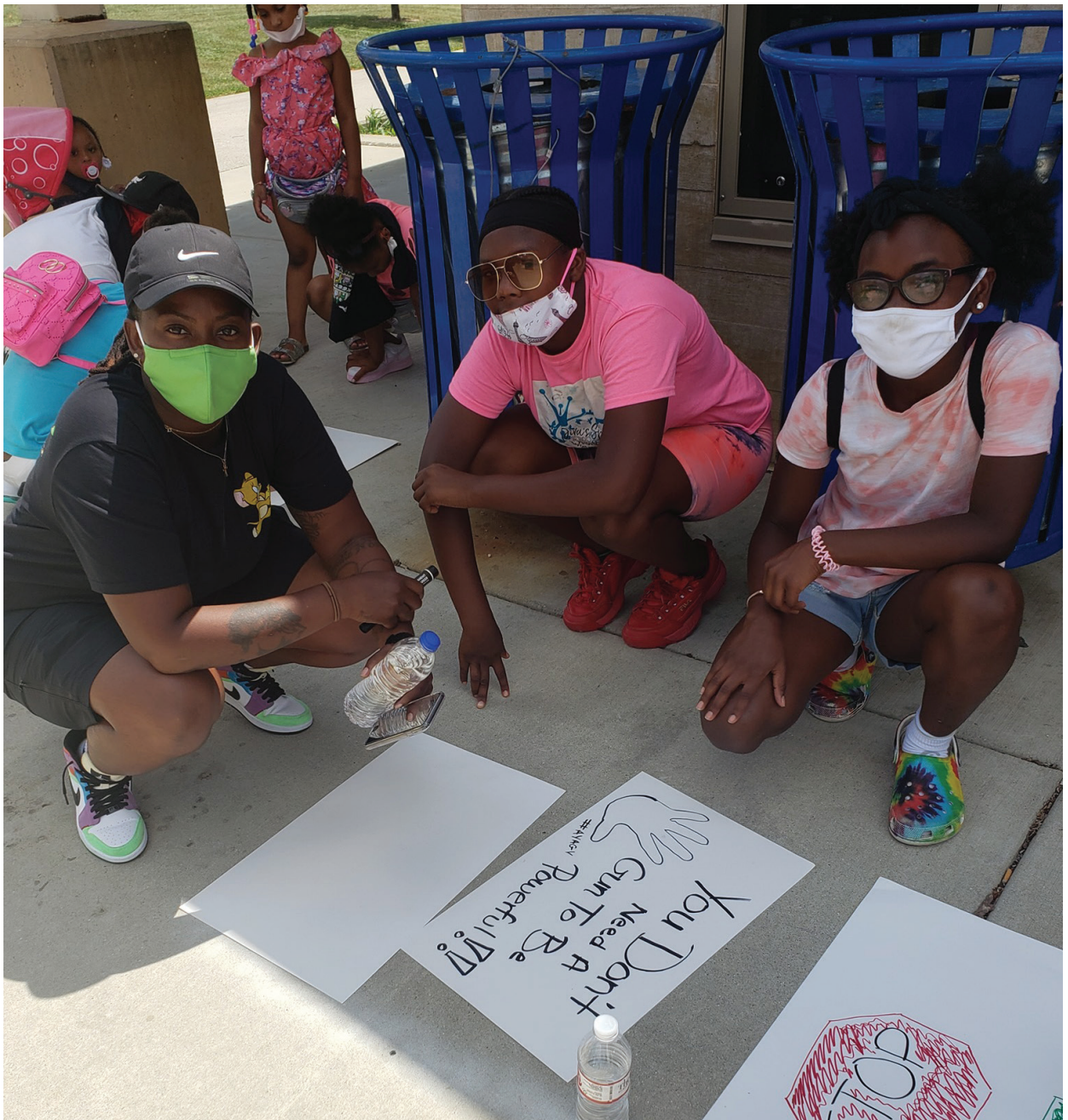




SAFE & SOUND

2020 ANNUAL REPORT



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.

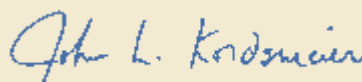
Additionally, our work took place with the backdrop of significant organizational change. Our leadership team grew, we began creating new strategic priorities for our work, and we started to build infrastructure for greater depth in our neighborhood work through a collective impact lens. We also continued 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

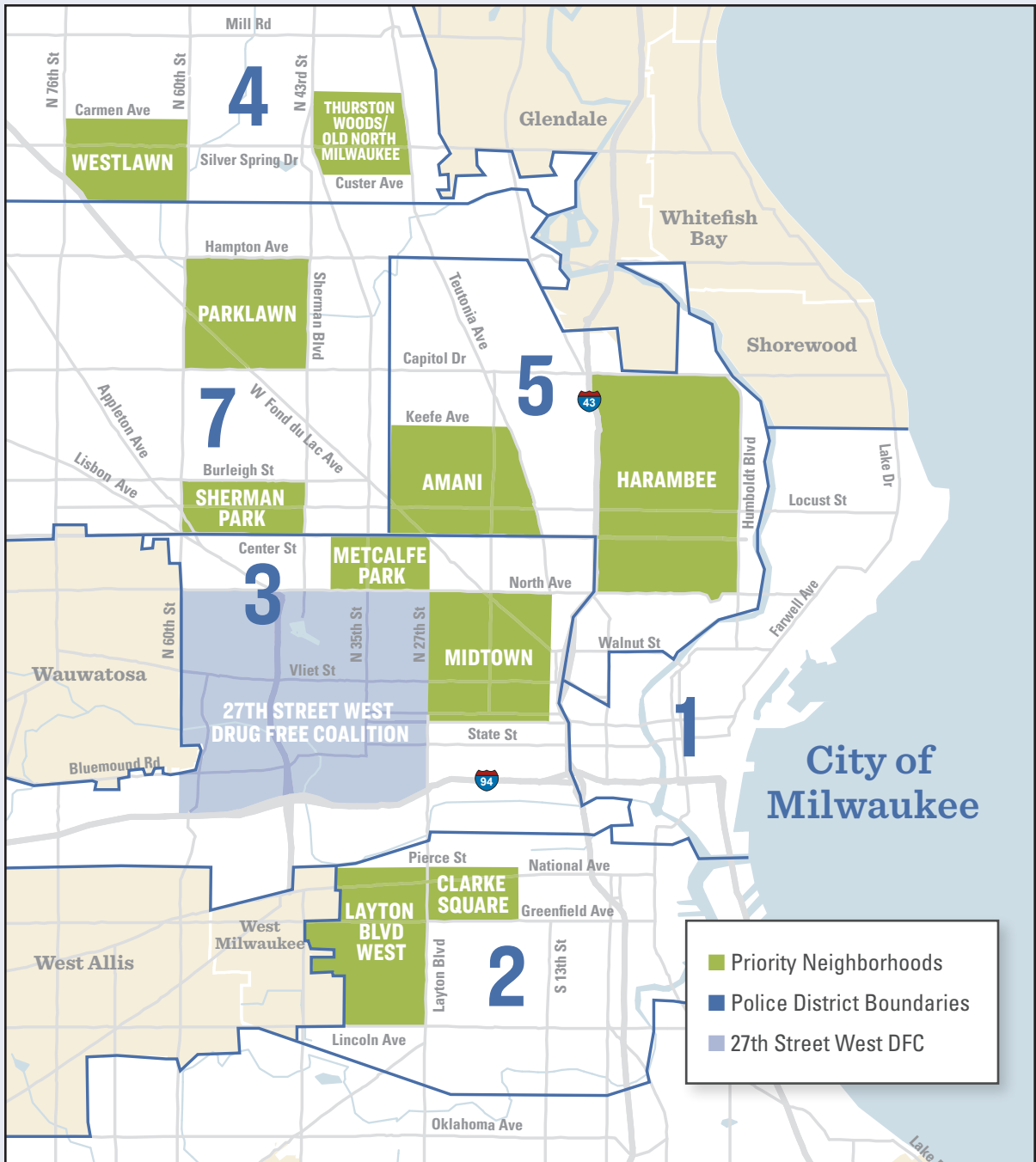


John Kordsmeier
Board Chair

WHERE WE WORK

Building Safe Communities

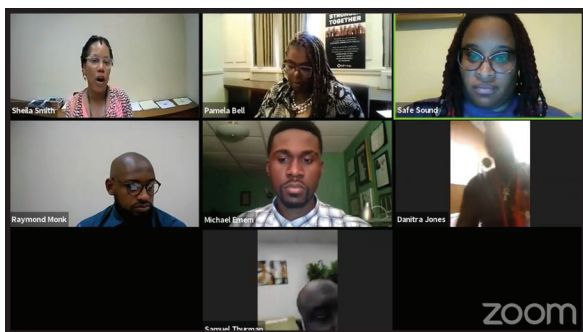
Safe & Sound approaches neighborhood safety through five Neighborhood Teams of three staff members – all city of Milwaukee residents who are experts on the unique characteristics of their designated neighborhoods.



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. •

PIVOTING OUR WORK

Amplifying the Youth Voice to Celebrate Juneteenth Day



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



Melodic Prodigies, a Milwaukee native group that is a mixture of hip-hop and R&B with live instrumentation.



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!



\$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
Direct Supply
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 Evinrude
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 Flesch
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

Peck Foundation
Thomas & Kathy Schrader
We Energies Foundation

\$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 Irgens
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

Joel Treffert
Bryan Tweed
Steven Wroblewski

Up to \$250

Constance Alberts
Alli Andrews
Anonymous
Jill M. Austinson
Donald & Mary Balchunas
Chad Bauman
Catherine Beck
Sarah Bloom
Richard Boomsliter
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
Anneleise 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 Keltner
Hannah Kitzerow
Mike Kodner
Krystina Kohler
Sarah & Katie Kordsmeier
Jean Lemorande
Karen M. Lisowski
Bob & Sue Lueger
Kate Lundeen
Rebecca Lundh
Ellen Malloy
Ryan Marks
Frank Martinelli
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 Solverson
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

Statement of Activities

FOR THE YEARS ENDED DECEMBER 31, 2019 AND 2020

Revenue	2020			2019		
	UNRESTRICTED	RESTRICTED*	TOTAL	UNRESTRICTED	RESTRICTED	TOTAL
Government Grants	\$ 1,142,552	—	\$ 1,142,552	\$ 1,306,494	—	\$ 1,306,494
Contributions	467,439	208,461	675,900	581,364	198,000	779,364
Program Service Revenue	4,750		4,750	23,000	—	23,000
Special Event Net Revenue	161,315		161,315	202,328	—	202,328
Net asses release from restrictions	194,249	(194,249)		27,727	(27,727)	—
Other				14,684	—	14,684
Total Revenue	2,175,335	14,182	2,198,517	2,155,597	170,273	2,325,870
Expenses						
Prevention Program			1,452,519			1,501,763
Management and General			199,141			212,366
Fundraising			361,644			285,986
Total Expenses			2,013,304			2,000,115
CHANGE IN NET ASSETS	163,903	14,182	178,085	155,482	170,273	325,755
Net Assets – Beginning of Year	1,049,844	201,633	1,251,477	894,362	31,360	925,722
Net Assets – End of Year	\$ 1,213,747	\$ 215,815	\$ 1,429,562	\$ 1,049,844	\$ 201,633	\$ 1,251,477

* Funds acquired in 2020 but for expenses in 2021

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

Board of Directors

AS OF DECEMBER 31, 2020

John Kordsmeier Northwestern Mutual, Retired, **CHAIR**

Robert Cherry Wisconsin Department of Workforce Development, **VICE CHAIR**

Lafayette Crump City of Milwaukee, Department of City Development, **PAST CHAIR**

Tyler Briggs RBC Wealth Management, **TREASURER**

Alison Neuman Johnson Controls, **SECRETARY**

Deshea Agee

Historic King Drive BID

Bridget Clementi

Children's Wisconsin

Nick DeSiato

Milwaukee Police Department

Schinika Fitch

Milwaukee County

Lynn Greb

Milwaukee Public Schools

Scott Heberlein

Mortenson Construction

Kimberly Kane

Kane Communications Group

Ossie Kendrix

African American Chamber
of Commerce

Pamela Koehn

Direct Supply

Judge Derek Mosley

City of Milwaukee

Tony Nguyen

Wells Fargo, N.A.

Sodi Nichols

U.S. Bank

Marcey Patterson

City of Milwaukee

Molly Schweiger

PNC Financial Services

Todd Smasal

Northwestern Mutual

Barbara Smith

Community Volunteer

Bryan Swanson

First Midwest Bank

Benjamin Wagner

Habush Habush & Rottier

EX-OFFICIO MEMBERS

Mayor Tom Barrett

City of Milwaukee

James F. Bohn

North Central HIDTA

Acting Chief Jeffrey Norman

Milwaukee Police Department

County Executive David Crowley

Milwaukee County

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**



801 W. Michigan St.
Milwaukee, WI 53233-2301
(414) 220-4798
safesound.org

Stay Engaged!

 Sign up for our enews on our website.



Connect with us on social media @ **SafeSoundInc**