

LEADERSHIP

Dear Friends,

2011 was a historic, hallmark year for Journey House. In September, we broke ground on the new \$6MM Journey House Center for Family Learning and Youth Athletics. This new facility, a collaborative effort between Journey House and H.W. Longfellow K-8 School of Milwaukee Public Schools, will be a catalytic force for positive change in the neighborhood.

In this new community hub, we will provide expanded and deepened programs and services to our Clarke Square neighbors, offering them ample access to appropriate spaces for adult education, family literacy, workforce readiness, organized sports, family recreation programs, and youth development activities. We look forward to launching a new Performing Cultural Arts program, starting new sports teams (basketball, baseball, golf, soccer and volleyball), growing our already existing football and cheerleading program and offering health and wellness activities for families.

Our ability to accomplish all of this is made possible through partnerships, such as the one we have with Milwaukee Public Schools, Milwaukee Area Technical College, Discovery World and a host of others. These partners share our passion for bringing change to the community. Their commitment to helping our participants achieve their potential has made them part of the fabric of our neighborhood and they are a major part of our blueprint for success. Thank you for working together with us to provide programs and services that are truly transforming the area.

We look forward to welcoming you to our new center in 2012 and helping you to explore how to become engaged in the important work and service we do in the neighborhood. Many hands make the work lighter!

Together in the Journey,

Michele Bria, Ph.D. Barbara Klein

Chief Executive Officer Chairwoman, Board of Directors

MISSION

Established in 1969, Journey House is a community infrastructure that increases education, reduces unemployment and crime, strengthens families, and revitalizes neighborhoods. At Journey House, we empower families by working with our community utilizing a self-help philosophy.

DEMOGRAPHICS Total unduplicated number served= 4,429

Latino: 62%

African American: 26%

Caucasian: 7% Asian American: 1% American Indian: 1%

Other: 3%

REVENUE: \$3,514,339

Government Grants:

\$849,940 24.2%

Contributions and grants:

\$2,551,593 72.6%

Contract services:

1.1% \$40,095

Fundraising:

\$20,349 .6%

Other:

\$52,362 1.5%

EXPENSES: \$3,477,161

Youth Programs:

\$743,401 21.4%

Adult Programs:

\$711,745 20.5%

Management and general:

6.4% \$222,374

Development and fundraising:

6.3% \$221,322

Grant to Journey House Charitable Foundation:

\$1,578,319 45.4%



HIGHLIGHTS

Thanks to the generosity of Journey House supporters, 2011 was another eventful and successful year. Highlights include:

- 4,429 youth and families participated in Journey House programs
- 185,030 total participation hours
- 65 chronically unemployed participants obtained jobs with the help of our Urban Careers Institute. We continue to work with these individuals after employment, helping them to keep their jobs and manage their money.
- 32 of our students earned their GED; 15 of these were in Spanish.
- 311 children throughout the year were served by our onsite childcare. 31 of our parents regularly participated in PACT (Parent and Child Time Together) and 66 children participated.

- 11 of our students earned their United States citizenship thanks to a generous grant by the Charles E. Benidt Foundation.
- We introduced a GED Express Class. This class, offered in both English and Spanish, is based on individual instruction and designed for students who are in the process of GED testing and are ready to finish quickly.
- Ground was broken for the new Journey House Center for Family Learning and Youth Athletics on September 16. This project is a collaborative effort between Journey House and H.W. Longfellow K-8 School of Milwaukee Public Schools. When completed, this multipurpose facility will help to meet the growing community demand for services and activities in the Clarke Square neighborhood.











 We hosted our first Halloween Spooktacular on October 31 and welcomed over 300 Journey House families and community members with crafts, games, a haunted house and costume contest.

2012 promises to be another exciting year. Here are a few of the things we are looking forward to:

- Our annual Auction Gala in April
- The opening of the new Journey House Center for Family Learning and Youth Athletics in June
- Installation of the artificial turf football field (donated by the Packers and previously located at their Ray Nitschke Practice Field) in Mitchell Park to serve as the home field for the Journey House Youth Football and Cheerleading League

- Cultivating new employer relationships for our Urban Careers Institute
- Development of our new charitable giving: Journey House
 Charitable Foundation
- All staff learning stress reduction and enhanced focus from the Institute of Human Values Association
- Enhanced staff and board organizational performance through implementation and use of Bucket Brigade's Atrium











VOLUNTEERS



Over 150 volunteers donated their time and talents to Journey House programs and services in 2011. These individuals spent more than 5,000 hours serving on our Board of Directors, working at our events, tutoring our students, coaching our

athletes, and helping us with administrative needs. Their services are valued at over \$60,000!

Marlene Scholz joined Journey House's group of volunteers in March 2011. With over 30 years of experience as a financial executive in the banking industry, Marlene is the perfect example of how our volunteers are matched with opportunities that utilize their skills and areas of interest. She

now serves as a financial coach at our Urban Careers Institute Financial Opportunity Center, working with our participants on financial planning and setting goals.

"I have found my clients to be very adept at dealing with the various adverse circumstances they face on a day-to-day basis," explained Marlene. "It is difficult for them to step out of their comfort zones but they are very willing to work with me on turning their situations around."

By providing a listening ear, Marlene is able to assess where her clients are in their financial journey at the current moment, to determine where they want to be, to offer options and tools to help them improve their financial situation and to help them navigate through the financial system to achieve their goals.











LEARNING CENTERS

Journey House operates three Community Learning Centers (CLCs) in partnership with Milwaukee Public Schools at Humboldt Park K-8, Longfellow K-8, and Bay View/Fritsche. These CLCs increase student achievement and learning while giving students a safe, structured and supervised after-school environment where they can gather, learn, share and have fun.

2011 Humboldt Park outcomes:

• Total number served: 295

• Average daily attendance: 100

• Regular attendees: 96

The Humboldt Park CLC had great success with its math and reading tutoring classes in 2011. Through these classes, a variety of below proficient students became proficient in these subjects within a semester's time. Due to high demand, the CLC is looking to expand this program next fall.

2011 Longfellow outcomes:

Total number served: 328

Average daily attendance: 143

• Regular attendees: 121

Our Longfellow CLC finds great success in its leadership programs, all of which have produced fantastic results in the youth served. An example of one of these programs is the Too Good for Drugs Program (TGFD). This program, first introduced in 2004, focuses on providing youth with the skills needed to resist negative influences such as drugs, peer pressure and unhealthy life choices.

2011 Bay View/Fritche outcomes:

• Total number served: 591

• Average daily attendance: 97

Regular attendees; 110

For the third year in a row, our Bay View/Fritche CLC offered a middle school robotics program. We are proud to say that despite challenges that included a reduction in program funding, our team made it all the way to the state competition!











LEARNING CENTER

English Language Learning (ELL), Adult Basic Skills/GED, and Family Literacy all play a significant role in moving families out of poverty through education. By addressing the literacy needs of our participants and offering them the opportunity to increase their academic and life skills, we are providing them with a detailed plan for success.

Journey House is the lead provider of English Language Learners (ELL) in Clarke Square. The goal of our program is to increase our adult students' speaking, listening, reading, and writing skills to provide greater access to employment opportunities and post-secondary education. In 2011, 372 community residents took part in the program.

Basic Skills/GED (General Education Development) classes are offered in both English and Spanish for adults who are 18 and older. These classes provide student-centered instruction that prepare participants to complete the GED tests by building their reading, writing, communication and math skills. In 2011, we expanded our GED in Spanish course to include both morning and evening classes and also added a GED Express

class, designed for students who are in the process of GED testing and are ready to finish quickly. 256 students took part in these Journey House programs over the course of the year with 32 students obtaining their GEDs (15 in Spanish).

Providing a curriculum rich in social, physical and intellectual stimulation, Journey House's On-Site Childcare offers a program for the children (toddlers up to age 6) of our adult learners. It is a bilingual environment that prepares its participants to become ready for Head Start and K4. In 2011, 311 children took part in the program.

Learning to become good citizens continues to be part of the Journey House Adult Education program. The Citizenship Preparation Class for Adult Learners is offered to assist immigrants through the citizenship process that includes the application for naturalization, passing the U.S. Immigrant and Naturalization (INS) exam, and preparing for the interview portion of the N-400 Naturalization process. Eleven of our students became new United States citizens in 2011.











CAREERS INSTITUTE

As one of only 32 LISC Financial Opportunity Centers (FOC) across the country, Journey House's Urban Careers Institute helps clients to evaluate both their employment and financial needs. Our staff works with participants on an individual basis to create positive work habits and ethics, to teach proper communication skills, and to increase financial literacy.

Successes for 2011:

- 65 chronically unemployed participants were placed in jobs
- 131 residents received employment counseling
- 89 participants received financial counseling, increasing their credit scores and establishing family budgets.

Goals for 2012:

Establish a long term, continuous relationship with 50 program participants who would benefit from the one-on-one job coaching and financial counseling. The goal is to retain these individuals for three years to see the positive effects of rigorous employment and financial counseling over time.

- Increase the financial literacy of FOC clients. Many clients come to Journey House with no or very low credit scores due to non-payment of bills. By working with the client within their individual circumstances, the financial coach will assist in providing strategies that will raise the client's credit score to an acceptable level of 650 or higher.
- Continue to work with local businesses to design work-related training and adult education programs that will provide welleducated and competent workforce that has the soft skills, practical computer knowledge, and financial competencies that will allow them to be successful, productive and stable employees for long-term employment.











YOUTH LEADERSHIP

Journey House offers several youth programs that stress academics, workforce readiness and leadership for participants ages 6-19. These programs are designed to develop the personal, professional and social skills necessary to overcome adversity and achieve success.

Our Esquires Program serves young men from 13-19 years of age to ensure that they all have the opportunity to reach their full potential as productive adults. Program goals include creating good, upstanding citizens who are community minded, academically sound, physically fit, and socially responsible leaders. Over the course of the year 44 young men took part in the program.

Thirty-four young women, ages 12-18, participated in the Girls in the House program during 2011. The program cultivates life skills that boost participants' self-esteem, generates social awareness, and breaks family cycles of poverty, abuse, undereducation and unemployment. Highlights from the year

included going to three Broadway plays at the Marcus Center for Performing Arts through the Family First grant and touring Northwestern Mutual with a chance to speak to several of the employees.

The College Careers Program provides instructional and student support strategies to improve student success in high school and GED courses, and prepares participants for high achievement in college and the workforce. The program transitions Scholars into college by offering assistance in academic preparation, selecting a school, obtaining financial aid, and completing the necessary paperwork required for college admission. In 2011, 114 of our students participated in the program.











YOUTH ATHLETICS

Our programs incorporate physical activity, character building and family participation. Athletes are taught that academic achievement, self-discipline and commitment are invaluable tools in achieving their goals.

Four hundred youth between the ages of 6 and 14 took part in the Journey House Football and Cheerleading League's 2011 season. This league serves the most ethnically diverse children in the city of Milwaukee, including African American, Latino and Hmong youth. The program places a strong emphasis on education, nutrition, and good behavior on and off the field. All participants are required to have a library card and must complete a book report of their choice by the end of the season.

In conjunction with the Journey House Football League, a cheerleading team has been organized for girls between the ages of 6 and 14. Participants attend a two week camp in the summer to observe and learn from high school teams, practice

throughout the football season and perform at all football games. This program emphasizes similar character and life skills development as the football program.

During the summer of 2011, Journey House partnered with Athletes for Youth to establish a well-rounded youth baseball program not previously available to the youth in Clarke Square. Athletes for Youth brought in a dedicated and enthusiastic group of volunteers to implement a baseball program with youth who were enrolled in the Longfellow School/Journey House Community Learning Center summer program. In all, 73 youth ranging in age from 8-14 years participated in the program. In addition to learning the rules and skills of baseball, this program focused on developing skills in leadership, cooperation, and team-building.











PARTNERSHIPS

In 2011, Journey House partnered with over 100 different businesses and organizations that helped bring energy, fresh ideas, and a network of similarly committed colleagues to the Clarke Square neighborhood. These partnerships allowed Journey House to provide its participants with enhanced programs and services, offering them experiences and exposure to things that will change their lives. As we continue to build and nurture these relationships, as well as develop new ones, our community residents continue to grow.

Discovery World and Journey House have successfully collaborated on a number of initiatives and activities over the last three years. These include:

- Open access to Discovery World's campus and programs for Journey House youth and families, offering innovative scientific and engineering experiences.
- Spots in Discovery World summer camps for our Community Learning Center participants at no charge.

- Assistance in building a website for our Urban Careers Institute
- Access to videotaping equipment at Discovery World for our job seekers to practice job interviewing skills.
- Appearances by the Kohl's Mobile Learning Lab at several Journey House events, bringing creativity and out-of-the ordinary learning experiences right to our participants' doors.

DISCOVERY WORLD innovation | technology | environment It's where we're going











SPECIAL EVENTS 2011

Journey to the Center of Your Heart Auction & Gala- April 2, 2011 Hilton Milwaukee City Center

- Auction Chair: Julie Beres
- 314 guests attended
- Cash raffle, 200 silent and 9 live auction items
- Raised \$128,978 to support Journey House programs

Golf Outing - July 18, 2011 Mequon Country Club

- Golf Chairs: Chris Calvelli, Baird and Dr. Jim Williams, MATC
- 116 golfers
- \$45,250 raised

Groundbreaking for new Journey House Center for Family Learning and Youth Athletics-September 16, 2011

- A community partnership with H.W. Longfellow School of MPS
- Ground was broken for a new 30,000 square foot facility
- Over 400 community leaders and residents attended

Halloween Spooktacular, October 31, 2011

- 318 community members attended this inaugural event
- 9 donors helped out with everything from food to a Wii, presented to the winner of the costume contest

Thanksgiving Dinner – November 23, 2011

- 183 attended the Thanksgiving Dinner
- 17 volunteers worked at the event

Miracles for the Holidays - December 17, 2011

- 154 attended Breakfast with Santa
- 171 attended Dinner with Santa
- 111 Families were adopted
- 110 Individual kids were adopted by New World Montessori and TRC Global
- 42 Teen gift cards were handed out













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JOURNEY

"A special thank you to our corporate and government partners who have donated services, products, as well as their time and expertise to support the mission of Journey House."

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Technitrol, Inc. The Penworthy Company Time Warner Cable Titus Group Today's TMJ4 Town & Country Electric Travelers Insurance Tri City National Bank United Migrant Opportunity Services United Neighborhood Centers of Milwaukee University of Wisconsin - Extension University of Wisconsin - Milwaukee University of Wisconsin - Milwaukee Latino Student Union University of Wisconsin - Oshkosh Urban Ecology Center US Bank US Department of Education USA Football VJS Development Group LLC Voss Jorgensen Schueler Company Wagner Garden Mart Walgreen's Walker's Point Center for the Arts Walnut Wav WE Energies Wellpoint Whyte Hirschboeck Dudek IllqiW Wisconsin Club Wisconsin Conservatory of Music Wisconsin Department of Instruction Wisconsin Lutheran College Cheer Team Wisconsin Technical College System Wisconsin Tennis Association Wisconsin Youth Leadership Academy WJMR-FM 98.3 Woman's Club of Wisconsin Ziegler Kettle Moraine Jazz Festival Zilber Family Foundation Zoological Society of Milwaukee

SOURCES OF GRANTS AND CONTRACTS

BRIGHTER FUTURES

Community Advocates

- College Careers Program

CITY OF MILWUAKEE

Weed and Seed Program Community Development Block Grant

- Workforce

LOCAL INITIATIVE SUPPORT CORPORATION (LISC)

Financial Opportunity Center

MILWAUKEE AREA TECHNICAL COLLEGE (MATC)

General Purpose Revenue

- Adult Basic Skills

Pre-College Division

MILWAUKEE COUNTY

Safe Alternatives for Youth Community Development Block Grant - Workforce

MILWAUKEE PUBLIC SCHOOLS (MPS)

Community Learning Center

- Bay View/Fritsche Community Learning Center
- Humboldt Park K-8 Charter School Community Learning Center
- Longfellow K-8 School Community Learning Center

Summer Stars

Summer Camp Enrichment Program Youth Soccer League

MOUNT MARY COLLEGE

College in the Community

SAFE & SOUND, INC.

Safe Place Youth Programming

WISCONSIN TECHNICAL COLLEGE SYSTEM BOARD

Adult Education and Family Literacy
Program
Civics/English Literacy

UNITED MIGRANT OPPORTUNITY SERVCIES, INC.

W-2 Job Training and Education

UNITED NEIGHBORHOOD CENTERS OF MILWAUKEE

Medical College of Wisconsin Violence
Prevention Initiative
Helen Bader Cultural Arts Grant











JOURNEY HOUSE LEARNING AND

LEADERSHIP CENTERS

2110 West Scott Street Milwaukee, WI 53204 Ph: 414-647-0548 Fax: 414-647-0266

Bay View/Fritsche CLC 2751 South Lenox Street Milwaukee, WI 53207 Ph: 414-294-2535 Fax: 414-294-2415

Humboldt Park K-8 School CLC 3230 South Adams Avenue Milwaukee, WI 53207 Ph: 414-294-1725 Fax: 414-294-1715

Longfellow K-8 School CLC 1021 South 21st Street Milwaukee, WI 53204 Ph: 414-902-9807 Fax: 414-902-9815

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