



# SAFE & SOUND

2021 ANNUAL REPORT





## OUR VISION

**A safe neighborhood for everyone in Milwaukee.**



Dear Friends:



At the risk of sounding cliché, our Safe & Sound team is working hard to settle into our “new normal.” And with that new normal came some powerful moments of reflection. I am grateful for the resilience and persistence of our staff as they step out into the community every day to continue putting the needs of our residents first. Through reflection on this past year and looking at what is to come, we are peeling back the layers to rediscover what is at the center of our work: RELATIONSHIPS.

The three pillars of our neighborhood teams – youth organizers, community organizers, and neighborhood safety coordinators – work hard throughout the year bringing resources to and from residents and partner organizations to meet the needs of our communities. Our pillars work best when we work together. Some of our most successful events happen when we leverage our relationships between pillars. Youth police dialogues and Barbershop Monday’s mentorship program are just two examples of what it looks like when we bring people from different backgrounds, ages, and experiences together to work toward building a better and safer future.

*Our three pillars – youth organizers, community organizers, and neighborhood safety coordinators work best when we work together.*

As we all look at what is to come, Safe & Sound is making a big move (literally and figuratively) with the purchase of our new headquarters located in the Sherman Park neighborhood, one of the ten priority neighborhoods Safe & Sound serves. This building is a chance for our organization to go deeper. We are excited to be in a space where we can host, engage, collaborate, and create all in an environment that is designed to be a hub for connection.

Thank you to everyone who had a part in making 2021 successful and here’s to our next chapter!

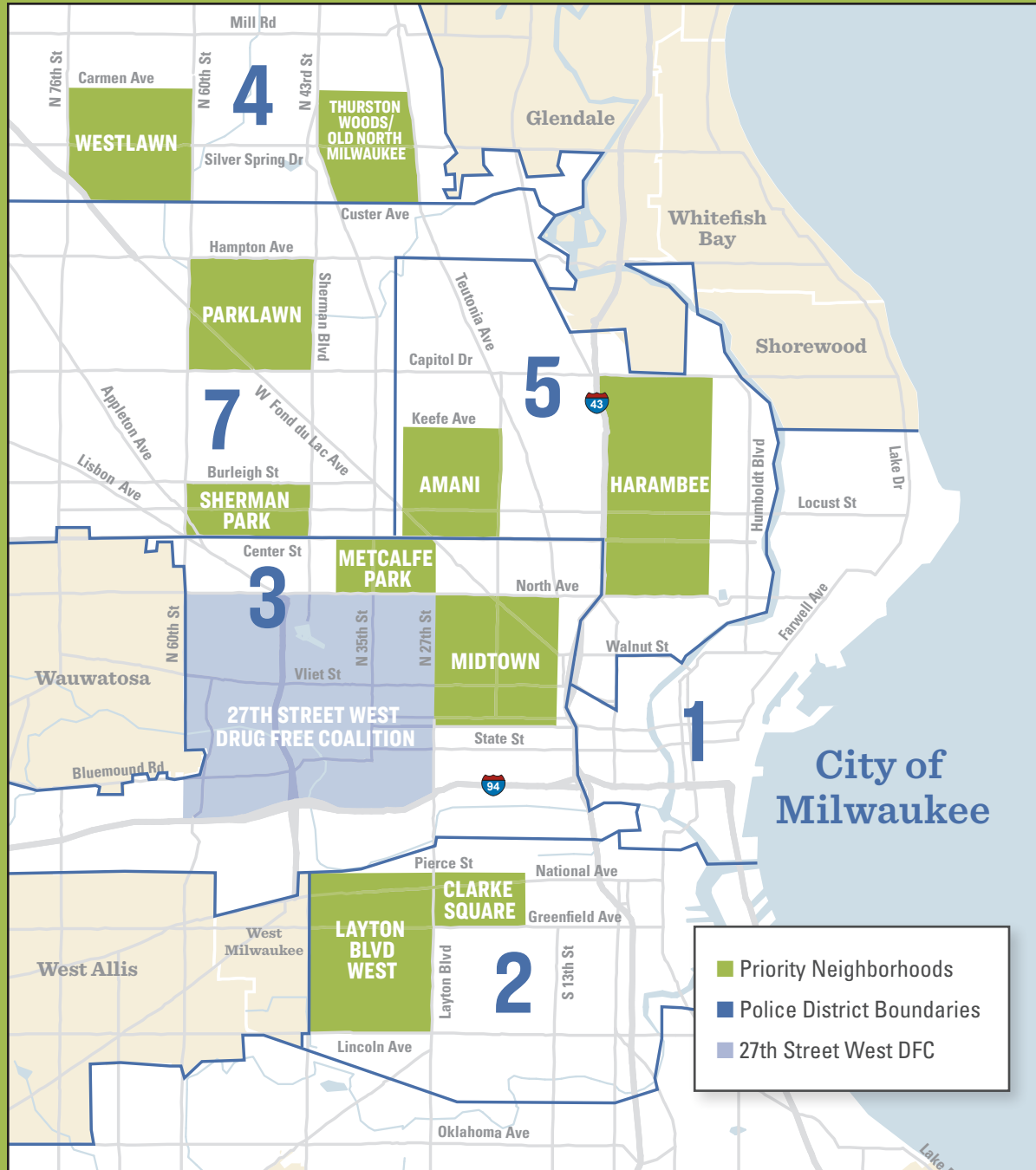
Sincerely,

**Bridget Whitaker**  
Executive Director

**WHERE WE WORK**

# Building Safe Communities

**S**afe & 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.



**INTERGENERATIONAL COMMUNITY BUILDING**

# Barbershop Mondays/S.M.I.L.E & Slay

**T**wo of Safe & Sound’s most popular youth programs are our Barbershop Mondays and S.M.I.L.E & Slay events.



Barbershop Mondays bring young men into a communal barbershop-like setting where they get free haircuts and discuss some of life’s most challenging issues with knowledgeable and experienced adult men.

S.M.I.L.E & Slay brings women of all ages together in a salon-like space to focus on: self-care, mentorship, integrity, leadership, and empowerment.... So, everyone can Slay! Personal care is important for young women’s self-esteem and wellbeing, so S.M.I.L.E & Slay brings in health and beauty experts to provide free services to young women.

Local barbers and nail technicians donate their services and provide mentorship alongside other accomplished men and women such as business owners, judges, athletes, entertainers, elected officials and community leaders. Exciting things happen when men and women of different ages spend time together in this way:

- Participants gain wisdom and confidence for facing complex issues like parenthood, leadership, vocation, pop culture, crime, and wellbeing
- Intergenerational conversations reduce mistrust and resentment between youth and adults
- Older mentors give the youth valuable advice, perspective, and inspiration

While every event looks a little different, the foundation of these programs is solid. Safe & Sound’s Youth Organizers, their teams, and close partners continue to work hard on every event to leverage the relationships built to keep youth coming back for more conversations, comradery, and consistency.

## COLLECTIVE IMPACT

# Major Collaborative Effort to Collectively Meet the Needs of Each Neighborhood

**C**ollective Impact – The name itself is powerful. What does it mean for Safe & Sound? At the heart of what we do is connection. If not from us, who do we know that can provide a service or resource to meet a specific need? It takes a collective effort to take care of each other. Beginning in 2021, Safe & Sound launched an effort to ground and frame its neighborhood work in Collective Impact and a strong commitment to resident informed and data driven priorities.

### RESIDENTS INVOLVED

**35** adults **10** youth

Safe & Sound is building the capacity of residents to lead their own efforts and further develop their skills, autonomy, and efficacy around data use and survey administration. Data You Can Use (DYCU) is a local data intermediary with experience working with Milwaukee residents and community partners and served in an advisory and analytic capacity.

Teams hit the streets to administer the surveys door-to-door, at community meeting, at pop ups, and through virtual platforms. Leading the charge was the residents of each neighborhood. If there was ever someone to advocate for change, it's the people who it directly effects. Survey questions covered topics such as "How important is it to you that these resources are in your neighborhood?" and "To what extent



do you think these are an issue in your neighborhood?". There is no one-size-fits-all challenge or solution for each neighborhood. And that is why Collective Impact is such a unique approach to meeting the needs of our residents. Where one community focuses on reckless driving, another can highlight a need for access to healthy food or medical care.

Clark Square Parents and Friends have taken a front seat in helping to drive Collective Impact in District 2's Clark Square neighborhood. From the onset, the former Longfellow Parents joined Safe & Sound to help create neighborhood surveys designed to understand the perception of safety and quality of life issues effecting the residents of their community. The team of Safe & Sounders and residents underwent hours of training on how to interpret the data from their surveys and held meetings on what to do next.

**577**  
Collective Impact Surveys  
Completed

**1,021**  
Total Hours of Training for  
Staff & Residents

After the data is presented back to the community in the spring of 2022, Safe & Sound will collaborate with neighbors and partners to convene workgroups and steering committees for each neighborhood. The data collected in the surveys will be used to create neighborhood action plans to address neighborhood safety issues.

To stay up to date on our Collective Impact work or to inquire on how to get involved, visit our website at [safesound.org](https://safesound.org).

BRIDGING THE GAP

# Youth Police Dialogues



There is a challenging relationship between Milwaukee residents and police. Who do we look to for a pulse on the future of these relationships? Enter: youth. Youth Police Dialogues have been a successful outlet to bring about open and honest conversations on the roles and responsibilities of police in our communities. Safe & Sound, in partnership with the Milwaukee Police Department and other organizations, have facilitated 6 Youth Police Dialogues throughout the year and engaged over 100 youth. These dialogues were hosted in classrooms, virtually, and even at a local skating rink.

Some dialogues were more structured around specific topics, such as the dangers and real-life consequences of reckless driving, while other sessions were question-and-answer conversations. Included in these conversations were questions such as “Why did you become a law enforcement officer?” and “What has been a difficult decision you have had to make as a police officer?”. While topics from each event varied, youth were allowed to ask tough questions. If there was ever a group of people that

are unabashedly honest, it’s our youth. Through these dialogues, law enforcement can create a space where youth are able to have their voice heard and questions answered.

Milwaukee Police Chief, Jeff Norman, said, “Through our invaluable partnership with Safe & Sound, the Milwaukee Police Department has made some incredible inroads with our youth. Together we are building sustainable relationships, gaining trust and learning from each other.” Establishing a relationship is one thing, but the ability to maintain a relationship is a two-way street that relies on the foundation of trust and respect. Safe & Sound is excited to continue facilitating these conversations and fostering a community of open dialogue between our youth and law enforcement.

# Thank you to our 2021 supporters!



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# Statement of Activities

FOR THE YEARS ENDED DECEMBER 31, 2020 AND 2021

Revenue	2021			2020		
	UNRESTRICTED	RESTRICTED*	TOTAL	UNRESTRICTED	RESTRICTED	TOTAL
Government Grants	\$ 1,383,264		\$ 1,383,264	\$ 1,142,552		\$ 1,142,552
Contributions	1,395,698		1,395,698	825,904		825,904
Program Service Revenue	13,351		13,351	4,750		4,750
Special Event Net Revenue	124,180		124,180	161,315		161,315
Other	1,438		1,438	1,872		1,872
<b>Total Revenue</b>	<b>\$ 2,917,931</b>		<b>\$ 2,917,931</b>	<b>\$ 2,136,393</b>		<b>2,136,393</b>
<b>Expenses</b>						
Prevention Program			—			\$ 1,452,519
Management and General			\$ 153,067			199,141
Fundraising			306,692			361,644
<b>Total Expenses</b>			<b>\$ 2,199,428</b>			<b>2,013,304</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$ 235,911</b>	<b>\$ 546,592</b>	<b>\$ 782,503</b>	<b>\$ 163,903</b>	<b>\$ 14,182</b>	<b>\$ 178,085</b>
Net Assets – Beginning of Year	1,213,747	215,815	1,429,562	1,049,844	201,633	1,251,477
<b>Net Assets – End of Year</b>	<b>\$ 1,449,658</b>	<b>\$ 762,407</b>	<b>\$ 2,212,065</b>	<b>\$ 1,213,747</b>	<b>\$ 215,815</b>	<b>\$ 1,429,562</b>

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**OUR MISSION** We unite residents, youth, law enforcement and community resources to build safe and empowered neighborhoods.

## 2021 Impact Snapshot



14,234

prevention related materials  
distributed for the year



3,872

hours spent in neighborhoods  
connecting directly with residents  
to learn about their priorities and concerns



4,308

youth engaged in 185  
in-person and virtual  
youth-focused events and meetings



540


instances of nuisance abated



801 W. Michigan St.  
Milwaukee, WI 53233-2301  
(414) 220-4798  
[safesound.org](http://safesound.org)

### Stay Engaged!

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 Sign up for our enews on our website.



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