



Journey House

Our Past. Our Future. Our Journey Forward Campaign.

Join Our Team to Change Family Histories for Generations

One Dream, One Team

A Campaign for Journey House and Our Community

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\$16 MILLION CAMPAIGN FOR COMMUNITY IMPACT

“Journey House has built a highly regarded educational and career development program that has proven to be impactful to residents of the Clarke Square neighborhood and beyond.”

— Mayor Tom Barrett, City of Milwaukee (February 28, 2019)

About Our Journey Forward Campaign

Over the next five years, this \$16 million campaign is Journey House’s response to taking our mission to the next level of exceptional excellence. *Participation has swiftly outpaced our original projections, but that is not all that is growing. Our Journey House Campus is an expanding oasis on Milwaukee’s Near Southside.*

Beyond our 34,000 square foot Journey House Community Center, located in the heart of the Latino Community, we have constructed two athletic complexes and maintain 28 acres of Milwaukee County Parks: Journey House Packers Football Stadium in Mitchell Park and Journey House Felix Mantilla Baseball Complex in Baran Park. We also have co-developed 51 units of affordable housing, located in five different buildings. With 100% of our participants first-generation college/vocational career students, we are building our future workforce and developing today’s leaders. This investment will impact 9,000 economically challenged, predominantly Latino youth and their families by increasing their educational, social, physical, mental health, and creative development. **The time is now to impact the future of Milwaukeeans and help make Milwaukee a destination.**

Why? Belief

In everything Journey House does, we believe in creating opportunities to give access to children and families living on the margins of economic prosperity. We inspire people to recognize and embrace their infinite possibilities. When Milwaukeeans are successful, Milwaukee becomes a destination for employers to hire our own, grow their business, and attract more top talent and cultural assets to Milwaukee. More jobs produce more opportunities to increase family household income to build wealth and increase our quality of life.



\$16 MILLION CAMPAIGN FOR COMMUNITY IMPACT

How? Action

Journey House levels the playing field. The way we help families build wealth is by providing safe places infused with a growth mindset culture for children and families to learn, play, and grow. Journey House is the safety net when no net exists. Journey House looks out for our community members from tiny humans to elders, and our community members look out for us. With over 260 partners, together we make things happen for our community.

What? Results

We are successful when we witness our youth and families change the course of their personal family history for generations to come through their move from the margins of economic prosperity to being prosperous wealth builders in multiple ways, such as graduating from high school, graduating from college or a vocational program or the military, securing a career that they are passionate about, and giving back to their community.

Use of Funds

\$4.3 million to build new capital infrastructure (upgrade iMac Design Lab, complete baseball fields complex and Urban Academy Center at Baran Park, Journey Cafe, and Construction and Design Academy)

\$3.7 million to fund future capital replacement costs (e.g. buildings, sports fields, etc.) and upgrade technology

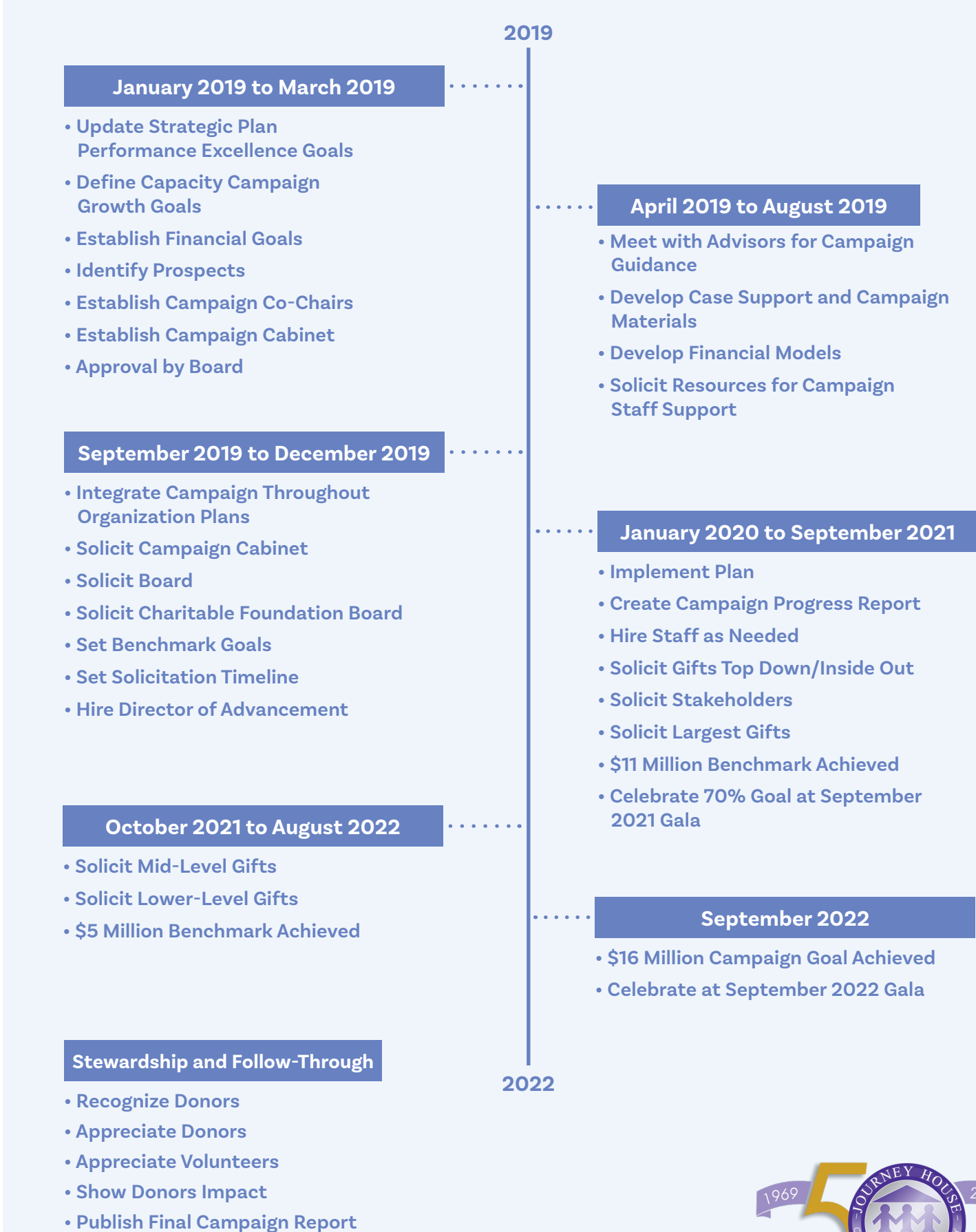
\$7.2 million to increase staffing to support existing programs, adding 48 full time equivalents over a five-year period to keep pace with growth

\$1.4 million to build a financial contingency reserve fund targeted at 25% of the 2025 budget

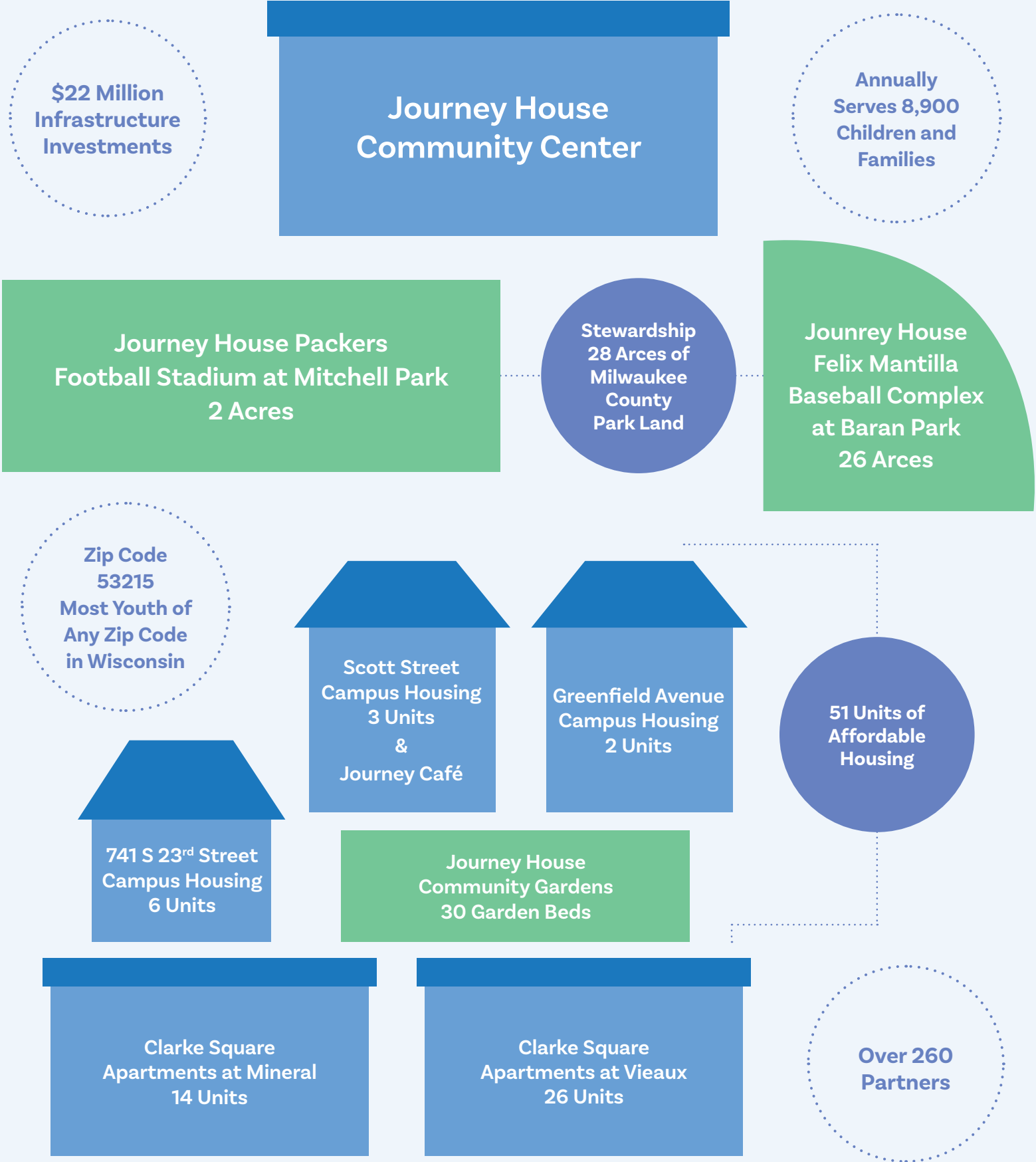


LEADERSHIP CAMPAIGN TIMELINE

THE JOURNEY FORWARD



JOURNEY HOUSE CAMPUS A MILWAUKEE DESTINATION



USE OF FUNDS – 5 YEAR PROJECTION 2021 – 2025

Expand Capital Infrastructure

Complete Construction of 5 Felix Mantilla Baseball Fields at Baran Park	Urban Academy Center at Baran Park	iMac Design Lab	Journey Café	Construction and Design Academy
\$935,000	\$3,000,000	\$75,000	\$260,000	\$50,000

\$4,320,00

Total Capital Infrastructure Expansion Costs

Increase Capital Replacement Reserve Fund

Journey House Community Center	Journey House Packers Football Stadium	Journey House Urban Academy Center & Baseball Complex	Campus Housing & Journey Café
\$1,213,000	\$1,250,335	\$920,050	\$271,085

\$3,654,470

Total Increase in Capital Replacement Reserve Fund



USE OF FUNDS – 5 YEAR PROJECTION 2021 –2025

Increase Staffing to Support Existing Programs

Adult Basic Education/ GED/ELL Capacity	\$629,850
Facilities and Properties Stewardship	\$1,398,024
THRIVE Workforce Readiness Capacity	\$2,039,098
Youth Development Capacity (Athletics, Academics, & Arts)	\$1,443,533
Youth Development Program Support	\$391,009
Senior Leadership and Operational Capacity	\$1,378,703

\$7,280,216

Total Increase in Staffing and Program Costs to Support Existing Programs

\$1,404,407

Increase in Financial Contingency Reserves
(25% of 2025 Budget)

Total Uses of Funds: \$16,659,094



FUNDING THE VISION

The Uses of Funds analysis includes four broad areas, with sub-categories within most of the broad areas. It is a diverse set of needs.

\$7.2 million to increase staffing to support existing programs, adding 48 full time equivalents in five years

Journey House staffing levels have significantly lagged in comparison to the major expansion in physical infrastructure and the unanticipated doubling of families and youth served since 2012. Many, if not most, Journey House employees perform more than one job and work very long hours. This work level is not healthy and sustainable over time. It will not be feasible to maintain existing programming without a significant increase in staff. An additional 48 full time equivalents (FTEs) will be needed within the next five years to continue to fulfill its mission and successfully maintain existing programs.

Journey House doubled the number of families and youth served since opening its “new” facility in 2012. In 2018, Journey House served over 8,900 children and families.

Our projections show we could use 48 new FTEs to effectively manage our existing programs and continue to deliver great outcomes. This projection does not assume we will increase output volumes but it would certainly provide more flexibility to meet demand.

Assuming campaign pledges come in somewhat equally over 5 years, we would gradually increase staffing to get to the 5th year annual target where we need to be at.



FUNDING THE VISION

\$4.3 million to build new capital infrastructure

\$935,000 to complete the Felix Mantilla Little League Fields in Baran Park (the final phase of a \$2.8 million investment),

\$3 million to construct an Urban Academy Center at Baran Park. The multi-use Urban Academy Center will be used for workforce development programs (culinary arts and sports turf/landscaping), youth academics and arts, an indoor pitching and hitting area, and a community venue for family celebrations and events.

\$385,000 for capital projects supporting social innovation initiatives that will generate future revenue for Journey House:

- Upgrade an iMac Design Technology Lab to support youth academics and workforce development programs that prepare students for careers in coding,
- Launch a Journey Café that will:
 - Act as a neighborhood hub and community meeting place serving coffee and healthy food,
 - Provide hospitality and barista training to increase employment,
 - Continue to develop strong relationships between law enforcement and residents to decrease neighborhood crime, and
 - Feature art from local artists and host music, spoken word and story slam performances, and other neighborhood events.
- Build a Construction and Design Academy workshop to expose high school and young adult students to the trades, provide training and access to job apprenticeship programs and entry-level positions in the trades.



FUNDING THE VISION

\$3.7 million to fund future capital replacement costs (e.g. buildings, sports fields, etc.) and upgrade technology

Our JH Center and Football Stadium are now over 7 years old and to date we have a \$100,000 capital replacement reserve. We did an analysis of our capital replacement costs for the JH Center, the football stadium, the Baran Park baseball fields, our Campus Housing initiatives, and our JH Café. Building reserves to cover future replacement is very important and a prudent thing to do to make sure we can responsibly sustain our physical infrastructure into the future. The 5-year projection would leave us adequately funded in 2025. Our current underfunding would be made up during the next 5 years.

\$1.4 million to build a financial contingency reserve fund targeted at 25% of the 2025 budget

Historically, we have run our operations in a business-like manner. We are fiscally responsible and understand business operations.

We have budgeted to break-even each year. As a result, we do not have funds for risk contingencies. Accounting audits for non-profits are starting to put more emphasis on liquidity.

Our projection includes a gradual build-up of a financial contingency reserve to yield a 3-month reserve in 2025, which is by no means an excessive reserve. Social innovation revenue may also be included in this reserve.



FUNDING THE VISION

Social Innovation Revenue

An investment in physical infrastructure and additional staffing supports a key Journey House strategy to become more self-sufficient financially, relying less on external funding sources over time, by increasing its social innovation revenue from:

- Rental fees and concession revenue at the Journey House Center, Journey House Packers Football Stadium, and Baran Park baseball complex,
- Rental fees from the Urban Academy at Baran Park to include indoor pitching and hitting facility that can also host large family gatherings,
- Net income from Journey Café sales,
- Rental from Campus Housing (currently 11 units of affordable housing),
- Developer's fees and 25% of rental income from Clarke Square Apartments (40 units of affordable housing) in partnership with Cardinal Capital Management



JOURNEY HOUSE FELIX MANTILLA BASEBALL COMPLEX



26 MARCH 2018

JOURNEY HOUSE MULTI-FLEX FACILITY

COLOR SITE PLAN

18006-00



AS110



BASEBALL FIELD COMPLEX

\$1.9M INVESTMENT

\$500,000 or Greater

Charles E. Benidt Foundation

\$250,000 to \$499,999

Wendy and Craig Kasten

MLB-MLBPA Youth Development Foundation

Zilber Family Foundation

\$150,000 to \$249,999

Brewers Community Foundation

Majerus Family Foundation

\$50,000 to \$149,999

Anne and Fran Brzezinski

Mary and Ted Kellner

Fund for Lake Michigan

Major League Baseball and Scotts

Melitta S and Joan M Pick Charitable Trust

\$2,000 to \$5,000

Dr. Michele Bria

Coach Charles Brown

\$100 to \$1,999

Victoria Dubrovina

Norman Herrle

Terrence Powell

Joe Schlidt

Inkind and Partners

Beth Strohbusch Communications

Brewers Community Foundation

Cal Ripken Sr. Foundation

Eugene Manzanet

Felix Mantilla, MLB Milwaukee Braves Legend

Felix "Tony" Mantilla

Fields Construction

Fran Brzezinski, Interstate Partners

Greg Herrle

Hartwig Exhibit and Display

JSD Professional Services

Les Weil

Mali Bria Design

Mayor Tom Barrett

Metalcraft of Mayville

Milwaukee Brewers

Milwaukee County Parks

Milwaukee Police Department

Reg Harris



JOURNEY HOUSE URBAN ACADEMY CENTER



EAST ELEVATION
SCALE: 1/8" = 1'-0"



NORTH ELEVATION
SCALE: 1/8" = 1'-0"



SOUTH ELEVATION
SCALE: 1/8" = 1'-0"



WEST ELEVATION
SCALE: 1/8" = 1'-0"



26 MARCH 2018

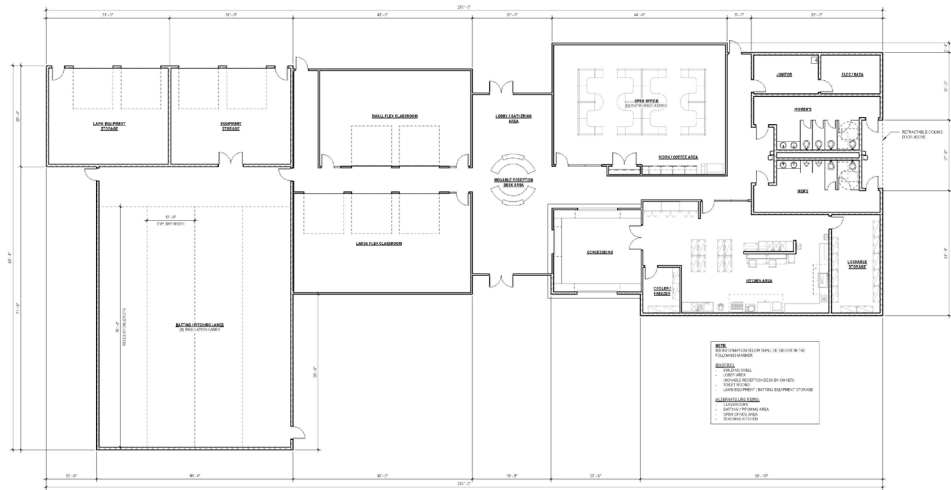
JOURNEY HOUSE MULTI-FLEX FACILITY

COLOR BUILDING ELEVATIONS

18006-00



A240



1 OVERALL CONCEPTUAL FLOOR PLAN
SCALE: 1/4" = 1'-0"



26 MARCH 2018

JOURNEY HOUSE MULTIFLEX BUILDING

CONCEPTUAL FLOOR PLAN

18006-00



A100



JOURNEY CAFÉ



Journey House Cafe

2033 West Scott Street
Milwaukee, WI 53204



Journey House Cafe

2033 West Scott Street
Milwaukee, WI 53204



CLARKE SQUARE APARTMENTS

\$8.5 Million Investment Co-Developed with Cardinal Capital Management



DIMENSION | **IV**
 — Madison Design Group
 architecture — engineering — interior design
 6515 Grand Teton Plaza, Suite 120, Madison, Wisconsin 53719
 608.829.4444 1000.829.4445 info@dimensioniv.com

JOURNEY HOUSE AT CLARKE SQUARE
 2330 WEST MINERAL STREET, MILWAUKEE, WI 53204
PROSPECTIVE VIEW
 02/19/2019
 02/19/2019



DIMENSION | **IV**
 — Madison Design Group
 architecture — interior design — planning
 6515 Grand Teton Plaza, Suite 120, Madison, Wisconsin 53719
 608.829.4444 1000.829.4445 info@dimensioniv.com

JOURNEY HOUSE AT CLARKE SQUARE
 2331 WEST VIEAU PLACE, MILWAUKEE, WI 53204
PROSPECTIVE VIEW
 02/19/2019
 02/19/2019



LEADERSHIP

Co-Chairs

Co-Chairs Greg and Jeanne Herrle

Co-Chairs Les Weil and Jodi Peck

Cabinet

Chris and Kelly Calvelli

Mike and Amanda Kleber

Barb and Dennis Klein

Dan and Liz Kolb

Eugene and Gladys Manzanet

Tyna and Terry Rule

Dan and Lynn Shannon

Jim and Karen Schlater

Journey House Board of Directors

Mike Kleber, Chairman

Dan Shannon, President

Mike Sturm, Vice-President

Eugene Manzanet, Treasurer &
Immediate Past Chairman

Carmen Ventura, Secretary

Ray Arndt

Fran Brzezinski

Chris Calvelli, Chairman Emeritus

Sarah Jelencic

Barb Klein, Chairwoman Emeritus

Nate Marshall

Frank Mauer

John Miceli

Journey House Charitable Foundation Board

Greg Herrle, President

Kathryn Buono, Vice-President

Dan Kolb, Treasurer

Brian Kilb, Secretary

Chris Calvelli

Barb Klein

Jim Schlater, Immediate Past President

Journey House Senior Leadership Team

Dr. Michele Bria, CEO

Charles Brown, Deputy Director

Chantawn Jackson, Controller

Cherise Myers, Director of Community
Partnerships



ENDORSEMENT CHAIRS

Donald Driver

NFL Green Bay Packers Legend
Donald Driver Foundation

John Gurda

Writer and Historian
Co-Founder of Journey House (1969)

Mark Murphy

President and Chief Executive Officer
Green Bay Packers

Anne Zizzo

President and Chief Executive Officer
Zizzo Group



MISSION & WHAT WE DO

Mission

Journey House empowers families on Milwaukee's Near Southside to move out of poverty by offering adult education, youth development, workforce readiness, and family engagement.

Location

Located in Milwaukee's Near Southside Clarke Square Neighborhood, for 50 years Journey House has been committed to working with low-income youth and adults, using a self-help philosophy to prepare them with the skills needed to move their families out of generational poverty. Journey House positively impacts the lives of more than 8,900 children and families annually in Milwaukee's largest Latino community, who live on the margins of economic prosperity.

What We Do

Journey House has been providing youth-driven and resident-driven services to Milwaukee's Near Southside for 50 years. We know the youth and adults we serve. We commit our facilities, staff, and resources to them. Our programs have grown and changed over the years, allowing us to meet the needs of our participants and remain relevant. Journey House utilizes a strength-based approach to work with youth. We serve community members within the context of their identity, family, community, tribe, history, culture, and traditions.

We are committed to providing programs and services that match the skills needed to meet the demands of a global economy. We work with all members of the family, from birth through twilight, developing character/life skills, increasing education, reducing unemployment and crime, and revitalizing the neighborhood. Since 1969, we have served over 100,000 Milwaukee residents.



THE NEED

“Journey House is a powerhouse. Journey House has been changing lives for a full 50 years now – a remarkable achievement in the precarious world of social services. Long may the journey continue.”

– John Gurda, Milwaukee Historian (February 1, 2019)

Poverty, High Stress and Trauma, Skills Gap

Milwaukee’s Near Southside,

Highest Concentration of Youth in WI:

Journey House’s primary geographic area is Milwaukee’s Near Southside (Clarke Square Neighborhood), which is one of the most culturally diverse, densely populated, and economically challenged neighborhoods in Milwaukee. The population density is more than three times the city average. The 53215 zip code has the highest concentration of youth in the entire State of Wisconsin.

Poverty

Nearly 43% of the population is living in poverty. The 2013 median household income in Clarke Square is \$23,567, which is 33% below the city’s median income of \$35,186. This community is stressed with lower incomes, lower home values, and a less educated population than the rest of Milwaukee. This area is a federally designated “Opportunity Zone,” which is a federal incentive to increase investments in low-wealth communities.

High Stress and Trauma

The majority of Journey House community members experience high levels of stress and trauma. Research indicates that unmanaged emotional reactions to stress leads to behavior problems in young people and creates psychological conditions that inhibit learning. Research shows that adversity we experience as children can affect us in adulthood. The more Adverse Childhood Experiences (ACEs), the higher risk for chronic disease as an adult (3x higher risk for heart disease or lung cancer and 20-year difference in life expectancy for children left untreated with high ACE score). Exposure to intense, frequent, or sustained toxic stress or trauma without the buffering of a supportive adult, can change children’s brains and bodies, including disrupting learning, behavior, growth, hormonal systems, and immune systems.



THE NEED

New Immigrants

The percentage of foreign-born residents in Clarke Square is over 28%, compared to just fewer than 10% for the city as a whole. The 2010 U.S. Census indicates that nearly 70% of the population in the area Journey House serves is Hispanic. This compares to a Hispanic population of 13% in Milwaukee County and 6% in the state. Over 25% of residents speak very little or no English, making understanding the American culture and our workforce a real challenge.

Low Educational Attainment Levels

More than 50% of residents do not possess a high school diploma, which is more than double Milwaukee's average. Reading scores for Wisconsin's black 4th graders are the worst in the nation with only 33% scoring at a level considered proficient or better. MPS' four-year high school graduation rate is 58.2% vs. 88.4% statewide, making it the most challenged district in Wisconsin.

Skills Gap to Employment

Only 54% of the population is employed. Barriers to employment include impact of trauma and stress, low basic skills, limited English speaking skills, and lack of employment skills needed to obtain family sustaining jobs. Employers report the challenge of finding employees who will show up for work. Job opportunities are real. However, the skills gap exists for our community members.



CHANGING THE GAME

“Journey House has a track record on Milwaukee’s Southside in performing magic. Michele and her team can work with absolutely anyone to get things done. The big winners are the kids who live on the Southside of Milwaukee.”

— Mayor Tom Barrett, City of Milwaukee (September 20, 2018)

At Journey House, we firmly believe that every human being has infinite possibilities to be whoever they want to be. Anything is possible through effort (hard work) plus time (patience) plus belief (in the possibility). We are 100% committed to protecting and advancing our most vulnerable populations, especially those who live on the margins of economic prosperity.

The success of 1 person can significantly change history of his or her family for generations to come. Beyond advancing the trajectory of success for their family, they can change the game for the neighborhood and our entire community.

How Journey House Changes the Game

Grow Our Own

Develop our children and adults to lead active, healthy lives and build wealth for their families and community.

Increase Mental Toughness

Infuse and integrate research-based, trauma-informed care practices and programs throughout Journey House’s programming. Assists in managing stress and increasing performance by enhancing brain functioning associated with memory, attention, and focus. These techniques increase a person’s capacity to multitask and make better decisions, which leads to high performing employees and an increased quality of life and lifestyle.



CHANGING THE GAME

Educate Milwaukeeans

Assist people to meet and exceed their goals and dreams through access to life-long learning opportunities and exposure to experiences from birth to twilight in our Journey House Center and our outdoor classrooms at Journey House Packers Football Stadium in Mitchell Park and Journey House Felix Mantilla Baseball Complex at Baran Park.

Provide Employers with Qualified Employees Who are On-Time, Present, and Perform

Create innovative workforce development career pathways in partnership with employers, educators, coaches, leaders, residents, and youth to meet the ever-changing demands of the global workforce at all age levels.

Empower Self-Sufficiency

This initiative serves as an economic engine, providing (1) youth athletics, academics, & arts programming, coaching, and skill development and (2) adults the English and adult basic education skills, financial coaching, career coaching, job skills training and mental skills coaching to become self-sufficient with potential entry-level job earnings of over \$32,000 a year, which is 250% above the poverty level.

“The demands of today’s U.S. job market are playing out in different ways for American workers and we need to support those who are being negatively impacted by the forces that are shaping the modern economy. By connecting programs that provide not only education and skills building, but support services for family and housing needs, we’re helping American workers who have been or are in danger of being displaced achieve success and contribute to their communities.”

— Ed Skyler, Executive Vice President for Global Public Affairs, Citi Bank and Chair of Citi Foundation (February 28, 2019 comment on Citi Foundation’s two-year \$190,000 grant award to Journey House for Bridges to Opportunities Initiative in partnership with LISC)



2012 to 2018
61,000 children and families served

Workforce Development

60
Employer Partners

715
Adults Placed into Full-time Employment

83%
Retention in Employment Training Courses

273
Increased Mental Skills Toughness
and Decreased Stress

2,767
Federal Tax Returns Filed

\$5,183,490
in Combined Federal Tax Refunds

\$22,000
Average Gross Income

8%
Growth of Annual Earned Wages

49
Homeless Youth Aging Out of
Foster Care in Affordable Campus
Housing Apartments

Family Engagement

25,000
Families Engaged in Community Wellness
and Holiday Celebrations

3,000
Volunteers

129,000
Hours of Volunteer Engagement

1,200
Partner Meetings Hosted at
Journey House Center

Adult Education

6,000
ELL and GED Adult Students

194
GED Graduates

3,400
Increased Their English Speaking
and Literacy Skills

178
Obtained US Citizenship

Youth Development

10,500
Youth

1,400
Youth Completed YES!
(Youth Empowerment Seminar)

295
Attending Post-Secondary

89
College Graduates

1,700
Active Parents in Athletic Leagues

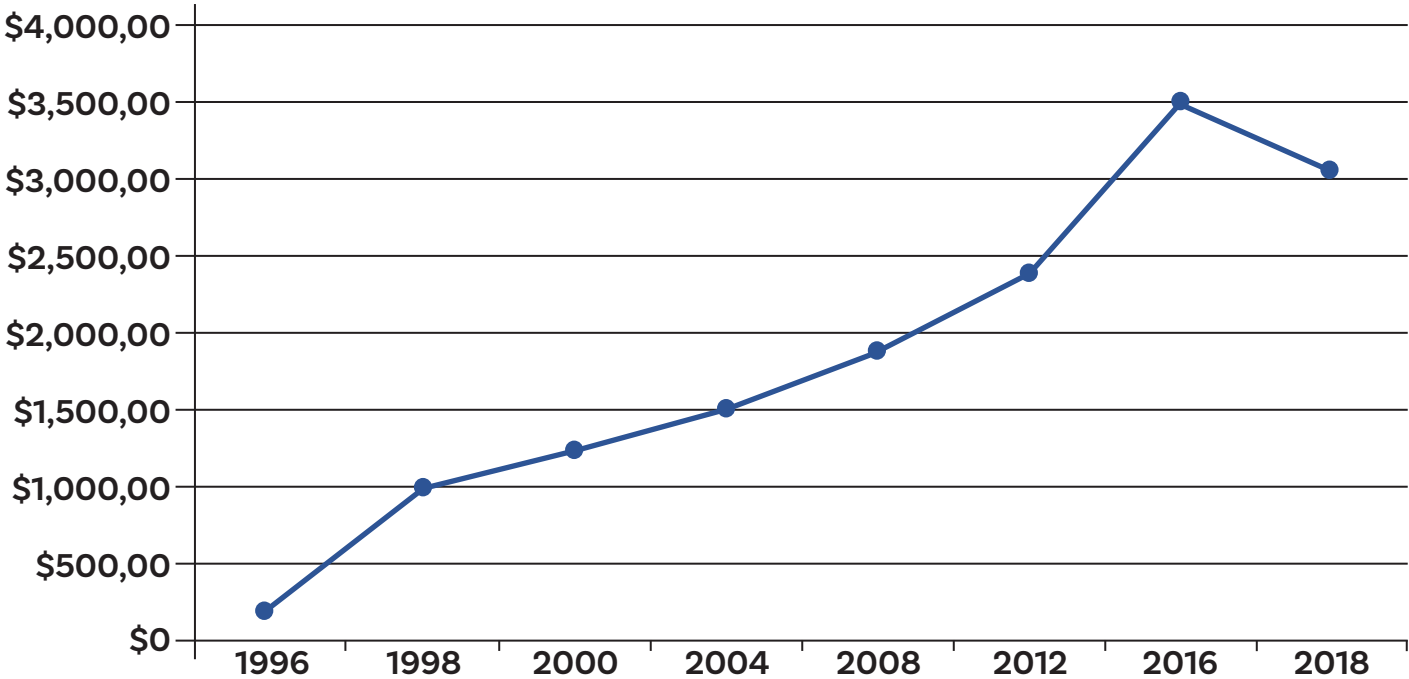
185
Athletic Coaches Trained and Developed

394
Completed YES! for Educators,
Parents, Coaches, and Leaders



JOURNEY HOUSE REVENUE GROWTH 1996 TO 2018

Journey House Revenue Growth 1996 to 2018



—●— Revenue

*2016 Note: Increased revenue due to receipt of unanticipated bequests and gifts



LIST OF PARTNERS

“I don’t know anyone in this city that is better at creating partnerships. You [Journey House] can work with anyone.”

— Mayor Tom Barrett, City of Milwaukee (May 3, 2019)

Journey House has over 260 active partners. Our partnerships make the Journey House engine run and community development happen.

16th Street Health Center	BankWork\$	Cesar Chavez Business District	Cream Skills Basketball Association
88Nine Radio Milwaukee	Beisbol Mundial	Charles E. Benidt Foundation	Cristo Rey High School
A-Rod Foundation (Alex Rodriguez)	BelAir Cantina	Children’s Hospital of Wisconsin	David J. Frank Landscaping
A.L. Schutzman Company	Beth Strohbusch Communications	Citi Foundation	Discovery World
ACS Group	Betty Brinn Children’s Museum	City of Milwaukee - CDBG Administration	Divine Savior of Holy Angels
African American Male Initiative	BMO Harris Bank	City of Milwaukee - Department of Neighborhood Services	Donald Driver Foundation
All American Youth Football League (AAYFL)	BOMA/ IREM	City on a Hill	Eddie’s Landscaping
All Hands Boatworks	Boys & Girls Clubs of Greater Milwaukee	City Year	El Rey
Alverno College	Brewers	Clarke Square Media Productions	Employ Milwaukee
America Scores Soccer	Brewers Community Foundation	Clarke Square Neighborhood Initiative	Eppstein Uhen Architects
American Family Insurance	Briggs & Stratton Corporation	CleanPower	ESPN Deportes Radio 1510
American Heart Association	Bublr	COA	Ex Fabula
Antigua Latin Restaurant	Building Owners and Managers (BOMA)	COABE Coalition of Adult Basic Education	Family Dollar
Arandell	Cal Ripken Sr. Foundation	Colectivo	Felix Mantilla
Artists Working in Education	Camp Luther	College Possible	Felix Mantilla, Sr.
Associated Bank	Cardinal Capital Management	Community Building Milwaukee	Fields
Augustine Preparatory Academy	Cardinal Stritch University	Community Roofing and Restoration	First Inspires
Aurora Healthcare	Catholic Community Foundation	Community Shares	FIS
Bader Philanthropies	Cathy Peltz	Core el Centro	FOCUS
Baird - ECAB Investment Group	CD Smith		Foley & Lardner
			Fox 6 News



LIST OF PARTNERS

Friends of Domes	International Commerce & Marketing Corporation	Mali Bria Design	Milwaukee Police Department
Froedtert Hospital & the Medical College of Wisconsin	International Research and Exchange Board (IREX)	Marcus Center for the Performing Arts	Milwaukee Public Library
Fuel Cafe	Interstate Partners	Marcus Hotels, Inc.	Milwaukee Public Library Foundation
Fund for Lake Michigan	iThrive Consulting	Marquette University	Milwaukee Public Museum
Geiger Family Foundation	Jai Bird Productions	Marquette University High School	Milwaukee Public Schools
Girls Fore Golf	Jewish Community Center Rainbow Camp	Marriott Hotels	Milwaukee Public School - Longfellow
Global Youth Leadership Institute	Jockey	Materion	Milwaukee Public Schools - Recreation
Greater Milwaukee Foundation	John Miceli	Matthew Gramling Woodworks	Milwaukee Public Theater
Green Bay Packers	Komatsu Mining Corporation	Medical College of Wisconsin	Milwaukee Symphony Orchestra
Green Bay Packers Foundation	Kroger's	Menomonee Valley Partners	Milwaukee Urban League
Gruber Law Offices	L&R USA Inc.	Metalcraft of Mayville	Milwaukee World Festivals
Harley-Davidson Foundation	Lakeside International Trucks	Mexican Consulate	MindStar Counseling
Harley-Davidson Museum	Lammi Sports Management	MIAD	Molina Health Care
Hartwig Exhibit & Display	Landaas & Company	Milliman	Mortensen Construction
Hearts for Families	Layton Boulevard West Neighbors	Milwaukee Admirals	Mount Mary University
Helgesen	League of United Latin American Citizens (LULAC)	Milwaukee Area Technical College	National Center for Learning
Herb Kohl Philanthropies	Les Weil	Milwaukee Bucks	Nehemiah Project
Hilton Milwaukee Center	Lighthouse Youth Center	Milwaukee Bucks Foundation	Neighborhood House
Hispanic Professionals of Greater Milwaukee	LinkedIn	Milwaukee Center for Children and Youth	Neighborhood News Service Milwaukee
Hunger Task Force	Little League of America	Milwaukee Child Welfare Partnership Council	Neu-Life
Hyatt Regency Milwaukee	Local Initiatives Support Corporation (LISC)	Milwaukee Christian Center	NEWaukee
i.c Stars	LISC Milwaukee	Milwaukee County Office of African American Affairs	Nike
ICM Corporation	Luke Homan Foundation	Milwaukee County Parks	NL Suits
Institute of Real Estate Management (IREM)	Majerus Family Foundation	Milwaukee County Sheriff	North Star Providers
INTEC Construction	Majic Productions	Milwaukee County Wrap-Around	Northcott Neighborhood House
Internal Revenue Service	Major League Baseball	Milwaukee County Zoo	Northwestern Mutual Foundation
International Association for Human Values	Major League Baseball - MLB Player's Association Youth Development Foundation	Milwaukee Journal Sentinel	



LIST OF PARTNERS

Under her [Dr. Michele Bria] leadership, Journey House has proven particularly adept at forging partnerships, and the result is an organization whose scale, sophistication and relevance are light-years beyond anything we could have imagined in 1969.”

—John Gurda, Milwaukee Historian (February 1, 2019)

Palermo's	Schlitz Audubon Nature Center	Thomson Companies	Western States Envelopes & Labels
PEP Nation	Scotts Miracle Gro	Today's TMJ4	Will the Tree Cutter
Pettit National Ice Center	Secure Fire & Safety	Todo Postres	Wisconsin Community Services
Pieper Power	Sharp Literacy	Total Mechanical	Wisconsin Literacy
Pitch In for Baseball	Signicast	UMOS	Wisconsin Radio Group
PNC Bank	Silver Spring Neighborhood Center	United Neighborhood Centers of Milwaukee	Wisconsin Sports Turf Managers Association
Potawatomi Foundation	Sixteen Inch Society	United Tool	Wisconsin Technical College System
Potawatomi Hotel & Casino	Southside Organizing Committee (SOC)	United Way of Greater Milwaukee & Waukesha Counties	YES! for Schools/ SKY Schools
Premier Legacy Wealth Management	Southwest Airlines	Urban Ecology Center	Young Milwaukee Charitable Organization
Principal	Sports Turf Managers Association	US Citizenship and Immigration Services	Young Milwaukee Professionals
Pro-Literacy	Sprint	US Lacrosse	Zilber Family Foundation
Quorum Architects	St. Anthony High School	USA Football	Zilber Limited/ Zilber Property Group
R&R Insurance	St. John Vianney Parish	UW Credit Union	Zizzo Group
RBC Wealth Management	St. Monica's Parish	UW-Extension	Zoological Society of Milwaukee
REDgen	STAMM Technologies	UW-Lacrosse	
Reg Harris	State of Wisconsin Department of Natural Resources	UW-Madison	
Revitalize Milwaukee	State of Wisconsin - Department of Children and Families' Office of Urban Development	UW-Milwaukee	
RISE Youth and Family Center	Studio Gear	US Bank	
Rule Enterprises	Teens Grow Greens	VJS Construction Services	
Safe and Sound	Telemundo	Waterstone Bank	
Saz's Catering		Waterstone Bank	
Scag Power Equipment		WE Energies	
Scaling Wellness in Milwaukee (SWIM)			



TABLE OF INVESTMENTS

Philanthropy: \$16 Million

Commitment Level	Minimum Required	Total Level
Transformational		
\$3,000,00	1	\$3,000,00
\$2,000,00	1	\$2,000,00
\$1,500,00	1	\$1,500,00
\$1,000,00	1	\$1,000,00
Foundational		
\$500,00	5	\$2,500,00
\$250,00	10	\$2,500,00
Leadership		
\$100,000	10	\$1,000,000
\$50,000	20	\$1,000,000
Investor		
\$25,000	40	\$1,000,000
Under \$25,000	Many	\$500,000

Table of Giving – Five-Year Pledge Schedule

Level	Quarterly	Semi-Annually	Annually
\$10,000	\$500	\$1,000	\$2,000
\$25,000	\$1,250	\$2,500	\$5,000
\$50,000	\$2,500	\$5,000	\$10,000
\$100,000	\$5,000	\$10,000	\$20,000
\$250,000	\$12,000	\$25,000	\$50,000
\$500,000	\$25,000	\$50,000	\$100,000
\$1,000,000	\$50,000	\$100,000	\$200,000
\$2,000,000	\$100,000	\$200,000	\$400,000
\$3,000,000	\$150,000	\$300,000	\$600,000



INVESTMENT POSSIBILITIES AND OPPORTUNITIES

We invite you to participate in one or more of the following possible ways to advance Journey House's future. Your investment is tax deductible.*

Investments of Cash

Commitments may be paid over a period of five years. Spreading out the payment terms of your investment include options of monthly, quarterly, semi-annual, or annual payments. This provides the ultimate flexibility, which may help you stretch to a higher level of support.

Investments of Stock or Securities

One-time stock gifts or multiple gifts over a five-year period are ideal vehicles for both you and Journey House. In gifting appreciated stock, you provide Journey House with an immediate and substantial gift, receive full benefit of a charitable contribution, and avoid all capital gain taxes.

Investment through a Differed or Planned Giving Vehicle: Leave a Legacy

For the long-term health and sustainability of Journey House, planned gifts must become a greater source of funding and our primary way of increasing the endowment fund. Giving through an estate provides you with a lifetime gift.

Life insurance, annuities, trusts, or investing through your will are excellent ways to impact future generations of Journey House children and families and leave a legacy.

As a secondary way to support this important campaign, your participation in planned or deferred giving is critical to Journey House's long-term success. Let us know your intention, so we can provide an appropriate letter of intent for your signature.

For More Information

To discuss specific questions or personal giving considerations, please feel free to contact Dr. Michele Bria

Journey House CEO

Office: (414) 647-0548, ext. 101

Mobile: (414) 350-5531

mbria@journeyhouse.org

*This information is not intended as tax or financial advice. Please consult with your financial advisor to determine specific tax implications and the right gift for you.



STATEMENT OF DONOR INTENT

Thank you for your investment in *Journey House's 50th Anniversary Campaign: "Our Past. Our Future. Our Journey Forward."* to underwrite costs associated with capacity growth, facilities stewardship and development, programs and service impact, equipment and facility care and replacement, and assist with campaign expenses.

Pledge Information and Schedule

Yes. I (we) want the opportunity to make a difference through a total gift commitment of: _____

I select the following schedule of payment. Invoices will be sent the month prior to remind you of your payment the month prior to the schedule below.

Period of Years: _____

Starting Month and Year: _____

Annually in _____ (month) in the amount of: _____

Semi-Annually in January and July. Each payment in the amount of: _____

Quarterly in January, April, July, and October each payment in the amount of: _____

Monthly. Each payment in the amount of: _____

My gift may qualify for a match by: _____

Please check here if you are considering provisions for a planned or deferred legacy gift to benefit Journey House. We can send further information. _____



STATEMENT OF DONOR INTENT

Pledging Donor Information

Please complete the following as you would like it to appear in Journey House recognition materials and donor records:

Name(s) of Pledging Donor(s): _____

Company (if applicable): _____

Address: _____

City: _____

State: _____

Zip Code: _____

Preferred Phone: _____

Preferred Email: _____

Website: _____

Contact Person (if different than the Pledging Donor):

Phone: _____

Email: _____

Signature: _____

Printed Name: _____

Date: _____

Signature: _____



STATEMENT OF DONOR INTENT

Gift Recognition

Printed Name: _____

Date: _____

In recognizing my/our support in official publications,
please acknowledge this gift as follows:

Payment Information

Name(s) _____

Please check here if you prefer to remain anonymous. _____

Please make checks payable to:

Journey House Charitable Foundation

Memo: Our Journey Forward Campaign

For alternative methods of payment, please contact CEO Dr. Michele Bria
at (414) 647-0548, ext. 101 or mbria@journeyhouse.org.

Return your commitment with this Statement of Donor Intent to:

Journey House

2110 West Scott Street

Attn: Advancement Office

2110 West Scott Street

Milwaukee, WI 53204

The Journey House Charitable Foundation is a 501(c)(3) not-for-profit corporation (Tax ID: 27-4985624), contributions to which are tax deductible to the fullest extent of the law. A gift acknowledgement and receipt will be sent promptly.



Milwaukee's Journey House at 50: still changing the lives of our city's poor

THE STORY OF JOURNEY HOUSE AND ITS WORK ON MILWAUKEE'S SOUTH SIDE ILLUSTRATES A REMARKABLE ACHIEVEMENT IN THE PRECARIOUS WORLD OF SOCIAL SERVICES.

John Gurda

Published 5:22 a.m. CT Feb. 1, 2019 | Updated 5:24 a.m. CT Feb. 1, 2019

Milwaukee Journal Sentinel

Journey House is a powerhouse.

A quick look at the community center's numbers will give you some indication of its size. Last year, 4,173 low-income Milwaukeeans participated in the center's core programs: adult education, workforce development, and youth athletics. Another 4,743 attended family events that ranged from a complete-with-cranberries Thanksgiving dinner to the annual Halloween Spooktacular. The center's total budget topped \$3 million.

One more number is of particular significance this year. In 2019, Journey House marks its 50th anniversary. For a full half-century, the center has been changing lives for the better, including my own. Journey House is, among many other things, my starting point as a local historian.

From the very beginning, the center has been a South Side institution. The vast majority of its current participants live in the Clarke Square neighborhood, whose best-known landmark is the Mitchell Park Domes. Reflecting the ethnic mix of the surrounding community, they are largely Latino, with a sizable number who identify as African-American or multiracial. The center they all come to is a \$6 million facility at S. 21st and W. Scott streets, in the very heart of the Clarke Square neighborhood. Dedicated in 2012, it is literally attached to Longfellow School, a K-8 public school built in 1890. The center and the school share resources, programs, and participants in a mutually supportive relationship that is probably unique in Milwaukee.

But Journey House's footprint extends far beyond the center. The organization is responsible for 28 acres of Milwaukee County parkland, including a regulation football field in Mitchell Park (whose playing surface came from the Green Bay Packers practice facility) and a

Little League complex in Baran Park (supported by former Milwaukee Braves star Felix Mantilla). Other off-site programs include community learning centers, housing for homeless young people aging out of foster care, a community garden, and, most recently, affordable family housing. The organization is in some ways a throwback to the settlement houses of the 19th century: Its goal is to build a resilient community by developing resilient individuals.

I wasn't part of the group that founded Journey House, but I was only a step behind. In 1969 a Tennessean named Marc Feldman came to Zion United Church of Christ, on 14th St. and Greenfield Ave., as a Volunteer in Service to America, or VISTA — the domestic equivalent of a Peace Corps volunteer. Feldman took a particular interest in the neighborhood's young people. The Social Development Commission (SDC), a fairly new agency charged with channeling federal War on Poverty funds to local communities, was seeking proposals for youth programs, and Feldman submitted one steeped in the idealism of the late 1960s. "This proposal," it began, "is a deliberate departure from other proposals. It is based on the belief that young people of the South Side don't have to be factory workers and laborers, that they can be artists and poets and dancers as well."

Modern dance never came to Journey House, but SDC funded Feldman's proposal, and a new community center was born in the summer of 1969. True to the emphasis on youth empowerment, two local teenagers, Jan Kleczewski and Rudy Rosas, were hired as co-directors. With thousands of dollars in federal funds at their disposal and VISTA volunteers to back them up, the pair organized dances, arranged field trips, and bought equipment for an auto repair program. (It ended when someone stole the tools.) They also rented the old Patterson Drug Store on S. 16th St. (now Cesar Chavez Drive) at W. Washington St. The first manned lunar landing was making headlines that summer and, at the suggestion of its young participants, the new center was christened Happy Moon Journey House.

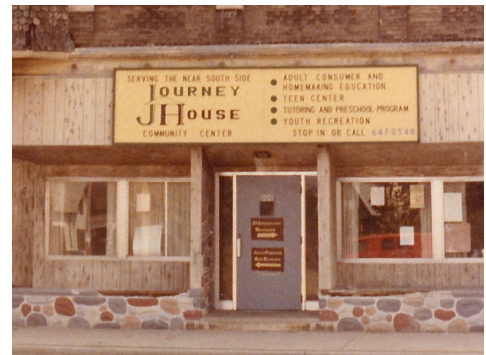
Just as Journey House was getting started — "Happy Moon" didn't last long — I was graduating from Boston College. Lost in the Sixties, I came home with a degree in English and a vague notion that I wanted to be a poet. All the poetry jobs seemed to be taken, and I ended up painting houses with a good friend from high school, Frank Miller. Our Tom Sawyer Painting Company was busy enough in warm weather, but the jobs dried up as soon as the leaves started to fall.

Frank came inside to a job as Journey House's first full-time director near the end of 1969. Jan and Rudy had gone back to school, and the organization needed a grown-up to carry it to the next level. I was taking darkroom classes at Milwaukee Area Technical College at the time, and Frank asked if I'd help in the photography program Jan had started during the summer. I agreed, and before long I was spending nearly all my free time at Journey House. I joined the staff in early 1970 and stayed for almost three years, working most of that time as assistant director.



Journey House is a force for good on the south side, writes historian John Gurda. Last year, 4,173 low-income Milwaukeeans participated in the center's core programs: adult education, workforce development, and youth athletics. Another 4,743 attended family events that ranged from a complete-with-cranberries Thanksgiving dinner to the annual Halloween Spooktacular.

(Photo: John Gurda)



Journey House in 1971, only a couple years after its founding. The organization is celebrating its 50th year.

(Photo: Journey House)

The center served what was then a working-class white neighborhood with a growing number of Latinos, and our programs included after-school tutoring, drop-in recreation for teens (pool, ping-pong, conversation), photography instruction, field trips, sewing classes, and small-group activities. Our efforts were thoroughly unprofessional but transparently sincere; 12-hour days were routine, and I took a vanful of kids on photography field trips every Saturday morning as well.

Our entire annual budget was about \$45,000, practically all from SDC, and it paid for four or five full-time staff plus rent, utilities, and program supplies. My own salary was \$4,500 — about the same subsistence wage our VISTA volunteers received.

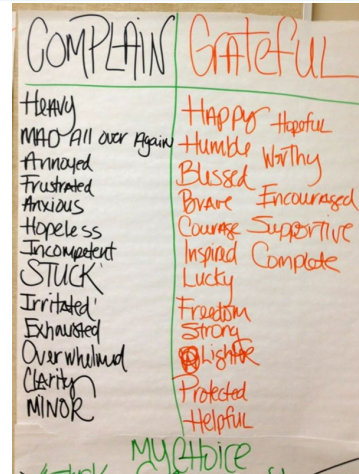
It was obvious that we needed to be on a sounder financial footing, and a VISTA volunteer named Byron Anderson and I decided to write what fund-raisers today would call a case statement. What were the neighborhood's needs? How had they developed? What was Journey House doing to meet them? For reasons still unclear to me, I drew the historical side of the assignment. That's when the proverbial light bulb went on above my head. I began to see a vital connection between my own roots on the South Side and the story of the neighborhood, the city, and the society around me. Without knowing it at the time, I had found what would become my calling.

Byron and I co-authored a little booklet fearlessly titled "The Near South Side: A Delicate Balance." Primitive though it was, a local social action group thought enough of our effort to print 500 copies. It was my first published work. Forty-eight years later, I'm still plowing the field I found by happy accident in 1971.

Journey House went on to greater things after I left a year later. The old drug store was torn down to make way for a McDonald's, and the center moved to a succession of new homes under a succession of directors. The organization developed in its modern form with the arrival of Dr. Michele Bria, an understated powerhouse in her own right, who became CEO in 1998. Under her leadership, Journey House has proven particularly adept at forging partnerships, and the result is an organization whose scale, sophistication and relevance are light-years beyond anything we could have imagined in 1969.

One of the underrated pleasures of age is witnessing growth from small beginnings, whether in a child, a grandchild, or, in this case, an institution. Journey House has been changing lives for a full 50 years now — a remarkable achievement in the precarious world of social services. Long may the journey continue.

John Gurda, a Milwaukee historian, writes for the Crossroads section on the first Sunday of each month (www.johngurda.com).



Materials from a pathbreaking workforce readiness workshop at the Journey House community center on Milwaukee's Near South Side. Journey House incorporates basic psychology and brain science in its standard job training.

(Photo: John Schmid / Milwaukee Journal Sentinel)



Michele Bria, chief executive at the Journey House community center on Milwaukee's near south side, shows materials used in a pioneering workforce readiness workshop. Journey House incorporates basic psychology and brain science in its standard job training.

(Photo: John Schmid / Milwaukee Journal Sentinel)