Uniting to Build Safe Neighborhoods
DEAR FRIEND:

Greetings! What a year it has been! 2014 marks an historic year for Safe & Sound as we adopted the organization’s first strategic plan. Thank you to everyone who participated in that process, particularly the Safe & Sound Board of Directors, who made bold choices about Safe & Sound’s mission, programs and structure.

Safe & Sound remains committed to our three-part approach: community organizing, law enforcement and youth development. This report will outline some of the changes in our approach, but the most significant shift is in our youth development strategy. As we look to more deeply incorporate youth development into our neighborhood work, 2014 was the final year of our Safe Places program. We thank every agency that served as a Safe Place partner throughout the history of the program and look forward to working with them in new ways in the future.

Throughout the planning process, Safe & Sound staff continued to work tirelessly with residents, community-based organizations and our law enforcement partners to improve neighborhood safety. Every day we see evidence of the strength and determination of residents, who simply want safe communities for their children and grandchildren to play without fear.

There is no doubt that there are real challenges in some of our Milwaukee neighborhoods here, and the solutions are not simple. By uniting residents, youth, law enforcement and community resources, Safe & Sound helps make individual actions part of a collective action. It will take all of us. No one resident, politician, police officer, young person; no one agency or department or program can bring about change alone. Together, however, we can build safe and empowered neighborhoods. Together, we will succeed.

Thank you for your interest in and support of Safe & Sound and the thousands of residents and partners that work with us to achieve our vision of a safe neighborhood for everyone in Milwaukee.

Sincerely,

Katie Sanders
Executive Director
Our Strategic Goals

Safe & Sound’s crime prevention approach was developed in 1998 and became an innovative and award winning model addressing community challenges through three distinct prongs: youth development, community organizing and partnerships with law enforcement. In late 2014, Safe & Sound approved a strategic shift, incorporating the youth development piece tighter into the fold with a youth organizing function.

COMMUNITY COMMITMENT

Our partnerships with community members, law enforcement and community partners has been central to our commitment to Milwaukee neighborhoods. Safe & Sound’s ability to build safe and empowered neighborhoods is only possible with a concerted effort to generate, inform and unite stakeholders. The collective efforts with residents, youth, law enforcement and other agencies create synergies for amplified service delivery, identify and fill gaps, strengthen the sense of community and improve the safety and quality of life in our Milwaukee neighborhoods. As we move forward with our strategic plan, our partners are central to our mission.

ORGANIZATIONAL EXCELLENCE

As we modernize our approach and take a more proactive role in the Milwaukee community, we have established priorities to ensure long-term solutions in service to our mission:

• Develop investment among stakeholders sharing Safe & Sound values.

• Commit to recruiting and retaining a high caliber of diverse and qualified board and staff members.

• Build greater informed awareness and support of Safe & Sound through increased communication and community engagement.

• Improve use of data and technology to inform and enhance operations.
The Safe & Sound strategic plan for 2015-2017 moved to align with Milwaukee Police Department (MPD) district boundaries to reflect the collaborative work of Safe & Sound's Community Prosecution Unit (CPU) coordinators, who serve on teams with MPD, the District Attorney's Office, and several City departments and other nonprofit partners.

Within each district, Safe & Sound has selected two priority neighborhoods for targeted community safety strategies. A community organizer and a youth organizer dedicated to the neighborhoods team up with the CPU Coordinator in the district, to form a team of three. Organizers support resident capacity building and youth development. City-wide organizers are fluid among non-priority neighborhoods.

In 2015 Near West Side Partners formed and incorporated a Safe & Sound CPU coordinator into their team dedicated to Milwaukee’s near west side community.

The 27th Street Drug Free Coalition operates in 53208 zip code on Milwaukee’s west side focused on drug and alcohol prevention and address environmental challenges.
### We Unite: Our Strategic Model

**Safe & Empowered Neighborhoods**

#### Youth Development
- Youth Organizers
- Positive development alternatives
- Integrate arts, literature & performing arts
- Youth-led community improvement projects
- Youth/police dialogue sessions

#### Community Organizing
- Empower residents/businesses
- Identify leaders/build block clubs
- Strengthen sense of community and informal social controls
- Bridge connections to resources
- Identify and help resolve problems
- Improve neighborhood conditions
- Remove blight & graffiti

#### Partnerships with Law Enforcement
- Strategic partner of the Wisconsin High Intensity Drug Trafficking Area (28 agencies)
- Facilitate positive community-police relationships
- Community Prosecution Unit coordinators
- Resident liaisons

### We Build: Our Neighborhood Team Approach

#### Neighborhood Safety Team
- **Community Prosecution Unit (CPU) Coordinator**
  - Operates district wide
  - Assigned to a team with Milwaukee Police Department, District Attorney Office, City Attorney, Department of Neighborhood Services, Department of Corrections
  - Works to resolve nuisance property issues

#### Community Organizing Team
- **Community Prosecution Unit (CPU) Coordinator**
  - Operates district wide
  - Assigned to a team with Milwaukee Police Department, District Attorney Office, City Attorney, Department of Neighborhood Services, Department of Corrections
  - Works to resolve nuisance property issues

- **Community Organizing Team**
  - Operates in two priority neighborhoods within the district
  - One community organizer to build neighborhood capacity, organize block clubs, build a relationship with police
  - One youth-focused organizer to connect youth with leadership opportunities, develop connection with community, build relationships with adults and police

#### Advantages of Neighborhood Team Approach:
- Condenses and strengthens focus
- Integrates activities and initiatives
- Enhances intergenerational and cross-community relationships
- Opens lines of communication
- Localizes and customizes programs
- Delivers resources more efficiently
- Helps fill gaps in resources
2014 Outcomes

RESIDENT EMPOWERMENT

MORE THAN 3,500 residents reached at their front doors in face-to-face conversations

MORE THAN 55,000 resource materials distributed to improve quality of life

OVER 4,400 referral and follow-up contacts to address resident concerns

COMMUNITY BUILDING

CLOSE TO 300 community meetings with nearly 3,000 participants

NEARLY 50 community improvement and beautification events

SAFER STREETS

1,000+ neighborhood nuisances — like loitering, drug dealing, public drunkenness — abated

MORE THAN 100 resident crime issues identified and reported to law enforcement

Funded 17 Safe Places, serving 11,079 youth

BLIGHT REMOVAL

FACILITATED OVER 60 property owner meetings to address specific nuisance problems

NEARLY 13,000 square feet of graffiti removed

MORE THAN 450 housing code/exterior blight issues resolved
### Statements of Activities

**For the Years Ended December 31, 2014 and 2013**

#### Public Support

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Grants</td>
<td>$1,728,605</td>
<td>$1,686,010</td>
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<tr>
<td>Contributions</td>
<td>345,160</td>
<td>311,803</td>
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<tr>
<td>Net assets released from restrictions</td>
<td>—</td>
<td>—</td>
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<tr>
<td><strong>Total Public Support</strong></td>
<td><strong>2,073,765</strong></td>
<td><strong>1,997,813</strong></td>
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#### Revenue

<table>
<thead>
<tr>
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<th>2014</th>
<th>2013</th>
</tr>
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<tbody>
<tr>
<td>Investment income</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Other</td>
<td>630</td>
<td>—</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>2,074,405</strong></td>
<td><strong>1,997,823</strong></td>
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</tbody>
</table>

#### Expenses

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private – Milwaukee</td>
<td>110,353</td>
<td>47,158</td>
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<tr>
<td>HIDTA – Milwaukee</td>
<td>679,969</td>
<td>816,137</td>
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<tr>
<td>Block Grant</td>
<td>702,234</td>
<td>269,016</td>
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<tr>
<td>Community Partners</td>
<td>121,733</td>
<td>519,699</td>
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<tr>
<td>DFC</td>
<td>161,768</td>
<td>144,481</td>
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<tr>
<td><strong>Total Program</strong></td>
<td><strong>1,776,057</strong></td>
<td><strong>1,796,491</strong></td>
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<tr>
<td>Management and General</td>
<td>170,708</td>
<td>116,583</td>
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<tr>
<td>Fundraising</td>
<td>93,926</td>
<td>107,740</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>2,040,691</strong></td>
<td><strong>2,020,814</strong></td>
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#### Change in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
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<tbody>
<tr>
<td><strong>Net Assets – Beginning of Year</strong></td>
<td>$495,944</td>
<td>$518,935</td>
</tr>
<tr>
<td><strong>Net Assets – End of Year</strong></td>
<td>$529,658</td>
<td>$495,944</td>
</tr>
</tbody>
</table>

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**Thank You to Our Donors**

$25,000+  
- Greater Milwaukee Foundation  
- Northwestern Mutual Foundation  
- Zilber Family Foundation  
- $10,000 – $24,999  
  - Anon Charitable Trust  
  - Baird Foundation  
  - Community Advocates  
  - Forest County Potawatomi Community Foundation  
  - Jane Bradley Pettit Foundation  
  - Uihlein Foundation  
- $5,000 – $9,999  
  - A.O. Smith Foundation  
  - BMO Harris Bank  
  - Puelicher Foundation  
- $2,500 – $4,999  
  - AAA Wisconsin  
  - Camille Lonstorf Trust  
  - Eppstein Uhen Foundation  
  - La Macchia Enterprises, Inc.  
  - Major League Baseball  
- $1,000 – $2,499  
  - Forest County Potawatomi Community Foundation  
  - Jane Bradley Pettit Foundation  
  - Uihlein Foundation  
- $25,000+  
  - Herb Kohl Charities  
  - Lynde and Harry Bradley Foundation  
  - Northwestern Mutual Foundation  
  - Zilber Family Foundation

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**Safer. Stronger. Together Annual Breakfast 2014**

**Chief Edward A. Flynn**  
*Law Enforcement Leader Award*

**Zilber Family Foundation**  
*Corporate Leadership Award*

**Khalil Evans and Jeremiah Phillips**  
*Youth Leadership Awards*

**Mary Ellen Stanek**  
*Herb Kohl Champion Award*

**George Kelling, Ph.D.**  
*Keynote Address*

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**Youth Leadership Awards**

- Khalil Evans and Jeremiah Phillips

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**Community Partners**

- CIDC
- Community Development Corporation of Wisconsin
- Greater Milwaukee Foundation
- Northwestern Mutual Foundation
- Zilber Family Foundation

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**Government Grants**

- $750,000 – $999,999
- Uihlein Foundation
- Anon Charitable Trust
- Baird Foundation
- Community Advocates
- Forest County Potawatomi Community Foundation
- Jane Bradley Pettit Foundation
- Uihlein Foundation

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**Public Support and Revenue**

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<td><strong>Total Public Support and Revenue</strong></td>
<td><strong>2,074,405</strong></td>
<td><strong>1,997,823</strong></td>
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Board of Directors
AS OF 12/31/14

Kimberly Kane, CHAIR | Kane Communications Group
Bridget Clementi, VICE CHAIR | Children’s Hospital of Wisconsin
Chief Edward A. Flynn, PAST CHAIR | Milwaukee Police Department
Diana M. Zawada, TREASURER | Northwestern Mutual
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JoAnne Anton | Herb Kohl Charities
Mayor Tom Barrett | City of Milwaukee
Randi Becker | The Mark Travel Corporation
Tyler Briggs | Robert W. Baird & Co.
U.S. Marshal Kevin Carr | U.S. Department of Justice
District Attorney John T. Chisholm | Milwaukee County
Sheriff David A. Clarke, Jr. | Milwaukee County
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Lynn Greb | Milwaukee Public Schools
Vincent Lyles | Boys and Girls Clubs of Greater Milw.
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Jeffrey T. Sprau | Safeway Group
Bryan Swanson | Park Bank
Benjamin S. Wagner | Habush, Habush & Rottier S.C.
McArthur Weddle | Northcott Neighborhood House

Executive Director
Katie Sanders

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Adrian Spencer
Bree Spencer
Caitlin Sprague
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