



Social Development
FOUNDATION
2019 SPONSORSHIP PACKAGE

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2019 Don Sykes Legacy Awardee: *Ben E. Johnson*



Ben E. Johnson was born January 31, 1937, the fifth child of Albert and Alma Johnson. He attended Milwaukee Lincoln High School and later graduated from the University of Wisconsin – Milwaukee. He is the proud father of three children: Jan, Paula and Jay.

Johnson has had a diverse and esteemed career. He was a former district sales manager for the Milwaukee Journal Company where he served as a member of the company's Board of Directors.

Johnson was a community organizer for the Walnut Way Improvement Council. He identified residents experiencing poverty and helped them access critical services, including health care and education.

In 1971, Johnson was elected to replace Alderwoman Vel R. Phillips to represent the 6th Aldermanic District. In 1976, he became the first African American Common Council President for City of Milwaukee, serving until 1980. One of Johnson's biggest accomplishments was the creation of a program affectionately known as the "\$1 House" program. This important initiative made home ownership attainable for many

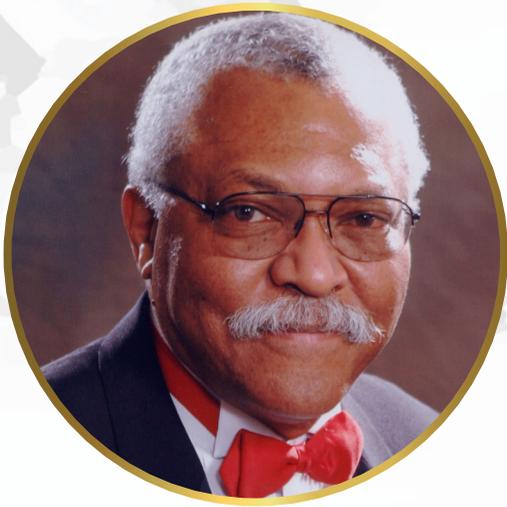
Milwaukee residents who purchased and repaired dilapidated homes in city neighborhoods. After serving on the Common Council, Johnson was appointed Milwaukee's City Clerk. He served four years as City Clerk.

Eventually, Johnson left government and worked as a management consultant. Later, he accepted a position with Milwaukee Area Technical College (MATC) providing small business start-up assistance at the Milwaukee Enterprise Center. He has taught government and business classes for University of Wisconsin-Milwaukee and MATC.

His volunteer and civic activities include chairing several boards and committees, including: the Social Development Commission, the U.S. Panama Canal Treaty Advisory Commission and the White House Council on Economic Development.

He is presently on the boards of Urban Strategies, Inc. and Northcott Neighborhood House. Ben Johnson is a life member of the NAACP.

Today, Johnson is revered for his efforts to create vibrant, affordable including Halyard Park, Richardson and Lindsay Heights.



Don Sykes

The late Don Sykes is remembered as one of Milwaukee's most prominent anti-poverty activists. As part of President Bill Jefferson Clinton's administration, Sykes served as director of the Health and Human Services Office of Community Relations. In Milwaukee, Sykes was executive director of the Social Development Commission for more than 20 years. He is celebrated for a career of service and his fight to empower people experiencing poverty.

Don Sykes passed away in 2017, but his work continues to inspire advocates working on behalf of people experiencing poverty. It is fitting that the Social Development Foundation, dedicated to the elimination of poverty, presents the Don Sykes Legacy Award each year. This distinguished award is given to members in our community who, like Sykes, work tirelessly to move people beyond poverty.



Presenting Sponsor *\$25,000*

- (Exclusive) Recognized as Presenting Sponsor on all printed materials and event website
- Banner at entrance
- Three (3) tables (10 seats per table) with **optimum seating**
- Two (2) signature bottles of champagne on each table
- Sponsor reserved signage
- Company logo with hyperlink leading to sponsor website on the SD Foundation's website for one (1) year
- Full page, color ad in program booklet (inside front cover)
- Podium *Thanks & Acknowledgement*
- Five (5) minute podium remarks to attendees
- Logo on sponsor appreciation signage
- Recognition in SD Foundation's Annual Report



Legacy Leader *\$15,000*

- (Exclusive) Recognized as a Legacy Leader on all printed materials and event website
- One (1) Reserved Table (10 seats per table) with enhanced seating
- Sponsor Reserved signage
- Full page color, ad in program booklet
- Podium *Thanks & Acknowledgement*
- Name on sponsor appreciation signage
- Recognition in SD Foundation's Annual Report



Legacy Ambassador *\$5,000*

- (6 Available)
- **Recognized** as a Legacy Ambassador on all printed materials and event website
 - One (1) Reserved Table (10 seats per table)
 - Sponsor Reserved signage
 - Name recognition in program booklet
 - Podium *Thanks & Acknowledgement*
 - Name on sponsor appreciation signage
 - Recognition in SD Foundation's Annual Report

Legacy Trailblazer *\$20,000*

- (Exclusive) Recognized as Legacy Trailblazer on all printed materials and event website
- Two (2) Reserved Table (10 seats per table) with **premium seating**
- One (1) signature bottle of champagne on each table
- Sponsor Reserved signage
- Company logo with hyperlink leading to sponsor website on the SD Foundation's website for one (1) year
- Full page color, ad in program booklet (inside back cover)
- Podium *Thanks & Acknowledgement*
- Name on sponsor appreciation signage
- Recognition in SD Foundation's Annual Report



Legacy Advocate *\$10,000*

(3 Available)

- Recognized as a Legacy Advocate on all printed materials and event website
- One (1) Reserved Table (10 seats per table)
- Sponsor Reserved signage
- Half (1/2) page color ad in program booklet
- Podium *Thanks & Acknowledgement*
- Name on sponsor appreciation signage
- Recognition in SD Foundation's Annual Report



Legacy Tribute *\$2,500*

(12 Available)

- Recognized as a Legacy Tribute contributor on all printed materials and event website
- One (1) Reserved Table (10 seats per table)
- Sponsor Reserved signage
- Recognition in SD Foundation's Annual Report



Social Development FOUNDATION

The Social Development Foundation Board of Directors is a diverse group united by a desire to identify and mobilize resources that help Milwaukee County families move out of poverty. Board directors volunteer countless hours and leverage the group's collective power to support initiatives that empower people.

2019 Board of Directors

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Social Development Commission

Poverty in our community has reached an alarmingly high rate. Milwaukee is in the top five cities in the United States for people living in poverty. It is nearly impossible for someone to move beyond poverty without the help of another. That is why the Social Development Foundation exists.

The Social Development Foundation was established in 2003 as a 501(c)(3) nonprofit organization for the sole purpose of providing support for the programs and initiatives that combat poverty. Our support provides vital funding to help low-income residents in Milwaukee County be able to obtain their GED or HSED, job training for sustainable wage jobs, resume writing and interviewing skills, financial education and home visits for seniors from other seniors.

We are deeply committed to our mission and vision, because we have witnessed firsthand what the support we are able to provide results in. Year after year, we see success stories that drive us forward to help others achieve success.

Our diverse board is committed to reaching a cross-section of audiences to grow awareness of both the escalating poverty crisis and programs we support that improve lives. We are passionate about sharing our mission and building fruitful relationships that, in turn, provide direly needed resources to people living in poverty.

Social Development Foundation

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