



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.

SD-Foundation Board of Directors

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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.

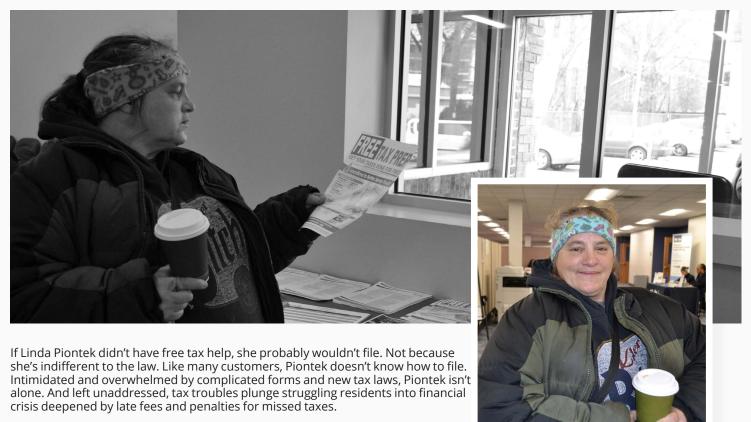


Albert L. Smith President





Providing Hope



"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."





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.

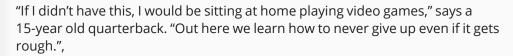
Only this is more than a game.

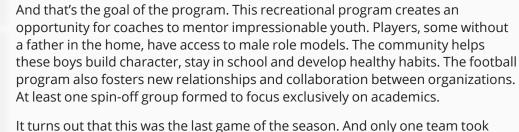
Recreational football is one way the Social Development Foundation supports programs that positively impact Milwaukee County youth.



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.

city in homicides six of the past nine years of available data.







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



"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

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.





















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.

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The Samaritan Family Wellness

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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.

