

HELP US BUILD A MILWAUKEE FOR ALL

Leveraging IRA charitable rollovers as a tool for driving social change

Through the Greater Together Campaign, the Greater Milwaukee Foundation is rallying our region around a shared vision of a region where we all live healthy, thriving lives. And we need your partnership.

Your co-investment in our campaign priorities – ThriveOn Collaboration, early childhood care & education, housing, impact investing and flexible funds – will help us deepen our impact and create lasting change.

An impactful and tax-friendly way to support the campaign is through a qualified charitable distribution (QCD), also known as an IRA charitable rollover. Individuals at least 70 ½ years of age may make a qualified charitable distribution directly from their IRA custodian to the Foundation and obtain the following benefits:

- Avoid taxes on transfers of up to \$100,000 from your traditional IRA to a qualified charity
- Satisfy your required minimum distribution (RMD) for the year
- Reduce your taxable income, even if you do not itemize deductions
- Make a charitable contribution that is not subject to the deduction limits on charitable gifts
- Advance community-identified priorities and our shared vision of a Milwaukee for all

Please check with your tax adviser to confirm the details of your situation.

HOW IT WORKS

Contact your IRA plan custodian to make a gift from your IRA to the Foundation or another charity.

- Please consider supporting the Greater Together campaign through a gift to a campaign fund. Information about our funds can be found on the back of this sheet.
- Please request that your name be included with the transfer information so we may thank you for your gift. The Foundation's EIN is 39-6036407.
- Limitations: Donor advised funds, supporting organizations and private foundations are excluded from the charitable IRA rollover provision.

Please contact your dedicated Foundation staff liaison with questions.

“Seeing our charitable goals come to fruition”

– SHERRY AND NORM MALMON

While Sherry and Norm Malmon had named the Greater Milwaukee Foundation in their estate plan, they had not yet created a fund. With the government requirement to take distributions from her IRA, Sherry became aware that she could make a tax-free gift from her IRA to GMF funds. In 2021, the couple supported such Greater Together Campaign priorities as early childhood care and education, impact investing and flexible funds. As Norm explained, “We saw a perfect opportunity to start funding our charitable plan and begin seeing our goals come to fruition within our lifetime.”





WE ARE GREATER TOGETHER

Opportunities to support the Foundation's catalytic campaign include:

THRIVEON COLLABORATION FUND: Help Milwaukee communities strengthen the building blocks needed to live healthy, thriving lives. Your gift can support and scale interrelated strategies centered on place, program and neighborhood, bringing to life a transformative, community-centered partnership between Milwaukee residents, the Foundation, the Medical College of Wisconsin and Royal Capital.

THRIVEON EARLY CHILDHOOD EDUCATION FUND: Children reach their full potential when all aspects of their development are optimally supported. A Foundation-commissioned study found that half of all Milwaukee children lack access to early childhood education, and families of color are disproportionately affected. In response, the Foundation launched the ECE Fund to support the expansion of existing high-quality centers to welcome more children. The fund also supports ECE providers' professional development and advocacy for systems change.

HOUSING FUND: Safe, affordable and dignified housing is an essential contributor to strong families and strong communities. Support the Foundation's work to help advance a citywide housing plan that seeks to increase Black and Latino homeownership, make more affordable rental units available and develop a diverse pipeline for appraisal careers.

IMPACT INVESTING FUND: Vibrant, economically thriving communities cultivate entrepreneurship, create jobs, and support creative development. In 2017, the Foundation began an impact investing program to complement traditional grantmaking. This fund invests in small businesses led by women and people of color with a goal of achieving both a social and financial return.

COMMUNITY GRANTS FUND: Empower the Foundation to respond to as-yet unanticipated opportunities to build a Milwaukee for all. This fund provides flexible grantmaking dollars to Foundation leaders and board members, allowing us to meet new challenges as well as to seize opportunities to advance innovative, community-centered solutions.

ESTABLISH A NAMED FUND: Create a charitable legacy for generations to come. Through your established fund, you can support named organizations or interest areas, or provide flexible support to the community now and forever. Choose from a designated fund, field of interest fund or unrestricted fund.

JOIN US

Building a Milwaukee for all takes all of Milwaukee.
Please contact your dedicated staff liaison to learn
how your investment will help our region thrive.

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