



# CELEBRATING A HISTORIC CAMPAIGN

**GREATER TOGETHER CAMPAIGN 2017-2023**

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

 Greater Milwaukee  
**FOUNDATION**  
*greater together*





# THIS IS WHAT **GREATER TOGETHER** LOOKS LIKE.

To change communities, you must embrace change within your own walls. To be a catalyst, you must be willing to invest where others are not. To be inclusive, you must invite the unique perspectives of all voices. And to reach historic levels of generosity, you must serve donors and stakeholders with deep respect and integrity.

The strategic, community-centered approach of our *Greater Together* Campaign was unprecedented, demonstrating the Greater Milwaukee Foundation's leadership on community priorities and inspiring a transformational level of giving to enhance our entire region.

This is not philanthropy as usual.

Our campaign heralded a shift in how we engage community, build trust and cultivate collaboration across sectors. Surpassing our goal and raising over \$726 million is a monumental testament to greater Milwaukee's generosity, yet it only begins to describe the ways donors, volunteers, staff, partners and neighbors throughout the region have committed to building a Milwaukee for all.

We are enormously grateful for the measurable and immeasurable gifts of time, talent, treasure and ties our community has contributed to reimagining philanthropy and changing the trajectory of our collective quality of life.

We are already seeing a difference as gifts and co-investments are helping us respond to longstanding racial disparities, facilitate change in historically under-resourced communities and create new opportunities for everyone to thrive. While the campaign was a great success, our work to advance lasting solutions and exceptional community outcomes must continue.

As we celebrate all we have accomplished together, we also welcome your continued partnership in the work ahead. Realizing a Milwaukee for all will take courage. It will take commitment. It will take all of us.



## THANK YOU FOR HELPING US BUILD A MILWAUKEE FOR ALL!



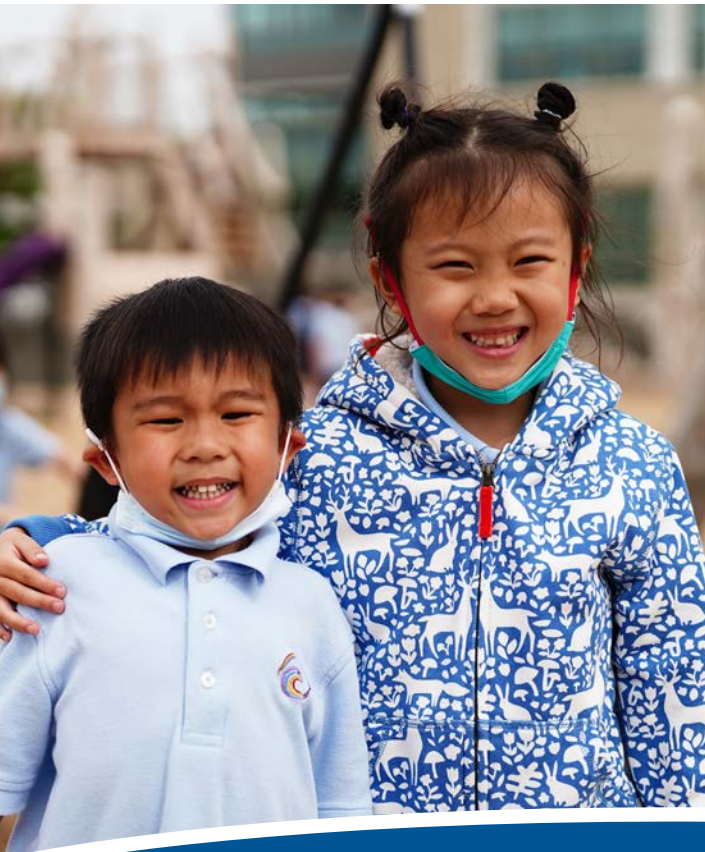
**ELLEN M. GILLIGAN**  
President & CEO



# A COMMUNITY-LED INVESTMENT IN MILWAUKEE'S FUTURE— AND A MODEL FOR COMMUNITIES EVERYWHERE

## \$726.8M TOTAL RAISED

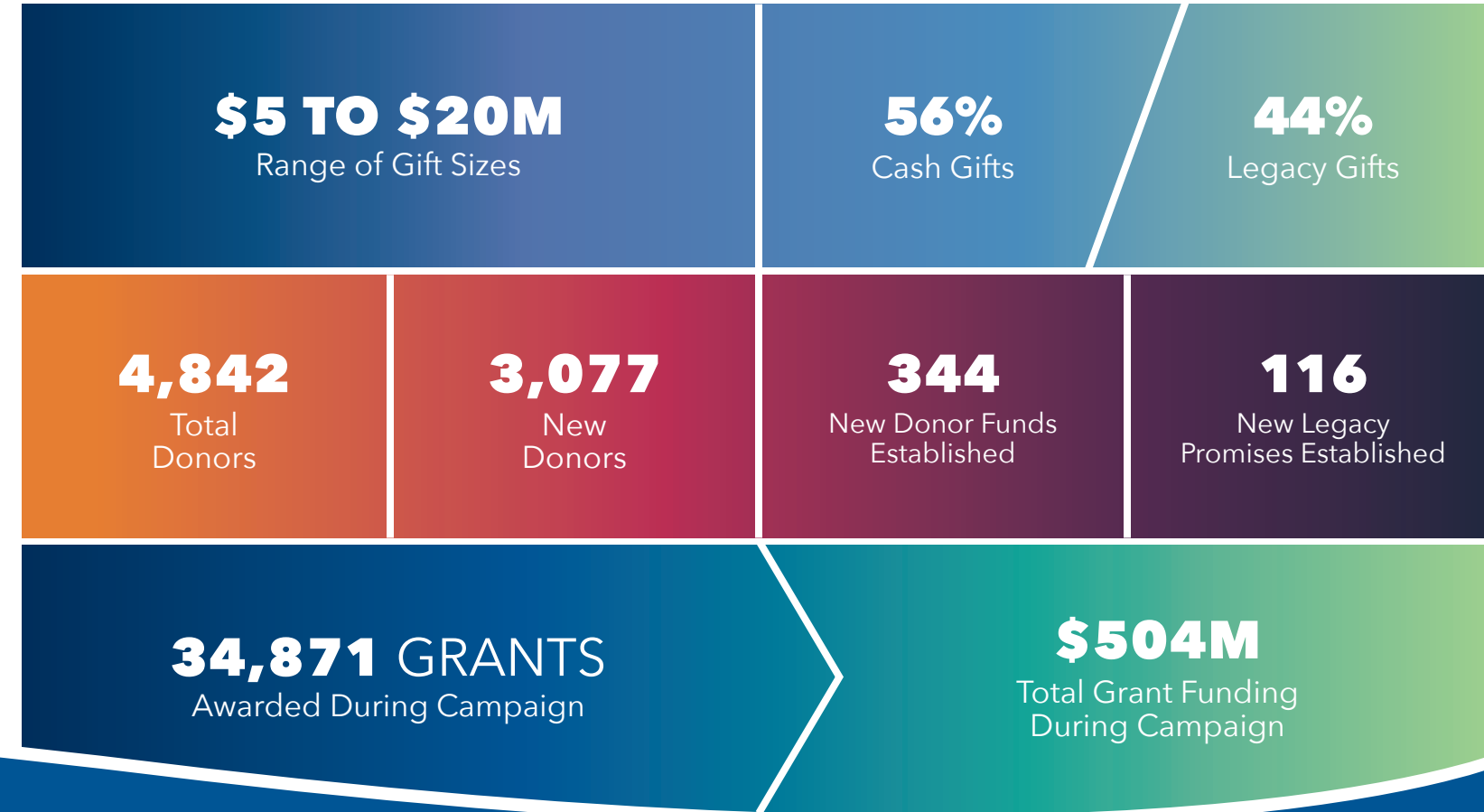
Including **\$35.6M** Invested in Strategic Priorities



*Greater Together* wasn't just a visionary philanthropic investment in Milwaukee's future—it was a new kind of community foundation campaign:

- *Expressing a bold vision for the future of our region, grounded in the voices of our community and our North Star of racial equity and inclusion*
- *Focusing strategic attention and investment on a set of communitywide priorities that shape our collective future*
- *Engaging the incredible diversity of donor passions and communities to inspire inclusive investment on every level*

Just as the Greater Milwaukee Foundation rallied our community around a vision of A Milwaukee For All, communities across America are increasingly looking for new approaches to community-driven change. In this campaign, we showed how inclusive philanthropy truly makes us *greater together*.



## SEVEN YEARS OF INVESTMENT, A GENERATION OF IMPACT





# WHAT'S YOUR WHY?

GREATER TOGETHER DONORS SHARE THEIR GIVING INSPIRATION

**START OR GROW**  
A FUND

**COINVEST**  
IN STRATEGIC PRIORITIES

**CREATE**  
A LEGACY



"I think it's important that people, especially younger generations, see others making legacy gifts. If you see it, you can be it."

**BLAINE GIBSON**

Board member and donor

"What attracted me is that my children and even grandchildren can have a say after I am no longer living. Somewhere along the line, my grandchildren will know that this is what their grandparents have done, and that they can have a say in it if they want to."

**ANONYMOUS**

Donor

Dave and Marge Hamacher have partnered with the Foundation for their philanthropy for over 30 years. They recently named their four children as successor advisers to the David P. and Marjorie L. Hamacher Family Fund and have expanded their legacy by including the Foundation in their estate plans.

"We believe in giving back," Marge said. "We've been very blessed, and we want to give back to the community, to people who haven't been as blessed and also hope that our kids will see the need and the benefit of that also."

"We have several gifts that continue year after year, but we are always in search of new areas, and as we get older, we've become more inclined to consider where does this go eventually?" Dave said. "We met with the kids and asked them, and they all encouraged us to continue with the Greater Milwaukee Foundation. The Foundation was so easy to work with. They could help us with so many ways of making that possible. In the end, it really seemed like the right thing to do."

"I've come to understand in my time now working in philanthropy, that the disability community is one of the more underserved sectors within gift making or grantmaking. If our organization can really start to become an anchor within that sector, we're more than happy to do that."

**ERIC DEGROOT, WISPACT, INC.**

Agency endowment donor

Jackie Herd-Barber – donor, volunteer, mentor and former Foundation Board chair – sees young people as the driving force for a brighter future. She and her husband, Michael Barber, were encouraged to see their two children make their own philanthropic commitments through the Foundation, continuing a legacy of giving that has long connected their family to community.

"My parents always said: 'If you can do more, you should do more,'" Jackie said. "We all stand on the shoulders of those who came before us, and we can all contribute – whether it's time, talent, treasure or ties – to meeting the urgent need of achieving racial justice in our community."

"We are passionate about helping people with intellectual and developmental disabilities, families with children facing medical needs, those experiencing hunger, and supporting our community. Having the Foundation host our fund allows us to focus solely on gifting, leaving fund management and administration to them. Online tools allow us to quickly and easily donate funds."

**LISA AND JOE FAZIO**

Donors

"I'm happy for the opportunity to partner with the Greater Milwaukee Foundation. I am impressed with their dedication and passion in helping underprivileged people. It is my desire that no one should experience homelessness, and that everyone willing to work and improve their lives should be granted the opportunity to do so."

**DONNA DEVINE,  
MRS. GEORGE KAISER**

Donor

"We are big believers that it's a lot of people doing small things that can make meaningful change happen. For a community like Milwaukee, it can't just be a few people. It has to be many of us being aligned, united, and having a clear vision of what we are trying to achieve."

**GREG, BOARD MEMBER,  
AND RHONDA OBERLAND**

Donors



Led by the Greater Milwaukee Foundation, the Medical College of Wisconsin and Royal Capital, the ThriveOn Collaboration invests in the health, educational, social and economic wellness of Milwaukee's Bronzeville community and beyond.

Anchoring this generational commitment is the historic ThriveOn King development, a former department store transformed into a catalytic community hub and new home to the Foundation's offices. In addition to housing key partners, including numerous MCW community engagement programs, a Malaika Early Learning Center campus, JobsWork MKE and Versiti Blood Center of Wisconsin programs, ThriveOn King provides unprecedented spaces for the community to connect and thrive while honoring community heritage and culture. The development will also include approximately 90 units of mixed-income housing for families, seniors and medical students.

The vision for the ThriveOn Collaboration emerged through our deep engagement with community partners and neighborhood residents as a means of addressing longstanding disparities perpetuated by systemic racism and disinvestment. Milwaukee philanthropists stepped up to make it a reality:

- Contributing over \$8.7 million to bring the ThriveOn Collaboration to life
- Establishing the Milwaukee Community Chair in Health Equity Research at MCW
- Funding over \$1 million and counting in ThriveOn Small Business Loans to sustain and grow businesses along the King Drive corridor

With the support of *Greater Together*, the ThriveOn Collaboration will be a source of strength and connection for Milwaukee's historic Bronzeville district for the next generation.

"By walking alongside community and investing in a vision we've created together, the ThriveOn Collaboration is already having a catalytic effect in Bronzeville. Every facet of this work is historic, including the generosity of donors who aligned their giving to support neighborhood priorities and the development of ThriveOn King as an innovative community hub."

**KATHRYN DUNN**

Senior Vice President and Chief Strategy Officer

PROGRESS



WHAT'S YOUR WHY?



**BILL MORLEY AND JIM SCHLEIF**

Donors

When Jim Schleif and Bill Morley saw the opportunity to contribute to true, systemic change through the *Greater Together* Campaign, the couple were determined to be part of the solution.

"The campaign tackled Milwaukee's greatest weakness boldly and head on: racial inequity and division," said Jim, who joined the Foundation Board this year. "We are so proud to play a small role in beginning to heal our community and open up spaces and access for more diverse voices to lead. We also felt heard and supported as we shared our own story as members of the LGBT community while locking arms with allies to create a community where we all will thrive."

The Foundation's role supporting people affected by HIV and AIDS at a time of heightened stigma and little hope left a large impression on Jim and Bill. Through the years, they built a lasting relationship with the Foundation that includes a legacy promise and their donor advised fund dedicated to advancing human rights, conservation and the alleviation of poverty.

"The Foundation has enormous reach," Jim said. "Focusing on community priorities alongside the Foundation, coupled with learning how to walk in other people's shoes, has led to great personal growth for both of us."

"The Greater Milwaukee Foundation has been very intentional about the nonprofit-funder relationship. By moving to a partnership model, where all the thought, work, experience, and connectivity are brought to the table, we can look at disparities we've been working to address for decades and examine how we can refine our approach to have more successful outcomes. Being in partnership with an organization that shares that perspective has been extraordinary at every level."

**BRAD PRUITT, AMERICA'S BLACK HOLOCAUST MUSEUM**

Agency endowment donor

"The *Greater Together* Campaign offered the opportunity to break down silos of giving and leverage philanthropy for much greater impact. For Michelle and me, partnering with the Foundation has opened the door for powerful collaboration, new forms of giving, and strategic investment in Milwaukee's most promising opportunities."

**CORY NETTLES**

Board member and donor





## WHAT'S YOUR WHY?



**LAURA GUTIÉRREZ**  
CEO of United  
Community Center

The United Community Center (UCC) launched its second agency endowment with the Foundation in 2023, building on a longstanding partnership in both philanthropy and philosophy that dates back decades.

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

The Greater Milwaukee Foundation's strategic vision is a natural fit with the place-based leadership UCC has been providing for Milwaukee's Hispanic community since the early 1970s.

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

"The Foundation is on the forefront of understanding how to invest in communities in a way that creates sustainable change that can have a positive impact now but also on future generations. From a personal standpoint, ThriveOn, early childhood education and impact investing are areas my wife and I have focused on most. Jennifer and I have learned a tremendous amount about how our philanthropy can make a real difference by addressing the biggest issues holding Milwaukee back."

**THOMAS W. FLORSHEIM, JR.**  
Board member and donor

"Building a Milwaukee for all is a good thing, and I am hoping that it will get more people involved in philanthropy, help young people become more philanthropic, but also help people in the community – especially those who are less fortunate. I like that the Foundation is focusing on early childhood education, housing, impact investing – those are good key areas to focus on – and of course the ThriveOn Collaboration."

**CASSANDRA BROOKS**  
Donor

# GREATER TOGETHER

PRIORITIES IN ACTION

## EARLY CHILDHOOD CARE & EDUCATION

For a visionary donor looking to invest in the future of Milwaukee, it is hard to imagine a better focus than early childhood care and education (ECE). Participation in quality ECE programs not only improves school and life outcomes for children, but also makes it possible for parents—especially mothers—to participate in the workforce and build economic mobility.

Yet, as Foundation-funded research has shown, Milwaukee struggles with a broken ECE market that leaves half of all children under 6 without access to quality programs and also fails to provide sustainable careers for ECE professionals.

This is why the Foundation elevated ECE as a core priority of the *Greater Together* Campaign, in partnership with Milwaukee Succeeds and a coalition of other stakeholders.

Through this campaign, donors stepped up with visionary contributions that allowed the Foundation to:

- Invest over \$2.6 million in a communitywide early childhood care and education strategy alongside Milwaukee Succeeds
- Provide direct support for quality ECE centers including the Malaika Early Learning Center (at the heart of the ThriveOn King development) and Ricardo Diaz Early Learning Academy
- Support coalition partners to secure additional millions in city, state, and federal funds for new initiatives to strengthen the early education workforce

These regionwide and systemwide investments show the power of philanthropy to build a stronger early childhood system for all.

"Philanthropic support from Foundation donors has been vital to our success leveraging additional private funding and advocating for public investment in early childhood education. With these resources, Milwaukee Succeeds and our coalition partners are improving the trajectory for our community's youngest learners and the systems that support them."

**VINCENT LYLES**  
Executive Director, Milwaukee Succeeds

### PROGRESS



**\$2.6M**  
Campaign investments as of end of 2023





# CELEBRATING GREATER TOGETHER'S DONORS OF COLOR



A Milwaukee for All needs all of us. Through *Greater Together*, donors representing Milwaukee's deep diversity and heritage stepped forward with historic leadership for the benefit of all communities.

With racial equity and inclusion as the North Star of the Foundation's strategic plan and campaign vision, *Greater Together* sought to reimagine what philanthropy looks like and who participates. At every stage of the campaign, leaders from Milwaukee's Black, Hispanic and Latino, and Asian American and Pacific Islander communities sharpened the Foundation's vision and strategic focus. We engaged communities and organizations as partners and experts, and together, made generational philanthropic investments in our shared future.

In Milwaukee and across the country, the work of engaging diverse donor communities is far from finished. We continue to forge partnerships, welcome fresh perspectives, and bring the spotlight to communities and issues historically excluded from philanthropic support. Through the leadership of *Greater Together's* donors of color, philanthropy in Milwaukee will never look the same—it will look more and more like our community.



"We all know it's better to do once you see. Having the ability to showcase Black leadership in the capacity that we are to the community, broadly, we hope to inspire the next generation."

**KEVIN NEWELL**  
Donor



"When I think about Latino philanthropy, it is welcome at the Greater Milwaukee Foundation, it should be further developed at the Foundation, and the Foundation is a good partner for it. My view is if you're lucky enough to have resources, then you're lucky enough to make a difference."

**PEDRO COLÓN**  
Board member and donor



"If we're committed to equity, inclusion and social justice, then we need to use our voices, resources and networks to raise visibility, promote stakeholders and connect people and organizations with one another."

**ERIK KENNEDY**  
Donor

Activated by the campaign's commitment to inclusion, the Foundation advanced

## DEEPER PHILANTHROPIC ENGAGEMENT WITH COMMUNITIES OF COLOR

than ever before. This included producing three new publications celebrating AAPI, Black and Hispanic and Latino community leadership and gifts of time, talent, treasure, and ties; hosting a major event at ThriveOn King to convene Black philanthropists; and supporting and connecting with professional advisers through the Community Adviser & Ambassador Network.

As a part of this effort, donors and communities of color contributed

## VITAL NEW PERSPECTIVES ON GIVING AND MEANINGFUL COMMITMENTS

through their gifts. **Forty new donors of color** established charitable funds and legacy commitments; a group of Black philanthropists funded a health equity chair at the Medical College of Wisconsin; and countless community members supported MKE Responds and other coinvested funds.

First-floor community spaces of ThriveOn King will recognize

## PASSIONATE TRAILBLAZERS WHO LAID THE GROUNDWORK FOR PROGRESS

in racial equity and inclusion. Residents and key stakeholders nominated past and present African American leaders, the Wisconsin Black Historical Society supported storytelling honoring their legacies, and donors will sponsor public spaces in a particular leader's honor, connecting the neighborhood's rich past to its vibrant future.



"It is our responsibility as a community foundation to ensure philanthropy is welcoming, accessible and relevant to everyone. We are committed to building an inclusive culture for all philanthropists."

**KRISTEN MEKEMSON**  
Vice President of Development and Philanthropic Services



Through *Greater Together*, Milwaukee donors didn't just give at historic levels—they helped advance new and innovative ways of investing in people, neighborhoods and enterprises across Milwaukee.

Nothing better represents this than the Foundation's impact investing program, which provides access to capital through donor-supported loans and equity investments that create economic opportunity while delivering a financial return that can be re-invested into new projects.

Because of its unique structure, impact investing targets places where other investors and lenders have not stepped up, and it multiplies its impact over many cycles of investment.

Through *Greater Together*:

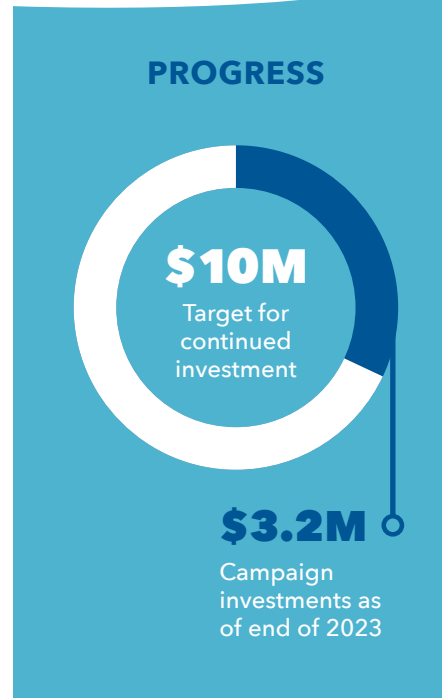
- Donors contributed over \$3.2 million, which the Foundation supplemented with \$15 million of its own resources to mobilize over \$18 million in impact investments
- The Foundation has committed to 34 impact investments, which are on their way to delivering both social impact and financial returns
- Milwaukee entrepreneurs and small businesses across disinvested communities have sustained and grown their businesses—creating and retaining 412 jobs and counting

By demonstrating the power and scalability of impact investing, donors to *Greater Together* have helped pioneer a new way to make a difference across our community that will continue far beyond this campaign.

"Sometimes on paper, using conventional models to evaluate financial feasibility, it looks challenging to provide capital in the form of direct investments in our communities. This work will always be about what is possible when we move away from incremental change and have the vision and courage to transform our communities through direct investments. Despite the perceived challenges, this work is critical and provides the spark needed to move our communities forward."

**KEN ROBERTSON**

Executive Vice President, COO and CFO



**WHAT'S YOUR WHY?**



**PAUL AND JAN SCHUELLER**  
Donors

For Jan and Paul Schueller, philanthropy is a way to remove barriers and cultivate opportunity. In thoughtful collaboration with their three children, Jan and Paul have been developing their philanthropic strategy since they created their first fund in 1998, ultimately selecting early childhood education and workforce development as two of their top focus areas.

"For us, it's about leveling the playing field," Paul said. "Early childhood education gives children a fair chance; workforce development creates opportunities for people who might otherwise be excluded."

The Schuellers considered starting their own standalone foundation, but close alignment with the *Greater Together* Campaign's priorities led them to make a legacy commitment with the Greater Milwaukee Foundation instead. They saw it as a natural continuation of their approach to philanthropy.

"As a family, we just want to use our time and resources to do what any decent human being would do: open some doors for others," Jan said.

"As a community bank, we have resources we can bring to the market and into the community, into neighborhoods, but we don't always have the deep connections and partnerships to identify the opportunities. Through organizations like the Greater Milwaukee Foundation, we can support economic development, access to quality education, housing and homeownership – all those aspects that make a community stronger and improve quality of life, which helps our customers and ultimately helps our bank, but it's also the right thing to do."

**JAY MACK, TOWN BANK, A WINTRUST COMMUNITY BANK**

Corporate donor



# GREATER TOGETHER

PRIORITIES IN ACTION

## HOUSING

For years, the Greater Milwaukee Foundation and its partners in the Community Development Alliance have been working to address one of our community's deepest challenges: ensuring safe, affordable, dignified housing for all.

The *Greater Together* Campaign represented a chance to mobilize our community around this vision on a new level. It inspired new investment in innovative strategies to increase stability and affordability for renters and bring homeownership within reach to build housing security and wealth in Black and Brown communities.

With support from our community through *Greater Together*:

- Donors have invested over \$1 million to advance the Community Development Alliance's comprehensive housing strategy
- The Community Development Alliance has invested in new models for affordable housing, created a new homeownership acquisition and education program to build wealth and fight displacement, and launched a new pipeline program to increase the diversity of the property appraisal workforce
- The Foundation and Community Development Alliance have earned national recognition, winning the 2023 HUD Secretary's Award for Public-Philanthropic Partnerships

These recent outcomes show how private philanthropic support paired with collaborative, communitywide strategies can impact a complex and deeply rooted challenge like housing—and we're just getting started.



# GREATER TOGETHER

PRIORITIES IN ACTION

## FLEXIBLE FUNDS

Some of the most visionary philanthropic investments in Milwaukee's future are the most open-ended: flexible funds.

These are the donor investments that have enabled the Greater Milwaukee Foundation to respond to our community's changing needs for over a century—whether that meant funding tuberculosis treatment and orphanages in the early 20th century or mobilizing resources to support our community through the COVID-19 pandemic.

Through *Greater Together*, donors stepped up with gifts that empower the Foundation to respond to emerging and immediate needs as well as invest in the deeper systemic changes that shape our community's future:

- Donors invested over \$20 million in flexible funding through this campaign.
- The Foundation used \$500K in flexible funds to seed the MKE Responds Fund, which raised over \$5.7M for relief and recovery during the COVID-19 pandemic. Grants provided immediate support in areas including food, housing, health care, early childhood, and education.
- In 2022, flexible funds helped MKE Responds pivot to invest in violence prevention programs at the neighborhood level.

While we can't predict the future, we can preserve its promise. The foresight of donors supporting flexible funds through *Greater Together* combined with the expertise of our community partners ensures that the Foundation will have the resources and insight to meet our region's changing needs—today and tomorrow.







"At its core, the *Greater Together* Campaign was an expression of hope for greater Milwaukee, by greater Milwaukee. Thank you to the staff, volunteers, donors and partners who shared in our ambitious vision and challenged us to think boldly and connect inclusively through every phase of this effort."

**FIESHA LYNN BELL**  
Director of Development and Major Gifts

# THROUGH YOUR GENEROSITY, WE ARE CLOSER THAN EVER TO A MILWAUKEE FOR ALL.

Thank you to the *Greater Together* Campaign committee, the Greater Milwaukee Foundation staff, and the generous donors who made the campaign such a success. We were honored to serve as co-chairs of this collaborative effort.

The *Greater Together* Campaign was born out of two fundamental truths about Milwaukee: vast potential and persistent disparities.

Recognizing the opportunity for catalytic change, we called on our philanthropic community to come together in a way we never had before – to respond to a generational challenge with a generational investment, and to reimagine what inclusive, community-driven philanthropy can look like.

We were inspired by the response. Hundreds of philanthropists started funds with the Foundation, valuing the community foundation's century of expertise and trusting in its stewardship of their investments. Hundreds more added to existing funds, deepening their commitment to the greater Milwaukee region in the face of unprecedented social and economic challenges. And nothing reflects belief in the promise of our region more clearly than the outpouring of legacy commitments we received during this campaign, ensuring support for future generations.

On behalf of every nonprofit organization across the region that you supported in the past seven years, thank you for your generosity, your vision and your trust. The future of this community is so bright. As we continue to align resources to support health equity, educational opportunity, housing security and economic opportunity, we are heartened to have such extraordinary partners by our side.

*Greater Together* demonstrated what we already knew: that the Greater Milwaukee Foundation, one of the first community foundations in the country, continues to be at the forefront of philanthropy, thanks to your compassion and commitment. Through thoughtful partnership and inclusive giving, our community is moving past our historic barriers and toward our limitless potential.

Ultimately, *Greater Together* was more than a fundraising campaign. It accelerated a generational vision for our region—and our work toward that vision continues.

**PETE BRUCE, CECELIA GORE,  
DAVE KUNDERT AND LINDA MELLOWES**  
GREATER TOGETHER CAMPAIGN CO-CHAIRS

## CAMPAIGN STEERING COMMITTEE

### HONORARY CHAIRS

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- Senator Herb Kohl†
- Gary & Judy Jorgensen
- Janice & Steve Marcus
- Jeanne & José† Olivieri
- Craig Schiefelbein
- Jay & Madonna Williams

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- Cecelia Gore
- Dave Kundert
- Linda Mellowes

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- Jackie Herd-Barber, 2020-22
- Paul Jones, 2022-24

#### Development and Philanthropic Services Committee Chair

- Dave Drury, 2020-22
- Sue Ela, 2022-24

#### President & CEO

- Ellen Gilligan

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- Randy Bryant
- Sue Ela
- Joe Fazio
- Tom Florsheim
- David & Lynne Jorgensen
- Greg Marcus
- David Marcus
- Patty Mueller
- Bill Morley & Jim Schleif
- Cory & Michelle Nettles
- Blaine Rieke
- Roger Schaus
- Julie Tolan

† Deceased







2153 N. Dr. Martin Luther King Jr. Drive Suite 4000 | Milwaukee, WI 53212  
(414) 272-5805 | [greatermilwaukeefoundation.org](http://greatermilwaukeefoundation.org)