



A MILWAUKEE FOR ALL

PROGRESS REPORT ON OUR STRATEGIC VISION

2024

IT TAKES ALL OF US TO BUILD A MILWAUKEE FOR ALL

"The Foundation has been extremely collaborative in so many ways, and also innovative – not just relying on precedent, but allowing innovation to be the bridge between challenging situations and success."

KEVIN NEWELL

President/CEO, Royal Capital; ThriveOn Collaboration partner and Foundation donor

"Throughout our work in partnership with the Foundation, we are seeing a change in attitude. ...Child care providers feel like Milwaukee is behind them for the first time. Their city sees them, hears them, provides the support they need."

TERRYL WHEELOCK

4C for Children; Milwaukee Succeeds partner

"The Foundation is doing what they said they would be doing. They have been showing up in the community alongside us. Seeing it in action matters."

LEXI S. BRUNSON

Owner/editor-in-chief, CopyWrite Magazine; Halyard Park neighbor and partner

"To have a community foundation that uses, embraces and promotes racial equity language and work is unique. That is incredibly important and powerful in this moment."

TEIG WHALEY-SMITH

Chief alliance executive, Community Development Alliance

"It's not just what's being done, but the collaborative awareness and infrastructure that is necessary to bring folks together to do the work and to encourage more work together."

NANCY HERNANDEZ

President, Hispanic Collaborative; Foundation grantee and partner

"My greatest hope is for the Foundation to continue standing on their principles, build on their mission, and continue to transform our community into 'A Milwaukee for All' – and to build on it."

CASSANDRA L. BROOKS

Long-time Halyard Park resident and Foundation donor



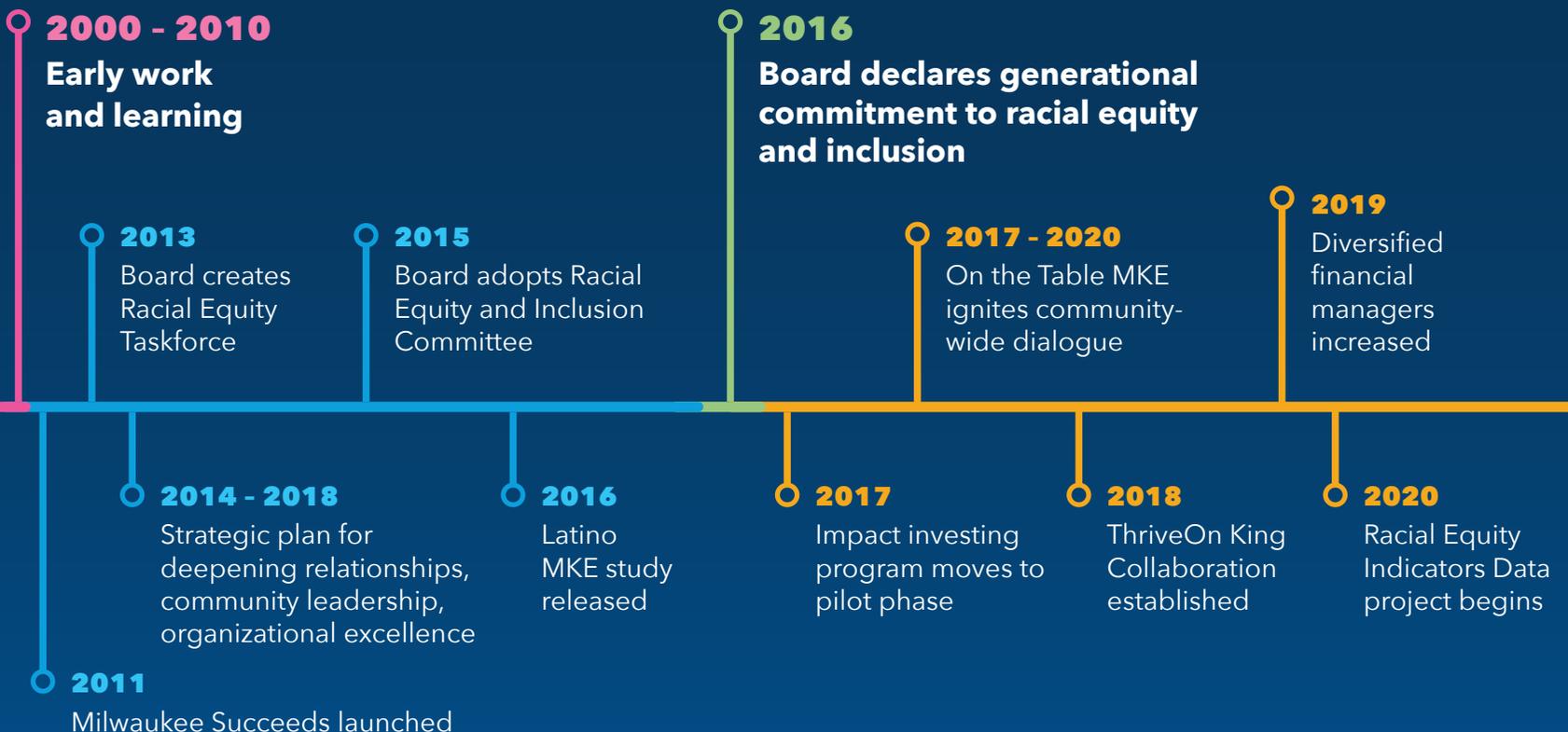
WE'RE ON A JOURNEY TO CHANGE MILWAUKEE TO

Four years ago, the Greater Milwaukee Foundation announced the most significant undertaking in our history: a long-term commitment to build a Milwaukee for all. This moonshot goal represented the culmination of a decade-plus of growth and evolution – and our plan to turn a generational commitment to racial equity and inclusion into reality.

In committing to a Milwaukee for all, we committed to boldly, creatively bringing every tool we have to the work of generational change; to listening, learning and working alongside our many neighbors and community partners; and to bringing together all of a greater Milwaukee – our communities, our ideas, our passions, our talents, our resources – as part of this work.

By doing so, we are confronting the systemic racism that inhibits too many lives while holding our entire region back – and building something so much greater.

This is our shared journey to a greater Milwaukee for everyone who calls this region home. To a region of thriving neighborhoods that welcomes, includes and develops the potential of all people. To a region that serves as a beacon for the entire nation. **To a Milwaukee for all.**



GETHER.



2020 A Milwaukee for All community vision

2020
Early childhood education research, A Seat at the Table, released

2021
City of Milwaukee makes unprecedented \$7M early childhood education investment designed by Milwaukee Succeeds

2021
Public statement issued on racism and remaking systems

2023
Foundation receives HUD Secretary's Award for Public-Philanthropic Partnerships

2024
ThriveOn King opening revealed!

2020
Civic Response Teams formed to coordinate communitywide COVID-19 response in multiple critical areas

2021
The Foundation hires its first chief diversity, inclusion, and organizational learning officer

2021
The Foundation focuses on diversifying management, making racial equity and inclusion learning part of culture

2023
Greater Together Campaign closes, raises historic \$726.8M

2023
\$170M in state funding secured for Child Care Counts

A NEW APPROACH TO MAKING CHANGE



To activate the promise and potential of a Milwaukee for all, we have reshaped how we work at the Foundation and how we drive change together as a community.

The Foundation is how Milwaukee works together – but we knew that a vision as bold as a Milwaukee for all required working together differently than we have in the past. Drawing on the expertise and input of our Board, staff and many community stakeholders, as well as data-driven research, we committed to four major strategic pillars that shape our work for the long term – and that are leading to long-term change for greater Milwaukee.

- **REIMAGINING PHILANTHROPY**, inviting *all* of Milwaukee to join together in a different, more inclusive way, aligning our investments and commitments to make a bigger impact than any of us could apart.
- **CATALYZING SYSTEMS CHANGE**, working with community-led coalitions to truly address disparities in housing, early childhood education and economic opportunity.
- **CONVENING AND FOLLOWING COMMUNITY VOICE**, putting our many neighbors – young people, small business owners, civic leaders, grantees, donors and more – at the heart of our work as we make the Foundation not only a trusted partner, but an engine of inclusive, equitable change.
- **BUILDING INCLUSIVE CULTURE**, ensuring that we build toward our goal of a Milwaukee for all internally as well as externally – and that the Foundation truly serves as a community foundation for all.

By working and walking side by side, our community has made tremendous progress – and we can't slow down or turn back now.

With this report, we invite you to explore the progress we have made together since 2020. Even more than that, we invite you to get involved in the work that lies ahead: to bring forward your questions, your ideas and your talents.

From major initiatives such as the Greater Together Campaign and the ThriveOn Collaboration, which demonstrate what's possible when our strategies come together, to the many specific steps we have taken toward each strategic commitment, these past four years have made our aspirations concrete and moved our region closer to a Milwaukee for all.

Yet we know that this is long-term work, and as we move forward together, we must continue to learn, adapt, and strive for transformational impact.

Ultimately, a Milwaukee for all is our commitment, not just for these past years, but for the generation ahead – and we want our entire community to join us on this journey.



GREATER TOGETHER

THE CAMPAIGN TO BUILD A MILWAUKEE FOR ALL

**A FIRST FOR THE NATION
– AND A CATALYST FOR
GREATER MILWAUKEE**

There are few better examples of what Milwaukee can do when Milwaukee works together than the Foundation's Greater Together philanthropic campaign.

From the beginning, this campaign was an audacious initiative: the first comprehensive and priority-focused campaign for a community foundation in the nation.

Yet our community showed what's possible, pledging over \$726 million to everything that makes Milwaukee thrive and for our region's future. These gifts represent both current and future commitments, both individual and aligned giving, and giving in all ranges and from donors from all backgrounds.

In addition to inviting donors to give to their personal passions, the campaign offered unique opportunities to coinvest in five strategic funding priorities: early childhood care and education, housing, impact investing, flexible funding and the ThriveOn Collaboration.

This focus not only amplified the campaign's immediate impact, but also helped encourage traditionally underrepresented donors to step forward and align their philanthropy. In the end, we mobilized over \$35 million for these critical goals.

Most importantly, every gift represents a commitment from greater Milwaukee, for Milwaukee: our community joining together as never before to make a transformative local impact – both today and well into the future.



344

new donor
funds established

\$5 to \$20M

Range of gift sizes

115

new legacy
promises established

\$35.6M

Invested in
strategic priorities

44%

Legacy gifts

3,077

New donors

\$726.8M
raised

Gifts

4,842
Total donors

56%

Cash gifts

THE THRIVE ON COLLABORATION

REIMAGINING CHANGE AT THE COMMUNITY LEVEL

A joint initiative of the Greater Milwaukee Foundation, the Medical College of Wisconsin, Royal Capital Group and neighbors in the Bronzeville area, the ThriveOn Collaboration is a first-of-its-kind, resident-led catalyst for change.

This historic investment in the Halyard Park, Brewers Hill and Harambee neighborhoods began six years ago with a challenge: as the Foundation prepared to move headquarters, how could we invest not just in a new office space but in a new *community* space where all can thrive?

With the voices of our neighbors leading the way, we committed to something far greater than a new headquarters: instead, we worked with community leaders to restore, redevelop and completely reimagine the former Gimbels-Schuster's Department Store building at 2153 N. Dr. Martin Luther King Drive.

Today, that building – now called ThriveOn King – is a new hub of activity and a catalyst for communitywide impact. In addition to the

Foundation's headquarters, the building houses a Malaika Early Learning Center campus for local families, JobsWork MKE and Versiti Blood Center of Wisconsin programs, community gathering spaces, healthy food and wellness offerings, 90 units of mixed-income housing, and even the work of local artists – all features community members identified as priorities.

Yet this collaboration extends far beyond ThriveOn King. From neighborhood block parties to investments in local nonprofits and small businesses to the new organizations our vision helped attract to the neighborhood – including educational institutions, a new arts center, and a new health foods store – **the ThriveOn King Collaboration is about so much more than a building. It's about building a thriving community for all.**



\$12M

direct investment
from the Foundation in
ThriveOn King

\$32M

in strategic philanthropy
invested in the neighborhoods
around ThriveOn King

\$100M+

invested to build
ThriveOn King

\$18M

in impact investing supporting
businesses and entrepreneurs
through affordable capital that
returns social and economic
value to the community

\$8M+

invested in local women- and minority-owned businesses
during the planning, building and furnishing of ThriveOn King

REIMAGINING PHILANTHROPY

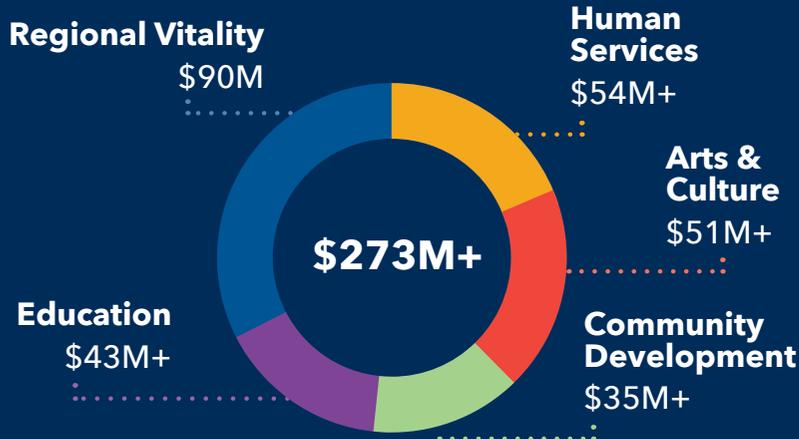
As we've turned to our community to do this work together, we've fundamentally transformed how power and philanthropy flow through the Foundation.

We've reimagined what philanthropy looks like and how it works, recognizing all forms of giving and inviting all of Milwaukee to join together in a different, more inclusive way. That means more people shaping the decisions and investments that shape our futures – and a bigger impact than any of us could make alone.

1000+ **donors** coinvested in strategic priorities during the Greater Together Campaign: early childhood care and education, housing, impact investing, flexible funding and the ThriveOn Collaboration

Time, talent, treasure and ties all counted as important ways of campaign giving – a recognition of the many forms that philanthropy and generosity take in our communities and of the many donors and communities of color who contribute to our efforts

\$273M+ granted out by Foundation donors since 2020 to support everything that makes our community thrive



\$48M

in Board-directed grants since 2020. Grantmaking reflects our commitment to investing in underinvested and underrepresented communities and to supporting community-led solutions to racial inequity.

\$7 OF EVERY \$10 invested in racial equity and inclusion priorities

55% in BIPOC-led organizations

CATALYZING SYSTEMS CHANGE

By changing how Milwaukee works together, we're changing what Milwaukee can achieve.

Alongside broad, community-led coalitions, we've made significant strides toward systems change in critical areas such as economic opportunity, early childhood education and affordable housing. From Milwaukee Succeeds and the Community Development Alliance to our Civic Action Teams – which emerged during the pandemic and established a civic architecture that's unique in the nation – we are connecting, convening and resourcing initiatives that leverage the full diversity of our city in support of our collective goals and set the course for bigger change ahead.

2X production level of entry-level homes (from 20 to 40 per year) since the adoption of the Community Development Alliance's citywide housing plan

1,000 **new homeowners** supported through the CDA's efforts, 84% of whom are families of color

\$482M **in public funding** secured and directed toward early childhood education through Milwaukee Succeeds research and advocacy.

2020: Child Care Counts Phase I (**\$300M**)

2022: City of Milwaukee ECE investment (**\$7M**)

2022: State of Wisconsin ECE Workforce Innovation Grant (**\$5M**)

2023: Child Care Counts Phase II (**\$170M**)

300 **early learning professionals** benefited from information and resources at 4C for Children's Pathways to Quality Conference, which the Foundation funded

22 **providers** pursuing training and improvement through the Accreditation Facilitation Project, hosted by 4C for Children and funded by the Foundation and Milwaukee Succeeds

SYSTEMS CHANGE IN ACTION

AN ON-THE-GROUND PERSPECTIVE



ECONOMIC OPPORTUNITY

In 2021, the Foundation made a \$1 million impact investment in Gateway Capital, a Black- and female-led venture capital firm advancing economic opportunity for historically underestimated entrepreneurs, based in Milwaukee and focusing on low- to moderate-income communities. Building off this initial investment, Gateway secured \$13.5 million in its initial round of funding and has since invested in a portfolio of startups focused on Milwaukee (>75% Milwaukee-based) and minority founders (>75%).

AFFORDABLE HOUSING

As a founding partner and major funder of the Community Development Alliance, the Foundation was proud to partner with the CDA and many other stakeholders to create – and begin activating – the first citywide plan for one of the most challenging issues we face: affordable housing. Our combined efforts to create new affordable housing, fight displacement, grow Black and Brown homeownership and increase affordable rental housing earned the Foundation the 2023 HUD Secretary's Award for Public-Philanthropic Partnerships.

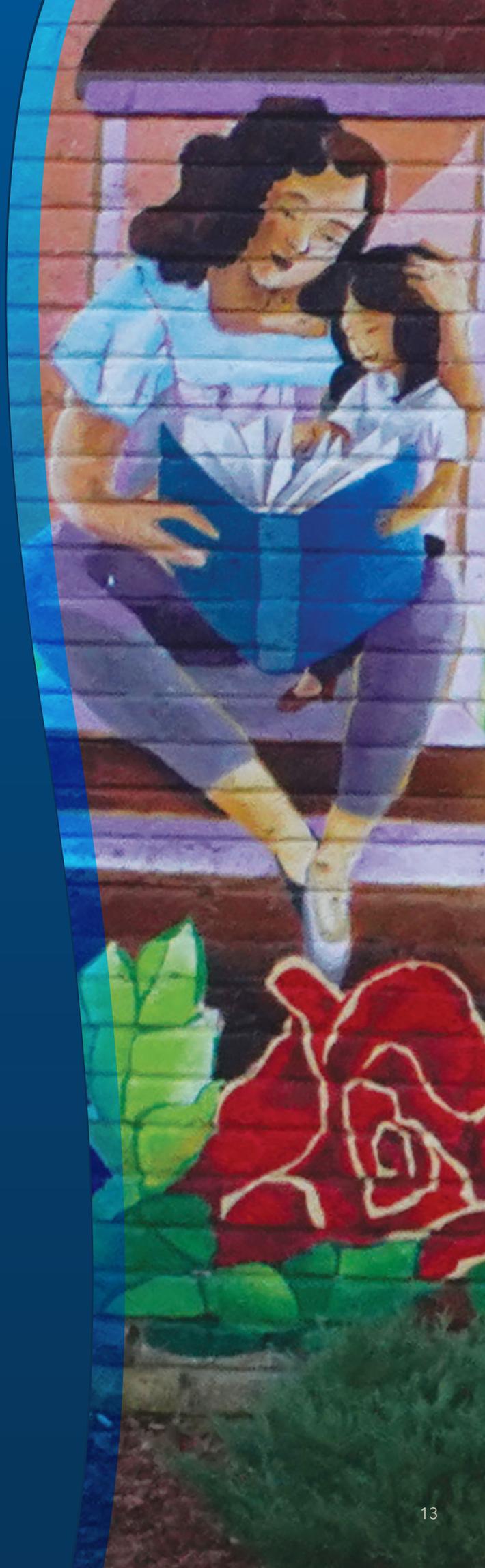


Milwaukee Succeeds



EARLY CHILDHOOD EDUCATION

Launched by the Foundation in 2011 to unite our community's work to improve education from cradle to career, Milwaukee Succeeds broadened its focus beyond direct service programming to emphasize long-term, systemic change – particularly for early childhood education. In addition to systemwide investments and the new public funding we helped secure, we invested directly in critical providers. One of these investments was a \$100,000 grant to the Ricardo Diaz Early Learning Academy, which allowed it to increase capacity and begin welcoming over 300 children in the 53215 ZIP code to a state-of-the-art facility. Milwaukee Succeeds led the effective work of the Early Childhood Education Coalition.



CONVENING AND FOLLOWING COMMUNITY VOICE

As never before, community voice and priorities set the direction and push us forward.

Each step of the way in pursuit of a Milwaukee for all, we've convened and followed community voice, which permeates and guides all of our work – our planning, our investments, our actions and the unexpected turns and course-corrections we encounter as we move ahead and continue to learn with and from our neighbors.

Throughout this work, we've been committed to authentically listening to what communities need from the Foundation and adapting our strategies, approaches and initiatives in response. By putting community at the heart of our community foundation's work, we've lived our commitment to be a trusted partner, consistently invited more neighbors and organizations into our collaborative work, and made the Foundation an engine of inclusive, equitable change.

1000s

of community members provided critical voice to neighborhood dreams and needs, including visioning sessions, coalition meetings and advising on direct grant investments

\$1.3M+
in resident-led grantmaking

2,300 HOURS

contributed by Milwaukee Succeeds' first Early Childhood Education Ambassadors cohort, which integrated parent and caregiver voices into decision-making and advocacy while building a base of nearly 400 community contacts

SMALL BUSINESS COHORT

launched to provide targeted technical assistance and resources to businesses throughout Bronzeville

BUILDING INCLUSIVE CULTURE

As we've gone on this journey, the Foundation has changed the most.

In order to effectively and authentically lead the effort to change our region, we knew we also had to change ourselves. That includes not only how we work and how we engage our community, but also who does this work at the Foundation and how we function day to day.

Changing the Greater Milwaukee Foundation is not about the Foundation itself: it's about ensuring we can be everyone's community foundation and a trusted partner in the work of A Milwaukee for All.

KEY INITIATIVES

RACIAL EQUITY INDICATORS

DATA project to track communitywide measures on systems change for racial equity

STAFF AND MANAGEMENT

more reflective of our region than ever before

CONTINUOUS LEARNING and major internal culture shifts

>50%

of our Board is now composed of people of color

>10%

of our Board is from historically underrepresented and disinvested communities thanks to a new governance policy and commitments that recognize the importance of lived experience

25%

diverse investment managers

>20%

diverse suppliers

LET'S CONTINUE THIS JOURNEY TOGETHER



Come with us as we continue this bold, generational commitment to change our entire region for the better.

Racial equity and inclusion are the key to a better Milwaukee for everyone who calls our region home. No matter how the winds shift around us, we are committed to this work for the long term.

Everyone is welcome in this journey, and there's a role for everyone: from sharing your feedback and asking questions to helping us connect with more community members to donating your time, talents, treasure or ties.

Join us, and help show what Milwaukee can do together.

"It's one thing to say we want to be anti-racist, it's another thing to actionize that – I give the Foundation tons of credit for not just talking the talk but walking it, and walking it in a way that is about prioritizing voice of community."

TAMMY BELTON-DAVIS

Founder and president, Athena Communications; civic leader and partner

"It's great for the Foundation to use their platform to tell the story of racial equity and to help donors understand the impacts they're making so they can invest in the transformations we're making."

LAURA GUTIÉRREZ

CEO, United Community Center; partner and donor

"A rising tide lifts all folk. ...What we're doing makes a difference for everyone."

JACKIE HERD-BARBER

Former Foundation Board chair and Foundation donor

"We are creating a standard and way of advancing change that any city can do with this level of commitment and partnership."

CYDNEY KEY

Senior director, ThriveOn guest experience and strategic partnerships

"We know that the people and community we're investing in need the funds and will use them well and will be successful. ... I don't have the same lived experience, which brings our work in impact investing back to connecting with people and the community and understanding others' perspectives."

ROGER SCHAUS

Foundation donor and Impact Investing Committee member

IT TAKES ALL OF US TO BUILD A MILWAUKEE FOR ALL
WAYS TO GET INVOLVED

As we continue to listen to our community, to learn from our community, and to define our next steps, we invite you to:

COME TO AN EVENT

or take a tour to learn more about a Milwaukee for all and discuss what's next with your neighbors

VOLUNTEER

to support a strategic priority, such as early childhood education

PARTNER ON YOUR PHILANTHROPY

by opening or giving to a fund or leaving a legacy commitment

VISIT OUR WEBSITE

to learn more about community needs

SHARE YOUR FEEDBACK ON OUR WORK

using the QR code below

