OUR VISION

A safe neighborhood for everyone in Milwaukee.
Dear Friends:

As a new Executive Director and new Board Chair in 2020, we had no idea that the year would end up unlike any other our organization has seen. The deadly COVID-19 virus and its spread created a global pandemic that affected the communities we serve in an unprecedented way. Many of us lost loved ones to the virus, and we struggled as a country to properly protect residents from both the health and economic impacts of COVID-19. Milwaukee also experienced all-time highs in homicides, suicides, and overdose deaths that ravaged the neighborhoods we serve. All of this combined affected our daily operations and how we served our residents.

Despite these challenges, the Safe & Sound team continued to provide the highest quality of engagement with the residents and youth we serve within our ten priority neighborhoods. Our staff pivoted our work to the virtual world and engaged with residents in person with safety protocols in place.

Although the ways in which we served over 7,500 residents and youth changed in 2020, we remained responsive to their overall needs by:

- Transitioning to virtual community organizing to host neighborhood meetings and encourage resident participation,
- Providing weekly resource guides to the community that became a trusted source of information for our residents and our partners,
- Hosting virtual youth plug-ins to engage our young people, and
- Distributing more than 60,000 flyers and resources throughout our priority neighborhoods.

Additionally, our work took place with the backdrop of significant organizational change. Our leadership team grew, we began creating new strategic priorities for our work, and we started to build infrastructure for greater depth in our neighborhood work through a collective impact lens. We also continued to strengthen our financial footing by working with our partners and funders to communicate and meet our needs caused by the pandemic.

We know many of the same challenges we faced in 2020 await us in 2021. We are committed to working with and are thankful for our partners and supporters as we continue to find innovative ways to serve Milwaukee residents and youth, address racial and social inequities and build safer neighborhoods!

Sincerely,

Joe’Mar Hooper
Executive Director

John Kordsmeier
Board Chair
Safe & Sound approaches neighborhood safety through five Neighborhood Teams of three staff members – all city of Milwaukee residents who are experts on the unique characteristics of their designated neighborhoods.
PIVOTING OUR WORK
Bringing Resources Directly to Residents Virtually

Prior to the pandemic, Safe & Sound and the Northwest Side CDC (NWSCDC) worked closely in Milwaukee Police District 7 to connect residents to resources, work with the Milwaukee Police Department on various issues, host resource fairs and more. As Safe & Sound pivoted our work to the virtual world, we released a daily and then weekly COVID-19 resource guide highlighting various partners, emergency response programs, and job opportunities that were posted on our social media and website. NWSCDC was a frequent supporter of this guide, distributing it to resident leaders and highlighting their resources in the guide.

From these weekly resource guides, organizers from Safe & Sound and NWSCDC wanted to further their reach by hosting virtual “Community Conversations” for residents to learn more about what was going on in their neighborhood and city. The virtual sessions hosted via Zoom and then later posted to social media focused on the COVID-19 pandemic in the beginning, answering resident questions about the virus itself, testing locations and the City’s plans with help from local doctors and nurses as well as Milwaukee Health Services.

The “Community Conversations” evolved into a monthly meeting for residents to log in to learn about new topics affecting their neighborhoods including domestic violence, the local Business Improvement Districts, crime and safety updates with MPD, and more. Residents who joined the conversations were also invited and encouraged to join Safe & Sound and NWSCDC for neighborhood clean ups to safely come together to beautify their community.

Despite the pandemic, Safe & Sound has strengthened and formalized partnerships with other organizations like the Northwest Side CDC to support residents and what they want to see for their neighborhoods.
In the United States, Juneteenth is a holiday on June 19th to celebrate the emancipation of those who had been enslaved in the United States. For the last six years, Safe & Sound has partnered with WesCare and Running Rebels Community Organization to coordinate and host the Juneteenth Youth Voice Stage at the Annual Juneteenth Day Celebration in Milwaukee on MLK Jr. Drive. This space is held for youth to sing, dance, rap, perform spoken word and express themselves during the festival.

When Northcott Neighborhood House announced that the in-person celebration was not going to happen due to the pandemic, our youth organizers met to discuss ways to pivot the Youth Voice Stage into a virtual space and continue the tradition.
“...I really had a good experience and liked watching all the other acts. I would definitely do this again next year.”

Manuel Webb | Youth Voice Stage Participant

After a few meetings, the organizers decided to host a virtual event, inviting local youth to submit videos of their performances to be cut and spliced together and then shared. Additionally, the organizers were always looking for new ways to include intergenerational dialogue and African American history into the in-person performance, so this virtual opportunity offered the ability to invite local subject matter experts like Clayborn Benson from the Wisconsin Black Historical Society, Reggie Jackson of Nurturing Diversity Partners, and Monique Inez Liston of Ubuntu Research & Evaluation to talk about the history of Juneteenth in Milwaukee. The youth organizers also thought this would be a great opportunity for local business such as Coffee Makes You Black, Daddy’s Soul Food, Gee’s Clippers, Funky Fresh Spring Rolls and more to share their information throughout the program.

After young people, small businesses, nonprofit organizations, and local historians sent their filmed performances and segments, we worked with Intellectual Imaging to put together the footage. On Juneteenth we invited residents, youth, elected officials, nonprofit partners, and other stakeholders for a Youth Voice Stage viewing party via Zoom. More than 250 people logged onto the live celebration from across the country and since being posted to Facebook, the recording has more than 2,000 views.

While we were disappointed to not hold an in-person celebration, the virtual event’s success really showed the dedication, flexibility and breadth of our team’s work to connect youth and residents to one another. The team was also excited to add a new element to the celebration highlighting the meaning of Juneteenth and why it matters. Participants who joined the live performance said they were happy to have a place to celebrate while being quarantined at home and enjoyed all of the new information they learned about the holiday.

Manuel Webb, also known as rapper “Big Perro” says, “I really wish the performances could have been in person, but I really had a good experience and liked watching all the other acts. I would definitely do this again next year.” While we do not know what the near future holds, Safe & Sound’s youth organizing team looks forward to celebrating Juneteenth 2021 whether it be in-person or virtual. To view our 2020 celebration, visit our Facebook page at facebook.com/safesoundinc.
PIVOTING OUR WORK
Delivering Comforting Meals to Neighborhood Families

In April, our team was starting to see the effects of the COVID-19 pandemic on the families we work with. Residents were losing their jobs, suffering from extreme isolation, not accessing their usual resources and feeling alone. Local small businesses were also suffering, especially neighborhood restaurants.

As we started to pivot our meetings, events and programs, we also wanted to comfort our resident leaders. This led us to the launch of the Family Friday Meals Campaign, a virtual initiative to raise funds for families to receive a warm and comforting meal right at their front door from a local restaurant.

In just one week, we raised more than $16,000 to support the Family Friday Meals Campaign with support from various individual donors, the Greater Milwaukee Foundation, LISC Milwaukee, State Farm, WE Energies Foundation and The Wyatt Charitable Trust. With these funds we worked with 11 local restaurants and caterers to deliver more than 1,300 hot meals to residents across the city.

Darlene was one of the resident leaders who received a hot meal for her family to enjoy. At the beginning of the pandemic, Darlene wasn’t working and was taking care of her three sons, one of whom suffers from epilepsy and asthma. Darlene says, “I feel grateful and thankful for everybody that has been helping us out in the community. I’ve never been through a hard time like this. When my family is back on our feet, I want to give back to my community where I grew up.”

Thank you to everyone who supported this initiative to recognize our residents in a new and innovative way while supporting local businesses during a very difficult time.
Thank you to our 2020 supporters!

*Safe & Sound, Inc.*

$100,000+
- Kohl's
- Zilber Family Foundation

$30,000 - $99,999
- Bader Philanthropies
- Melitta S. and Joan M. Pick Charitable Trust
- Northwestern Mutual Foundation
- Wells Fargo Foundation

$10,000 - $29,999
- Anon Charitable Trust
- BMO Harris Bank
- Brady Corporation
- First Midwest Bank
- Forest County Potawatomi Foundation
- Greater Milwaukee Foundation
- Jon Hammes
- Harley-Davidson Foundation
- Herb Kohl Philanthropies
- Holz Family Foundation
- Jane Bradley Pettit Foundation
- Johnson Controls Foundation
- Kelben Foundation
- John & Connie Kordsmeier
- Milwaukee Bucks
- Ralph Evrindve Foundation, Inc.

$5,000 - $9,999
- A.O. Smith Foundation, Inc.
- AAA Wisconsin
- Gustav and Gladys Kindt Foundation
- Jacobus Family Foundation
- Krause Family Foundation
- PNC Financial Services
- Steigleder Charitable Trust

$2,000 - $4,999
- Anonymous
- Aurora Health Care
- Baird Foundation
- Brad Brin & Glenna Cose Brin
- Coakley Brothers & Brothers Interiors
- Brian & Hillary Cothroll Croen Foundation, Inc.
- Gordon Fleisch Charitable Foundation
- Gruber Law Offices, LLC
- Pamela Koehn
- MillerCoors
- Mortenson Construction
- Mortgage Guaranty Insurance Corporation (MGIC)
- Nonprofit Management Fund
- O’Leary & Anick
- Greg Oberland
- RBC Wealth Management
- Rite Hite Foundation
- The Salvation Army of Milwaukee County
- Todd Smasal
- Wisconsin Medical Group

$1,000 - $1,999
- Anonymous
- Jackie & Michael Barber
- Tyler Briggs
- Steve Dubner
- Lynn Greb
- Mary & Ted Kellner
- Marcus Hotels & Resorts
- Network Health
- Alison Neuman
- Sodi Nichols

PNC Financial Services
Steigleder Charitable Trust
- Wonskowsky

$500 - $999
- Jeffrey Altenburg
- Amy Beres
- Mary Ann Collignon
- Frank and Elsa Sterner Family Fund
- Leslie Hauser
- Scott Heberlein
- Indeed Brewing Company
- Jomela Property Management
- Kimberly Kane
- Greg & Diane Lemmers
- LISC Milwaukee
- Anthony & Julianne Maggiore
- State Farm
- Bradford Trolinger
- Wauwatosa Presbyterian Church
- The Wyatt Family Charitable Fund

$250 - $499
- Anonymous
- Kathryn Berger
- Jim Bohn
- Bridget Clementi
- Christ Church Episcopal
- Mary Jo Coffee
- Susan Collins
- Christine S. Culver Ingens
- Charlie Dee
- Hannah Dugan
- Ken F. Kaplan
- Tom J. Krechel
- Elizabeth Michalkiewicz
- Jennifer Micke Kopetsky
- Trent Muller
- Network for Good
- Tony & Arin Nguyen
- Molly Schweiger
- Jenny Strigens
- Jenny Toutant

$100 - $249
- Joel Trefert
- Bryan Tweed
- Steven Wroblewski
- Constance Alberts
- Alli Andrews
- Anonymous
- Jill M. Austinson
- Donald & Mary Balchunas
- Chad Bauman
- Catherine Beck
- Sarah Bloom
- Richard Boomsmiter
- Alan Borsuk
- John Brannan
- Peggy A. Brey
- Mark Brickman
- Rachael Adele Bush
- Karyn Cable
- Rosemary Canchola
- Bryn A. Caryl
- Christ-St. Peter Lutheran School
- Cindy Collins
- Kobena-Marcus Collins
- Michael Collins
- Felicia Cooper
- Lafayette L. Crump
- Leslie A. Dawson
- Marshall & Judy Dermer
- Nicholas DeSiato
- Anneliese Dickman
- Ed and Patrick Seaberg-Smith Foundation
- Joseph W. Ellwanger
- Madison Erlandson
- Sally Flaschberger
- Adam Foxman
- Ellen Gilligan & Charlie DeSando
- John Goetz
- Arvind Gopalratnam
- Kyle Hagge
- Doris Heiser
- William Hotz
- Terry A. Jones
- Jackie Keltnen
- Hannah Kitzerow
- Mike Kodner
- Krystina Kohler
- Sarah & Katie Kordsmeier
- Jean Lemorande
- Karen M. Lisovski
- Bob & Sue Luenger
- Kate Lundeen
- Rebecca Lundh
- Ellen Malloy
- Ryan Marks
- Frank Martinek
- Jamie Miller
- Nancy S. Morris
- Judge Derek Mosley
- Tonen O’Connor
- Faith O’Tool
- Jason Parry
- Mary Reddin
- Jamie Reeve
- Dan & Jennifer Ryan
- Katie Sanders
- Michael Schade
- Sarah Schneider
- Linsey Sieger
- Natalie Sollverson
- Bree Spencer
- Jeffrey T. Sprau
- Lindsey St. Arnold Bell
- Mel Stindt
- Andy & Sue Stockhausen
- Bryan Swanson
- Julia Tennesen
- Mia Tripi
- Alexis Twito
- Dyan Wagner
- Lorraine Wayman
- Dennis & Sue Webb
- McArthur Weddle
- Kathleen Werner
- Adam Woodside
- Patricia Ellen Zarzecki

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### Statement of Activities

**FOR THE YEARS ENDED DECEMBER 31, 2019 AND 2020**

<table>
<thead>
<tr>
<th>Revenue</th>
<th>UNRESTRICTED</th>
<th>RESTRICTED*</th>
<th>TOTAL</th>
<th>UNRESTRICTED</th>
<th>RESTRICTED</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Government Grants</td>
<td>$1,142,552</td>
<td>—</td>
<td>$1,142,552</td>
<td>$1,306,494</td>
<td>—</td>
<td>$1,306,494</td>
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<td>Contributions</td>
<td>467,439</td>
<td>208,461</td>
<td>675,900</td>
<td>581,364</td>
<td>198,000</td>
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<td>Program Service Revenue</td>
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<td>23,000</td>
<td>—</td>
<td>—</td>
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<tr>
<td>Special Event Net Revenue</td>
<td>161,315</td>
<td>161,315</td>
<td>202,328</td>
<td>—</td>
<td>—</td>
<td>202,328</td>
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<tr>
<td>Net assets release from restrictions</td>
<td>194,249</td>
<td>(194,249)</td>
<td>27,727</td>
<td>(27,727)</td>
<td>—</td>
<td>—</td>
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<tr>
<td>Other</td>
<td>—</td>
<td>—</td>
<td>14,684</td>
<td>—</td>
<td>—</td>
<td>14,684</td>
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<tr>
<td>Total Revenue</td>
<td>2,175,335</td>
<td>14,182</td>
<td>2,198,517</td>
<td>2,155,597</td>
<td>170,273</td>
<td>2,325,870</td>
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### Expenses

<p>| | | |</p>
<table>
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</thead>
<tbody>
<tr>
<td>Prevention Program</td>
<td>1,452,519</td>
<td>1,501,763</td>
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<tr>
<td>Management and General</td>
<td>199,141</td>
<td>212,366</td>
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<tr>
<td>Fundraising</td>
<td>361,644</td>
<td>285,986</td>
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<tr>
<td>Total Expenses</td>
<td>2,013,304</td>
<td>2,000,115</td>
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**CHANGE IN NET ASSETS**

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<tr>
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<th>2020</th>
<th>2019</th>
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<tr>
<td>163,903</td>
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<td>178,085</td>
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<td>1,049,844</td>
<td>201,633</td>
<td>1,251,477</td>
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<td>213,747</td>
<td>215,815</td>
<td>1,429,562</td>
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<tr>
<td>1,049,844</td>
<td>894,362</td>
<td>31,360</td>
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<tr>
<td>1,213,747</td>
<td>$1,429,562</td>
<td>$201,633</td>
</tr>
</tbody>
</table>

**Net Assets – End of Year**

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,213,747</td>
<td>$1,429,562</td>
<td>$201,633</td>
</tr>
</tbody>
</table>

* Funds acquired in 2020 but for expenses in 2021

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### 2020 Impact Snapshot

- **62,403 flyers and resources distributed across the city**
- **5,397 hours spent in neighborhoods connecting directly with residents to learn about their priorities and concerns**
Our Mission
We unite residents, youth, law enforcement and community resources to build safe and empowered neighborhoods.

3,394 youth engaged in 262 in-person and virtual youth-focused events and meetings

1,138 instances of nuisance abated
Stay Engaged!

✉️ Sign up for our enews on our website.

🐦 Connect with us on social media @ SafeSoundInc

safesound.org