

“Empowering Milwaukee County residents with  
the resources to move beyond poverty.”



Social Development Commission  
*Pathways from poverty to success*

# Message from the Chair and CEO

2016 was an invigorating and successful year. One filled with pride.

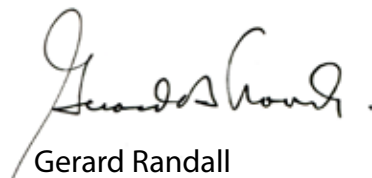
In March, we moved into our new home in Lindsay Heights to better serve and improve access for our customers. We unveiled new branding and a new website in conjunction with the move. A fresh look for a fresh start. That was a constant throughout the year – fresh starts.

We took a new approach in several areas of the agency:

- Our programming grew with an emphasis on job training programs for industries offering sustainable wages.
- Our construction and culinary training programs graduated adults with national certifications and, in many cases, employment. In addition to gaining industry skill sets, coursework included employability training, communications, development of résumés and more. Our students are graduating fully prepared to enter the workforce, not just with the tricks of their trade.
- Through our unique ability to provide wraparound services, we are able to serve our customers at multiple levels. Our partnerships increase our capacity to meet customers' needs by referring them to organizations that provide services we don't offer. Growing our services and partnerships, as we did this year, will continue to be at the forefront of what we do. Innovative services, programs, and collaborative partnerships will be crucial to fight this epidemic of poverty.

Events in 2016 included the Summit on Poverty. SDC successfully worked with our partners from the community to reintroduce our signature event. With approximately 400 attendees, the Summit on Poverty was a resounding success and reiterated the need to do something about poverty in our community. The internationally renowned Dr. Joy DeGruy captivated the audience and ignited the "Courageous Conversations" that took place. The impact of the summit was tremendous. Every person walked away with a stronger commitment to lift those in poverty out of it.

We are proud of our work and will continue to be stewards in the fight against poverty, providing pathways from poverty to success.



Gerard Randall  
Chairman



George Hinton  
CEO

## 2016 BOARD OF COMMISSIONERS

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Milwaukee Public Schools

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**Vacant**  
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**Vacant**  
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**Kurt Wachholz**  
Milwaukee Area Technical College

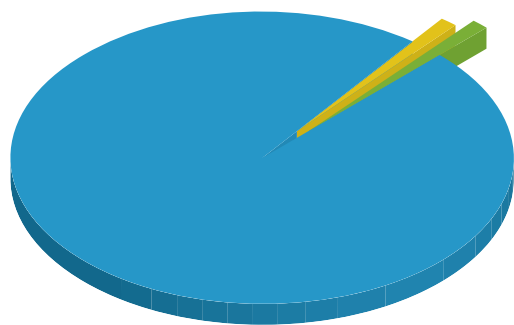
**Dr. Gary Williams**  
UW-Milwaukee

**Sara Van Winkle**  
Interfaith Conference

**George P. Hinton**  
Chief Executive Officer

# 2016 Financials

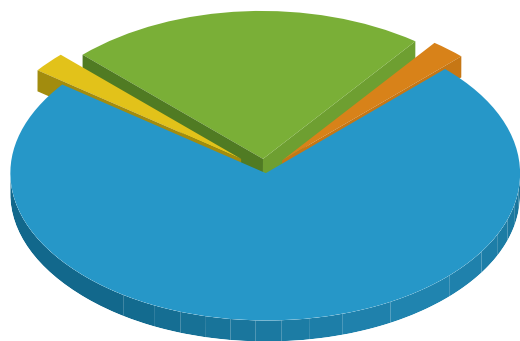
## REVENUES



- 98% Operating Grants and Contributions
- 1% Charge for Services
- 1% General Revenue - Other

Revenues		
98% Operating Grants and Contributions	\$	11,420,221
1% Charge for Services	\$	136,740
1% General Revenue - Other	\$	25,145

## EXPENDITURES



- 73% Community Services
- 2% Senior Services
- 23% Food Services
- 0% Housing Activities
- 0% Depreciation
- 2% Food Service Activities

Expenses		
73% Community Services	\$	8,430,436
2% Senior Services	\$	285,907
23% Food Services	\$	2,689,726
0% Housing Activities	\$	101
0% Depreciation	\$	3,640
2% Food Service Activities	\$	177,757

# Our Staff Believes in Our Mission

“Empowering Milwaukee County residents with the resources to move beyond poverty.”

Why do you work at SDC?  
Why is the work of your department important?

Knowing a child who may not receive a nutritious, well-balanced meal is getting one because of our efforts is rewarding in and of itself. Several of our staff live in the neighborhoods we serve, making our efforts even more meaningful. Our work at SDC has an impact on communities in need that may not otherwise receive assistance. That’s gratifying.

### Nutrition Services

We can make a difference in caring for the well-being of our community. Working for SDC allows us to plant positive seeds in the lives of youth we work with.

### Youth Services

Our work is fulfilling and has a direct impact on the lives of the customers and families we serve that promote quality of life improvements. Our team provides support through volunteers in our Senior Companion Program who help other seniors remain independent in their homes. Our Foster Grandparents tutor and mentor grade school students to help them improve academically and demonstrate positive behavior changes. Our Benefits Enrollment Services, address health needs of family members, connecting them to health care resources and savings for prescription medications they otherwise would not be able to afford.

### Health Wellness and Supportive Services

Working at SDC means that we are among a great team of individuals that are making a positive impact and difference in the community we serve. And, as a result, helping individuals improve their lives. That provides professional and personal growth, joy and a true sense of accomplishment.

### Counseling and Wellness Clinic

Knowing the impact Residential Services makes in our customers lives is very gratifying. We have the resources and ability to improve comfort levels in their homes, save them money, and lower their bills. Knowing we may change their behavior/outlook on their overall energy consumption, gives our team humbling pleasure, knowing that SDC is making a difference in the community.

### Residential Services

Our department finds our work fulfilling because of the difference we make in our customers’ lives through our interactions and really getting to know them. We want to formulate a plan for each person’s success and guide them through it. When we see it happen, there’s no other more inspiring feeling.

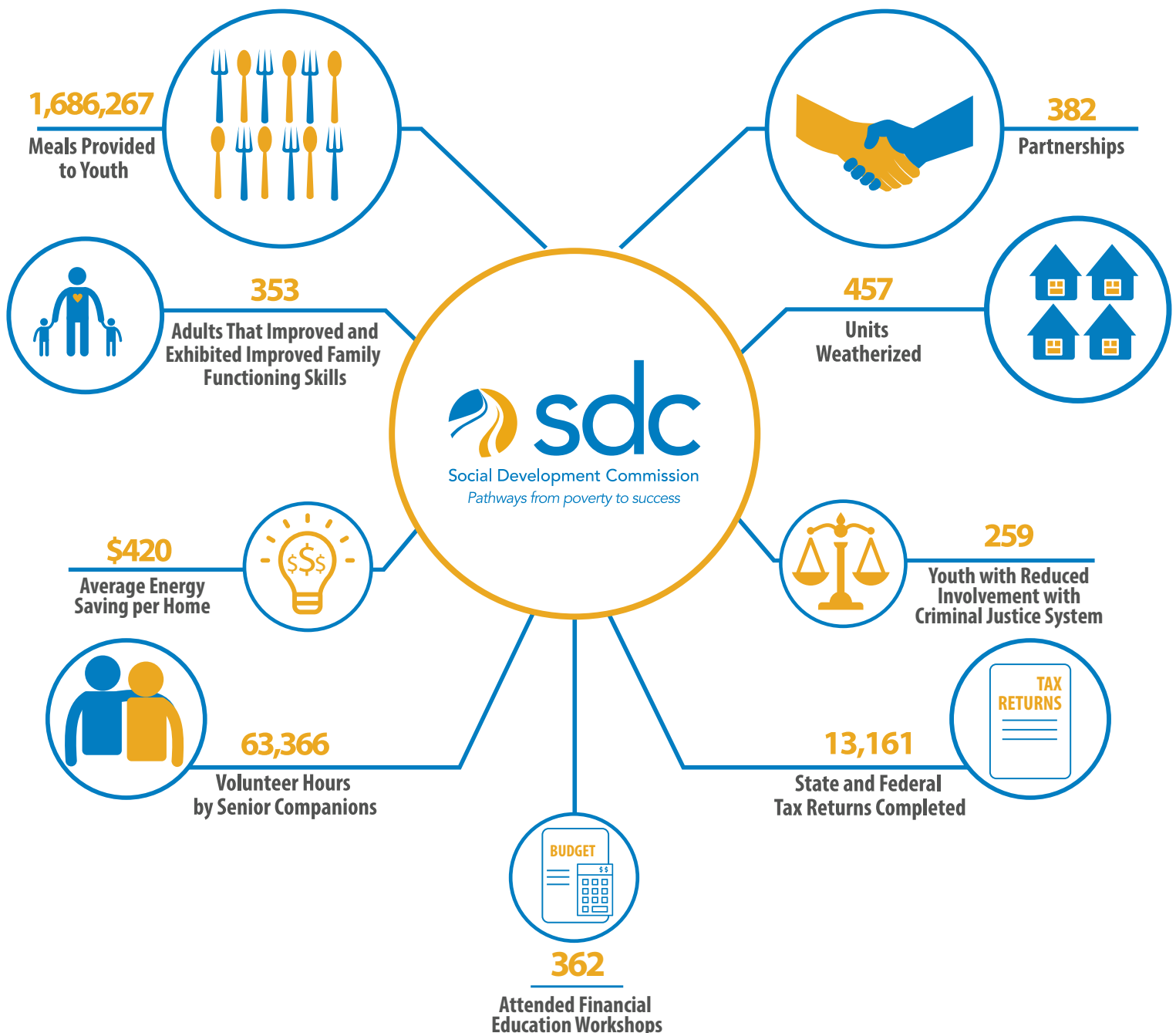
Everyone in Education and Training truly cares about each student and customer. It’s not fake, but inherent and why we are in this type of work. We make a lasting, positive impact through education, employment and training.

### Education and Training





# SDC's IMPACT





## Roemel Woods, Graduate

ProStart Culinary and Job Training Program

The saying goes, "Youth is wasted on the young." However, it's not true for 20-year-old Roemel Woods. As a non-traditional student, he learned the value of an education.

"I wasn't focused. I really didn't care for school," Woods says. "What made me go back a year later? I realized that I need knowledge to get further in life."

In 2015, Woods enrolled in SDC's 5.09 program. It's a competency-based program designed to prepare students with the knowledge and skills necessary to earn a high school equivalency diploma. Determined to chart a different path in life, Woods worked with teachers until he earned his high school diploma.

What happened next?

With more marketable skills, Woods secured employment as a dietary aide at a local nursing home. Within a month, managers promoted him to cook. Hoping to advance his career even further, Woods returned to the Social Development Commission. This time, he enrolled in the 16-week ProStart Culinary and Job Training Program offered by SDC in partnership with HeartLove Place.

"I'm trying to become a manager," Woods says. "I'm getting ServSafe certification. I'm learning how to serve food safely, stop the spread of food-borne illnesses, and things of that nature." Woods is also learning financial concepts that will help him run his own restaurant one day.

To earn certification, Woods must demonstrate required skills by preparing one last meal for his final presentation. He makes a Texas Hash Stuffed Pepper and serves it to judges with a big smile. He knows it's a recipe for success.

When thinking about the present and the future, Woods said, "I want to make sure my mother, my kids and my grandkids never have to worry because of the decisions I'm making today."





## Della Staples, Customer

Weatherization Program

Most retired Americans want to stay where they are – home. Della Staples is no different. However, for this 70-year-old retiree, maintenance on a 1940s era Cape Cod isn't always easy.

In winters, Staples paid up to \$400 a month to heat her home, yet the house stayed cold. The house had thin walls and no insulation. With no alternatives, Staples survived winters with a small space heater, jackets and layered blankets. Sadly, it's a way of life for elderly homeowners we serve.

Through our Weatherization Program, SDC technicians can add insulation to make homes energy-efficient. It is a stop-gap measure that drastically enhances the quality of life for low-income Milwaukee County residents.

Like many retirees, Staples invested in her home while still working. She now lives on a limited income. There is little money for big projects yet the big projects always come. And unfortunately, so do unscrupulous contractors.

When the ceiling started to leak, Staples says she spent more than \$23,000 to fix a roof that wasn't the source of the problem. SDC staff diagnosed the real problem – a corroded chimney.

SDC's weatherization team is filling a need that most organizations don't address.

SDC auditors are able to provide homeowners with a full array of weatherization services including in-home energy audits, health, and safety inspections. They can also replace furnaces and water heaters with ENERGY STAR® rated appliances, make electrical and ventilation updates plus add insulation in attics and walls.

Repairs and energy upgrades come at no expense to the elderly home owner.

We all know senior citizens like Ms. Staples.

We're helping longtime residents who lovingly maintain their property, stabilize neighborhoods and by example, build a culture of pride in the community.

As summer approaches, you'll find Ms. Staples working on some project around the house. Flowers in her yard are in full bloom. With SDC's help, she'll be able to enjoy her home for years to come.



## Altius Building Company Partnerships

Take a look around Milwaukee.

Construction sites are everywhere. New condos, hotels, and the massive Milwaukee Bucks arena generate big business for the city.

For Milwaukee's unemployed, the construction boom means jobs.

In 2016, SDC offered its first Absolute Advantage construction training class to put people to work.

Absolute Advantage, a nationally accredited curriculum, teaches students about various sectors within the construction industry, and prepares them to enter the workforce as general laborers. Classroom instruction ranges from carpentry to HVAC and construction math to basic rigging. Employability and communications skills are also part of the coursework.

"This is quickly becoming one of SDC's most popular and successful programs," says SDC's CEO, George Hinton. "We've found a way to move people beyond poverty by filling an unaddressed labor need in the construction industry."

In 2016, Altius Construction donated work boots and gift certificates to help students pay for work-related equipment. The connection occurred at an SDC open house that left company officials impressed.

"They spent an hour and a half with us...touring us and explaining the program," says Ryan Raskin, vice president, construction services at Altius Building Company. "It felt like something we needed to be involved in and do everything we could to help out."

"There is so much more to what [SDC does] than just the construction core training. It's the support [they] give people," Raskin says. "The support they get is what is telling us this is going to be successful. It just doesn't stop with training someone and getting them a job."

"We've been looking for a program like this," says Scott Rees, Altius Building Company CEO. "Part of what we do is align ourselves with organizations and individuals who succeed. If we didn't believe in the program, we wouldn't be here."



# SDC's Community Involvement

12<sup>th</sup> Annual Sankofa Health and Wellness Forum

300+ Strong

40<sup>th</sup> Anniversary Weatherization Celebration

AARP Financial Freedom Dinner

AARP Money Matters Conference

Acute Care for Elders (ACE) Aurora Event

Alderspersons Coggs & Stamper's 6<sup>th</sup> Annual Housing Fair

Annual Home Improvement Fair

Black Male Achievement Advisory Council Monthly Meeting

Block Build MKE

Coffee & Community Networking

Community Impact Resource Day

CSNI/LBAWN Fall Home Improvement Fair

Daddy Daughter Dance – MPS/Milwaukee Fatherhood Initiative/SDC (co-sponsor)

Department of Neighborhood Services (DNS) Summer Resource Fair

Department of Neighborhood Services Landlord Training Program

Energy Assistance Kick-off Event

FedEx Recruitment Event (hosted two events)

Fortis Management Group Recruitment Event (hosted)

Goodwill Financial Wellness Fair

Health & Resource Fair St. Peter M.B.C.

Holy First Temple MB Church Job and Resource Fair (April & September)

Homebuyer Education Class

Housing Resource Fair

Housing Resource Fair (Kosciuszko Community Center)

ITT Tech Resource Fair

Kelly Resource Fair

Kwabena Nixon (co-sponsor)

Lowe's Recruitment Event (hosted)

Manpower Recruitment Event (hosted two events)

Milwaukee Career Expo

Milwaukee Fatherhood Summit (co-sponsor)

Near West Side Homeowners Housing Fair

One Million Strong Milwaukee

Our Community, Our Solution Job and Resource Event

PIECES: In My Own Voice (Youth Version) and Community Resource Fair (co-sponsor)

Project Homeless Connect

SDC Board of Commissioners Elections

SDC Open House

SDC Poverty Summit

Second Pathways to Employment Summit

Senior Ambassador Meeting (Clinton Rose Center)

Senior Celebration at Milwaukee County Zoo

Senior Day at Summerfest

Senior Fest

Social Hour and Networking Event

St. Ann's Intergenerational Care Open House

St. Charles Youth & Family Services College/Career Fair

St. Charles Youth & Family Services Safe Summer 2016

Stowell Associates Recruitment (hosted)

Super Senior Friday



SDC Staff Volunteer at Block Build MKE



SDC Co-Sponsors the Daddy Daughter Dance Co-Sponsor



SDC Co-Sponsors Milwaukee Fatherhood Summit

Transitions of Care Coalition Resource

VITA/MABC/EITC Day Kick-Off

Washington Park Housing Resource Fair

WISCAP Fall Quarterly Meeting

Wisconsin Community Services Black Male Advisory Council Community Resource and Job Fair

WNOV Boys & Girls Club Event

Workforce Development Town Hall

World and Wellness Fair



# A Look Back at 2016









