

# GREATER TOGETHER

THE CAMPAIGN TO BUILD A MILWAUKEE FOR ALL



**TOGETHER WE CAN BUILD**

# A MILWAUKEE FOR ALL

In Southeast Wisconsin today, we stand at a transformational turning point that calls on all of us to **join together, think bigger and act bolder.**

And the generational challenge before us is not just to rebuild the Milwaukee region – but to build a *better* Milwaukee region.

A region in which all of us, of all races, places, identities and backgrounds, find welcoming and inclusive communities where we can achieve our fullest potential and contribute to our shared home's shared success.

A place that's culturally vibrant and economically thriving, and that our children and families never want to leave.

Where thriving neighborhoods everywhere make Milwaukee a better city for everyone, and a thriving city lifts up all of Southeast Wisconsin, creating a beacon for the nation.

**This generational vision for our entire community is only possible with all of us working together. And the Greater Milwaukee Foundation is stepping forward to help lead the way – and calling on our entire community to join us in the *Greater Together* campaign, the most ambitious undertaking in the Foundation's history.**

“For too long, our region's great potential has been overshadowed by disparities that divide people from opportunity and whole communities from well-being. To transform the Milwaukee we know into a Milwaukee for all, we need to invest in smart solutions that bring people together, center community voice and advance racial equity so that everyone can thrive. When we learn, give and take action together, we accomplish far more than anyone could alone. Now is our moment to build on generations of past generosity to realize the vibrant, inclusive region that is within our reach.”

## **ELLEN GILLIGAN**

President & CEO of the Greater Milwaukee Foundation



## WHY A CAMPAIGN?

**To realize a Milwaukee for all, we must address the systemic racial disparities that shape lives throughout our community and hold us all back.** In research, in vital statistics and in the words and experiences of so many Milwaukeeans, we see and hear the persistent and systemic racism that has inhibited our economic growth, harmed our public health and resulted in far too many people in our vibrant Black and Brown communities left out and left behind.

**To address these disparities, we must reimagine the vital building blocks of a better life on a communitywide scale:** making major, lasting changes that advance educational opportunity, health equity, economic opportunity, and housing security for all Milwaukeeans, both now and in the years to come.

**The transformative, systemic change we need is only possible if we work together with a new level of depth, scale, partnership and impact.** That is why the Foundation is stepping forward to launch the Greater Together campaign today.

## WHY THE FOUNDATION?

**When we all work hand in hand, we can achieve an impact that's greater than any one of us could achieve on our own – and the Greater Milwaukee Foundation is how Milwaukee works together.**

Transformational change on the issues that matter most only happens when we all work together: community leaders and activists, businesses and nonprofit organizations, elected officials and public agencies, and visionary philanthropists and volunteers like you.

**And for more than a century, the Foundation has been at the heart of our community, working to bring people together to make the change we need.** We were one of the first community foundations in the world, founded over a hundred years ago because

visionary people believed in the power of philanthropy and partnership. Across our history, our donors and fundholders have helped us award more than \$1 billion in grants. But our true strength is our deep network of community partners: landmark institutions and grassroots organizations, donors and advisers, civic leaders and voices for change throughout Milwaukee, Washington, Ozaukee and Waukesha counties.

**With your strength surrounding us, we have regional reach and impact. And with your voices at the table, we speak from a position of trust and integrity.**

**This is how we're able to bring people together to make an impact on a greater scale and fill a role no one else can.**

# OUR NORTH STAR: RACIAL EQUITY AND INCLUSION

Across recent decades, the Greater Milwaukee Foundation has made increasingly deeper and more ambitious commitments to racial equity and inclusion. Today, it is our North Star, guiding all our work and driving our community vision.



## CENTERING RACIAL EQUITY

2010 - 2020

Recognizing the central role race plays in issues across our communities by putting racial equity at the heart of all our efforts



## RETHINKING OUR ROLE

2000 - 2010

Embracing more active leadership with a clearer focus on poverty and racial equity



## CATALYZING COMMUNITYWIDE ACTION

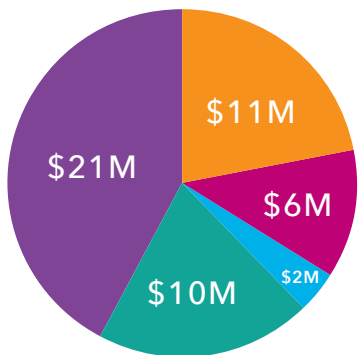
2020 - 2025

Putting racial equity commitments into practice on a scale that engages partners, stakeholders and communities across the region to make historic change together

# GREATER TOGETHER

THE CAMPAIGN TO BUILD A MILWAUKEE FOR ALL

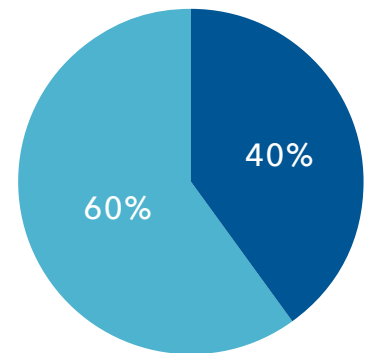
**Gifts Supporting Campaign Priorities (\$50M)**



- ThriveOn Collaboration
- Housing
- Impact Investing
- Early Childhood Care & Education
- Flexible Funds

**\$700M**  
Overall Goal

**Planned Gifts vs. Current Gifts**



- Current gifts
- Planned gifts

## TIMELINE

2017 - 2023

## WAYS TO CONTRIBUTE

- Start or Grow a Fund
- Coinvest in Campaign Priorities
- Create a Legacy

Our **priority campaign investments** address interrelated community issues that comprise the building blocks of a better life and demand systemic solutions, while offering donors new ways to make a transformational impact.

## CAMPAIGN PRIORITIES

### **ThriveOn Collaboration**

A historic investment and resident-led, comprehensive vision for Halyard Park, Brewers Hill and Harambee.

### **Early Childhood Care & Education**

A plan to transform early childhood care and education in our region.

### **Housing**

Bringing safe, affordable housing within reach of all.

### **Impact Investing**

A new wave of funding for people, neighborhoods and enterprises in places where investments have been scarce.

### **Flexible Funding**

Building the capacity to work with neighbors and address issues, needs and opportunities as they arise.

## COMMUNITY OUTCOMES

### **A MILWAUKEE FOR ALL**

#### **Health Equity**

Every community has the resources to support healthy, thriving lives.

#### **Educational Opportunity**

Every child has access to a high-quality education.

#### **Housing Security**

Every family has access to safe and affordable housing.

#### **Economic Opportunity**

Every neighborhood benefits from thriving businesses and good jobs.

# ACHIEVING AN **IMPACT**



“In the wake of recent events, we know we are not where we need to be on racial equity and inclusion and that this issue holds our entire region back – whether you live in downtown Milwaukee or the farthest corners of our outerlying region. **Now is a great time for all of us to consider how we support our passions and interests through philanthropy and help us solve critical issues facing our community.**”

**DAVE KUNDERT**

Greater Together Campaign Co-Chair



“With the Greater Together Campaign, we are addressing the tough, subtle and complex issues felt deeply by residents, and everyone can play an important role. Please join us at this pivotal moment because the disparities and injustices we see each day have lingered for far too long. **This is our chance to learn more, understand more, do more and ultimately address the pain felt across our region by building a brighter future for everyone.**”

## **CECELIA GORE**

Greater Together Campaign Co-Chair



**THAT'S  
GREATER  
TOGETHER**

# ACHIEVING AN **IMPACT**



"We believe that philanthropy has so much potential to bring about positive change in our community. We chose to partner with the Foundation because of its long-standing history in our community as a leader and also the role it can play in our future: by intentionally inviting individuals, families and institutions to direct funds towards important causes and issues like early childhood care and education. **We will, together, build a more equitable future because the Foundation has created a place where all are welcome and invited to make a difference.**"

**JEANNE AND JOSE OLIVIERI**

Honorary Chairs

"I was brought to the Foundation through my parents, who began their fund and looped me into their philanthropy. Over time, my husband and I saw the value of the Greater Milwaukee Foundation – the ability to get involved, to help solve community issues and the opportunity to make a bigger impact than we could ever make on our own...**Regardless of budget, regardless of passion, regardless of age, every gift with Greater Together is building toward a more equitable future.**"

**PATTY MUELLER**

Greater Together Campaign Committee Member



**THAT'S  
GREATER  
TOGETHER**

# THRIVEON COLLABORATION

A historic investment and resident-led, comprehensive vision for Halyard Park, Brewers Hill and Harambee.

“There is a lot of energy and hardworking folks who live in the neighborhood and want to see the neighborhood improve in so many ways. **I want them to have hope and know that they can sit at the table and create a community that they want to live in.**”

## SHELIA SMITH

Harambee Resident + ThriveOn Community Advisory Council Member



**We know that *where* a person lives impacts *how* a person lives, and that social determinants have been shown to influence a person’s health more than genes, behavior and access to health care.** That’s why we launched the ThriveOn Collaboration: a new model to address interrelated health, economic, social and racial inequities together through a historic place-based investment.

## PLANS INCLUDE:

- Redeveloping the former Gimbels building on Dr. Martin Luther King Jr. Drive as a multifaceted community hub that will also be home to MCW’s community engagement programs and the Foundation’s headquarters
- Creating new community spaces designed with resident input, including an early childhood learning center, healthy food options and a business hub
- Complementing these investments in place with investments in related programs and the surrounding neighborhood, all focused on our key community outcomes and the social determinants of health: housing, early childhood education, food access, health and wellness, community engagement and economic opportunity.

## EARLY CHILDHOOD CARE & EDUCATION

A plan to transform early childhood care and education in our region.

“We’d been barking up the same trees for a very long time in this sector.

**[Now, we] have a coalition that works together to be a catalyst for change – both to mitigate everyday issues and simultaneously work systems change and advocacy** – and already has important successes that will help us continue our work.”

### TAMARA JOHNSON

Executive Director of Malaika Early Learning Center



**Early childhood care and education is the key to giving every child the start in life they need and deserve: in the critical years between birth and 3 years, 80% of a child’s brain is developed.** And every investment in early childhood care and education is an investment in the potential in all of our region’s children – and in the future of our entire region, with each \$1 invested providing a \$9 benefit.

### PLANS INCLUDE:

- Expanding access to quality early childhood care and education in neighborhoods where it is most needed
- Increasing recruitment, retention and professionalization of the early childhood education workforce
- Partnering with Milwaukee Succeeds and the MKE Early Childhood Education Coalition – a group of dozens of local experts, practitioners and parents – to implement shared strategies toward these goals
- Establishing a new, high-quality early childhood care and education center for our neighbors in the ThriveOn King building

# HOUSING

Bringing dignified, affordable housing within reach of all.

**“Housing is at the root of everything we do.** If your basic needs aren’t met, it affects every other facet of your life, including education and health.”

## JANEL HINES

Vice President, Community Impact of the Greater Milwaukee Foundation



**Everyone needs a dignified, affordable home.** Housing is a major building block of life, health and wealth: the foundation on which people can pursue and achieve their goals, build stronger, more stable communities and build generational wealth. When people can’t afford safe, affordable housing, they are forced to make difficult choices that impact their health, their community connections, their children’s educational opportunities and their financial lives.

And unfortunately, Milwaukee stands as the well-documented center of the national housing crisis, with too many people –

particularly in Black and Brown communities confronting decades of intentional and racist policies and practices – struggling with eviction, rising rents that transform an individual’s financial reality and prices that make homeownership an increasingly unattainable ideal.

That’s why the Greater Milwaukee Foundation is a founding member of the Community Development Alliance – a collection of funders, neighborhood-based organizations, community leaders and public officials – and why we are rallying our donors and stakeholders to join us in moving forward a unified housing strategy.

## PLANS INCLUDE:

- Aligning and streamlining more than 20 existing housing programs so that city agencies, nonprofit service providers, funders and residents can work together with a shared vision and approach
- Increasing affordability for renters
- Preventing displacement as historically Black and Brown neighborhoods grow and develop
- Increasing homeownership for Black and Brown families

# IMPACT INVESTING

An innovative tool for social and economic impact.

**“If we are saying we are going to reimagine philanthropy, we should not just dust off the same old tools we have always used.** Capital is a key driver for change and we ought not be afraid to use it.”

## **KEN ROBERTSON**

EVP, COO, CFO of the Greater Milwaukee Foundation



**Our communities are brimming with talent and assets – but in too many places, the lack of external investment holds back economic opportunity and quality of life.**

Through the innovative model of impact investing, we can invest capital and create opportunity where it's needed – generating both a financial and a social return.

## **PLANS INCLUDE:**

- With the guidance of an expert Impact Investment Committee, investing in more than 50 projects over the next five years that address social needs, create jobs, build wealth and create opportunity for others
- Focusing loans and equity investments on three distinct portfolios: Equitable Economic Opportunity, Early Childhood Education and Housing
- Leveraging additional private and public investment for an even greater impact
- Reinvesting financial returns generated into new projects that make a difference for our communities

# FLEXIBLE FUNDS

Addressing issues, needs and opportunities as they arise.

“As donors and volunteer leaders at the Greater Milwaukee Foundation, we value the Foundation’s expertise on issues and giving opportunities throughout our region...**We love Milwaukee and are confident that the Foundation of the future will continue to have the pulse of our community’s needs long after we are gone.**”

## PETE & JOAN BRUCE

Greater Together Campaign Co-Chairs



**In the wake of the COVID-19 pandemic, the Foundation’s ability to mobilize dollars was crucial in helping meet needs in our community.** While community foundations have not traditionally focused on flexible funding, recent events have reinforced just how essential and important a tool it is. We have a responsibility to prepare our community for

what the future may hold, and we don’t have to predict the future to ensure its promise.

Through this campaign, we intend to grow our flexible funds, building the capacity to continue working with neighbors and adapting as our community and our issues evolve.

## PLANS INCLUDE:

- Supporting all of the campaign’s strategic priorities at their critical phases of investment
- Responding to emerging opportunities and needs as they arise
- Building endowed funds to sustain and advance the full breadth of the Foundation’s work and partnerships across the region



# **GREATER TOGETHER** **IS MORE THAN A** **FUNDRAISING** **CAMPAIGN**

**IT'S A CATALYST TO HELP REALIZE A  
GENERATIONAL VISION FOR OUR ENTIRE REGION.**

Through this campaign, you can be part of a regional vision and advance the causes that matter to you. As a comprehensive initiative, the campaign recognizes and celebrates the generosity of all Greater Milwaukee Foundation donors and fundholders, no matter how they contribute.



## **START A FUND**

- Donor Advised Fund
- Field of Interest Fund
- Designated Fund
- Scholarship Fund
- Agency Endowment

## **COINVEST IN CAMPAIGN PRIORITIES**

- ThriveOn Collaboration
- Early Childhood Care & Education
- Housing
- Impact Investing
- Flexible Funds

## **CREATE A LEGACY**

- Include the Foundation in your estate plans so that we can honor your wishes forever

**A Milwaukee for all takes all of us – and that begins with your support through Greater Together.**



"As a volunteer leader, I firmly believe that the Greater Milwaukee Foundation plays a critical role in building our community's future by bringing diverse minds and perspectives together to collaborate on solving our region's toughest issues. Now is a time to consider your philanthropy, because whatever gift given to the Foundation will make an impact, now and into the future on issues that matter, issues that are near and dear to your heart, and the critical issues facing our region."

## **LINDA MELLOWES**

Greater Together Campaign Co-Chair

“There is no better organization than the Greater Milwaukee Foundation to lead this charge: its resources, skill sets, knowledge and partnership are essential tools. The Foundation has done research, we have partnered across the community and, most importantly, we have listened. Now, it’s time to do this important and necessary work, and **we need everyone to act now because if we don’t act, then who? If we don’t act now, then when? Join us.**”

## **JACKIE HERD BARBER**

Chair, Greater Milwaukee Foundation Board of Directors



