was developed using the nationally known and proven Family Justice Center model. It houses multiple service providers that bring efficiency and integration to domestic violence victims and their families. This co-location of multi-disciplinary professionals is key to transforming individual lives and the community’s response to family violence, said Executive Director Carmen Pitre, adding that the current system is complex, confusing and difficult to access for many people.

Passionate Foundation donors provided \$100,000 for the capital campaign. The building immediately offers a visitor comfort, with its wide, mosaic-tiled hallways accented by benches and ferns and a moon-shaped reception desk.

“Women come in the door and say, ‘I’ve been raped,’ or ‘I’ve been battered,’ or ‘My child has been hurt,’” Pitre said. “We now have people and services that support a woman’s efforts to be free from abuse, to heal, and to seek justice—all in one building.”

Inside, a “daily huddle” starts at 8:30 a.m. For an hour, representatives from Children’s Hospital of Wisconsin, Milwaukee Public Schools, the Milwaukee Police Department, the Milwaukee County District Attorney’s office and others discuss the management of each case and any lessons to be learned.

“The nuances of the ways in which domestic violence lives in women’s lives required that we come up with a different model to help people,” Pitre said. “No one entity is big enough and strong enough to end this on their own.”

**\$8,820,540**  
total grantmaking in **health**  
supporting 255 nonprofits



# Scholarships serve as solid investment in community's future

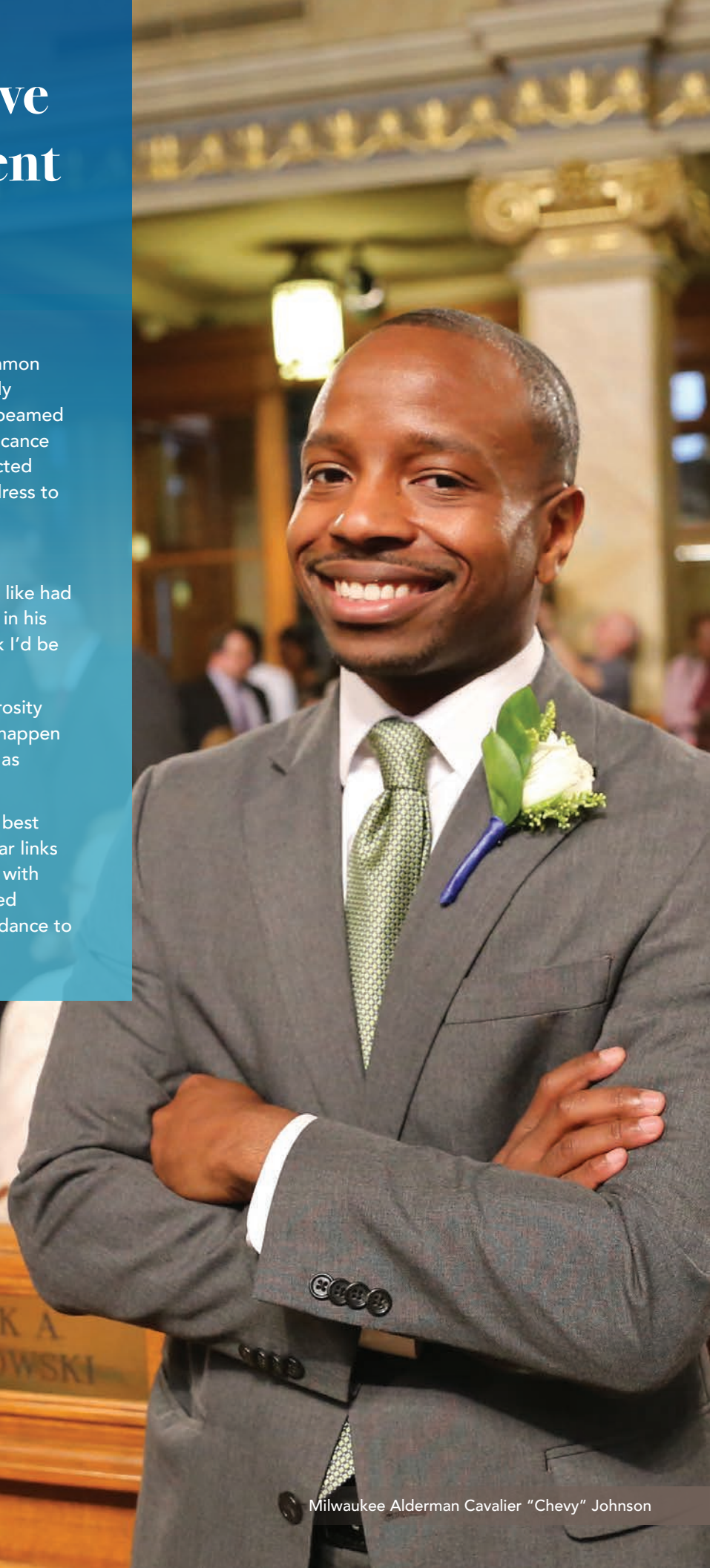
Standing in front of a packed Milwaukee Common Council chamber floor in mid-April 2016, newly elected alderman Cavalier "Chevy" Johnson beamed from ear to ear, reflecting on the grand significance of that day. Like other newly elected or reelected aldermen, he gave thanks in his inaugural address to those who helped get him to the podium.

Sponsor-A-Scholar was at the top of the list.

"I don't like to think about what life would be like had I not gotten involved," said Johnson, the first in his family to graduate from college. "I don't think I'd be standing here."

Johnson serves as a shining example of generosity hard at work in the community and what can happen when an investment is made in our kids, such as through Sponsor-A-Scholar.

Perhaps the Greater Milwaukee Foundation's best known scholarship program, Sponsor-A-Scholar links academically promising high school freshmen with a dedicated adviser and provides individualized attention, academic assistance, and other guidance to help students stay on track.



Milwaukee Alderman Cavalier "Chevy" Johnson

“It brings home just how important it is that we give everyone an opportunity. It changes their lives and changes their families’ lives.”

## MICHAL DAWSON

Founder: Chris Dawson Scholarship Fund/Chris Dawson Education Fund  
Established: 2003/2015

Interest areas: Sponsor-A-Scholar scholarships for students pursuing a major in STEM programs; scholarships for under-resourced students

For someone like Johnson, that comprehensive approach was crucial.

"Nobody in my family had gone through college so nobody pushed it," Johnson said. "Sponsor-A-Scholar helped me believe college was not something reserved for people of affluence."

Through the generosity of donors, more than \$1.46 million has been invested toward the program's coordination and academic support since it began in 1996 through a partnership between the Foundation and the YMCA of Metropolitan Milwaukee. Both had looked to create a program designed to help low-income first generation students achieve their dream of a college education. A \$100,000 grant from the then Milwaukee Foundation matched a national grant from the Commonwealth Fund to launch SAS.

Financial difficulties in 2014 led the YMCA to pare back programming and refocus work

in its core areas. In January 2015, the program transferred over to Boys & Girls Clubs of Greater Milwaukee, one of the region's largest and longest youth-serving agencies, and was incorporated under its existing umbrella of college access-related programming.

That addition more than doubled the number of students served, expanded the footprint of Milwaukee high schools with which it partners and offered additional scholarship opportunities for club members.

While the program fundamentally has remained the same, Boys & Girls Clubs has added a few new elements. Scholars are guaranteed club memberships and have access to an individual development account program, where for every \$1 they contribute toward postsecondary education, \$6 will be added.

Foundation donors have awarded more than \$1.96 million in scholarships over the past

20 years to students who have successfully completed SAS. As of January 2016, 168 scholars have graduated with a bachelor's degree, 18 scholars completed an associate degree, 15 completed a certificate program and 29 earned advanced degrees. Two-hundred sixty students are in the program's pipeline.

Johnson credits the program for igniting his career in service. Thanks to its \$5,000 scholarship support, a \$20,000 scholarship from the Foundation's Franke funds and other awards, he graduated college nearly debt free. Before becoming alderman, he did community outreach as part of the mayor's office.

"For some young people it was a chore, but for me it was something I really gravitated toward," Johnson said. "That is why I am where I am."

SAS is one enduring example of Foundation donors' longstanding investment in area students. Milwaukee beer

*continued on p. 23*

**\$6,651,959**  
total grantmaking in **education**  
supporting 311 nonprofits





MATC graduate Veronica Heredia

“I never knew I loved school so much until I went to MATC.”

—Veronica Heredia, MATC graduate

Development first learned about it when she was former Milwaukee Mayor John Norquist’s special assistant and was encouraged to serve as a mentor.

The former teacher got hooked and mentored three students. In 2003, she created the Chris Dawson Scholarship Fund to provide financial assistance to SAS students. She’s passing along the valuable lesson of giving to her grandsons, who join her every year in meeting the recipients her fund helps support.

“It brings home just how important it is that we give everyone an opportunity,” said Dawson. “It changes their lives and changes their families’ lives.”

For students who don’t take that traditional path to college and may face multiple barriers toward its completion, a little financial boost is critical. Just ask Veronica Heredia.

After giving birth to her first child at age 15, Heredia did not complete high school. When she returned after her kids were older, she tested behind in some basic skills and felt out of her league.

Heredia enrolled in Milwaukee Area Technical College’s Career Pathways program, which enables students to address basic skill gaps while also taking “stackable” industry-based credentialed courses to earn a diploma or degree. In 2014, Foundation donors contributed \$500,000 to help students like Heredia stay enrolled and motivated.

“If we can engage incoming students in the program right away while working on basic skills, there is stronger retention,” said Christine McGee, MATC Foundation’s executive director, who noted that at least 50 percent of students need to beef up basic skills like English and math. “A scholarship is a wonderful incentive.”

Heredia used the money for food, gas and school supplies. In spring 2016, she completed the

environmental health and water quality technology program and is considering a master’s degree. That marks a departure from her first day, when she called her sister out of desperation and loneliness, saying she wanted to leave.

“I never knew I loved school so much until I went there,” said Heredia, who serves as a role model for her six children, ages 10 to 23.

Johnson also helps set an example. Though college was never an expectation in his household growing up, he is making sure it becomes a regular part of the conversations he has with his son, Oliver. In fact, the 5-year-old says he wants to go to University of Wisconsin-Madison, just like his dad.



Foundation donor Michal Dawson

“

It takes a lot of partnerships and willing supporters to make this work. That is where the Foundation adds so much value.

—Steve Dykema  
Boys & Girls Clubs  
vice president of  
development and  
communications

”

baron Emil Blatz was the trailblazer when, in 1945, he left a \$100,000 gift to the Foundation to “purchase scholarships for worthy young men and women,” thereby creating the Foundation’s first scholarship fund.

That legacy has endured and multiplied. Blatz’s fund is among hundreds of scholarship funds that generous donors have created over the past century. In 2015, they provided \$2.9 million in critical support to help students pursue postsecondary careers.

“It takes a lot of partnerships and willing supporters to make this work,” said Steve Dykema, Boys & Girls Clubs vice president of development and communications. “That is where the Foundation adds so much value. Not only do you bring forward these resources from the Foundation overall, but donor advised funds also contribute scholarships to this program.”

Michal Dawson is one such loyal contributor, stretching back to the program’s early days. The former deputy commissioner of Milwaukee’s Department of City



# Summer experiences can bring lifelong change

On a Saturday morning in May, 16-year-old Tyler Thorsen sits across the street from Pewaukee Lake, the warming waters reminding him of days spent catching small- and large-mouth bass with Cops & Bobbers during the last three summers. A new driver's permit in his pocket reminds him of changes ahead. For starters, the Waukesha South High School sophomore wants to be a veterinarian, but first he has to complete biology and chemistry.

"My friends say a lot of bad things about cops," said Thorsen, who never has known his father and lives with his mother and grandparents. He became involved with Cops & Bobbers when his mother sought a male role model for him as a teenager. "Cops & Bobbers has changed my

“People don’t get a true view of what law enforcement does. Behind the scenes, they get involved in the community and reach out to troubled kids.”

## JIM LUTY

Founder: Luty Fund | Established: 2005

Interest areas: Kids, religion, arts and education

perspective of the police. They want to help.”

Once in Cops & Bobbers, Thorsen quickly moved to a volunteer role, helping younger kids bait their hooks to fish Pewaukee Lake, Tichigan Lake and Menomonee Park Quarry, where excursions are held for youths with special needs. Through the three-hour outing, kids enjoy fishing and a cookout, and connect with police officers in a positive way.

Lives can pivot on such small moments. Just ask Bob Kraemer, president of Cops and Kids Foundation, which runs Cops & Bobbers.

Kraemer was 7 years old when his father, a Milwaukee police officer, was killed in the line of duty. The family moved to Menomonee Falls where local police officers, familiar with their story, reached out to Kraemer. Their kindness became a turning point in his life.

“I saw cops wanted to make a positive difference in the community,” said Kramer, 59, and a retired police officer. “And I saw that I had two doors

open to me in my life. One was to feel sorry for myself. I chose the other door.”

Jim Luty funds Cops and Kids through his Foundation fund, the Luty Fund. For Luty – who is passionate about law enforcement and helping youth–this match between his fund and a community program was ideal.

“People don’t get a true view of what law enforcement does,” he said. “Behind the scenes, they get involved in the community and reach out to troubled kids.”

Cops & Bobbers – which brings police and kids together for fishing outings – is one of more than 40 programs in the four-county area that has benefited from the Greater Milwaukee Foundation’s Summer Grants for Kids Program since its inception in 2013. In 2015, through the generosity of donors, the program awarded \$33,000 in mini-grants (typically \$1,000 each) for summer activities that introduced new experiences to youth who otherwise could not afford them.

The grants that support kids like Thorsen may be called mini

grants, but they help children accomplish big things. In one program, low-income youth spend a week in Wisconsin’s beautiful outdoors, many for the first time. In another, children with physical disabilities, who use speech-generating devices, enjoy traditional camp experiences with their families.

These short, fun-filled experiences are often the base for lifelong change, says Amy Brinkman-Sustache, education director at Danceworks, a grant recipient.

“It’s not just a scholarship for a few days. The experience resonates for a lifetime,” she said.

Students who struggle in school, for example, find joy and confidence in dance or art classes, she says. “That confidence trickles into every aspect of their lives. Suddenly, they’re raising their hands at school. They’re the line leader.”

Any positive experience can change a young person’s life, Brinkman-Sustache emphasized. “It can open their eyes to a new world where they can be successful.”

Milwaukee Police Department officers like Mark Carter enjoy being role models for hundreds of boys and girls

## \$2,307,572

total grantmaking in **children/youth/family** supporting 152 nonprofits



# The art of reimagining area neighborhoods

Ever since she was little, Sherman Park resident Wendy Hamilton has embraced the uniqueness of her neighborhood, one of Milwaukee's oldest and most culturally and racially diverse areas.

Yet Sherman Park didn't have any artistic images or neighborhood identity markers to call visitors' attention to the unique community.

That all changed in 2015, thanks to her energy and persistence, tremendous neighborhood involvement and support from the Greater Milwaukee Foundation.



Wendy Hamilton

“Public art is art at its best. It becomes something that puts a place on the map.”

## DAVID PARSONS

Founder: Frank and Nancy Parsons Fund | Established: 1998

Interest: Youth development, animal welfare, education, medical research and the arts

Now, at the intersection of 60th, Burleigh and Roosevelt streets on site of True Vine Missionary Baptist Church, are a pair of vibrant and colorful sculptures. Entitled “Compassion,” they serve as a symbol of love for the neighborhood.

“This is really showing our unity and how proud we are of our diverse cultures where we live and this historic community,” Hamilton said. “For me to see the vision that I had as a young girl come to fruition and to be part of making that happen – it’s surreal.”

The sculptures were one of five creative placemaking projects that engaged area residents and transformed otherwise underutilized public spaces in 2015, thanks to the Foundation’s Healthy Neighborhoods Arts Initiative. A total of more than \$80,000 from the Mary L. Nohl Fund fueled the creativity and collaboration that went into creating the artwork, also in place in Milwaukee’s Kinnickinnic River Neighborhoods, Capitol Heights, Havenwoods and Riverwest/Harambee neighborhoods.

The special initiative commemorated the Foundation’s centennial year as well as

its enduring commitment to strengthening social connections, improving physical conditions and building up positive images of area neighborhoods.

“It became a fitting punctuation point for the Foundation’s centennial celebration as it inspired public art projects that catalyzed communities creatively in collaborations with local artists,” said Lynn Lucius, a consultant to the Nohl Fund.

That creativity and originality was something donor Mary L. Nohl no doubt would have admired. The artist was well known for the eccentric concrete sculptures and colorful artwork that permeated the exterior and interior landscape of her Fox Point home. Her passion was supporting visual arts and creativity of other artists. She made sure her fund, which has invested more than \$6.7 million since 2001, would carry out that desire.

While each neighborhood was completely unique, the initiative aimed to achieve the same outcomes – enhance underused spaces, engage local professional artists to partner with neighborhood organizations and engage community members



throughout all stages, and create a long-term plan for maintaining the art.

Artwork varied in size and scope – from modest benches to towering streetlight sculptures – depending on each community’s needs and desires.

Artist Marina Lee, who contributed to the projects in the Kinnickinnic River and Sherman Park neighborhoods, wouldn’t have it any other way.

*continued on p. 29*

## \$4,651,869

total grantmaking in **arts & culture**  
supporting 204 nonprofits





Esperanza Gutierrez at Pulaski Park

“People that hadn’t talked to each other or known about each other enjoyed sharing and making community.”

—Esperanza Gutierrez  
Pulaski Park Resident

“The best value comes from the community projects, especially when they go into a community space,” Lee said. “They were all very unique and worked for their neighborhoods. There is nothing better because they own it. They have a part in it.”

In Pulaski Park, that kind of resident engagement was a high priority. A seven-member committee, which included Esperanza Gutierrez and Maritza Martín, managed the entire process. Residents young and old came out to hear about what would become the park’s first piece of public art.

As the Kinnickinnic River flows through the densely-packed neighborhood, residents wanted something that was interactive and reflected the important role water plays in their community. Kids opted for bright colors and sketched ideas of what they wanted to see. All told, about 100 residents participated – from planning to construction.

“It is just the beginning of a new start for the park and the community.”

—Maritza Martín  
Kinnickinnic River Neighborhoods Resident

That was an element that Gutierrez, a 16-year resident, most enjoyed.

“People that hadn’t talked to each other or known about each other enjoyed sharing and making community,” she said.

To the casual observer, the colorful and whimsical fiberglass benches may seem like just spaces for people to sit. But to Gutierrez and Martín, they mark a new beginning for future revitalization of the 26-acre park and their south side neighborhood.

“It is really the unification of the neighborhood coming together to see progress in the area that we live,” said Martín, former president of the KK River Neighbors in Action group that spearheaded the project. “It is just the beginning of a new start for the park and the community.”

At the official unveiling and party in autumn – which came with a specially-designed cake made with mini replicas of the benches – more than 50 people turned out.

“Public art is art at its best,” said David Parsons, a Foundation donor who has supported several large-scale public art pieces, including “Tree of Life” in Mitchell Boulevard Park and “Magic Grove” in Enderis Playfield, through his donor advised fund, the Frank and Nancy Parsons Fund. “It becomes something that puts a place on the map.”

Though he no longer lives in town – he and his wife, Jutta, live in Naples – whenever he returns to Milwaukee, he finds a way back to those sculptures.

Artists Lee and Ann Wydeven helped create that draw with the Sherman Park sculptures, which won a 2016 Mayor’s Design Award. Youth from Urban Underground, neighborhood residents and area business owners provided inspiration by writing letters about what their community means to them. Residents chose the symbols incorporated into the sculpture’s mosaic pieces to reflect their neighborhood’s unique characteristics.

The project marked Wydeven’s foray into public art. The mosaic artist creates pieces typically on display in corporations or in private homes. Being able to contribute to such a collaborative project was equal parts gratifying and enlightening to her, not only as an artist, but also as a longtime Sherman Park resident.

Wydeven also partnered with muralist Ras Ammar Nsoroma, artist Blanche Brown, 129 adults and nearly 50 children on “Benches of Havenwoods,” a series of public art installments in Milwaukee’s northwest side neighborhood.

In Milwaukee’s Capitol Heights neighborhood, residents and business owners contributed ideas for banners that will be installed on light poles along Capitol Drive and Congress Street and give the area some unique identity.

Project organizers in Riverwest and Harambee wanted to use public art as a way to bridge the two neighborhoods, which are racially divided by Holton Street. The “Streetlights” project created by artist Tyanna Buie was seen as a way to connect neighbors and incorporate poetry that reflected the area’s history.

Fifteen community organizations and more than 140 youth and adults got involved in the project, which culminated with the installation of 10 laser-cut metal structures that stretch along Milwaukee’s Beerline Trail. They reflect the corridor’s industrial history, which at one time included such heavyweights as American Motors Corporation. Organizers said residents naturally have assumed responsibility as stewards, looking after them to make sure they remain in pristine form.

Gutierrez understands that feeling of ownership. She keeps the touch-up paint for the Pulaski Park benches and regularly helps clean them.

“It is my across-the-street neighbor,” she said. “What happens there affects me.”



# Building neighborhood cohesion from the ground up

When it came to the vacant lot on the northeast corner of MLK Jr. Drive and Ring Street in Milwaukee's Harambee neighborhood, resident Fidel Verdin did not see it for what it was, but rather for what it could be.

Thanks to his bold vision and seed money from a host of public and private partners, including Greater Milwaukee Foundation donors, the space now known as MLK Peace Place Park teems with new verdant landscaping, giant bold murals and – most importantly – a belief that new life can come out of once neglected spaces thanks to the engagement of community residents.



(L-R) Fidel Verdin and Tim McCollow

“While we planted a lot of fruit trees, these projects are ultimately about neighborhood cohesion. When folks gather, they get to know each other better and then they start taking care and looking out for each other more. It’s just human nature.”

## TIM MCCOLLOW

Successor adviser: Journal Foundation/Thomas and Yvonne McCollow Fund

Established: 1983 | Interest areas: Arts, education, environment and basic needs

“Our perspective is about changing the narrative,” Verdin said. “The options are limitless.”

Donors’ generosity gave way to a series of projects in 2015 – from investments like Peace Place Park to the Healthy Neighborhoods Initiative model block program – that beautified area neighborhoods and strengthened social connections between neighbors.

Peace Place Park was one of 20 vacant lots on Milwaukee’s north side that sprung to life over 10 months through Partners for Places. The initiative grew out of Milwaukee’s HOME GR/OWN program, part of the city’s Environmental Collaboration Office that seeks to reactivate and repurpose vacant lots. The Foundation was awarded a \$75,000 Bloomberg Award for Partners for Places, a project of the Funders’ Network for Smart Growth and Livable Communities, and gathered other local support, like Fund for Lake Michigan, Northwestern

Mutual, and Zilber Family foundations.

Neighborhood groups, partners like Growing Power and David J. Frank Landscaping and residents like Verdin transformed the parcels into 14 urban orchards and six pocket parks. The lots are sprinkled throughout the 6th, 7th and 15th aldermanic districts, areas with the highest concentration of the city’s vacant lot inventory.

Resident engagement and leadership was imperative from the beginning, said program manager Tim McCollow, a successor adviser to the Foundation’s Journal Foundation/Thomas and Yvonne McCollow Fund, which has supported the efforts of HOME GR/OWN. University of Wisconsin-Milwaukee’s Community Design Solutions led the design process, conducting 10 neighborhood workshops where residents provided design ideas.

“The whole thing was really designed to be bottom up, not top down,” he said, noting that the residents helped pick the sites and the parks took shape based on each neighborhood’s needs and desires.

Residents near a park at 34th and Center streets, for example, wanted a gathering space where they could show outdoor movies in the summer. Public art and urban gardens were residents’ must haves for Peace Place Park.

Creating new green spaces was partially the goal, but McCollow said the impact goes beyond the trees planted and fruit harvested.

“While we planted a lot of fruit trees, these projects are ultimately about neighborhood cohesion,” McCollow said. “When folks gather, they get to know each other better and then they start taking care and looking out for each other more. It’s just human nature.”

The Healthy Neighborhoods Initiative model block

*continued on p. 33*

**\$4,466,317**  
total grantmaking in  
**community development**  
supporting 130 nonprofits





Harambee residents installing a mural at the intersection of Booth Street and Concordia Avenue.

“It taught residents that they can affect change in their neighborhood and they are valued to help decide that change.”

—Ruth Weill  
Riverworks Development Corporation community organizer

improvement program, launched in 2015, aimed to provide small grants to neighborhood organizations to help make their neighborhoods more attractive. Ultimately the program led to much more than that.

In Burnham Park, on Milwaukee’s south side, a resident’s keen eye led to a project that shined a light on the importance of connecting with one’s neighbors. Jim Anderson, pastor of Mision Cristiana Bethel Church, was walking his dog one late summer evening along the 1600 block of South 33rd Street when he noticed a car driving slowly up and down the street. As block watch captain, Anderson thought maybe something was awry. Then he discovered the driver was looking for a relative’s home, but was having difficulty finding it because the address plaques were hard to read.

At the next block watch meeting, he spoke to Jonatan Zuñiga, Layton Boulevard West Neighbors’ community outreach manager, about the possibility of installing solar lit address plaques. With Zuñiga’s help and interpretation assistance of residents Julio Raygoza and Glenda de Leon, Anderson traveled down his diverse block collecting signatures of interested residents.

Nineteen homes – or more than 60 percent of the block – participated and the neighborhood held a party to assemble the numbers on the plaques. Each household invested \$10 and the remaining project costs were covered by a Foundation grant of less than \$500 and funds from the city’s Neighborhood Improvement Development Corporation.

The project made homes more visible from the street and neighbors more visible to each other.

“Now when we see each other, there is more trust between neighbors,” de Leon said.

On a small scale, the plaques reflect the unity of the neighborhood, despite the different backgrounds, languages and ages of its residents.

“There is strength in diversity,” Anderson said. “I believe it makes neighborhoods stronger.”

Even in a neighborhood where residents have known each other for years, small projects can make a huge difference in strengthening relationships.

Art was a unifier among residents as part of the model block program in Riverwest and Harambee neighborhoods. The Foundation invested \$3,000 to create four street intersection murals, a process led by artist Marina Lee.

Reinette Reyes, a 25-year Harambee resident, went all in on the project, from design to installation. While there is a pretty tight-knit group of neighbors in her block around Richard Street and Concordia Avenue, she got to know them better through the process, which included two design sessions and two installation days. A total of 45 people were engaged, but Reyes, along with another resident, emerged as leaders.

“It taught residents that they can affect change in their neighborhood and they are valued to help decide that change,” said Ruth Weill, a community

organizer with Riverworks Development Corporation, which coordinated the project.

Though the murals have faded, the project lives on beyond those two neighborhoods. Two area businesses invested their own money to create additional murals. Using the project’s stencils, Lee worked with Habitat for Humanity to replicate the work within Washington Park.

Participating in a project like that empowers residents like Reyes to assume leadership roles in other neighborhood developments. Reyes and her four boys, ages 1 to 14, adopted one of Harambee’s new Little Free Library locations, painting the structure and stocking it with books. It resides a block from one of the murals.

Much like the address plaques and murals, Partners for Places’ impact continues to evolve. At Peace Place Park, for example, Verdin said they’ve only just begun.

He envisions charging stations, bike racks and even a performance stage. Food demos will sprout up once demonstration gardens take root. Yoga and Zumba classes will enliven the spot and art festivals and his annual summer peace rally will find a home there.



Harambee residents with artist Marina Lee (second from right)



# APPLYING KNOWLEDGE OF OUR DIVERSE REGION

Contributing accurate and objective knowledge to the public dialogue is an important role for a community foundation. The Greater Milwaukee Foundation frequently commissions research used in the community to inform the work of nonprofits, businesses, government leaders and residents. One of our most comprehensive reports, **Vital Signs**, provides a measure of greater Milwaukee’s quality of life by comparing our region to 15 similar metro areas across the country. **Vital Signs 2015** highlighted the region’s strengths, vitality and challenges across a spectrum of indicators.

While the story of our region is complex, one of its clear messages is that life and opportunity in our community are often experienced differently depending on a person’s race. The data provides validation of the Foundation’s priorities in partnership and investment as greater Milwaukee becomes an increasingly diverse region.

32%  
Growing diversity

About one-third of the population of the four-county region is people of color.

POPULATION



>43 yrs vs. <30 yrs

Youthfulness in communities of color

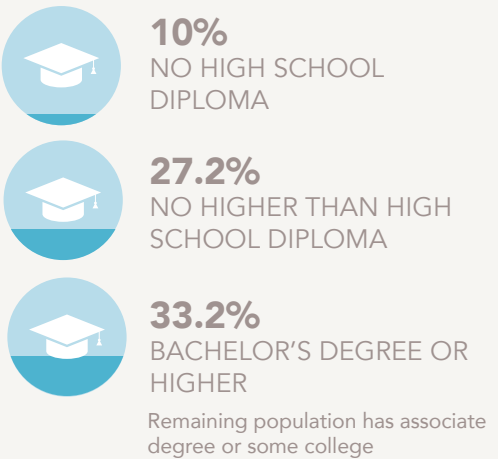
The median age of white/non-Hispanics is 43.5 years while the median age for people of color is younger than 30 (29.7 Asian, 29.0 black/African American, 25.1 Hispanic/Latino).

Median Age

43.5	29.7	29.0	25.1
WHITE/NON-HISPANICS	ASIAN	BLACK/AFRICAN AMERICANS	HISPANIC/LATINO

## Educational attainment

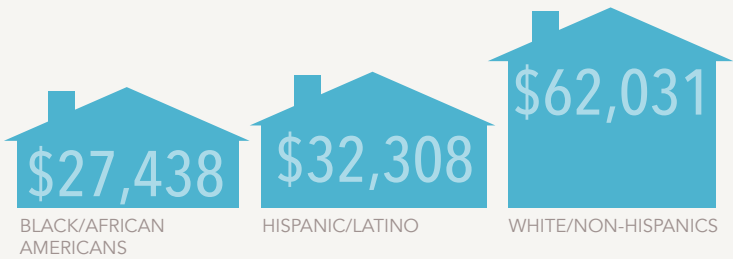
Adults age 25 and older



## \$34,593 Income disparity

The difference in median household income in our region between white/non-Hispanic (\$62,031) and black/African American households (\$27,438) is \$34,593. The gap between white/non-Hispanic and Hispanic/Latino households is \$29,723.

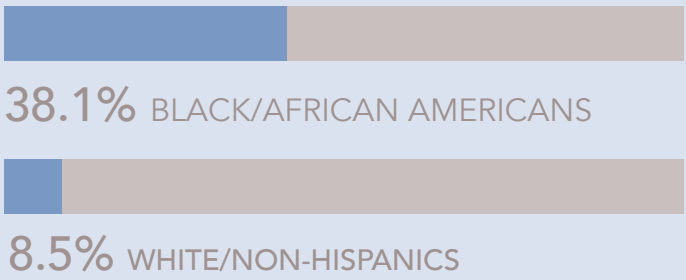
MEDIAN HOUSEHOLD INCOME



## Disproportionate poverty

The poverty rate for black/African Americans in greater Milwaukee is 38.1 percent, the highest of all 16 regions examined. By comparison, the rate for white/non-Hispanics is 8.5 percent.

POVERTY RATE



60.5%

Low homeownership

At 60.5 percent, the greater Milwaukee region has the lowest overall rate of homeownership among the 16 regions surveyed.

## Grants aligned with racial equity and inclusion commitment

Community groups working to advance racial equity and inclusion in greater Milwaukee had a distinctive opportunity to compete for grants that infused more than \$1 million into their efforts in 2015. The Greater Milwaukee Foundation introduced a special request for proposals to support organizations addressing challenges, including persistent disparities, faced by communities of color.

The unique proposal process sought to remove barriers that might otherwise preclude some organizations from seeking or receiving funding in the conventional grant process.

“It was essential that this effort reached groups that intended to place the voices of people who are traditionally left out of community decision-making at the center of the planning, implementation and results of their proposed project,” said Janel Hines, director of grant programs and strategic initiatives.

The Foundation received 158 proposals designed to improve the quality of life for people of color from 152 different organizations. Among them, 23 percent had never received a grant from the Foundation before.

Youth opportunities, leadership development and community organizing were among the key strategies proposed by the 17 organizations ultimately selected to receive grants through the process. Approaches to the work included engagement of diverse communities, reduction of barriers to equal opportunity, reduction of health disparities and research to examine the impact of nonprofits serving communities of color.

Grant recipients also formed a unique learning community. Convened by the Foundation, the group meets for training and development.

Made possible by the forethought of philanthropic donors, the investment is just one example of the Foundation’s intentional and intensified commitment to eliminating the causes of inequity so that all people in our region have the opportunity to reach their full potential.





# CELEBRATING A CENTURY

For generations, our community's most generous people have placed their trust in the Greater Milwaukee Foundation to answer the needs of the present and fulfill the promise of the future. Throughout its centennial, the Foundation honored this legacy in a celebration of community that emphasized opportunity for all and showcased our region at its best. From our Gifts to the Community, to special investments in public gathering spaces, to an annual meeting of historic proportions, the Foundation animated its mission in 2015 by bringing community together and demonstrating the power of philanthropy. It was our tribute to a community whose generosity has propelled our mission for 100 years.

1915-2015





CENTENNIAL

# GIFTS *to the* COMMUNITY

Bringing together 275,000 people, our Gifts to the Community in 2015 provided free admission and access to signature destinations, services and special events throughout the region. With a unique opportunity presented each month, the Gifts honored our donors' generosity, the Foundation's history of supporting local organizations and our commitment to a vibrant, inclusive community.

## REGIONAL INVESTMENTS

In each of the four counties the Foundation serves, a special initiative helped revitalize key public gathering spaces so that they may energize communities for generations to come. All told, the Foundation invested \$800,000 to help put these projects on the map. The value of enhancing civic centerpieces, however, is far greater, as shared experiences build relationships among neighbors and strengthen community pride.

### MILWAUKEE COUNTY

Children's laughter will triple in 2016 as three playgrounds, designed with resident input, are reconstructed in neighborhoods with limited recreation options. The Foundation's collaboration with the city of Milwaukee's MKE Plays initiative will result in new play areas at North 67th and West Spokane streets, North Long Island Drive and West Custer Avenue, and near North 37th Street and West McKinley Avenue.

### OZAUKEE COUNTY

Reimagined to match the character and charisma of Cedarburg, a new band shell has arisen in Cedar Creek Park as a hub of community activity. Dedicated this June, it was the product of a partnership between the Foundation and the Greater Cedarburg Foundation as well as the Grafton-Cedarburg Rotary Club and the city of Cedarburg.

### WASHINGTON COUNTY

Christened by the sound of electric guitars, Old Settlers Park in the heart of downtown West Bend reopened to enthusiastic fanfare in June. The revitalized park, featuring new walkways, landscaping, design and an expanded bandstand, was developed through a partnership between the Foundation, the city and the West Bend Community Foundation.

### WAUKESHA COUNTY

Oconomowoc soon will have a new downtown path along Fowler Lake that better connects pedestrians to local businesses and destinations. Plans to rebuild and enhance the shoreline boardwalk and adjacent gazebo are taking shape through the Foundation's partnership with the Oconomowoc Area Foundation and the city, complementing a thoughtful downtown redevelopment effort.

JANUARY

#### Milwaukee Public Museum free weekend

*"We like working with the Greater Milwaukee Foundation because they really care about the city and they care about how Milwaukeeans experience their city."*

*—Dennis Kois  
President and CEO  
Milwaukee Public Museum*

MARCH

#### Mitchell Park Domes free weekend



APRIL



#### Day of free public transit in Milwaukee, Ozaukee, Washington and Waukesha counties

JUNE

#### Milwaukee Symphony Orchestra free veterans concert and community concert in the parks

*"I think it was wonderful for the Greater Milwaukee Foundation to put this together on several fronts. You know, recreation for a lot of us disabled veterans is something that we don't often do, and for us to get out in the sunny weather and have this provided for us on a facility that we're familiar with is really a blessing."*

*—Steven, Special Ops veteran*

AUGUST

#### Mequon Nature Preserve, Riverside Nature Center, Schlitz Audubon Nature Center and Urban Ecology Center free day of activities



OCTOBER

#### Discovery World free weekend



DECEMBER

#### Milwaukee County Zoo free week

*"My boys really enjoyed the zoo and really appreciated the end of the year holiday gift of free admission and parking! We had a wonderful time, and ended up staying hours later than we had planned!"*

*Darshida, La Crosse*

FEBRUARY

#### Milwaukee Art Museum & Ebony Fashion Fair free weekend



MAY

#### Cedarburg Art Museum, Museum of Wisconsin Art, and Ten Chimneys free weekend

*"The Greater Milwaukee Foundation did a marvelous job in putting this event together for today. For all the people that may not have thought about coming, maybe they couldn't afford to come, to do this for free was simply unbelievable. And I thank you from the bottom of my heart."*

*—Sherry, Hales Corners*

JULY

#### Support to acquire two snow leopards for Milwaukee County Zoo with Zoological Society of Milwaukee



SEPTEMBER

#### Miller Park free behind-the-scenes tours and school supply drive with Brewers Community Foundation

*"We've been coming to Miller Park since it's been built, and it's nice to be able to see all the parts we never get to see, so it's been a lot of fun."*

*—Eli, Milwaukee*

NOVEMBER

#### Holiday Folk Fair International free day with International Institute of Wisconsin





# why WE GIVE

Every year our family of generous philanthropists grows. We are grateful for their dedication, passion and commitment to our community.

A century ago, we were created by and for the people of greater Milwaukee as an engine for change in our community. Because of the endowments that these generous and visionary individuals have built over decades, the Greater Milwaukee Foundation makes a difference in countless lives today.

There are many reasons why people give. Forty-four new visionary individuals or organizations started their philanthropic journeys with us in 2015, choosing to start funds while they were alive so they could see the results of their giving. Thirty-two people chose to include the Foundation in their estate plan or leave a gift to us through a bequest, life insurance policy, charitable gift annuity or individual retirement plan. More professional advisers in the community have turned to us, viewing us as their conduit to clients they serve who have interests in charitable giving.

No matter the reason or the timeline, we are grateful that more than 1,200 individuals or organizations have placed their trust in us to carry forth their legacy. Together, over the past century, we've been able to transform our community for the better. We thank our philanthropic partners for placing their confidence in us and look forward to the legacy they will forge throughout our communities for decades to come.



## new FUNDS

AAUW Milwaukee Branch Fund #2	Korey and Liz Clark Johnson Fund (West Bend Community Foundation)
Anonymous Fund	Alice Youngberg Kozlowski Fund (Oconomowoc Area Foundation)
Artists Working in Education Fund	Dennis, Irene and Louis Kubena Family Endowment Fund
Barr Family Music Scholarship Fund	Elizabeth A. Kudija Fund
John J. Brander and Christine E. Rundblad Fund	Charlotte J. Lehman Fund
Robert A. "Bo" Brandt Fund	Steven and Wendy Lewensohn Fund
Broadscope Disability Services Fund	Life Navigators Endowment Fund
Brown Family Blessing Fund	William S. Martin Fund
Cedarburg History Center Endowment Fund (Greater Cedarburg Foundation)	Milwaukee Rotary Centennial Arboretum Preservation Fund
Community Development Society Strategic Initiatives Fund	Milwaukee Succeeds Funding Collaborative (5)
Chris Dawson Education Fund	Allan L. Mueller Fund (Greater Cedarburg Foundation)
Chris Dawson Scholarship Fund	Walter J. Mundschau Fund
Kathleen M. and Randolph H. Dean Fund	John W. Roth Scholarship Fund (West Bend Community Foundation)
Dunphy Family Fund	Carol Rowan Memorial Fund
Eastbrook Academy Erickson Scholarship Fund	Rudnitzki Family Fund
Ellis Family Foundation Fund	Andy and Karen Schnitzler Family Foundation Fund (West Bend Community Foundation)
Miriam and Carlton Ericksen Fund	Jack A. and Phyllis A. Swedish Designated Fund
Fox Point-Bayside Educational Foundation Endowment Fund	Kent and Marcia Velde Fund
Friends of Muskego Public Library Fund	Harry F. and Patricia H. Weisberg Fund
Raymond H. and Mabel M. Gebhard Fund (West Bend Community Foundation)	Jean T. Wier Fund (West Bend Community Foundation)
GMF: Lift Milwaukee Neighborhoods	Wisconsin Humane Society Arline E. Meier Fund
Margarete and David Harvey Fund	
Susan G. and James A. Hubbard Charitable Fund	

## new LEGACY SOCIETY MEMBERS

William and Patricia Alverson	Susan G. Hubbard
Jean M. Barr	Dan and Joanne Kline
Mike Bursak	Marsha M. Krueger
Harry L. and Barbara B. Drake	Robert T. Monday
Carlton Ericksen	Robert and Nancy Nell
Margie E. Floyd	Allen D. and Judi L. Ruppel
James M. and Judith A. Ford	John and Mary Scheibel
Gregory A. Gapinski and Kathleen M. Warden Gapinski	Roger and Margery Senn
Ellen Hohenfeldt	Kent and Marcia Velde
Susan and Howard Hopwood	Ross and Jane Volkmann



# JOAN ROBERTSON

*Joan and her late husband, Robbie, created the Annette J. Roberts and Joan R. Robertson Fund for World Peace, World Law and Peace Education, to honor her mother, an outspoken pacifist and suffragette. The donor advised fund supports programs that promote world peace, nonviolence and education.*

“The Greater Milwaukee Foundation, to me, is a very wonderful, steady resource for the whole community. I can think of no finer way to be exposed to the many needs of the community, state, country and the world than through the Foundation.”



*why* WE GIVE

## LIFETIME PHILANTHROPY

Giving during one's lifetime allows an individual to be actively involved in supporting the causes they believe in and see the fruits of their generosity blossom for the benefit of the community they love. It also affords an individual immediate and substantial tax benefits.



# JAY & MADONNA WILLIAMS

The couple is committed to giving back to Milwaukee, a place where Madonna grew up, Jay built a 40-plus year career in banking and they raised their family. They've invested time and talent in supporting venerable area institutions, including the Milwaukee Public Museum and Boys & Girls Clubs of Greater Milwaukee, and have entrusted the Foundation with the responsibility of carrying out their philanthropic wishes after they are gone.

“Through hard work and a bit of luck, we have been very fortunate and view it as our responsibility to pay it forward. The Greater Milwaukee Foundation is a dependable organization committed to making that happen. We are confident that our vision for transforming the community through wise, high-impact investments will be realized.”



*why* WE GIVE

## LEGACY GIVING

While you may not choose to give during your lifetime, you can lay the groundwork for a legacy that will last long after you are gone by including the Greater Milwaukee Foundation in your will or estate plan. For more than a century, we've faithfully honored the wide variety of charitable wishes that thousands of like-minded individuals have made for their community. We make sure their generosity is directed to the charities of their choice or to the organizations that can best accomplish their goals of meeting the community's most urgent needs.



# ARTISTS WORKING IN EDUCATION

For nearly two decades, Artists Working in Education has worked to cultivate community, activate public spaces in positive ways and, in the process, provide area youth with a chance to be creative. Some of its artmaking might be temporary, but its leaders want to ensure its future within the community is permanent.

“As a grant recipient of the Greater Milwaukee Foundation, there was a familiarity with it and its reputation, particularly with its strong investment performance. We are really looking at this as a long-term financial planning tool. It’s one more tool to diversify what income is coming in for our organization. Because we are small, every few thousand dollars really does matter.”

Beth Haskovec  
Executive Director



## *why* WE GIVE

## ORGANIZATIONAL PHILANTHROPY

From family startups to corporate giants, small arts groups to large social service agencies, each of these organizations contributes to the strength and vitality of our greater Milwaukee community. The Greater Milwaukee Foundation is fortunate to be able to support our area nonprofits by helping them achieve financial security through agency endowments.



# HERBERT J. MUELLER SOCIETY

Each year, we honor professional advisers who work on behalf of the Foundation and the community through the Herbert J. Mueller Society, a special group named in honor of a local estate planning attorney who, through his quiet efforts, helped shape the Foundation into the strong, stable and successful organization it is today.

“The Greater Milwaukee Foundation is a tremendous community resource, with high-level experience and expertise in all aspects of philanthropy and charitable planning”

George A. Dionisopoulos  
Attorney at Foley & Lardner LLP

## 2015 PROFESSIONAL ADVISERS OF THE YEAR

In 2015, we recognized five attorneys with our Professional Advisers of the Year distinction for their work in helping steward former Sen. Herb Kohl’s historic \$100 million gift to the Foundation. The gift was promised toward the development of a new arena in downtown Milwaukee, a project that will have immeasurable impact on downtown and its surrounding neighborhoods. We are incredibly grateful for the trust, confidence and partnership of these individuals in bringing a gift of such magnitude to the Foundation.

**Daniel E. Conley**  
Quarles & Brady LLP

**Lecia Johnson**  
Godfrey & Kahn, S.C.

**Timothy C. Smith**  
Godfrey & Kahn, S.C.

**George A. Dionisopoulos**  
Foley & Lardner LLP

**Jason Kohout**  
Foley & Lardner LLP

## 2015 NEW MEMBERS

**Daniel E. Conley**  
Quarles & Brady LLP

**Noleta L. Jansen**  
Quarles & Brady LLP

**Lecia Johnson**  
Godfrey & Kahn, S.C.

**Kathryn A. Muldoon**  
Quarles & Brady LLP

**Maureen L. O’Leary**  
Willms S.C.

**Timothy C. Smith**  
Godfrey & Kahn, S.C.

**Charles J. Stansberry Jr.**  
Schober Schober & Mitchell S.C.

## PROFESSIONAL ADVISERS

The Foundation – and the future of our community – is built on the generosity of individuals who love the area deeply. Through the wise counsel of local professional attorneys and financial planners, many people find a perfect fit for their philanthropy and their passions at the Foundation. Professional advisers can rely on us to work with their clients to carry out charitable giving because of our deep knowledge of the community. We can pair a donor’s philanthropic interest with nonprofits and initiatives that are having impact in the city and beyond. We’re a resource advisers and their clients trust.

why WE GIVE



# PARTNER FOUNDATIONS

Four distinct counties – Milwaukee, Ozaukee, Waukesha and Washington – make up the region in which our donors live and give. Each has its own unique strengths, characteristics and charm.

But these communities don't exist in isolation. Our dedication and passion for our communities and our commitment toward wanting to make them a better place unites us. We rise and fall together as a region. When one community thrives, our region benefits as a whole.

In the following section you'll learn about the impact that our regional

partner foundations are having on meeting their community's needs while simultaneously preparing for the vibrancy of their community's future.

These three foundations are led by volunteer boards whose members come from their community. The Greater Milwaukee Foundation manages their investments, provides financial administration, serves donors and manages their grantmaking. This frees those boards to focus on what they do best – supporting the organizations, programs and projects that bring the

greatest benefit to their respective communities.

One big way the partner foundations did so in 2015 was by making investments in civic centerpieces that serve as gathering spots for current residents and future generations. The Foundation invested \$200,000 in each project – a new boardwalk in downtown Oconomowoc, a reimagined band shell in Cedarburg's Cedar Creek Park and a revitalized Old Settlers Park in West Bend – to commemorate its centennial.

## West Bend Community Foundation



Situated at the west bend of the Milwaukee River, the West Bend community has a rich park system, a unique sculpture collection, one of the country's top regional art museums and a downtown that continues to evolve and grow.

While these are all noticeable characteristics, one of the most striking is how when the community sees a need, it is quick to respond.

"There is a great spirit of philanthropy and the West Bend Community Foundation leads the way in facilitating all this generosity," said Kevin Steiner, president and CEO of West Bend Mutual Insurance Company and a foundation board member.

Since 1999, the community foundation has helped West Bend in a number

of ways – namely by building up the community while also supporting those in need.

It has supported programs in education, arts and culture, environment, health and human services and capital projects like renovating Old Settlers Park, a popular gathering spot downtown.

Ten years ago, homelessness wasn't as big of an issue in West Bend. But the economic downturn brought it to light and the community responded. Donors helped the foundation support the work of Family Promise of Washington County in serving those in need.

"The types of needs that need to be met in the community are changing," Steiner said. "The community foundation is the hub for individuals to come together to pool resources and figure out where those dollars are best spent to meet those needs."

The West Bend Community Foundation keeps this community strong and vital. It allows the West Bend area to be able to deal with issues that come up and be proactive. It's just been absolutely wonderful to see where it started, where it's gone and whom it serves.

Sharon Ziegler, West Bend Community Foundation past president

### 2015 Greater Milwaukee Foundation Grantmaking by County

\*excludes grants made by our three partner foundations

Ozaukee County  
**\$938,884** to **48** agencies

Washington County  
**\$1,019,765** to **36** agencies

Waukesha County  
**\$1,748,626** to **133** agencies

Milwaukee County  
**\$30,729,411** to **501** agencies



### West Bend Community Foundation 2015 Grants: **\$1,689,280** to **163** agencies



Downtown West Bend Farmer's Market





Oconomowoc Area Foundation  
2015 Grants: **\$535,128** to **73** agencies

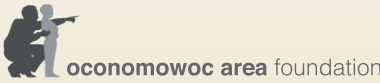
Oconomowoc Veterans Memorial Park

“

The Oconomowoc Area Foundation has made it easier for people to give and sheds the light on how many needs exist that many don't know about. Collectively, we hope to help rally the community to bridge that gap between supply and demand.

Craig Schiefelbein,  
Oconomowoc Area Foundation  
founder and past president

”



## Oconomowoc Area Foundation

At the heart of Lake Country lies Oconomowoc, a city that more than 150 years ago was a second home to wealthy industrialists and families from Midwestern cities like Chicago, St. Louis and Milwaukee.

Beer barons like Pabst and Blatz and retail greats like Montgomery Ward flocked to the area because of its parks, lakes and culture.

“People take pride in the community,” said Nate Zastrow, Oconomowoc Area Foundation board chair and executive vice president and CFO of First Bank Financial Centre. “People want to be involved. People want to contribute.”

Zastrow describes the foundation as a civic supporter, working behind the scenes to help those in need, develop youth, care for children, enrich the community and protect the environment. It's

provided scoreboards to the Little League program, covered basic needs through St. Vincent de Paul and paid homage to area vets through a new memorial park.

The community has had its share of challenges over the years, despite its history of great wealth. Its downtown economy was hit hard during the Great Recession. Poverty has increased. Like many suburban areas, it is starting to feel the effects of heroin.

That's where the foundation comes in. Not only does it focus on supporting areas in which it believes every great community must excel, but it also concentrates on meeting the community's greatest needs.

“We are trying to meet the day-to-day needs of everyone,” Zastrow said. “What we do now echoes into eternity.”

## Greater Cedarburg Foundation

Step on to the sidewalks of downtown Cedarburg and you feel like you've just stepped right into a Norman Rockwell painting.

“It's a destination,” said Joe Fazio, president of the Greater Cedarburg Foundation and chairman and CEO of Commerce State Bank. “When you get to Cedarburg, you feel like you've arrived.”

That charm is a feeling that exists throughout Cedarburg and one the foundation strives to maintain. When it began in 2002, its founders rallied behind the phrase “Cedarburg...now and forever,” words that captured the civic spirit the community has been blessed with ever since it was founded in the 1840s.

They wanted it to become the community's go-to resource for philanthropy. Over the years, thanks to its many generous donors, it has concentrated its grantmaking on

areas that enhance the community, namely the arts, education and social service agencies.

“The foundation has the ability to impact any organization in greater Cedarburg,” Fazio said. “We've helped these agencies build their presence and value in and around the area.”

While it strives to preserve the city's historic identity, through projects like the renovation of the 80-year-old Rivoli Theater and the creation of a history museum, the foundation also supports projects that contribute toward its progress.

“We make sure it is supporting and keeping viable those organizations that contribute to today and also funding multigenerational facilities for years to come,” said Fazio, noting projects like the Cedarburg Public Library, and the new band shell in Cedar Creek Park.

“

Cedarburg is extremely community minded and extremely philanthropy minded. People here take ownership and pride in their community and I think the Greater Cedarburg Foundation reflects that.

Ben Levy, attorney and Greater Cedarburg Foundation past president

”



Greater Cedarburg Foundation  
2015 Grants: **\$319,920** to **26** agencies

View of historic downtown Cedarburg



# Volatility Returns

In 2015, renewed macroeconomic concerns and an aging bull market for U.S. companies finally brought an end to a surprising multi-year period of market calm. For the year, most stocks fell modestly with significant declines occurring in emerging markets and in any area where there was a perceived connection to energy prices, which also declined sharply during the year.

The Greater Milwaukee Foundation, through its pursuit of an equity-oriented strategy focused on long-term outcomes, was not immune to market conditions and posted an overall -1.1 percent return for the year. We tend to see capital markets as erratic and note that their short-term verdict need not be the key factor used to judge the success of an investment portfolio. In this regard, 2015 was a very strong year for the Foundation as talented new managers were retained, while many of the portfolio companies improved their fundamental value and business prospects. As a bonus, market volatility offered opportunities to acquire attractive assets at good prices.

Over the last seven years, the Foundation’s approach has been well rewarded with a +10.3 percent annualized return, which is equivalent to a 98.6 percent cumulative gain. This outcome continues to be the product of the Foundation’s decision to maintain a strategy that is driven by its long-term objectives while utilizing the size of its assets to access exceptionally capable investment management firms. Thanks to the highly capable oversight of the Foundation’s Investment Committee, long-term returns have been well above market benchmarks along with other endowments and foundations across the country.

The Foundation’s Investment Committee remains focused on maintaining a prudent strategy, consistently executed. This strategy is built on diversification, balance and the knowledge that renewed volatility provides the outsized opportunities that continued success demands.

Mike Miller  
Colonial Consulting  
Managing Director

Dave Kundert  
Investment Committee  
Chair



Dave Kundert

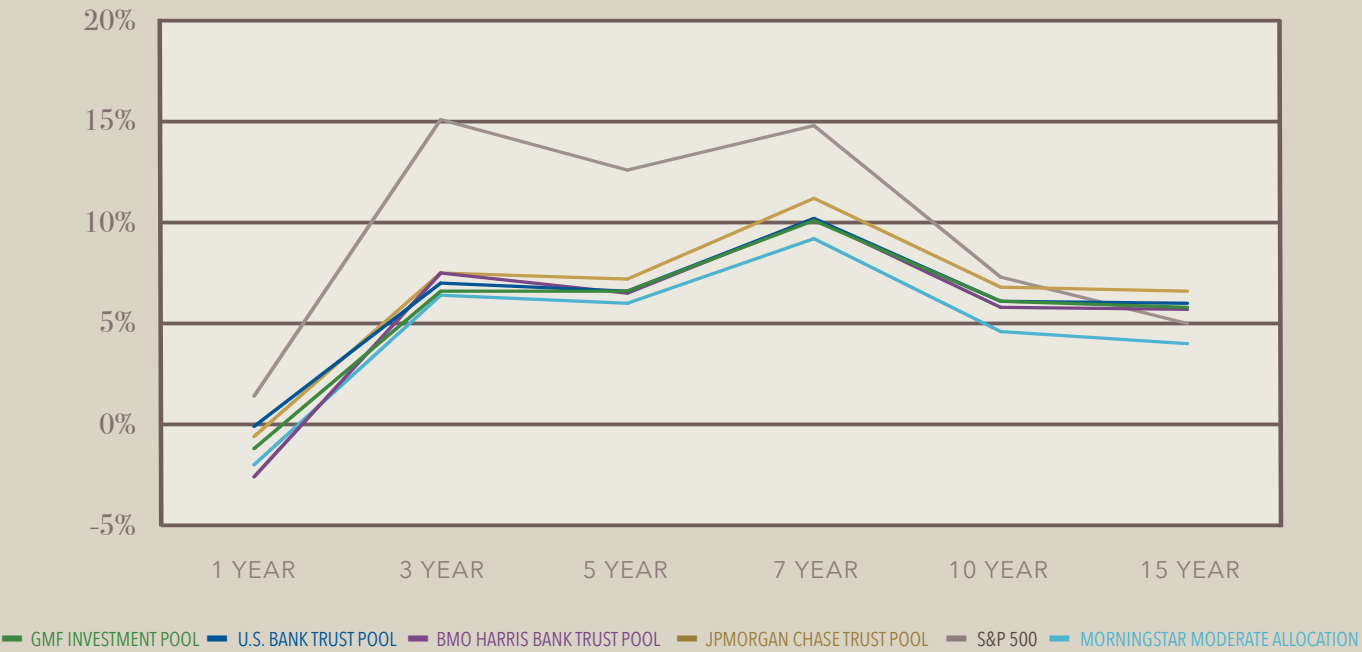


Mike Miller

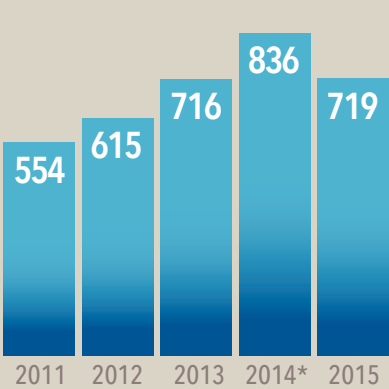
# INVESTMENT RETURNS

AS OF 12/31/2015

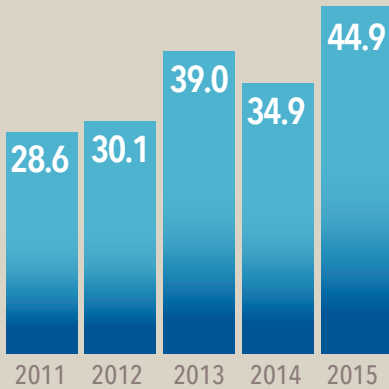
	1 YEAR	3 YEAR	5 YEAR	7 YEAR	10 YEAR	15 YEAR
GMF Investment Pool	-1.2%	6.6%	6.6%	10.1%	6.1%	5.8%
U.S. Bank Trust Pool	-0.1%	7.0%	6.6%	10.2%	6.1%	6.0%
BMO Harris Bank Trust Pool	-2.6%	7.5%	6.5%	10.2%	5.8%	5.7%
JPMorgan Chase Trust Pool	-0.6%	7.5%	7.2%	11.2%	6.8%	6.6%
S&P 500	1.4%	15.1%	12.6%	14.8%	7.3%	5.0%
Morningstar Moderate Allocation	-2.0%	6.4%	6.0%	9.2%	4.6%	4.0%



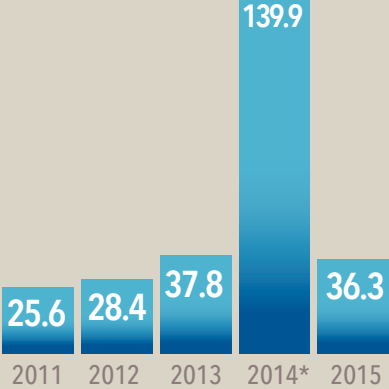
## ASSETS (IN MILLION \$)



## GRANTS (IN MILLION \$)



## GIFTS (IN MILLION \$)



\*Includes a \$100 million contribution from former Sen. Herb Kohl for partially funding the construction of a new NBA-quality arena to be built in the city of Milwaukee.



# FOUNDATION *at a* GLANCE

## OUR TEAM

We share the same passion as our donors when they give and engage and as our community partners when they carry out their mission of serving others. We are proud and delighted in our work to support donors and nonprofits in making this region greater.

## OUR BEGINNING

We are part of a movement that started more than 100 years ago and has transformed philanthropy and communities worldwide. It all grew out of an idea that passionate and generous people can come together to make a difference and make their community into what they ideally want it to become.

## OUR PURPOSE

From our very beginning in 1915, we've sought to inspire and grow the philanthropic spirit within our community, serve like-minded individuals who want to give back to strengthen our region and, in the process, create a better future for generations to come.

## OUR GRAND VISION

Through the guidance of our Board and generosity of our donors, we work toward helping the greater Milwaukee area become a vibrant, thriving region that is welcoming and inclusive to all and guarantees opportunities, prosperity and a high quality of life.

## OUR GUIDING VALUES

We partner with donors, nonprofits and community leaders to develop strategies and mobilize resources to address the persistent challenges of our four-county area. We are committed to nurturing relationships for generations and honoring commitments. All voices are vital to the future of our region, and we embrace the diversity of individuals, ideas and expressions.





# FOUNDATION PEOPLE

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Wendy Reed Bosworth  
Peter W. Bruce  
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Ness Flores  
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Cecelia Gore  
Jacqueline Herd-Barber  
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David J. Kundert  
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David J. Drury  
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David J. Kundert

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Jacqueline Herd-Barber, Co-chair  
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Ness Flores  
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David J. Drury  
David J. Lubar  
Gregory S. Marcus  
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Cory L. Nettles  
Marlyn J. Spear  
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David J. Lubar  
Cory L. Nettles  
Thomas L. Spero

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Aileen Rogers, Executive Coordinator  
Nurma Brown, Administrative Assistant

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Lamont Smith, Associate Officer

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Fran Kowalkiewicz, Program and Grants Associate  
Liliane McFarlane, Grants Manager  
Evan R. Reed, Senior Program Officer  
Darlene C. Russell, Senior Program Officer  
Pa Sponcia, Associate Program Officer  
Carol Wilson, Scholarship & Program Coordinator

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Bryan Demerath, Systems Manager  
Tracy Hamley, Finance & Human Resources Assistant  
Sharon Loxton, Senior Financial Analyst  
Stacie Owen, Accounting Associate  
Wendy Ponting, Controller  
Tania Sinha, Accounting Associate

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Amy K. James, Human Resource Generalist  
Linda D. Pitts, Receptionist

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Becca Mader, Senior Communications Specialist  
Paula J. Perez, Webmaster & Graphic Designer  
Jeremy Podolski, Marketing and Communications Manager  
Claudia Scholl, Event & Hospitality Manager

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Will Janisch, Philanthropic Adviser  
Tori Johnson, Philanthropic Services Operations Manager  
Jennifer Krueger, Philanthropic Services Associate  
Mary Kay Mark, Director of Gift Planning  
Mark Maurice, Philanthropic Adviser  
Andrea C. Ogden, Philanthropic Adviser

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Danae D. Davis, Executive Director  
Audrey Borland, Goal 2 Manager  
Dave Celata, Deputy Director  
Lorna Dilley, Data Manager  
Jonathan Dunn, Goal Manager  
Kia Patterson, Administrative Assistant

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*Inside Cover, Milwaukee City Hall, photo courtesy of Milwaukee County Historical Society*  
*p. 23, MATC graduate Veronica Heredia, photo by Sefton Ipock*  
*p. 33,34, Intersection murals in Milwaukee's Riverwest neighborhood, courtesy of Ruth Weill*  
*P. 37, Downtown Milwaukee at North Plankinton Avenue, photo courtesy of Milwaukee County Historical Society*  
*p. 39, February photo by Paula Perez, March photo by Jeremy Podolski, April photo courtesy Milwaukee County Transit System, July photo by Zoological Society of Milwaukee/Richard Brodzeller, August photo courtesy of Riveredge Nature Center, October photo by Becca Mader, November photo courtesy of Holiday Folk Fair International*

## IN MEMORIAM

This list reflects the donors and friends who died in 2015. We will forever treasure the time we were fortunate to spend with these generous philanthropists and feel eternally grateful that we can help them leave a legacy in their community.

Margaret E. Barr  
James Brown  
Joseph R. Coppersmith  
Miriam Ericksen  
Essex Hart Grebe  
George H. Grove  
Diane Heifetz  
Phyllis J. Huffman  
Jean Dale Jaggard  
Mary Ellen Johnson  
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Patricia H. Weisberg  
Walter A. Wilde  
Beatrice Winkler





Greater Milwaukee  
**FOUNDATION**  
*greater together*

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**Our thanks to  
our donors,  
nonprofit partners  
and friends for  
100 years of vision  
and generosity!**



Confirmed in compliance with  
National Standards for U.S. Community Foundations