



# 2019 ANNUAL REPORT



Social Development  
FOUNDATION

# Who We Are

The Social Development Foundation is made up of everyday people making extraordinary change in the community.

Our 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. With a focus on poverty, we volunteer countless hours and leverage our group's collective power to support initiatives that empower people.

Each director is respected in the community, accomplished, and brings a strong set of professional skills to the role. Our board is a robust team that operates with integrity, competence, commitment, and empathy. Directors trust and challenge each other as we address critical issues in the foundation's areas of focus.

Our goal is to alleviate poverty using a variety of strategies and partners. Our long-term partner is the Community Relations – Social Development Commission (SDC), established in 1963. The foundation was established in 2003 as a 501(c)(3) nonprofit organization for the sole purpose of providing support for the programs and initiatives of SDC.

2019

## SD-Foundation Board of Directors

**Albert Smith, *President***

Haywood Group, LLC

**Arnold Cifax, Sr., *Vice President***

New Testament Church of Milwaukee

**Robert McKinley, *Treasurer***

Associated Bank

**Lisa Goodman, *Secretary***

A Good Woman's Voice, LLC.

**Nakisha Adams**

Scribble Inc.

**Aisha Barkow**

Milwaukee Area Technical College

**Stanley Brister**

United Parcel Service

**Phyllis Clark**

Aurora Health Care Inc.

**Wendy Collins**

Anthem Blue Cross and Blue Shield

**Stantia Grier**

Usbank

**Alicia Smith McCants**

Aurora Healthcare Foundation

**Allison McGaver**

Betty Brinn Museum

**George P. Hinton, *Ex-Officio***

Social Development Commission



# Our Mission

The mission of the Social Development Foundation is to generate awareness, identify resources, and secure support to advance the efforts of the Social Development Commission.

# Our Vision

The foundation's vision is to enhance services and broaden awareness of SDC's mission in the community: Empowering Milwaukee County residents with the resources to move beyond poverty.

## Grants

### **Forest County Potawatomi Foundation**

\$15,000 - VITA

### **American Family Foundation**

\$10,000 - Career Services

### **WE Energies Foundation**

\$1,500 - Adult Education

### **United Way of Milwaukee and Waukesha Counties**

\$93,000 - VITA

### **MPS Cares**

\$20,000 - Youth Recreation

### **Woodmans**

\$25 - VITA

## Financials

### **Revenues**

Restricted Program Grants (\$117,800)

Special Events (\$31,085.70)

Individual Giving (\$26,554.28)

Corporate & Organizational (\$250,566.17)

Other (\$61,804.29)

### **Expenses**

Foundation Giving/gifts (\$363,432.52)

Fundraising expenses (\$52,737.78)

Administration cost (\$34,556.12)

Other

# President's Message



Dear Friends:

Please allow me to start this portion of the annual report with gratitude.

Thank you. Thank you for your investments, sponsorships, and time. Thank you for believing that with the Social Development Foundation, we can create a better tomorrow. In 2019, we made significant progress towards that goal.

Last year, the Social Development Foundation experienced significant growth. Our board welcomed new members who are not only influential community leaders but people who bring a wealth of resources and diverse perspectives.

Today, we are a stronger foundation as we support impactful initiatives that attack root causes of poverty.

As a funder for some of Milwaukee County's critical programs, the Social Development Foundation continued to invest in areas that put people on a path towards greater economic security, education, and personal fulfillment.

It was a year of milestones.

As we reflect back, I would be remiss if I did not highlight our 2019 Social Development Foundation's Legacy Gala. I am so proud of this event, as it exceeded our own high expectations and set the bar for years to come. While celebrating former Milwaukee Common Council President Ben Johnson and his career dedicated to empowering people experiencing poverty, this event also helped inspire the next generation of leaders willing to tackle our region's greatest needs as it relates to poverty.

Also in 2019, with an innovative and unusual approach to poverty, we hosted our first poverty simulation. Forgoing the pomp and circumstance associated with a traditional fundraising event, this experiential event helped attendees experience the feeling of poverty in a way that provoked raw emotion, enlightenment, empathy, and action.

As a leading foundation working to eliminate poverty, we believe poverty doesn't go away because we write a check. The Social Development Foundation is committed to changing the policies and systems that are barriers to keeping segments of our population stuck.

In 2019, our anti-poverty initiatives accelerated. Our focus became even more sharp.

While we have much work to do, I'm pleased to report that 2019 was a productive year.

A handwritten signature in black ink that reads "Albert L. Smith".

Albert L. Smith  
President



# Providing Hope

## VITA



If Linda Piontek didn't have free tax help, she probably wouldn't file. Not because she's indifferent to the law. Like many customers, Piontek doesn't know how to file. Intimidated and overwhelmed by complicated forms and new tax laws, Piontek isn't alone. And left unaddressed, tax troubles plunge struggling residents into financial crisis deepened by late fees and penalties for missed taxes.

"It's hard. I can't even do it. I'm just not good at doing this," says Linda. "They know how to do it on the computer. I don't. I'm computer illiterate. That's why I got these people to help me."

The people Linda refers to are dedicated men and women who operate the Social Development Commission's Volunteer Income Tax Assistance program or VITA. The critically important free service is made possible with funding from the Social Development Foundation and other partners, including the IRS and United Way of Greater Milwaukee and Waukesha counties.

Tax credits, long recognized as one of the best tools to lift people out of poverty, helps taxpayers keep more of their tax return money. But there is more to the program than that.

On a Saturday morning, Piontek was one of the first customers to arrive at Milwaukee's biggest VITA site. On this particular weekend, the VITA program is expanded to include more than tax preparation. Local banks and credit unions are standing by to help people like Piontek open checking and savings accounts to better manage money. And because access to money is only part of the solution, the event features social services that address issues like employment and mental health.

"This is my second year here. I just finished my taxes," Piontek says. And the story doesn't end there.

"They got programs you can get into," Piontek says, as she browses the informational booths set up in the lobby. "I hope one day to get my son-in-law in it to get the help he needs. I hope we can get the help we need to better ourselves as individuals and as a family."





# Supporting Youth in Our Community



Early Saturday morning, boys between the ages of 10 and 16 gather on grassy fields at Moody Park. It is a sticky, humid day in early July but the young football players don't seem to mind the heat. A small, pudgy boy wipes sweat from his brow and runs with a slight limp down the field where he joins older boys already in a huddle. Nobody smiles as they open up the circle to let him in. Even a stranger on the outside can see that what happens on the field is serious business.

The huddle closes up quickly and the boys whisper details about their next play. Suddenly, there is a low-pitched chant and a loud clap. The referee blows an ear-piercing whistle and the game begins.

Only this is more than a game.

Recreational football is one way the Social Development Foundation supports programs that positively impact Milwaukee County youth.



On this day, the free flag football game is located in a community where according to reports, half the residents live below the poverty line. More than one in three residents is unemployed. The report goes on to cite that nearly every block has boarded up and abandoned homes. The ZIP code it lands in — 53206 — led the city in homicides six of the past nine years of available data.

If news reports highlight the worse, the flag football program brings out the best. Parents sit sideline under umbrellas and in folding chairs where they enthusiastically cheer the kids. Volunteers grill hamburgers and hotdogs. Even police officers on bicycles stop and chat with people in the crowd.

"If I didn't have this, I would be sitting at home playing video games," says a 15-year old quarterback. "Out here we learn how to never give up even if it gets rough."

And that's the goal of the program. This recreational program creates an opportunity for coaches to mentor impressionable youth. Players, some without a father in the home, have access to male role models. The community helps these boys build character, stay in school and develop healthy habits. The football program also fosters new relationships and collaboration between organizations. At least one spin-off group formed to focus exclusively on academics.

It turns out that this was the last game of the season. And only one team took home the championship title. However, one thing was clear. There are no losers. Plus, there is more good news. The Social Development Foundation sponsors a recreational basketball league too. And like flag football, enrollment is free to participants.



# Success Story



Rain, shine, sleet, or snow, Justice didn't miss class. In fact, teachers tell stories about how he rode his bike to class in the worst snowstorms. That's because, for Justice, the Absolute Advantage pre-apprenticeship program was a lifeline. It's what Justice needed to create the life he wanted for his mother, siblings, and himself.

"He said, Mom - I'm going to get you out of the hood. He sees me struggle," says Lokilana Kurkendile, Justice's mom. "I think that's his drive. That's why I think he works so hard. He wants to get us out, move us somewhere better."

Justice describes his journey to success as long and hard. But that's what makes his story so uplifting. Just like any hero's journey, Justice encountered challenges but emerged an even stronger person.

Justice is determined.  
His work ethic is impeccable.  
And today, he inspires others.

High school didn't motivate Justice. But a construction pre-apprenticeship program supported by the Social Development Foundation helped Justice find his passion and motivation. And it helped him develop the skills to get one of the most important jobs in the medical industry. As a facilities maintenance technician with Aurora Sinai Medical Center, Justice does important work that impacts heating, cooling, and even sterilization in the hospital.

"I feel amazing," Justice says. "I'm glad that I took the right steps in the right direction to get where I need to be. I know my journey isn't over yet but this is a great start."

This is what success looks like:

- Hired by Aurora Sinai Medical Center
- Facilities Maintenance Apprenticeship
- Fulltime Work with Competitive Salary and Benefits
- Taking College Courses at Milwaukee Area Technical College





As an agency focused on eliminating poverty, we believe education is part of the solution. It's why in 2019, we hosted Plated.

Plated was an interactive exercise that educated people about poverty.

We understand that some people don't know what it feels like to miss a meal, go without electricity or feel the shame that goes hand in hand with the poverty experience. Yet, poverty impacts roughly 25 percent of people living in Milwaukee County.

With the help of the University of Wisconsin Extension Center, Plated simulated the poverty experience. Participants portrayed families in crisis.

This was more than a fundraiser. This an emotional experience that revealed real life for neighbors living in our communities.

As a foundation cultivating new donors each year, Plated did more than raise money. It educated participants and inspired action for sustainable change.



# EVENTS





## Honoring Former Milwaukee Common Council President Ben Johnson

Humble public servants almost always shy away from the spotlight. They prefer doing the work without accolades or public fanfare.

Such is the case of Ben Johnson.

As a fierce advocate of anti-poverty initiatives, we believe Ben Johnson's work deserved our recognition. In September 2019, the Social Development Foundation awarded Johnson with the

Don Sykes Legacy award. He is the first awardee to receive such an honor.

This award bearing Sykes name did two things: it recognized the legacy of Don Sykes who worked tirelessly on behalf of people experiencing poverty.

This award also highlighted successful initiatives that celebrate success and inspire future leaders.

Ben Johnson built a career that reflected values aligned with the Social Development Foundation mission.

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 Milwaukee Common Council President 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 homeownership attainable for many Milwaukee residents who purchased and repaired dilapidated homes in city neighborhoods. In addition, as one of the Social Development Foundation's signature events, the Legacy Gala is a major fundraiser designed to promote collaboration around poverty initiatives.



# PARTNERS & SUPPORTERS

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## ORGANIZATIONS

Aetna Moving & Storage	Global Capital Group, LLC	Rogers Behavioral Health
ADAMM Foundation	Grand Foundation	Ross Innovative Employment Solutions
All of Us Research	Greater Milwaukee Committee	SaintA
American Liver Foundation	Greater Milwaukee Foundation	Samaritan Family Wellness
Andy's Petro Pantry	Haywood Group	The Helen Bader Institute for Nonprofit Management
Anthem Blue Cross Blue Shield	Helen Bader Institute for Nonprofit Management	The Samaritan Family Wellness Foundation, Inc
Ascension	Housing Authority / City of Milwaukee	TMG Wisconsin
Associated Banc-Corp	Johnson Controls	United Healthcare Services, Inc.
Associated Bank	JusticePoint	UnitedHealthcare Community Plan Wisconsin
Aurora Health	Landmark Credit Union	UPS
Aurora Health Care Community Relations	Magellan Health	Wauwatosa Presbyterian Church
Bader Philanthropies	Mansfield Hall	WHEDA
Boswell Book Company LLC	Marquette University	Wisconsin Community Services, Inc. (WCS)
Brewer's Community Foundation	Martin Luther King Economic Development Corporation	Your Cause, LLC Trustee for Wells Fargo Community Support Cam
Bulk Petroleum Corporation Del	Medical College of Wisconsin	YWCA of Southeast Wisconsin
Center for Self Sufficiency	Milwaukee Bucks	
Children's Community Health Plan	Milwaukee Job Corps	
Children's Hospital of Wisconsin	My Choice Family Care, Inc	
City of Milwaukee Office of Violence Prevention	NAACP Milwaukee Branch	
Direct Supply Inc.	Network For Good	
Eventbrite	Northwestern Mutual	
Feel Good, Inc.	Northwestern Mutual Foundation	
Forward Community Investments	REDgen	



## INDIVIDUALS

Ahsil Hassan Rahim	Clarence Montgomery	Elysse Olmedo	Kaitlin Wabiszewski-Brunner	Michael Wilder	Steve Gorodetskiy
Aisha Barkow	Colleen Foley	Erin Henry	Karen Hunt	Michelle Allison	Steven Brown
Al Hurvis	Constance Palmer	Gail Hicks	Kari Klatt	Michelle Hernandez	Steven Morgan
Albert Smith	Cynthia LaConte	Gary Christianson	Kate Angers	Michelle Hyde	Sue Gorecki
Albert Washko	Cynthia Muhar	George Hinton	Katherine Tushaus Steffe	Michelle Sieg	Susan Gaiamo
Alicia Smith	Dakota Crowell	Gina Stilp	Kathleen Rossi	Mike O'Leary	Susan Stanton
Albert Smith	Dale Mittelstaedt	Gregory DiSalvo	Kathryn Wilson	Miko Gill	Susanna Leggio
Albert Washko	Daniel Guendert	Gwendolyn Dunkin	Katie Kasprzak	Monica Meagher	Susie Peters
Alicia Smith	Darren Fortney	Haley Challoner	Katie Petersen	Monica Tucker	Suzanne Lovinus
Allen Baylor	David Whelan	Harry Magee	Kayla Gonzalez	Monique Graham	Tanisha Harris
Allyson Rennebohm	Dea Wright	Heather Rotolo	Kelly Wochinske	Nakisha Adams	Taron Farrington
Alma Ramirez	Dean Muller	Helen King	Ken Klaktiewicz	Nicole Trevino	Terese Caro
Amanda Kaye	Demontae Fouts	Irma Medrano	Kendra Little	Nyzuria Conner	Terri Eckels-Nikoo
Ana Ibarra	Denise McDowell	Jacqueline Johnson	Kerry Freiberg	Olivia Batien	Terri Ellzey
Andre Ash	Dennis McMurray	James Forster	Kristin Sutter	Ophelia Carr	Tiffany Tannhaeuser
Andrea Gabel	Desmar McDuffie	James Hall	La Toya Jones	Oriana Carey	Tim Grove
Angela Fairbank	Diana Schneider	Jamie Heberer	LaCrecia Thomson	Pamela Ogor	Tim Nikolai
Angela Kelber	Diane Robinson	Jamie Lynn Tatera	Laura Hancock	Pamela Renick	Tracy Oerter
Angela Nelson	Donelle Hauser	Jane Gleissner	Leticia Herrera	Pat Batemon	Tuyet Vance
Anika Bachhuber	Donna McClain	Jean Kreul	Lianna Bishop	Patricia Algiers	Vickie Walsh
Ann Taghikhani	Dr. Barbara Moser	Jeanette Clarke	Linda Chaplin	Patrick Kirslenlohr	Vincent Figueroa
Anna Kupiecki	Dr. Berdie Cowser	Jeanne Geraci	Linda Hall	Patrick Schrank	Waqar Hussain
Anne Rasmussen	Dr. Brad Paul	Jenieve Duffy	Linda Maris	Patty Flowers	Warwees Holt
Annette DiZinno	Dr. Brandon Currie	Jennifer Giedd	Linda Radder	Peter Robinson	Wilburn R. McKennie
Anthony McHenry	Dr. Caroline McCallister	Jennifer Schmeichel	Lisa Goodman	Phillip Scott	Yvonne McCaskill
Ariah Zwolinski	Dr. Dan Bergen	Jennifer Wedward	Lorraine Lathen	Phyllis Clark	
Arnold Cifax	Dr. John Meurer	Jenny Miller	Luis Pichardo	Phyllis Eckles	
Benita Raney	Dr. Keenan Grenell	Jenny Nichols	Iuz Scott	Rachel Contos	
Bethany Tangerstrom	Dr. Kristin Schultz	Jermaine Allen	Mac Arthur Strawder	Rachel Kirslenlohr	
Bill Harrigan	Dr. Lindsay Holly	Jerry Wilson	Macy Lor	Radiah Laster	
Bonnie Lee	Dr. Mary Balchunas	Jesse Gitter	Maebe Brown	Renee Lederer	
Braelyn Grinwald	Dr. Samantha Wilson	Jill Cruz	Marguerite Gallagher	Robert McKinley	
Briana Godin	Dr. Susan Mountin	Jillian Marx-Wenig	Maria Brondino	Rose Lue-Hing	
Brianna Chaffee	Dwayne Marks	Joan Johnson	María González Edwards	Salina Steinbrenner	
Brittany Howell	Earl Guyton	Jomarie Coloriano	Mark Flower	Sean Wilson	
Brittany Skonecki	Edgar Mendez	Joshua Cotillier	Mark Sain	Shayla Thompson	
Carol Ward	Edward DeShazer	Joy Tapper	Mary Jo Meyers	Sheila Sampton	
Caroline Gomez-Tom	Edwin Leidel	Judy Springer	Mary Nelson	Sherri Evans	
Cassandra Schell	Elizabeth Zarate	Julian Jasper	Mary Xiong	Shirley A Metcalf	
Catherine Dailey	Ella Dunbar	Justine Frerichs		Stan Brister	
Clarence Johnson	Elmer Moore	Justine Girard		Stephen Ohly	



# THANK YOU

When we decided to tackle poverty in our community, we knew that we would need help along the way. Thanks to our donors, funders, and partners, the SD Foundation is able to support innovative, research-based projects with measurable outcomes. While there is much work to do, our combined investments are positively impacting our community. Behind every success story, there's a donor that makes it possible. Join others in giving. Contact our Foundation Manager at 414.906.2823.



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