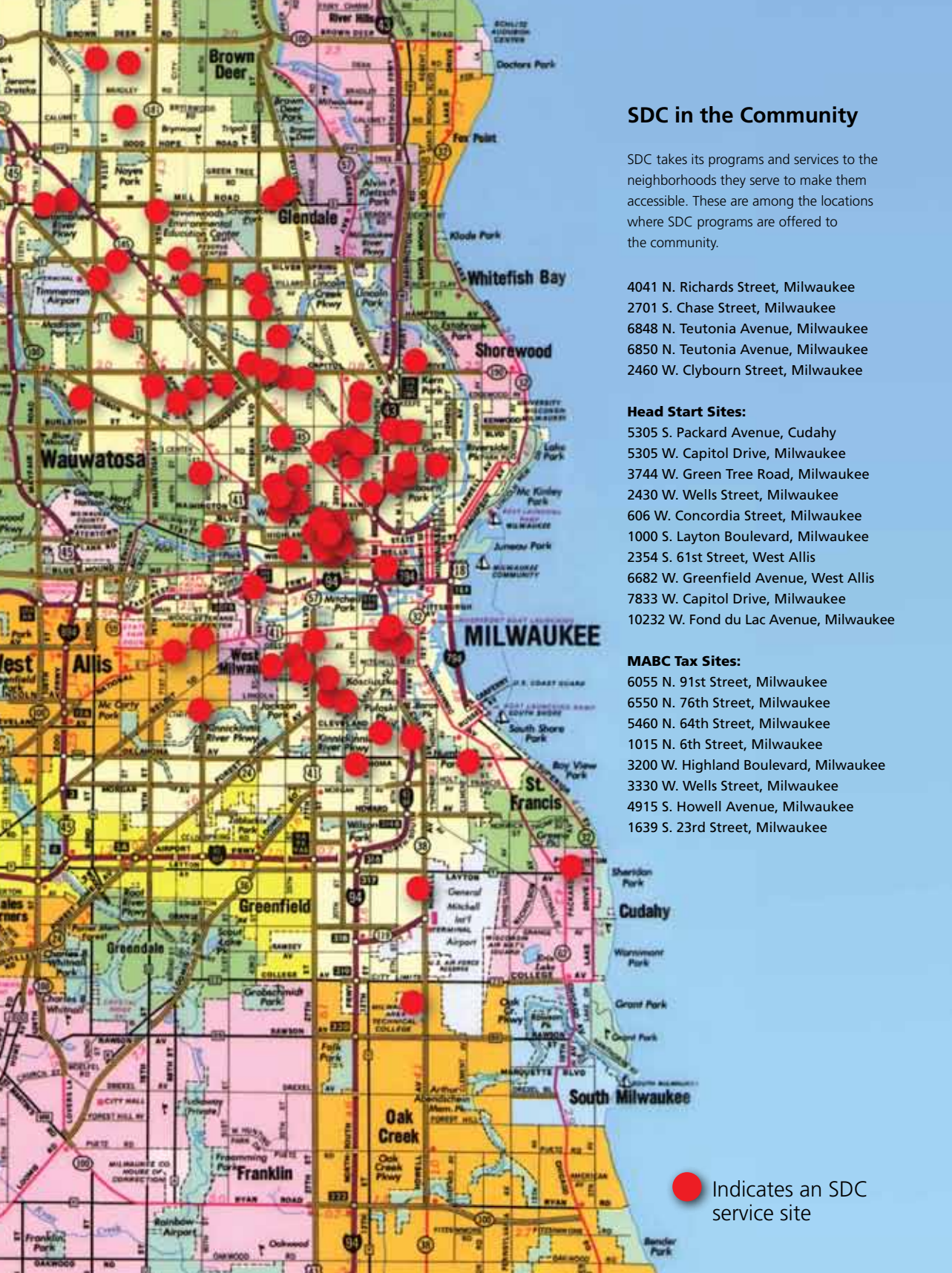




# Annual Report 2010





## SDC in the Community

SDC takes its programs and services to the neighborhoods they serve to make them accessible. These are among the locations where SDC programs are offered to the community.

4041 N. Richards Street, Milwaukee  
 2701 S. Chase Street, Milwaukee  
 6848 N. Teutonia Avenue, Milwaukee  
 6850 N. Teutonia Avenue, Milwaukee  
 2460 W. Clybourn Street, Milwaukee

### Head Start Sites:

5305 S. Packard Avenue, Cudahy  
 5305 W. Capitol Drive, Milwaukee  
 3744 W. Green Tree Road, Milwaukee  
 2430 W. Wells Street, Milwaukee  
 606 W. Concordia Street, Milwaukee  
 1000 S. Layton Boulevard, Milwaukee  
 2354 S. 61st Street, West Allis  
 6682 W. Greenfield Avenue, West Allis  
 7833 W. Capitol Drive, Milwaukee  
 10232 W. Fond du Lac Avenue, Milwaukee

### MABC Tax Sites:

6055 N. 91st Street, Milwaukee  
 6550 N. 76th Street, Milwaukee  
 5460 N. 64th Street, Milwaukee  
 1015 N. 6th Street, Milwaukee  
 3200 W. Highland Boulevard, Milwaukee  
 3330 W. Wells Street, Milwaukee  
 4915 S. Howell Avenue, Milwaukee  
 1639 S. 23rd Street, Milwaukee

● Indicates an SDC service site

**Our Mission: Empowering Milwaukee County residents with the resources to move beyond poverty.**

## Message from the Board Chair and CEO



SDC Board Chair, Fred Royal & SDC CEO Deborah Blanks

The year 2010 presented many challenges and many opportunities for the low-income residents of Milwaukee County and for the Social Development Commission (SDC). The slow recovery from the slumping national and state economies prompted the agency to look closely at how to best assist those most impacted.

SDC examined in great detail the state of low-income residents of the County by working with the University of Wisconsin-Milwaukee's Center for Urban Initiatives and Research by conducting an in-depth community needs assessment. This study offered the agency an in-depth look at how the face of poverty in the Milwaukee area has changed in recent years. It provided a starting point for discussions at the 2010 Symposium on Poverty in examining the problem as well as designing ways to deal with it.

The Symposium presented a number of ideas and proposals including one by Build Milwaukee, a coalition of persons and agencies interested in urban development. A four-year strategy to create employment and development in a Northside Milwaukee area was presented with an emphasis on how the model could be replicated in other neighborhoods and communities. The day reinforced SDC's understanding that a problem as complex as poverty requires that individuals, agencies, groups and businesses work

together to develop effective solutions. By coming together, residents can use their varied experience and expertise to discuss and evaluate and eventually implement ideas and proposals.

SDC continued in 2010 to develop innovative ways to address the challenges facing low-income residents that were identified by the needs assessment study. The agency coordinated Job and Resource Fairs in May and September that attracted hundreds of residents providing them with valuable information as well as access to many employers who were looking for workers.

The agency also modified its programs to more efficiently serve the individuals and families who come to them for assistance. The Energy Assistance program, for example, designed a new way for full-time workers and students to access their services. A web-based appointment system was set up to allow the scheduling of weekend appointments for those whose schedules would not allow them to go to a site during weekday hours.

While many residents continue to be impacted by the storm of poverty, we at SDC remain committed to respond with creative and innovative programs that address the root causes of poverty in the areas of Employment, Asset Development, Education, Family Strengthening and Support Services. We will continue to build partnerships with others and to seek innovative solutions to the challenges facing the low-income residents of our community.

**Fred Royal, Jr., Chairman**  
 SDC Board of Commissioners

**Deborah Blanks, CEO**  
 Social Development Commission



Head Start provides high quality early childhood education.



Residents are connected to job opportunities through the Transitional Jobs program.



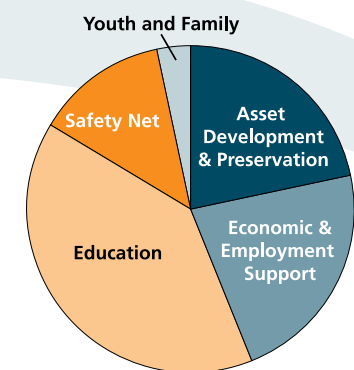
Senior Companions allows older adults to remain in their homes with help from a friend.

## SDC Outcomes in 2010

The Social Development Commission believes tracking measurable outcomes of its programs is vital in making sure that those efforts remain on task in accomplishing the agency's mission. By setting goals and determining if they are successfully met helps provide a report card on the services as well as identifies areas where programs can be improved.

Several outcomes for the 2010 SDC program year include:

- 47,856 Households obtained Non-Emergency Low Income Home Energy Assistance Program
- 286 Unemployed Persons obtained a job
- 222 Individuals completed their GED/HSED
- 12,878 Households were assisted with Tax Preparation Services
- 3,061 Children participated in Head Start pre-school activities to develop school readiness skills
- 12,393 Senior Citizens were able to maintain their independent living
- 1,305 Volunteers donated 216,617 volunteer hours to SDC



## 2010 Financials

Program Area	Funding	% of Total
Asset Development & Preservation	\$12,780,725	21.68%
Economic & Employment Support	\$13,091,407	22.21%
Education	\$23,467,494	39.81%
Safety Net	\$7,668,321	13.01%
Youth and Family	\$1,937,576	3.29%
<b>Total</b>	<b>\$58,945,523</b>	<b>100.00%</b>



Dental and health screenings are a regular part of Head Start Curriculum.

## SDC Highlights in 2010

The year 2010 saw SDC complete many achievements in its efforts to provide services and programs to the low-income residents of Milwaukee County. They include:

- Gathering diverse stakeholders, partners, and members of the Milwaukee community through the 4th Annual Symposium on Poverty to learn about poverty in our area and collectively design strategies to effectively deal with it.
- Connecting hundreds of residents to employers and valuable services at the Spring and Fall Job and Resource Fairs.
- Providing hands-on training and experience for entry level weatherization workers at a Weatherization Boot Camp.
- Helping more than 12,800 households get more than \$18-million back in tax refunds and credits through free tax preparation services.
- Hosting the 2nd Annual Black Knowledge Bowl for area high school and middle school age youth.
- Partnering on a project that will provide housing and support services for low-income veterans while helping revitalize a busy intersection on W. Wisconsin Avenue.
- Winning national recognition for programs such as Ways to Work and Senior Companions for effective and innovative service.
- Encouraging youth to express themselves positively through artistic projects that included a gallery showing and weekly art therapy sessions.
- Weatherization Program staff establishing a Facebook site and using the social media to pass on safety and energy saving information to the public.
- Scheduling more than 500 Head Start children visits to dentists and dental hygienists at the 12th Annual Dental Day held at Marquette University Dental School.
- The Social Development Foundation teaming up with former Milwaukee Brewer Jeff Cirillo to hold a successful fund raising charity golf tournament.
- Head Start Healthy Relationship Program helping residents complete coursework for a program that builds strong relationships and marriages.
- Maintaining vital programs by continuing to serve residents despite heavy flooding at several agency facilities that closed office space for weeks for cleaning and repairs.



At risk youth are inspired to create murals of their own.



The SDC Job & Resource Fair brings job seekers and employers together for mutual beneficial opportunities.



Jeff Cirillo and a foursome of golfers at a charity tournament for the Social Development Foundation.

Member of the community testifies at SDC Public Hearing on the link between substance abuse and poverty.



SDC Board members listen to voices from the greater Milwaukee community at an SDC Public Hearing.

In the 2010 program year the SDC collaborated with 265 organizations to promote family & community outcomes.



Loren Herbert was helped by the SDC W-2 Eligibility and Assessment Program

## Public Pulse

The Social Development Commission learned what the public thinks about critical issues by continuing to host public hearings. During 2010, hearings solicited public opinion on the issues of payday lending and the impact substance abuse has on poverty.

In March, a hearing was held at the Washington Park Senior Center to allow the public to voice their opinion on proposed state regulation of payday loans. The hearing attracted a wide range of testimony including some residents who said the businesses are needed to help deal with financial emergencies. Others testified in favor of regulating the businesses, describing the interest rates they charge as exorbitant.

The hearing was attended by several state lawmakers in addition to SDC Board members and staff. They said what they learned was helpful and would be taken back to Madison for use in debates on the issue.

In October, a public hearing was held at a downtown Aurora Health Care facility to hear from area residents about the link between substance abuse and poverty. Testimony included Milwaukee Municipal Judge Derek Mosely who told those in attendance that almost 40% of the cases that come to city court involve some sort of substance abuse issue.

Many of the residents who testified spoke of firsthand experiences of struggling to find treatment options because they were poor. They argued that incarceration seemed to be most often the fate of low-income residents struggling with substance issues. A representative for MICAH, a religious group of urban churches, said that poor addicts tend to be sent to prison while non-poor addicts go to treatment.

SDC videotaped both public hearings for rebroadcast to the public and to also share with policy makers and lawmakers.

## W-2 Helps Build a New Life

A Milwaukee man was able to make a new life for himself and his family thanks to the SDC W-2 Program.

Loren Herbert is a single father who was having trouble finding a family-supporting job when he came to the SDC W-2 Eligibility and Assessment Program. After case managers assessed his background, job skills, and interests, he was encouraged to get additional schooling in the field of medical coding and billing. He successfully completed coursework and began laying the groundwork in December on applying for jobs.

He participated in workshops through the W-2 program that showed him how to link up with employment opportunities and

prepared him for the job interview process. He says that experience motivated him and gave him the confidence to sell his skills to potential employers. With the help of W-2 staff, he started applying for different jobs and shortly after the New Year, was offered a full-time position with a medical billing business.

Loren's work with W-2 staff, he says, built up his belief in his ability to find a job and succeed at it. Through his experience in the program, he gained the confidence and resources he needed to land his job and begin building a positive future for himself and his family.

A GED student shares a moment of glory with his family at graduation.



Teens learn about opportunities to advance their education on their college tour, thanks to support from the Social Development Foundation

SDC teacher Jake Gorges congratulates a student at a graduation ceremony.

In The 2010 Program Year  
2,247 Individuals obtained skills  
necessary for employment.

## Inspiration for Future Learning

More than a dozen youth got a first-hand look of higher education, thanks to the efforts the SDC Youth and Family Development Program and the Social Development Foundation.

The youngsters toured five university campuses during the April trip that took them to Indiana and Tennessee. Schools visited include the University of Indianapolis, Spaulding, Middle Tennessee, Vanderbilt and Tennessee State. There they received a lot of valuable information on higher education including how one school offers a program that allows enrolled students to graduate debt-free.

The students were excited and inspired to pursue the next stage in their education as a result of the trip. Quonisha Watts, a YFDP student, said "I really enjoyed visiting classes and learning about the academic programs. It has opened my eyes to different opportunities." Several students applied to some of the schools they visited on the tour.

The Campus Tour is an annual event organized by the SDC Youth and Family Development Program that helps young people in high school learn more about college and encourage them to map out their future educational plans. The Tour this year was made possible by support from donors coordinated by the Social Development Foundation. The Foundation raises funds from private sources to support the programs and services of the agency. It views the College Tour as an event that has encouraged youth to continue their education and map out their plans to success.



## A Step Towards Success

More than 200 men and women took a big step on the road to success during 2010. They earned their GED or HSED diplomas.

The graduates were able to earn a high school diploma by successfully completing the coursework and tests for SDC's GED/HSED program. At graduation ceremonies in May and December, members of the graduating classes represented their classmates. In May, William Sanchez Sr. spoke about his struggles when he returned to the classroom at the urging of his children. He thanks family members on behalf of all his classmates, saying their support was critical in helping the students stay on course.

During the December graduation, Tia Gray told her fellow graduates that all the students struggled at times but were able to persevere with the help of program staff as well as family and friends. Fellow graduate Deanna Dortch echoed her thanks and wrapped up her address at the ceremony by saying "I'm ready for success!" prompting applause from other graduates.

Graduates at both ceremonies noted that getting their diploma was only a step in their efforts to take control of their lives. Many spoke of their plans to continue their education or to use the GED as a way to improve their employment and thus the quality of life for themselves and their families.

SDC's Education & Training Program offers year-round classes that include financial literacy and other critical competencies.

## Contributors, Supporters and Event Participants

SDC is grateful for the generous support received during 2010 to both the agency and to the Social Development Foundation. This critical assistance was made through financial, volunteer, and in-kind support.

### Donations

#### \$100,000 and more

Greater Milwaukee Foundation  
Zilber Family Foundation, Inc.

#### \$1,000 - \$99,999

Anonymous  
Associated Banc-Corp  
Assurant  
Athletic & Therapeutic Institute  
Baird Foundation Inc.  
Deborah C. Blanks  
Buzz Monkeys PR  
Children's Community Health Plan  
City of Milwaukee  
Dollar General Literacy Foundation  
ESPN Radio  
Forest County Potawatomi Community Foundation  
Jennifer Gryniowicz  
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Nancy L. & John C. Koss  
Lad Lake Inc.  
Landmark Credit Union  
Maximus Inc.  
Miller Coors LLC  
Milwaukee Admirals  
Milwaukee Area Technical College  
Milwaukee Area Workforce Investment Board  
Milwaukee Brewers  
Milwaukee Bucks

Milwaukee Journal Sentinel  
Nicholas Funds  
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Share Our Strength  
Stackner Family Foundation  
Time Warner Cable  
United Migrant Opportunity Services, Inc.  
United Way of Greater Milwaukee  
US Bancorp Foundation  
US Bancorp Fund Services, LLC  
We Energies  
Wells Fargo Bank  
Wells Fargo Foundation  
Wisconsin Community Services, Inc.  
Wisconsin Energy Foundation  
YWCA of Greater Milwaukee

#### \$100-\$999

2-1-1 IMPACT  
Affordable Housing Centers of America  
Akon Akpan  
Neil Albrecht  
Alzheimer's Association  
Anonymous  
Anthem College  
Patricia Arredondo  
Ammar Askari  
Jennifer Becker  
Jane Best Regnier  
Bon-Ton Department Stores  
Terrance Brennan  
James Campen  
Capital Grille



Students from Cass Street School huddle to discuss "their answer" for the Black Knowledge Bowl.

Cardinal Stritch University  
James R. Carpenter  
Jean Casey  
Centene Corporation  
Karen Christenson  
Clear Channel Outdoor Milwaukee  
CNA Foundation  
Compass Guide  
Cream City Wisconsin Chapter the Links  
Desi Dynamic Educational Systems  
Hope DeVougas  
Percy Dorsey  
Ella Dunbar  
Reuben E. El  
Dan Erdman  
Amy Flanders  
Lilly Flynn  
Lynn Friendmann  
Jim Gambon  
Gehl Company  
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Healthcare for the Homeless  
Hickman Academy Preparatory School  
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Housing Resources Inc.  
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Interfaith Older Adult Programs Inc.  
Joan Holmes Agency  
Robert Kewan  
James M. Lindenberg  
Susan Lloyd  
M&I Corporation  
Manpower  
Jim Mate  
Brenda Mayfield  
Maureen McGowan Milner  
Deffrey McWilliams  
Metro Home Health Services, Inc.  
Michael Metzger  
Peter Metzger  
Miller Compressing Company

Milwaukee County Dept. on Aging  
Multicultural Entrepreneurial Institute  
Jack Murtaugh  
Willie M. Nash  
National Worksite Benefits  
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Adam Nowaczynski  
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Laurie & John Topetzes  
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US Equal Employment Opportunity Com.  
UWM Foundation, Inc.  
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John Wirth  
Wisconsin Donor Network  
Wisconsin Operating Engineers  
WITI-Fox 6  
Sandy Wysocki  
John A. Zaganczyk  
Karl H. Zeeb

#### \$1-\$99

9-5  
Marilyn Anderson  
Anonymous  
Craig S. Barnett  
Martha Barry  
Carmen Benske  
Janell Bergholz  
Philip J. Blank  
Jean Bodenbug

Daniel Bradach  
Jane E. Brewer  
Chappelle Brunson  
Bruce Bultman  
Mary Cardosa  
Janet L. Carr  
Cass Street School  
David M. Celata  
Mary Ann Ciardo  
Kathryn Clark  
Samantha Clark  
Peter A. Coffaro  
Cedric Cornwall  
Rita Cox  
Charles L. Cronan  
Debbie Czarnecki  
Sheree Dallas Branch  
Gabrielle Davidson  
Destiny High School  
Soneni Donahue  
M.E. Drake-Jones  
Hilary Ehlen  
Reid Engstrom  
Brent Erickson  
Element Everest  
Kevin Flaherty  
Jerry Fulmer  
Radames Galarza  
Katherine Gerrits  
Adam Glawe  
Suzann Gocha  
Jnnifer Gonda Birnbaum  
Grandview High School  
Lisa Greco  
James Hall  
Hartford Avenue School  
Ed Hashek  
Julie A. Hockenbary  
Rosemary Holley  
Jeremy Hooper  
George E. Jackson  
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Timothy John  
Jasmine M. Johnson  
Shani D. Johnson  
Angela E. Jones  
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Maureen M. Kane  
Neal J. Kloss  
Belinda Knox  
Williams S. Koch  
Dan Lagerman  
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Emily Larson  
Chris Leichliter  
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Martha Love Association  
James Martin  
Pamela McCreary  
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Molina Healthcare of Wisconsin  
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Susan M. Murawsky

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Mattie Payne  
Krystof Pipal  
PSJ Engineering, Inc.  
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John Rakowski  
Cynthia Riley  
Ervin Riley  
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Running Rebels  
David Sahar  
Lisa Schiller  
Monica Schmidt  
Steve Schuettke  
Lyann S. Schultz  
Jill Sebastian  
Essie Smith  
Elizabeth Sutherland  
Jennifer Sweeney  
Julie Swenson  
Dan Taylor  
Kimberly L. Tenhover  
Tenor High School



GED graduate celebrates his achievement

The Vocal Heart, LLC  
Michael Timm  
Lynn Tomaszewski  
Travis Technology High School  
UPS  
Urban Underground  
UWM School of Continuing Education  
Nichole M. Vernon  
Mira Vujnovic  
Eileen M. Walters  
Mylas Waters  
Mary C. Weyker  
Sarah R. Whyte  
Gail Winston  
Wisconsin Alzheimer's Institute  
Ross A. Zarlign



Resident has her taxes prepared by MABC preparer

## Volunteers

The Social Development Commission thanks the many individuals and organizations who committed thousands of hours of love and work to help the different projects and programs of the agency.

Enrique Acevedo  
Fred Anapol  
Patricia Arredondo  
Maria Avila  
Jaclyn Berg  
Charles Bode  
Kathryn "Kay" Bokowy  
Boy Scout Troops 194 & 400  
Pat Braeger  
Kenneth Breitenfeldt  
Geraldine Bridges  
Nakeesha Brown  
Pamila Brown  
Melissa Buchanan  
Bruce Bultman  
John Busby  
Michael Buschmann  
Christ Child Society  
Richard Cimpl  
Gwendolyn Clayton  
Don Cohen  
Melanie Coles  
Alisha Collins  
Congregation Sinai  
Hattie Daniels-Rush  
Tamara Davidson  
Relondia Delaney  
Brad DeRosa  
Christine Dickow  
Karen Domagalski  
Reid Engstrom  
Jeff Fiebrink  
Mary Ellen Franson  
Karen Freiberg  
Jim Gennrich  
Jennifer Gonda  
Juanita Guzman  
Healthcare for the Homeless  
Gerald Ignace Center  
Cheryl Ingalls  
Melissa Ison  
Tina Ison  
Dee Jacobs  
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Alla Kordonskaya  
La Causa Family Resource Center  
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Delina Liu  
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Douglas Lockwood, Sr.  
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Kristina McHenry  
Joseph Malone  
Nichole Manzik

Jean Miller  
Kathleen Mostowik  
Michelle Nate  
Nativity Jesuit Middle School  
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Orthodox Christian Women's Association  
Michele Ottaway  
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Mike Webster  
Bobbie Wenzler  
Baisha Whitten  
Joseph Williams  
Roy Williams  
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Gail Winston  
Janet Wright  
Virgie Wynn  
Warren Yan  
Rick Zurn

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Social Development Commission

**Jenny Grynowicz**  
*Foundation & Volunteer Manager*  
Social Development Commission

Of the 216,617 Volunteer Hours,  
125,637 Hours Were Donated by  
Low-Income Individuals.



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