

a magazine for friends of the GREATER MILWAUKEE FOUNDATION

# GREATER together

## Investing in our future

Donors and partners  
committing to early  
childhood care  
and education



Greater Milwaukee  
FOUNDATION  
*greater together*

Volume 3 Issue 2 Fall 2018

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Fall 2018



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Former Sen. Herb Kohl, a leader in the private sector and in public service, focuses his philanthropy on education with a nod to projects that foster collaboration and broad community change.

# GREATER together

A MAGAZINE FOR FRIENDS OF THE  
GREATER MILWAUKEE FOUNDATION  
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**VISION** Greater Milwaukee becomes a vibrant, economically thriving region comprised of welcoming and inclusive communities that provide opportunity, prosperity and a high quality of life for all.

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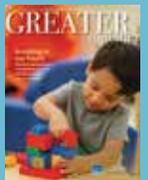
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**ON THE COVER:**  
A young boy at  
United Community Center's  
Child Development and  
Education Center



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The more that you read,  
the more things you will know.  
The more that you learn,  
the more places you will go.

President & CEO Ellen M. Gilligan spends time with two of Next Door's early readers – 3 year olds Kyrie and Camila. The Foundation and its donors have supported the early education provider for more than 30 years, most recently with a \$83,000 grant to create new indoor and outdoor playgrounds at its Capitol Drive site.

# PRESIDENT'S MESSAGE

No matter who we are, where we live or what path in life we've taken, we were all children once. Whether we realize it or not, the start we were given in our earliest years had a tremendous influence on where we stand today.

A child's first five years set the stage for future success, which is why the Greater Milwaukee Foundation and many community partners are strengthening their alignment and investment to ensure all children from prenatal to age 5 are healthy, supported and ready to learn when they enter school. These coordinated efforts build on and complement more than six years of progress in kindergarten readiness spearheaded by Milwaukee Succeeds, the communitywide education initiative launched and embedded at the Foundation. Much of the progress to date is due to the leadership of the United Way of Greater Milwaukee & Waukesha County, an essential partner in these efforts.

Research shows 85 percent of a child's brain is fully developed by age 3. During these formative years, most kids are in some type of child care or preschool setting while their parents work. Our experience in the community matches the empirical

evidence that children who have a high-quality early childhood experience during this critical time are more likely to do well in school and find better jobs as adults.

Our community, however, has stark racial differences in terms of access to such care, and far too few children overall receive quality early childhood services. For example, among Milwaukee children enrolled in early childhood education centers rated by YoungStar, Wisconsin's child care quality rating system, only 9.5 percent of black children are in centers with a high quality designation. The rates are 22.7 percent and 28.5 percent for white and Hispanic children, respectively.

The Foundation is committed to understanding what parents need from their child care. We will support increasing the number of seats available in high-quality child care centers as well as helping more centers raise their quality through professional development and improved facilities. It's a winning proposition, as leading economists estimate for every \$1 invested in high-quality preschool, taxpayers save an average of \$7 in future costs.

We join many community partners and funders who have focused for years on quality early childhood education. Serving as convener of a communitywide effort, we hope to expand and accelerate our community's work by engaging all interested partners. An enthusiastic consortium of early childhood education leaders and cross-sector advocates, including donors and parents, has begun to work together. Collectively we have examined new data, engaged national researchers and begun to discuss strategies to achieve our shared goals.

You, too, can be part of this effort. Learn more about the issues by reading our cover story on page 5. Foundation staff are always willing to speak with you about our work and opportunities to contribute.

For our community to thrive long term, we need to invest generously in our youngest learners.



Ellen M. Gilligan  
President & CEO  
Greater Milwaukee Foundation

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A young child with dark hair, wearing a white polo shirt, is sitting on a large, colorful, multi-layered circular mat. The child is looking towards the camera with a curious expression. In front of the child is a colorful, multi-layered toy. The background is a warm, orange-brown color.

Foundation invests  
in community's  
**youngest  
learners**



**E**ighty-five percent of brain development happens within the first three years of a child's life.

This time period — between conception and a child's third birthday — charts the course for the rest of their life and possibly generations to come. Their mother's health, the people they are surrounded by, their prenatal and postpartum environments and their opportunities for learning all have an impact.

As our community's children are our greatest resource, it's imperative we invest in their future. The Greater Milwaukee Foundation is among many local organizations that have recognized the importance of that window of opportunity. Over the past decade, the Foundation has provided more than \$4.4 million to support a variety of early childhood programs. Over the past few years, it has deepened its efforts to make sure all children — particularly children of color in low-income neighborhoods — have access to proper prenatal care and high-quality early child care. That focus is part of an overall targeted strategy to ensure that all children reach their full potential, regardless of race or ZIP code.

This month's cover story explores some of the new ways in which the Foundation is dedicating its efforts and aligning its resources to make sure young people and families are connected to opportunities so they can reach their fullest potential.

# HEALTHY, SUPPORTED & READY TO LEARN

The United Community Center has a proven track record of producing high achievers within the Hispanic population it serves. Ninety-eight percent of students graduate from high school, and they have gone on to enroll in heavyweight universities like Harvard and Northwestern.

But staff know those stepping stones toward success need to start way before students take their own first steps. That's why over the past decade, the UCC has expanded its preschool program and, most recently through the acquisition of a struggling day care in Milwaukee's Muskego Way neighborhood, has extended its programming to serve children as young as 6 weeks old.

The move marked the first time in UCC's 48-year history that it ventured outside of a 12-block radius in Walker's Point. It was a challenging yet exciting decision Executive Director Ricardo Diaz believes will pay off for the community it serves.

"Our plan is to create what we think will be the state-of-the-art Hispanic center in the state for toddlers and babies," he said.

Through such an investment, UCC shares the same goal of the Greater Milwaukee Foundation – to make sure children, particularly children of color – are healthy, supported and ready to learn as soon as they enter kindergarten. Recognizing that the earlier the investment, the greater the return, the Foundation is more intentionally dedicating its resources to help children, especially African American and Latino children who face the most barriers, achieve their full potential. It's working to make that happen by convening stakeholders from across disciplines to engage in the work,



ARN





United Community Center's Child Development and Education Center, located in Milwaukee's Muskego Way neighborhood, serves 60 children from 6 weeks to 4 years old. It has plans for renovating the building, expanding enrollment and increasing its YoungStar rating from 3 to 5 stars.

partnering with donors to invest in quality programs and commissioning research to further understand the issues and take action.

## COLLECTIVE ACTION TOWARD IMPROVING QUALITY CARE

Though Milwaukee's greatest challenge is increasing access to quality child care, perhaps its greatest strength is its collaborative nature in working to achieve that goal, said Tim Coughlin, who works for the United Way of Greater Milwaukee & Waukesha County and oversees kindergarten readiness work for Milwaukee Succeeds, a communitywide education initiative.

When the Foundation launched Milwaukee Succeeds in 2011 and began working with organizations to establish targeted goals for its work, it learned early on that addressing accessibility and availability of quality child care was a community priority. It created a 2020 goal of doubling the percentage of the city's children enrolled in high quality care to 16 percent. Eighty organizations across multiple disciplines have been working since then to make that happen. In 2018, it surpassed its goal.

"Children deserve to be enrolled in high-quality early education, and families deserve access to high quality care," said Coughlin, who attributes the success in part to more parent engagement, professional development and improvement of overall business practices at child care programs.

That still isn't good enough, said Coughlin, who added that Milwaukee Succeeds is creating ongoing targets for increasing quality. Of Milwaukee's 906 child care programs, 108 have earned 4 or 5 stars from YoungStar, a quality rating system for providers.

## RESEARCH INTO CHILD CARE SUPPLY AND DEMAND

Last year, thanks to a Foundation-commissioned study of the Latino community, UCC found the most heavily concentrated area of Hispanic

children in Wisconsin is 1.5 miles away from its campus. Five thousand children under the age of 5 live within the 53215 ZIP code.

UCC took over the day care, at 2210 W. Becher St., in October 2017. It changed management and staff, increased enrollment from 18 to 60, and is looking to bolster its 3-star rating to 5 stars in part by undertaking a number of upgrades, including renovating its parking lot for safety purposes and better traffic flow. The work is supported through a \$100,000 Foundation grant.

"This is something that we are enthused about, and I think it will make a difference to a very fast-growing and, unfortunately, unattended to population," Diaz said. "This grant goes a long way toward sending a signal to the community."

The Foundation is aware of the community's bright spots, but wanted to get a firm grasp on Milwaukee's overall supply and demand of quality child care seats, according to Kathryn Dunn, vice president of community investment. In 2018, it commissioned Chicago-based IFF to conduct that research. A report is expected in spring 2019. The results will help point to service gaps and identify where additional resources can be best deployed.

Many Foundation donors, such as Linda Davis and Dick Weiss, are passionate about early childhood education and committed to deepening their understanding about the area. In 2005, the two formed what Davis describes as a lunchtime learning collaborative called the School Readiness Philanthropy Group. The now 30-member group periodically gathers to discuss the





Jean Ortiz, a child care teacher at UCC's Child Development and Education Center, leads a group of 3 year olds in an exercise to help with phonological awareness, a key skill for early literacy.

implication of new laws, federal and state budgets and other issues related to early education. At one time, members were asked to participate as advisers in the creation of YoungStar.

"It's amazingly important those formative years be supported," said Weiss, whose donor advised fund supports early childhood education and school readiness. "Have we completely turned the corner? Of course not, but there are lots of little good things going on."

### INVESTING IN WHAT WORKS

Weiss points to providers such as Next Door and 4-star-rated St. Ann Center for Intergenerational Care as area leaders.

St. Ann Center opened its second campus in 2015 in Milwaukee's Lindsay Heights neighborhood. It enrolls 131 children from ages 6 weeks to 12 years old; 90 percent of families come from the neighborhood. It opened two new 1-year-old classrooms, thanks in part to a \$96,500 Foundation grant.

"I hate to say it, but we need more," said Sister Edna Lonergan, its executive director. "We should not have a waitlist for quality child care. These children have a right for us to be our very best. We want them to go into first grade well prepared."

The Foundation provided a total of nearly \$500,000 in funding to St. Ann Center and six other agencies in 2018 for capital projects, ranging from replacing water heaters to installing new playground equipment.

About a mile northeast of St. Ann Center, Milwaukee Rescue Mission operates a day care, which it opened in 2015, to better serve its clients and because of what it noticed was a vacuum of quality care in the area. Its YoungStar rating rose from 2 to 4 stars in two years, thanks to increased staff training and education,

among other things. A Foundation grant is helping rebuild its playground area.

Over the years, the Foundation also has invested in building up the sector's talent pipeline and supporting professional development needs. As a part of the Milwaukee Succeeds Funders Collaborative, the Foundation supported the Leading Men Fellowship, a Next Door-led initiative that aims to recruit more African American males as child care workers. The Foundation also has funded professional development for more than 40 educators at places such as COA Youth & Family Centers and Neighborhood House of Milwaukee.

Research and resources will help move the needle, but Coughlin and others say increasing awareness of the importance of early childhood care is also critical.

"We're doing a pretty good job educating professionals working with young children about the importance," Coughlin said. "We need to now move into the real decision-makers – parents."

He points to Milwaukee's creation in 2017 of an Office of Early Childhood Initiatives as a positive sign. On the horizon is a community education campaign that the Foundation, Milwaukee Succeeds and its partners are crafting.

What if all children had access to high-quality early childhood care? St. Ann's Lonergan didn't hesitate when asked.

"I think children would have a sense of personal pride that they are worth it," she said. "I don't think they should settle for anything less."





Milwaukee Public Library's Ready to Read program equips child care providers like A Joyful Noise in Milwaukee with teaching strategies and resources to help develop children's literacy skills.

# READ, LEARN, GROW!

"And POP! Out of the egg came a very tiny and very hungry caterpillar!"

The child care teacher sits on a brightly colored rug, giving a dramatic reading of Eric Carle's classic, "The Very Hungry Caterpillar." She is surrounded by five rapt 3-year-olds. Also on the rug is the teacher's coach, holding one of the children on her lap and taking mental notes about the story time.

The children and adults are having fun. They also are participating in a critical experience for the children: encouraging their brain development so by the time they enter kindergarten, they will be ready to read.

This scene is part of Ready to Read (RTR), Milwaukee Public Library's early literacy program. Research has shown conclusively that quality early learning experiences – ones that begin at birth and continue through a child's preschool years – make a significant difference in the child's future academic success. Milwaukee families living in poverty often do not have access to high-quality preschool care. In metro Milwaukee, according to the Greater Milwaukee Foundation's *Vital Signs* report, 27 percent of Hispanics and 33 percent of African Americans live in poverty.

"These children are typically 12 to 14 months below national norms in pre-reading skills," said Patricia Swanson, Milwaukee Public Library Foundation's director of philanthropy. "This has created an alarming gap in reading proficiency rates between low- and high-income children," a gap, she says, that has increased 20 percent in the last decade.

She added, "Everyone wants what's best for children, but sometimes the knowhow, time and resources are not there."

RTR was developed to narrow that gap, and Foundation donors have supported its approach. Since 2005, the program has provided comprehensive teaching strategies, educational support and professional resources for child care providers. Coaches visit the child care centers for 16 weeks, providing materials – books, music, toys – and a curriculum guide for lesson plans.

## LITERACY COACHING PROVES EFFECTIVE

"They use standardized testing to measure reading readiness, and they have data to support their success," said Susan Hopwood, a retired university librarian who has supported the program through her Foundation fund. "It's a whole different ballgame than story hour at the public library."

In the first nine months of 2018, eight grant-funded early literacy coaches worked year round coaching 45 lead teachers and 28 additional teachers at 44 child care center classrooms in 16 centers. This has impacted nearly 500 children.

RTR is designed around research-based practices, including the Six Skills of Early Literacy, created for educators, and the Daily High Five for Early Literacy, developed for parents. The goal is to foster cognitive skills in children, along with attentiveness, motivation, self-control and sociability – all in a nurturing environment.

"Research shows that if these skills haven't been developed in the first five years of a child's life, he or she is not going to be a lifelong reader," said Mary Madigan, educational specialist with RTR.

RTR has increased quality resources for Milwaukee child care providers, particularly in areas that include the city's highest concentration of families living below the federal poverty line.

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**"The program trains providers to use simple, accessible tools to build the children's literacy."**

**~Kathryn Dunn, vice president, Community Investment, Greater Milwaukee Foundation**

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"Many of the centers RTR works with have limited resources," said Kathryn Dunn, the Foundation's vice president of community investment. "The program trains providers to use simple, accessible tools to build the children's literacy."



The Foundation has invested more than \$110,000 in the program since 2015 because of its strength in equipping adults with the tools and knowledge they need to help young children succeed. Its support has helped the program reach more of Milwaukee's underserved children and give them the support and guidance needed to be successful.

Madigan said the RTR coaches are "excellent rapport-builders," both with the children and the child care teachers.

One veteran coach is Kristen Hurt, in the field of early childhood education for more than 25 years.

"Once the teachers know we're there to build on their strengths instead of changing what they're doing, the rapport starts to build, and they want to learn more," she said.

## FREE TEACHER TRAINING

To encourage the teachers' further education, RTR provides 21 free, accredited continuing education classes in English and Spanish.

Alexis Tate, whom Hurt coached in 2018 at A Joyful Noise Child Care Center on Milwaukee's north side, is excited about continuing her learning.

"Kristen said she saw the potential in me, and encouraged me to study," said Tate, who is now going for her degree in early childhood education at MATC.

# ‘As good as it gets

## With a long career in public service, Kohl relishes most his philanthropic impact

Herb Kohl's dual commitments to philanthropy and education began when he was a youngster growing up on Milwaukee's West Side. His immigrant Jewish family (his father from Poland, his mother and grandmother from Russia) were deeply religious and very philanthropic.



"If you gave my grandmother 50 cents, before you could turn around, she had given it away," recalled Kohl, a U.S. Senator who represented Wisconsin from 1989 to 2013. "Those values were transmitted to us four children in a very positive way."

Kohl's parents stressed the value of education, expecting good grades in high school, college and beyond.

"My education has allowed me to grow, to reach out," said Kohl, who earned a bachelor's from the University of Wisconsin-Madison and a master's in business administration from Harvard University. He also served in the Army Reserves. Before entering the Senate, Kohl helped build his

family-owned business, Kohl's grocery and department stores, also developing a strong real estate and stock portfolio. A former longtime owner of the Milwaukee Bucks, he contributed \$100 million to its new arena, which opened in August. He chose the Foundation as steward of that gift, which is the largest in the Foundation's history.

"His gift is truly changing the downtown landscape and lives of many who are gaining access to quality employment opportunities and entertainment experiences," said Ellen Gilligan, Foundation president and CEO.

In 1990, he started the Herb Kohl Educational Foundation to support achievement by students, teachers and schools through cash awards. That has morphed into Herb Kohl Philanthropies, which today supports a variety of educational initiatives, including scholarships, classroom activities, mentoring afterschool programs and work toward college readiness and access.

It funds, for example, Learning Journeys, which annually gives some 2,000 youth the opportunity to visit Washington, D.C.

"Some of these kids haven't been outside of Milwaukee," Kohl said. "It's good for them to find out what our country is all about."

In the past year, HKP gave away \$11.9 million. "And more than half, \$7 million, touches young people in one way or another," noted JoAnne Anton, HKP's director of charitable giving.

Kohl was an early investor in Milwaukee Succeeds and one of five contributors in 2015 that committed \$1 million to create the Milwaukee Succeeds Funders Collaborative. It invests in educational projects that expand a best practice or promote innovation.

"Sen. Kohl is looking for deep impact, broad impact, not incremental change," said Danae Davis, Milwaukee Succeeds executive director. "He knows that too many of our children are coming from so far behind, and he has a sense of urgency about that."

She added, "Despite having a brand name, Sen. Kohl is one of the most humble and modest people you'll ever meet."

Kohl, predictably modest about his philanthropic impact, said, "To be able to give to others is as good as it gets."

# ets'

*"Philanthropy is tied up with kindness and the willingness to give back, not just live for oneself. Without that, the world is a very dark place." ~Senator Herb Kohl*



Through the Milwaukee Succeeds Funders Collaborative, Herb Kohl Philanthropies has supported the Leading Men Fellowship, an intensive, year-long residency program for young men of color like Isouma Shine to help them explore a career in early education.

# Your voice matters.

From Oak Creek to West Bend to Port Washington and many other cities in between, southeast Wisconsin embraced *On the Table MKE*, now in its second year. Thousands of highly motivated, civic-minded people from across the region, passionate about strengthening our community, spent time together to discuss issues that resonated the most with them. The Greater Milwaukee Foundation made funding available to bring to life ideas that were discussed that day. Stay tuned to [onthetablemke.org](http://onthetablemke.org) for information about what was funded.



Discussion themes included:

diversity **EDUCATION** *voting*  
health care **RACE** segregation  
*change* immigration **MILWAUKEE**  
**EQUITY** collaboration  
*ENTREPRENEURSHIP* **COMMUNITY**  
**RACISM** housing transportation



# VOICES AT THE TABLES

Throughout the day on Oct. 9, the Foundation heard about deeper, more intensified conversations and collaborations that emerged as part of *On the Table MKE*. A greater influx of young adults throughout the region – whether at schools or in conjunction with local nonprofits — took part in conversations as well.



NEWaukee



Biz Starts/Diverse Dining



Journey House/Hispanic Collaborative



Prairie Elementary School



Carmen Schools of Science and Technology, Hmong American Peace Academy, LULAC-Wisconsin/Milwaukee Police Department



Next Door



# GENEROSITY IN PERPETUITY

If there was anyone who was fastidious about her money, it was Alice Youngberg Kozlowski.

She handled her own investments, and each night, with a pencil in hand, she'd pore through the Wall Street Journal to review her stocks.

"I said, 'Alice, what is your strategy?'" recalled her nephew, David Youngberg, about her financial acumen. "She thought for a while, looked at me and said, 'Women's intuition.'"

Every month, when she would meticulously balance her checkbook, she made sure each cent was accounted for. She would shop garage sales and St. Vincent De Paul and would always buy a bargain that looked brand new.

Her instinct and thriftiness parlayed into a gift of nearly \$760,000 to the Oconomowoc Area Foundation upon her death in 2015 at age 94. Her designated fund ensures that three Oconomowoc organizations

– the YMCA at Pabst Farms, Silver Streak and Lake Area Free Clinic – will forever benefit from her generosity with an annual grant.

Kozlowski was born in 1921 in Chicago, the third of four children of Swedish immigrants

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**"For her to make such a thoughtful gift to us to ensure we're able to fulfill our mission to serve all is really humbling."**

~Heidi Hoefft, financial development director, YMCA at Pabst Farms

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Karl and Martha Youngberg. Her father died while the children were under the age of 10, and her mother made ends meet by setting up a boarding house for factory workers.

After graduating from high school, Alice worked in downtown Chicago for 15 years as an executive assistant for Will C. Grant, founder of Grant Advertising, which became an international ad agency that handled accounts for such companies as Mars Inc. and Chrysler Corp.

Her life sailed in a different direction – taking her from the Windy City to the Wisconsin town that became a popular retreat among tourists and the wealthy from Chicago – when she met widower Max Kozlowski aboard a Caribbean cruise. She quit her job, moved to the Village of Oconomowoc Lake and married Kozlowski, a local businessman, in 1963 at age 40.

Alice earned her real estate license following Max's death in 1972, and went to work for Stapleton Realty as an administrative assistant and bookkeeper. Alice worked for



Alice Youngberg Kozlowski was a regular participant in the YMCA at Pabst Farms water exercise classes for older adults. A gift she left to the nonprofit will enable it to continue offering such programming annually for the 26,000 individuals it serves.



founder and owner Maureen Stapleton until she was 84.

Stapleton originally introduced Alice to the idea of the Oconomowoc Area Foundation, a partner foundation of the Greater Milwaukee Foundation, but said Alice ultimately decided to leave her legacy at the Oconomowoc Area Foundation, starting with a gift annuity in 2002.

"She didn't take my word for it," Stapleton said. "She dug in and studied everything."

Kozlowski knew that the YMCA's scholarship program furthered its mission of building healthy spirit, mind and body for all. The agency gives \$250,000 annually in financial assistance to about 1,400 individuals. Kozlowski took water exercise classes there and specified her gift support its annual campaign.

"She clearly was able to live a long and prosperous life, and you'd like to think that her involvement here

and keeping healthy had something to do with that," said Heidi Hoeft, the YMCA's financial development director.

"For her to make such a thoughtful gift to us to ensure we're able to fulfill our mission to serve all is really humbling."

This is the first gift of such magnitude for Silver Streak, which provides affordable transportation to ambulatory adults age 55 and older. Kozlowski most likely had an inkling of its potential impact. She once worked as a volunteer dispatcher, manually tracking appointments during her two-hour shifts.

With a two-car fleet, Silver Streak provides a monthly average of 800 rides and has experienced a spike in ridership within recent years.

"Alice's generosity will help us fulfill our mission of providing safe,

reliable and affordable transportation for years to come to the senior and disabled residents of the community that she loved," board member Lori Olson said.

Lake Area Free Clinic, located down the road from where Kozlowski used to live, also has seen demand for its services increase. Kozlowski's gift is enough to support a month and a half of medication for every medical patient it serves.

Executive Director Mary Reich said Kozlowski's generosity is characteristic of the area.

"Oconomowoc and the Lake Country area have shown itself to really take care of their neighbors," Reich said. "This is another demonstration of just that."



# FRIENDSHIP & FEARLESS CREATIVITY

Islands of Brilliance builds confidence for children with autism

Ashani, 16, presented his work to a group of 30-plus parents, siblings, teachers and mentors. The poster he created, projected from his MacBook Pro laptop onto a large screen at the front of the room, was filled with colorful cartoon images.

"It was fun pulling them in from Google and arranging them all in one place," he told the group.

Ona's poster contained a puppy displaying various emotions – happiness, sadness, anger.

"My favorite part was playing with the emotions," said the 13-year-old. "I used a tablet, and after the first day, I had it down pretty well."

It's impressive that these young people could present their work with such poise and enthusiasm – especially because both have been diagnosed with autism spectrum disorder.

Ashani and Ona had just finished a weeklong summer design workshop at Islands of Brilliance (IoB), an organization that works with children with autism. Paired

Thanks to guidance and assistance from his Islands of Brilliance mentor, Ashley Steinberg, 14-year-old Beckham Lawrence has gained new computer skills and self-confidence.

with a mentor, students learn computer-based art skills such as graphic design, graphic illustration and stop animation, using Adobe Illustrator and Photoshop.

IoB was founded by Mark and Margaret Fairbanks, whose son, Harry, was diagnosed with autism in 2001 at age 3. The Greater Milwaukee Foundation and its donors have supported the agency with \$151,500 in grants since 2016.

"The doctors told us, 'Lower your expectations,' but we refused to give up on him," said Margaret, a special education teacher. "We discovered that by engaging with his interests, especially technology, we could build a bridge between his world and ours."

Harry is now a visual design student at the University of Wisconsin-Milwaukee with a 3.866 GPA.

That same principle – connecting with a young person's interests and strengths – undergirds IoB.

"We describe our students as 'neurodiverse,' meaning they are wired differently," Mark said. "That doesn't mean it's bad, just different. We need to be open to that."

According to Kathryn Dunn, vice president of community investment at the Foundation, IoB is a unique organization. "While the idea of a 'social entrepreneurship' organization is not new, this is the only one with a focus on autism that uses computer design and helps develop employability skills," she said.

IoB, now entering its fifth year, offers programs that include 75-minute after-school, weekend and summer workshops and monthly guest artist presentations. There have been nearly 350 enrollments by Milwaukee-area participants, ages 8 to 24.

Mentors include undergraduates, junior designers, art directors and even executive creative directors. Ashley Steinberg, 25, a graphic design assistant with Summerfest, says, "the greatest reward of mentoring has been seeing my students become confident in their new skills in design and public speaking. And I love the community that has formed through IoB – so kind and welcoming."

The IoB approach not only helps participants develop technical and communication skills, it helps alleviate their ASD symptoms. These include lack of eye contact, perseveration (repetition of a verbal or physical response), difficulty interpreting social cues and even "stimming" (self-stimulation), such as rocking back and forth or flapping hands.

Kelly Lawrence has seen gratifying growth in her son, Beckham, age 14, since coming to IoB in 2015. "Many situations can be unnerving for Beck, but he feels safe here," said the East Side mom. "He's calmer. Recently he told me about Ashley's job, which means he actually had a conversation with her."

Says Beck, "Everything I do with Ashley is fun. And she knows a lot about the computer that she can show me."

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## ISLANDS OF BRILLANCE FUNDING NEEDS

**\$1,000** sponsors one full scholarship for a spring, summer or fall design workshop

**\$5,000** underwrites development and material costs for two guest artist workshops

**\$10,000** underwrites costs associated with one student cohort (eight students) in its work-based Digital Academy initiative

## INTERESTED IN INVESTING IN THIS PROJECT?

Contact your philanthropic adviser at 414.272.5805 to make a gift from your fund.

# MAKE: A city of ma

Vanessa Andrew is a pioneer of sorts. Sometimes referred to as one of the “godmothers of making” in Milwaukee, she has worked her way up from maker to maker-business owner and now operates in a permanent storefront location in Brewers Hill. For her reuse clothing label, Madam Chino, she creates made-to-order items from reclaimed materials, for example, knitwear from recycled T-shirts and memory quilts from relatives’ heirloom clothing.

“Eleven million tons of textiles are thrown in the trash each year!” she exclaimed. “My mission is zero waste.” Andrew augments her store income by teaching workshops and doing alterations and repairs.

A contemporary “maker” is someone who makes new objects or tinkers with existing ones. Products range from jewelry to personal care products to electrical equipment to

food. Many makers have expanded from creating DIY (Do-It-Yourself) projects at home for family and friends to small-batch manufacturing for a wider customer base. Maker businesses often combine design, art and production in innovative ways – and are a growing segment of the national economy.

Until recently, not much had been known about the movement in Milwaukee except anecdotally. That’s why the Greater Milwaukee Foundation, along with Bader Philanthropies, asked that Milwaukee be part of a recent, six-city study titled the “State of Urban Manufacturing.” It was conducted by the Urban Manufacturing Alliance, a coalition of 750 members across 450 cities whose

mission is to support industrial economic development.

“Our goal was to understand how cities are supporting makers and manufacturers,” said Katy Stanton, UMA’s program and membership coordinator. “We want to share best practices so cities can replicate solutions that work.”

The survey indicated that the needs and challenges of small-scale manufacturers differ from those faced by large-scale businesses. Not surprisingly, access to capital is at the top of the list. “Banks make ‘big’ loans, from \$50,000 to \$5 million. Microloans are between \$5,000 and \$10,000, but makers typically need \$25,000 and up in order to grow,” Stanton said. “There is a gap in the middle.”

Another major challenge, Stanton said, is finding the right-sized space. In old Heartland cities with a strong legacy of manufacturing, such as Milwaukee, there are many empty spaces, but makers



# makers

do not have the money to rehab them. Nonprofit real estate developers need to step up just as affordable housing developers have.

Lilo Allen, owner of Papyrus & Charms, is an up-and-coming jewelry and accessories maker who sells directly to customers, including at local markets. This summer, she participated in the small business launch support initiative Pop-Up MKE, sponsored by the Wisconsin Women's Business Initiative Corporation and LISC Milwaukee. Her pop-up shop, located in a once-vacant store in Milwaukee's Bronzeville neighborhood on W. North Ave. was open for a month; she also took a 14-week class covering such topics as how to write a business plan and how to file taxes.

"In five years, I'd love to own a brick-and-mortar store that could be a shared collective space," she said. "I would love the opportunity to hire unemployed and underemployed people."

For more on the study, go to: [bitly/urbanmanufacturingMKEstudy](https://bitly/urbanmanufacturingMKEstudy)

The Greater Milwaukee Foundation provided LISC Milwaukee support for its program, Pop-Up MKE, which supports entrepreneurs such as Lilo Allen of Papyrus & Charms. Allen's business is part of The Bronzeville Collective MKE, a collective that recently secured a permanent location at 339 W. North Ave.



# BREWING SOCIAL CHANGE

The Hub, a little coffee shop located in the shadow of the Museum of Wisconsin Art in downtown West Bend, may seem to passersby as just a new chic spot to satisfy one's caffeine fix.

But to the Volunteer Center of Washington County, which owns and operates the business, it's a coffee shop with a purpose: empowering people for social good.

The nonprofit is using the business as a way to propel its mission of mobilizing volunteers and resources to improve the quality of life in Washington County. While serving up cappuccinos, Americanos and lattes, its

volunteer baristas also are introducing people to new volunteer opportunities at nearly 50 area nonprofits. Profits support the Volunteer Center, while tips support a different agency each week.

That approach seems to be resonating with the community. In just five months, the Hub has surpassed its one-year profit and volunteer engagement goals. More than \$19,000 has been donated to local nonprofits, and baristas have logged more than 5,000 volunteer hours. Some baristas have already logged 300 hours, and the agency has a list of volunteers waiting to be trained.

"Sustainability wise, we're making ends meet and then some," said Sue Millin, the agency's executive director. "But more importantly, our primary goal is to bring people together for the common good."

The concept was developed in response to the agency's evolution and national volunteer trends. The Volunteer Center of Washington County itself had wandered from its mission a bit, Millin said, and nationally, volunteer centers are not as prevalent as they once were. Also, the amount of time people are willing to volunteer and the ways in which they do so are changing dramatically, leading organizations like hers to innovate.

Through its annual summer camp, Camp Super Hero, the agency introduces fifth through 12th graders to community volunteer projects. Its Do Good Bus, which Millin describes as a "rolling billboard for good," brings individuals to different service opportunities each month at area nonprofit partner agencies via a converted school bus. The Hub was a way to take things one step further.

"It is an easy way to get more people engaged who normally wouldn't be," she said.

To be sure, the new venture was a risk for such a small agency, which has nine employees and an operating budget of about \$300,000. She credits a progressive, forward-thinking board with helping see it through.

"We thought it would be a way to pull the whole community together," said board member Stacy Scherzer, whose teenage son volunteers there.

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## "Our primary goal is to bring people together for the common good."

~Sue Millin  
Executive director, Volunteer Center of Washington County

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The Hub draws a cross-section of people, from stay-at-home moms to city workers to retirees. Many days it's packed between 7:30 a.m. and 3 p.m. During MOWA's Chalkfest event in July, the Hub served nearly 6,000 beverages.

"It goes to show we have a community that is willing to support philanthropic causes in a variety of different ways," said Chris Zwygart, CFO of West Bend Mutual Insurance Company, whose charitable fund made a \$10,000 grant in 2017 to support The Hub. "I think it has tapped into a source that has not been tapped into before."

Though West Bend Mutual supported the agency for more than 10 years, supporting the project wasn't a slam dunk. Its fund committee

had a lot of questions, Zwgart said, but ultimately voted in favor of the project because of the solid business decisions the board had made and the in-kind support from a wide variety of community members.

The Hub received in-kind donations from places such as HGA Architects, Bedrock Granite & Tile and Steiner Electric. It also received philanthropic support from Foundation donors Tim and Tonnie Schmidt and Sharon Ziegler.

Though less than a year old, The Hub already is planning an expansion. It recently added staff and will soon build a deck for additional space.

"We're helping people find their place in the community," Millin said. "We almost feel like we are reknitting the fabric of our community here just by bringing people together for the common good."



Since it opened in February, volunteer baristas at The Hub in West Bend have logged 5,200 volunteer hours. Tips received support local nonprofits.

# Writing a legacy for Larry

Lawrence and Joanne Schmidt Fund

It has been years since Jo Schmidt was in front of a classroom. But her love for her late husband, Larry, the neighborhood he adored and the future of her adopted city led her back there this summer.

Ever since Larry died in 2012, the Virginia native has done whatever she could to honor him and the incredible life they shared for 42 years. In August, her way of paying tribute was by devoting her time and talent in support of Milwaukee's Sherman Park neighborhood where Larry grew up. The one-time fifth grade teacher and accomplished author led a group of 10-year-olds through a writers' workshop at the Mary Ryan Boys & Girls Club. Mary Kay Mark, the Foundation's director of gift planning, connected her to the agency.

Schmidt's relationship with the Foundation stretches back to 2007, when she and Larry became a part of its Legacy Society by including

it in their will. She also is a regular contributor to the Reasons for Hope MKE Fund, which was created to support community-based actions, promote peace and build community cohesion in Milwaukee neighborhoods.

## What did you want to get out of the workshop?

I was aware of what had happened in Sherman Park two years ago and thought Larry would have wanted to do something for the kids. He would have recognized that what happened there doesn't define the neighborhood. As writing has been enormously therapeutic for me, I was hoping that for some of them, there would start to be that connection.

## What is your hope with your gifts to the Reasons for Hope MKE Fund?

A better world. A better Milwaukee. Exactly what the kids said in our workshop: Taking care of the

homeless. Taking care of people who are out of work. Just taking care of people.

## Why did you decide to give to the Foundation?

It seemed to us it was going to be solid and we could rely upon the Foundation to do what we wanted. Our fund will be for programs that benefit young people and will make a better, more cohesive city. One of the codicils Larry was firm about was how the money should be used up in 10 years. It can make a bigger impact that way.

## What kind of impact do you hope the Foundation has on the community?

I am very distressed by the "us versus them" type of environment we are living in. The Foundation's overall philosophy is about building community and that's what the impact is. It's about bridging the differences.

# New Arts@Large building

## to become anchor of Walker's Point creative corridor

*Robert F. and Jean E. Holtz Fund*

At one time, the three-story Queen Anne-style building at 1100 S. 5th St. in Milwaukee's Historic Walker's Point neighborhood was a cultural and artistic melting pot.

The Polish House, as it was known in the late 30s, served as a hobby center and social gathering place for neighborhood kids of all nationalities. It was there that an estimated more than 300 Milwaukeeans volunteered their services to help Polish, German, Greek, Norwegian and Latino children perfect craftmaking skills ranging from model airplane building to tin can art.

Arts@Large is spearheading a \$6 million renovation of the 1890 building to once again transform it into an active artistic hub and community gathering space in 2019.



"It's going to be an active place for people of all ages and a very welcoming place," said Teri Sullivan, founder and CEO of the nonprofit, which works with 55 Milwaukee Public Schools to provide long-term artist residencies and arts-integrated programming.

The nonprofit bought the building, originally built by Greater Milwaukee Foundation donor Patrick Cudahy, in 2016. It received \$3.4 million in new market tax credits and historic tax credits and raised \$1.2

million in private support, including \$50,000 from the Foundation's Robert F. and Jean Holtz Fund. Per the couple's wishes, their field of interest fund specifically supports capital projects "that have more immediate impact and results." The agency has \$1.4 million left to raise.

Arts@Large's new location will be nearly four times its current space at 908 S. 5th St., where it has been since 2011. Once complete, it will include a cafe, woodshop, performance gallery, offices, nonprofit incubator space and community artmaking area called Heart Space.

"Walker's Point has welcomed us, and we've really dug in as a community member," Sullivan said. "We are an active member of this neighborhood and don't want to leave."



Among the many amenities in Arts@Large's new community center in Walker's Point is a student art gallery and performance space on the ground level. In 2018, Arts@Large started an endowment fund to ensure the long-term viability of the agency and its programming.



## The details behind the headlines: TAX CUTS AND JOBS ACT OF 2017

By Amy J. Krier

*Krier is an attorney with Certus Legal Group Ltd. in Milwaukee.*

The Tax Cuts and Jobs Act of 2017, signed into law on Dec. 22, 2017, increased the standard deduction to \$24,000 for married couples filing jointly and \$12,000 for single individuals. The deduction for state and local income taxes was also limited to \$10,000. As a result, many donors will no longer itemize deductions, so they will not receive an income tax deduction for charitable gifts. This change may be irrelevant to the majority of donors who make charitable gifts for non-income tax reasons. However, there are still ways to receive an income tax benefit for charitable gifts.

First, donors may bunch charitable gifts into one year. Then they can itemize deductions for the year of bunching and take the standard deduction for the years they do not bunch. For example, if a donor typically gifts \$10,000 to charities each

year, the donor could instead gift \$20,000 to charities in one year and make no gifts the following year. If a donor would prefer to have the gifts distributed more evenly to charities over the years, the donor could make the larger gift to a donor advised fund in one year, but have distributions made from the fund to the charities over a period of years.

In addition, under the act, the deduction for gifts of cash has increased from 50 percent to 60 percent of adjusted gross income. Any cash gift over 60 percent of a taxpayer's adjusted gross income can be carried forward to future tax years, which was not changed by the act.

Finally, certain donors may make charitable gifts directly from their IRAs. Generally individuals must begin taking IRA distributions once they reach age 70½, and such distributions are included

in income. Instead, a donor who has reached age 70½ may direct that distributions (up to \$100,000 per year) be made directly from the IRA to a public charity (not a donor advised fund or private foundation). The distribution is then excluded from the donor's income and the donor may still take the standard deduction. This technique is not available for distributions from qualified plans, such as 401(k)s or 403(b)s.

It is not totally clear how these changes will impact total charitable dollars, and charities are rightly concerned about this unknown. Knowing the detail behind the headlines is important so you can make the best charitable decisions based on your philanthropic as well as your tax goals. See your tax adviser for advice on the best ideas for your situation.



For more information on how the Greater Milwaukee Foundation can serve as a resource for your charitable goals, contact Mary Kay Mark, director of gift planning, at [mkmark@greatermilwaukeefoundation.org](mailto:mkmark@greatermilwaukeefoundation.org) or 414.336.7066.

# Couple's fund meets community needs – now and in the future

## Charles Edgar Albright and Laura Uihlein Albright Fund

Without the generosity of Charles and Laura Albright, Public Allies Milwaukee might not have gotten off the ground to help train hundreds of young adults to become nonprofit leaders. The Great Circus Parade and its collection of antique circus wagons, animals and clowns might not have lasted as long as it had as a Milwaukee summertime attraction. Thousands of low-income families in Waukesha might not have had access to free tax preparation and tools that helped move them out of poverty.

The Greater Milwaukee Foundation has relied upon resources from the couple's unrestricted fund over the past 40 years to launch, sustain and grow these particular projects and hundreds of others. A total of \$3.8 million in grants has supported a broad range of community needs, from arts and culture to homelessness.

When the Albrights' fund was established at the Foundation, the couple had no way of knowing what challenges or needs the region might face in the future. But by creating an unrestricted fund, they trusted that the Foundation, given its history and community knowledge, would be able to meet them effectively and responsibly long after they were gone.

Only about 8 percent, or 116, of the Foundation's more than 1,300 funds are unrestricted. Such funds are a particularly powerful philanthropic tool in that they give the Foundation's Board the flexibility and support it needs to address the region's ever-changing needs.

Laura Uihlein Albright was one of seven children of Henry Uihlein, one of the founding brothers of Milwaukee's famed Schlitz Brewing Company. She died in 1967 at age 90. Charles had a storied career with Northwestern Mutual Life Insurance Company, serving as its leading salesman for 30 years. He died in 1946 at age 76.

In 1978, following the death of their longtime friend and legal adviser, Charles Ashley, \$1.2 million in assets from the Albright's private foundation was left to the Foundation. At that time, it marked the largest transfer of private foundation funds the Foundation had received since its beginning in 1915.



One of the more than 200 grants the Albright Fund has made over the years was in support of the Great Circus Parade. A \$100,000 grant in 1991 covered annual production costs for five years.

*Photos courtesy of the Milwaukee County Historical Society*

# Foundation expands participatory grantmaking with additions to grantmaking committee

Jacqueline Ward, a Chicago native, has spent the better part of 40-plus years in Milwaukee advocating for small business development. Milwaukee native Naryan Leazer has largely committed his career to wealth building and education reform.



Foundation will make with available discretionary funding.

While the committee's Board members are engaged in multiple nonprofits and groups throughout the region, Ward and Leazer provide a different vantage point, said Kathryn Dunn, vice president of Community Investment.

"We identified the need to bring the community voice closer to our work," Dunn said. "Every time we broaden the participation and inclusion in our processes, we are better positioned to serve the community."

Ward is a consultant who works with small businesses. She previously worked at WWBIC, graduated from LISC Milwaukee's Associates in Commercial Real Estate program and once led the North Avenue

Marketplace BID. Leazer spent 17 years in corporate America before entering the nonprofit sector. He led precollege programs at Marquette University, helped launch the Boys & Girls Clubs of Greater Milwaukee's Stein Scholars precollege program and is a financial adviser at Edward Jones.

Both served on the Community Connections Small Grants Program and Reasons for Hope MKE Fund advisory committees.

Ward hopes to address Milwaukee's lingering disparities, particularly among African Americans. Leazer looks forward to lifting up work of organizations that might go unnoticed.

"If you have multiple perspectives in the room, it makes a difference," he said. "I feel like I'm there for that reason."



WestCare Wisconsin's Hoops Against Violence tournament, held in September, was one of 18 projects to receive support from the Foundation's Reasons for Hope MKE Fund. Ward and Leazer were members of the advisory committee who selected the grant recipients.

# RENOVATED BOARDWALK

*becomes Fowler Lake focal point*



**D**owntown Oconomowoc's boardwalk has long offered visitors a perfect view of Fowler Lake. Yet after 30 years of use, the pathway itself had seen better days.

A \$275,000 investment from the Greater Milwaukee Foundation and Oconomowoc Area Foundation kickstarted a long overdue \$1.3 million renovation, which was completed last fall.

The Foundation's \$200,000 gift was one of four regional gifts it made as part of its centennial celebration in 2015 to enhance public gathering spaces. OAF's signature \$75,000 grant was the largest in its history and its first public-private partnership.

In addition to a new boardwalk, four rain gardens were installed to help with storm runoff. New lighting and landscaping accentuate the colored and stamped concrete walk and new programming and activity has sprung up nearby, including a pop-up beer garden and Saturday farmers market.

**GreaterMilwaukeeFoundation.com**

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For more than a quarter century, the Ozaukee Washington Land Trust has been instrumental in preserving forests, wetlands, wildlife habitats and river corridors as well as the overall rural character of Ozaukee and Washington counties. Through a new program called Making Allies for Healthier Communities, it is putting a new twist on its existing mission.

In partnership with the Metropolitan Milwaukee Sewerage District, The Conservation Fund, Fondy Food Center and the Land Trust Alliance, it is helping local immigrant farmers, predominantly Hmong Americans, acquire and maintain farmland in Ozaukee County that they can use to grow and sell vegetables to help underserved neighborhoods in Milwaukee. At the same time, the land trust is helping equip those farmers with best practices for protecting water quality.

Visit [greatermilwaukeefoundation.org](https://greatermilwaukeefoundation.org) for more grantmaking highlights from 2018.

