



ANNUAL REPORT

2020



Social Development
FOUNDATION

An aerial photograph of a suburban neighborhood. The scene is filled with numerous large, mature trees with vibrant yellow and green foliage, suggesting an autumn setting. The trees are interspersed among residential houses of various styles, including single-story bungalows and two-story homes. Some houses have red roofs, while others are white or light-colored. The streets are visible, winding through the neighborhood, and several cars are parked along the roads. The overall atmosphere is peaceful and well-maintained.

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.

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.

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Haywood Group

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Social Development Commission



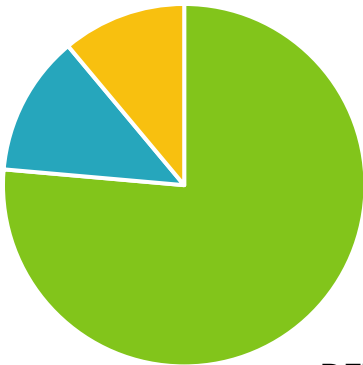


Erica Rocha
Lead Safe Participant

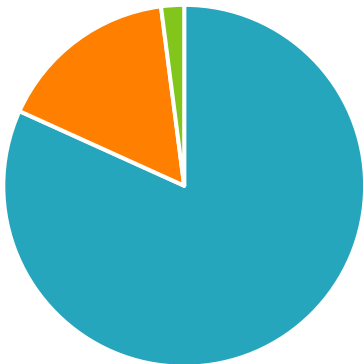
Grants

- \$115,000**
Volunteer Income Tax Assistance
United Way of Greater Milwaukee & Waukesha Counties
- \$50,000**
Food Pantry
Greater Milwaukee Foundation
- \$22,200**
Agency Support
Renew Wisconsin - Solar for Good
- \$10,000**
Volunteer Income Tax Assistance
Forest County Potawatomi Foundation
- \$7,500**
Financial Education
Associated Bank
- \$5,000**
Integrated Services
UPS
- \$1,500**
Education
We Energies Foundation

Financials



REVENUE	
■ Restricted Grants	\$231,599
■ Individual Giving	\$38,010
■ Other	\$33,555
Total \$303,164	



EXPENSES	
■ Foundation Giving	\$219,955
■ Administration	\$43,527
■ Fundraising	\$5,524
Total \$269,006	

President's Message

Dear Friends.

This is an unusual letter.

Normally, I use my President's Message to celebrate the events and services we help bring to the community.

But this year, that doesn't feel right.

However, I do want to say this:

In 2020, amid this ongoing pandemic, the Social Development Foundation supported community organizations that helped our neighbors stabilize their households and maintain their dignity.

As I look back at this unprecedented time in our foundation's history, I know without a doubt the Social Development Foundation is investing in the right areas and partnering with the right organizations.

With clarity and confidence, I can say we provided support that was a lifeline for Milwaukee County residents.

As you will read in this report, the Social Development Foundation invested in programs that allowed teens to access important mental health services. More than that, we helped young people connect as they supported their community and each other.

Our economy also suffered greatly as the pandemic triggered global instability. Seniors living on a fixed income were a priority for us. By investing in local financial programs, we paired seniors with financial coaches allowing them to manage their money with confidence even during this challenging time.



Al Smith
President
Social Development Foundation

And finally, when the pandemic forced schools to close, we made sure dreams weren't deferred. The Social Development Foundation invested in programs that allowed students to continue class remotely.

Last year was a tough year, but I am proud of the way the Social Development Foundation lived out its mission and provided resources to a community in crisis.

Sincerely,

A handwritten signature in dark ink, appearing to read "Al Smith". The signature is fluid and cursive, written over a light background.

Al Smith
President
Social Development Foundation



*"I feel like I'm successful with more things. I'm more happy.
I see things in a good way, not a bad way.
I went from I can't to I can."*

Iliana Thompson
Integrated Services Participant

Providing Hope

Researchers connect a higher rate of suicide with poverty.

Stressors often include an inability to meet basic needs, repay debts and make plans for the future.

During the 2020 pandemic, thousands of Milwaukee County families became unstable. And in many cases, it hurt children the most.

This is Iliana's story.

Iliana Thompson is a teenager who struggled with depression.

That alone is tough. But then the pandemic hit.

The depression coupled with isolation became too much to bear.

Unfortunately, for some, suicide is considered as a solution that can stop the pain. At least that's what Iliana thought.

The 16-year-old considered taking her own life.

Talking with her parents was out.

Like many teens, Iliana felt they didn't understand.

Iliana was lonely and things got worse.

Family issues disrupted school.

The school reported Iliana as truant.

Iliana could have easily slipped away.

Instead, the court ordered community service work.

It also introduced Iliana to a neighborhood program supported by the Social Development Foundation.

This program changed Iliana's life.

Funding from the Social Development Foundation allowed Iliana to connect with a state-licensed therapist and then later, a local youth group she now helps lead.

Local.

Free.

Safe.

The Social Development Foundation is expanding the reach of free programs that help young people regardless of a family's ability to pay for service.

Iliana found caring, professional staff that broke through her tough exterior. With a counselor, Iliana could begin to address the pain she kept locked inside.

Today, Iliana is thriving.

As a fierce advocate for mental health and a role model for other teens, she's leading community-based initiatives that encourage more teens to ask for help.

Suicide is the second leading cause of death for youth and young adults.

We believe that a lack of money should never be a barrier that stops young people from getting the help they need.

After all, no one ever said the teenage years would be easy.



Nileita Williams

Financial Education Participant

Helping Others

Precious loves her car rides.

The longer the better.

Like most dogs, Precious is happiest when the wind blows through her hair and the hot sun warms her little body.

As she sits with ears up and her beady eyes wide open, she doesn't seem to realize that these car rides take money.

She also doesn't know that a year ago, her owner was drowning in debt.

Student loans. Credit cards. Utility bills.

When 77-year-old Nileita Williams and Precious moved to Milwaukee, she owed close to eight thousand dollars.

That's when Nileita turned to a community-based financial program supported by the Social Development Foundation.

Like many seniors living on a fixed income, Nileita needed to do two things: reduce debt and save for a car so she could maintain her independent lifestyle.

Thanks to a gift from the Social Development Foundation, she was able to find a financial coach nearby.

Together, Nileita and her coach created a customized plan to prioritize the best way to spend her money.

Now she has credit cards that are almost paid off.

The car Princess enjoys is new.

The challenges Nileita faced aren't unique.

Today, the elderly are the fastest growing population likely to experience poverty. And the need for better financial planning is expected to continue as the next generation doesn't have adequate savings to sustain their current lifestyle.

By funding community organizations that offer financial services, the Social Development Foundation is working to reverse a downward spiral into poverty. We're helping our neighbors create wealth so they can invest, buy a new home, or like Precious and her owner, enjoy the golden years of retirement debt-free.



Precious



Helping Others

The educational outcomes for students experiencing poverty weren't good before the pandemic.

Then, in early 2020, as the pandemic spread, the virus forced schools to close.

Classes went virtual and laptops were hard to find.

To make matters worse, a lot of students didn't have the resources or, in some cases, the know-how to connect online.

This is where financial support from the Social Development Foundation made a difference.

When families reached out in need, we supported community organizations that

helped bridge the digital divide. Local students could now access the internet and continue their education online.

Our funding provided students with the support they needed to stay in class, graduate from high school and even enroll in college. The Social Development Foundation also helped students stay in touch with trusted advisors who encouraged them to keep going.

During a time of uncertainty and disruption, the Social Development Foundation allowed students to focus their attention on one of the most lethal weapons in the war against poverty: education.



Partnerships Matter

When we talk about poverty, the environment may not come to mind. And that's a mistake.

People experiencing poverty are more likely to live in polluted areas. They also lack cutting-edge technology that can help reduce everyday expenses.

That's why the Social Development Foundation is partnering with Renew Wisconsin – Solar for Good.

Together we're helping more local, community-based organizations go green.

For example, in 2020, we bought solar panels for anti-poverty organizations. This upgrade increased efficiency in their buildings by converting sunlight to electricity.

Now, anti-poverty organizations can spend more money on families, not monthly energy bills.

Behind the scenes, the Social Development Foundation is leading the way, giving under-resourced neighborhoods access and exposure to a new way of doing business. And, a new way of thinking.

By helping our community reduce its carbon footprint, we are making the "green movement" more inclusive, more relevant and more affordable for anyone who wants to protect and invest in our greatest asset, planet Earth.



Partners & Supporters

ORGANIZATIONS

Art Below Zero
Bear Mountain Capital Inc.
Citizens to Beautify Albion
Democrats for Joe Biden the DCCC
Marquette University

McCauley
Medical College of Wisconsin
Milwaukee Bucks
Northwestern Mutual Foundation
United Way of Greater Milwaukee & Waukesha County

INDIVIDUALS

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Brenda Adderly
Serina Aguilar
Karen Ahlquist
Jeanne Allen
Michelle Allison
Madekine Ames
William Armbruster
Eva Armstrong
Jani Aronow Gerard
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Social Development
FOUNDATION

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 Social Development 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.

SOCIAL DEVELOPMENT FOUNDATION

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