



Safe & Sound, Inc.



I pledge to have a safe summer!
#SafeSummer2023
#SafeSoundMke
#SafeSoundKcine

SAFE & SOUND

2023 ANNUAL REPORT

Rebuilding and Stabilizing
Neighborhoods.
Block-by-Block



OUR VISION

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





Friends:

As the Executive Director at Safe & Sound, I am truly honored to be a part of the impactful work this team provides every day. It's hard to believe that 2023 marked the 25th anniversary of this amazing organization. Thinking about the families within our priority neighborhoods who have found partnership, support, and hope by engaging with our Neighborhood Organizers over the past 25 years brings me great joy.

Every resident's path to Safe & Sound is unique, and similarly, there is no one-size-fits-all approach to help families create the safe neighborhood they know is possible. That's why Safe & Sound works at multiple levels to bring a comprehensive set of services, supports, and programming that communities need to be safer.

As we spent our 25th milestone year reflecting on our history and service to Milwaukee, I am in awe of the resident stories about how the team at Safe & Sound help them understand and build on their own unique strengths—the things they are proud of and that are their “superpowers.” Our slogan for the year: **THIS IS WHAT A COMMUNITY LEADER LOOKS LIKE** – became a testament to our efforts to engage, educate and empower residents (youth included) to be the change they want to see. We also championed our ability to focus on the power of collaborative efforts when working with community leaders and partner organizations to connect families more easily and rapidly to the resources they need. Our ability to focus on the NorthStar of building social cohesion to create collective impact proved that we are in fact stronger together.

We have learned so much in 25 years, and with your trust and support we continue to learn, grow, and serve. As we set our sights on the future, we do so with inspiration from youth leaders who shared their visions for a safe community in our first ever Youth Essay Contest. Together, we are creating the hope that young people need—to understand that the future is bright.

This annual report celebrates Safe & Sound's work in 2023, and highlights stories of community achievement. We recognize that the pursuit of a safe neighborhood for all is a collective effort, and we would not be where we are today without your support. We know that the impact Safe & Sound has at the individual, family, community and citywide level could not be accomplished without the ongoing commitment of our Board, donors, funders, volunteers, and dedicated team members.

We look forward to supporting safer neighborhoods over the next 25 years!

Sincerely,

Sodi Nichols

Sodi Nichols, SVP
Board Chair

Bridget Whitaker

Bridget Whitaker, JD
Executive Director

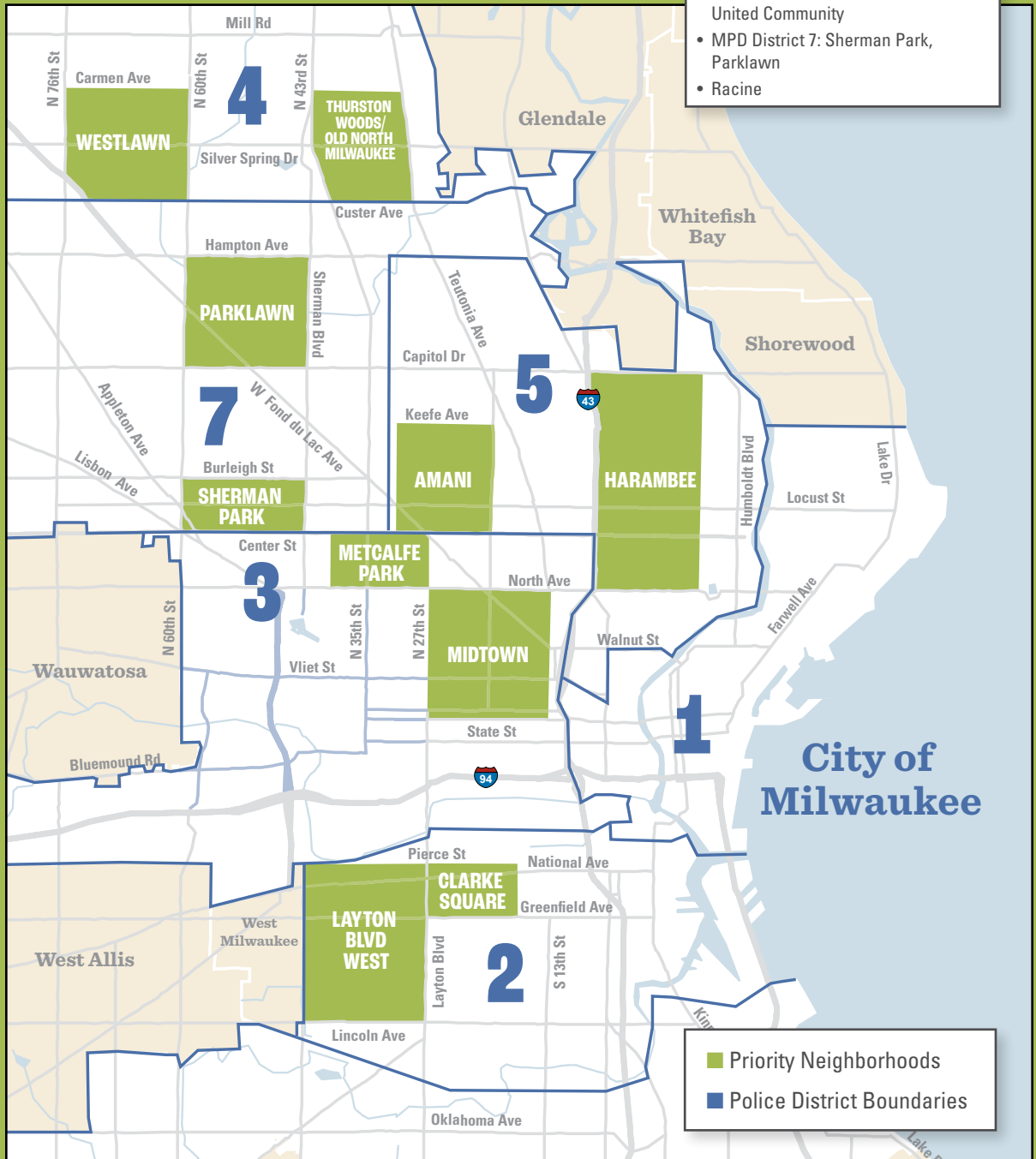
WHERE WE WORK

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.

NEIGHBORHOODS WE WORK IN

- MPD District 2: Layton Blvd. West, Clarke Square, Muskego Way
- MPD District 3: Metcalfe Park, Midtown
- MPD District 4: Thurston Woods, Westlawn, Little Menomonee Parkway
- MPD District 5: Amani, Harambee, United Community
- MPD District 7: Sherman Park, Parklawn
- Racine



YOUTH ENGAGEMENT:

Safe Summer Kick Off

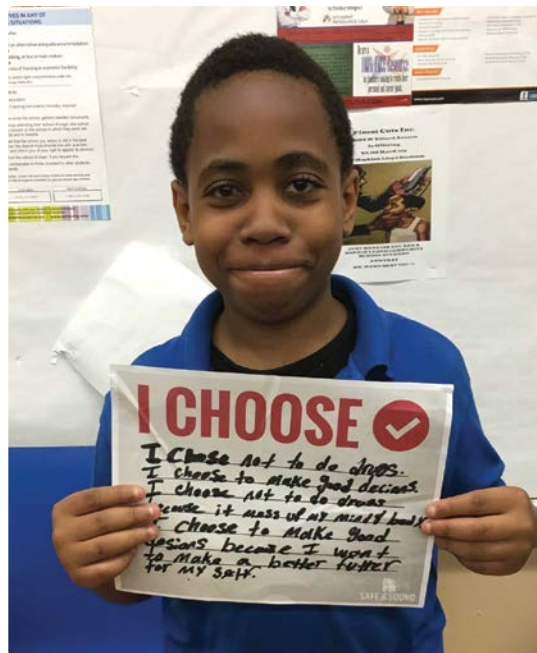
As young people gear up for the final bell of school to ring – parents often begin to scramble to identify programming for their children. As we know – the lack of positive options for young people can sometimes lead to tragic incidents that leave our communities devastated due to the impact on families. Therefore in 2023, Safe & Sound decided to host our first annual Safe Summer Kick Off. On May 13th, we gathered youth serving organizations to help highlight positive and affordable options for young people to enroll and register for. Additionally, we centered our message around young people taking a pledge to have a Safe Summer, with the goal that they would become intentional about saying no to harmful choices and would commit to involving and engaging with the many safe possibilities available. The pledge specifically asked youth to refrain from reckless driving, abusing drugs and alcohol, and using guns to resolve conflict.

With a passport in hand listing all the community partners in attendance, youth went from booth to booth to answer the question: what is there to do this summer? The answer was a resounding: LOTS OF THINGS! From opportunities for employment and clubs that offer positive programming to camp, sports, tutoring, mentorship, and dance, they learned about a wealth of places to have SAFE FUN and gain positive mentorship.

Mayor Johnson, during a press conference at the event, proclaimed Safe & Sound would be the “community connector for families” to learn about safe summer options for youth. With his support and the proclamation, our phones were ringing all summer helping parents to connect their youth to safe programming.

Together with our partners we served 75 youth from over 130 families. Our partners included: The Mayor’s Office, Hustle to Overcome Athletic, LLC, Agape awesome Arrivals, COA Youth & Family Services, Wisconsin Community Services, Children’s Mental Health & Wrap Around Milwaukee, Office of Community Wellness and Safety, Anthem Blue Cross Blue Shield, Milwaukee County Office of Equity, Community Health Navigator Family Advocate, The Cable Champ, Milwaukee Public Library, Boys and Girls Club, GLOW 414, Owen’s Place, Milwaukee Health Services, MPD, SDC, and The Literacy Lab.

Special Thanks to Festus of Festus Auto Sales and the Sigma Legacy Foundation of the Gamma Pi Alumnae Chapter of Sigma Gamma Rho Sorority, Inc. for their generous donations to support the Safe Summer Kick Off Event.



PREVENTION:

Reducing Drug Misuse & Helping Abate Violence

Since 1998, drug prevention work continues to be at the core of our mission to build safe and empowered neighborhoods. Our origin of serving as the prevention arm for the High Intensity Drug Taskforce Area (HIDTA) continues to be a NorthStar for the way we focus our goals around educating youth and families about the harmful effects of drugs and alcohol. For more than a decade, Safe & Sound was grant funded to lead a Drug Free Coalition in the 53208 zip code to organize partners in efforts to engage others around the dangerous impact of drug abuse, misuse and the rising numbers of overdoses impacting our community. Through the years, we have begun to address the intersection of drug prevention and neighborhood violence. As we continue to consider the root causes of our neighborhood challenges, we see the correlation between violence and drug/alcohol prevention as essential factors that impact neighborhood safety. When these issues are dealt with, head on, we believe that neighborhoods will experience a feeling of safety and greater community cohesion.



In 2023 the team at Safe & Sound created a 6-week drug prevention education workshop aimed at discussing drug prevention in a new and engaging way. Entitled “Natural High” – the program’s goal is to help young people take a candid look at the various illegal drugs that have been ending up in the hands of young people. To begin our youth programming, we collaborated with the Milwaukee Public School’s Twilight Centers. Twilight Centers are hosted at area Milwaukee schools by Milwaukee Recreation. The centers were created to provide a safe and positive environment for youth in the evenings. They are invited to engage in board games, esports, open gym shootaround, field trips, college and career conversations, and more. Our Safe & Sound youth organizers leveraged this space to begin hosting the workshops and creating youth/adult dialogues about the dangers of various drugs. Our goal was to identify better ways to cope with problems and challenges with alternative activities and natural high strategies for living well and healthy.

According to the National Center on Addiction and Substance Abuse, 90% of addictions begin in teen years. We decided the next step in our prevention journey was to have some conversations with parents and school counselors about how we could support programming around health education. We wanted to focus on how parents and adults (teachers, parents, mentors) could be made aware of the ways in which young people are gaining access to dangerous drugs and alcohol and having some honest truths about the devastating impact on families.

Our neighborhood organizers presented the Natural High program, geared towards youth ages 12-21, at various schools across the city including Obama High School, Madison High School, South Division, Washington High School, and Andrew Douglas Middle School. The program asks participants to consider the harmful effects of substance misuse and to commit to finding alternative methods of enjoying life and coping with challenges. They also have an open dialogue about the impact of drugs and alcohol.

Natural High was created out of the research-based principles that hearing compelling stories about choosing natural highs over drug and alcohol misuse from a trusted source or mentor will motivate youth to trend towards engaging in positive activities. We define a Natural High as a passion or activity that gives you energy or joy. It is, in essence, something that makes you feel alive and excited about life. We believe Natural Highs are crucial because they help teens develop a sense of identity and purpose, boost self-esteem and confidence, and provide a healthy and positive focus, steering youth, teens, and young adults away from risky behaviors. Our workshops cover lean, fentanyl, alcohol, marijuana, vaping and driving under the influence. Overall, we served 415 students at Twilight Centers.

As we gained momentum around our prevention work last year, adult residents prioritized work centered around gun violence. To help raise awareness around the growing numbers of fatal and non-fatal shootings in our city, Safe & Sound organized a Wear Orange



2023 Youth Prevention Summit

Weekend campaign to because no child should live in fear of gun violence. We wear orange because, in 2013, a young girl was shot and killed on a playground in Chicago – her favorite color was orange, and we honor her memory by amplifying the message that enough is enough. Special thanks to our collaborative work with partners: The Brady Campaign Against Gun Violence, Mothers Against Gun Violence, Wisconsin Anti Violence Effort (WAVE), Donovan Hines Foundation, Stop the Violence 53206 and the Office of Community Wellness and Safety. During a press conference, Mayor Johnson declared June 2nd through June 4th, 2023 Wear Orange Weekend in Milwaukee.

The weekend began with a FREE screening and panel discussion of the film “When Claude Got Shot” featuring Claude Motley himself at Epikos Church our faith-based partner in the Parklawn neighborhood. Over 75 residents attended the free screening and conversation. On Saturday, we hosted a Peace Walk from our Safe & Sound headquarters down Sherman Blvd. along the drive-through Memorial Walk to Locust Street with more than 175 participants.

During these events, we handed out over 150 free gun locks, distributed 500 orange shirts and yard signs and sent the message that gun violence is a public health crisis. We were a strong presence in a community that is trying to heal, and, most importantly, stood in solidarity with all survivors of gun violence.

ENLARGING OUR TERRITORY:

Expansion to Racine

Fun Fact: In 2018 – Safe & Sound’s then Data & Evaluation Coordinator, Bree Spencer, helped author the COP House Playbook for the City of Racine. The Racine Police Department is a pioneer in creating the neighborhood COP (Community Oriented Policing) Houses. Under this neighborhood “place based” public safety model, traditional police public safety efforts are supplemented by several programs, services, and initiatives, all of which are designed to promote community engagement in reducing crime and improving the quality of life for area residents.

Fast forward to 2022, our renewed connection to Racine began with the suggestion from Board Member, Kimberly Kane, that we sit down with the Mayor of Racine to discuss issues around gun and gang violence occurring during a very difficult summer. In January 2023, the initial goal for the neighborhood safety pilot project focused on (3) essential goals: create partnerships, build relationships and heal people.

By the end 2023, we held 134 Front Porch Conversations, helped to start 5 new block clubs, spent 1200 hours in the community, held 175 community events/meetings, engaged over 3000 youth and adults, and have distributed 585 prevention flyers. We have also built meaningful relationships with the community, youth, local businesses, and other safety-focused organizations. We are proud to have hosted our first Racine National Night Out on August 1st. As a result of our efforts, in 2023, our funding was renewed for two years by the Racine Common Council and Mayor Cory Mason.

Elaine De La Cruz, Racine Neighborhood Safety Coordinator, says, “This work is important to me because Racine is my community. My children are not only part of the youth in this community, but also are part of the next generation of adults that will raise families here. It takes a village to promote growth and

change in a community and I want to be an integral part of that work.”

While we acknowledge that neighborhood safety work is not a siloed effort, we share in the milestone of zero fatal shootings in Racine in recent months. The collaborative partnerships of violence prevention organizations – including Safe & Sound - were cited as the reason for this change in the city’s violence statistics. Our collective impact partners include the City of Racine Department of Community Safety (a newly developed office for the City of Racine), and the Racine Police Department who work in tandem to galvanize residents around being leaders. We also pride ourselves on the ability to highlight and amplify current community resources and provide support to them. We believe that we have contributed to change in the city through our partnership with the Racine Police Department to activate the COP Houses in the community. Instead of being seen as places where folks cannot go, we are bridging the gap between residents and law enforcement, by allowing adults and youth to see that the benefits of having a strong community presence for hosting youth programming, resident leader training and a variety of events that build social cohesion.

The Safe & Sound team has been an instrumental part of the increase of community events and boots on the ground outreach since our entry into the City of Racine. In support of our collective impact work, we have formed a Youth Steering Committee that has served to create a safe space to talk to young people about what they feel like are the urgent needs of the community. When thinking about the future of our work in Racine, Danielle Johnson, Program Manager says, “I am looking forward to planting our seeds, watching them grow, and organically showing those who have been doing the work in Racine that we are not coming to take over, but rather to be an extension of the work that they do.”

Thank you to our 2023 supporters!



\$100,000+

County of Milwaukee
Community Development Grants
Administration (CDBG)
Kohl's

\$30,000 - \$99,999

City of Racine
Froedtert & The Medical College
of Wisconsin
Northwestern Mutual Foundation
Melitta S. And Joan M. Pick
Charitable Trust
Wisconsin Literacy, Inc.
US Bank
Zilber Family Foundation

\$10,0000 - \$29,999

Advocate Aurora Healthcare
Brady Campaign to End Gun Violence
Brewers Community Foundation
Holz Family Foundation
Jane Bradley Petit Foundation
Johnson Controls
Karen J. Glanert Charitable Trust
Otto Bremer Trust
Wells Fargo Foundation

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A.O. Smith Foundation
Terri S. Boxer
Brad and Glenda Cose Brin
Direct Supply
Forest County Potawatomi Foundation
Gustav and Gladys Kindt Foundation
Krause Family Foundation

\$2,500 - \$4,999

Croen Foundation, Inc.
Flowers for Dreams Foundation
Greater Milwaukee Committee
PNC Financial Services
Rite Hite Foundation
Simple Generosity
Camille A. Lonstorf Trust

\$1,000 - \$2,499

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Michael Best & Friedrich LLP

Milwaukee Police Association
Greg Oberland
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Reinhart Boerner Van Deuren S.C.
Thomas & Kathy Shrader

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JCP Construction
Festus Auto Sales
Focus on Community
Lynn Greb
Greg and Diane Lemmers
Marcus Hotels & Resorts
Shawna Muren
MWPH Grand Lodge, Inc. F & AM
Sodi Nichols
RBC Wealth Management
Paul Reamer
Todd Smasal
Bradford Trolinger
Wauwatosa Presbyterian Church
Wells Fargo Community Care
Steven Wroblewski

\$250 - \$499

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Daniel Beltran
Danielle Bly
Downtown Racine Corporation
Mr. & Mrs. Patrick Brown
Mary Jo Coffee
Christina Dahms
Gatlin Dresidan
Jewish Community Foundation
Leslie Hauser
Nate Koch
Anthony & Julianne Maggioro
Alison Neuman
Brigitte Hyler Richarson

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Elizabeth Banks
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Maggie Beckley
Brenda Bell-White
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Richard Boomsliter
Alan Borsuk
John Brannan

Burleigh Street
Community Development
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Gretchen Campbell
Tanzanique Carrington
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Tiffany Cohen
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Kristie Smith
Becky Stefanski
Mel Stindt
Studio Gear, LLC
Alexis Twito
Karen Cullledge Williams
Charmyse White
Yolanda Wilson
Tushunda Wright

Statement of Activities

FOR THE YEARS ENDED DECEMBER 31, 2022 AND 2023

Revenue	2023			2022		
	UNRESTRICTED	RESTRICTED*	TOTAL	UNRESTRICTED	RESTRICTED	TOTAL
Government Grants	\$ 1,341,237		\$ 1,341,237	\$ 1,112,984		\$ 1,112,984
Purchase of Service				205,000		205,000
Contributions	377,665	264,500	642,165	895,316		895,316
Take Back My Meds (TBMM)	792		792	56,819		56,819
In Kind Donations	3,100		3,100	51,430		51,430
Capital Campaign				25,000		25,000
Program Service Revenue	6,999		6,999	5,564		5,564
America Rescue Plan Act Funding*				1,030,500		1,030,500
Total Revenue	\$ 2,225,674		\$ 2,089,903	\$ 3,382,613		\$ 3,382,613
<small>*total amount paid in full in 2023</small>						
Expenses						
Prevention Program	\$ 1,893,100		\$ 1,893,100	\$ 1,771,598		\$ 1,771,598
Management and General	293,305		293,305	235,657		235,657
Fundraising	262,731		262,731	405,860		405,860
Total Expenses	\$ 2,449,136		\$ 2,449,136	\$ 2,413,115		\$ 2,413,115
CHANGE IN NET ASSETS	\$ 194,842	135,771	\$ 330,613	\$ 1,117,503		\$ 1,206,227
Net Assets – Beginning of Year	2,567,161	671,131	3,238,292	1,449,658	762,407	2,212,065
Net Assets – End of Year	\$ 2,372,319	\$ 535,360	\$ 2,907,679	\$ 2,567,161	\$ 671,131	\$ 3,238,292

OUR MISSION We unite residents, youth, law enforcement and

2023 Impact Snapshot

Data collected from monthly reports documented in Salesforce.



573

community events **focused on**
neighborhood safety



4,500

front porch conversations
connecting directly with residents
to learn about their concerns

Board of Directors

AS OF DECEMBER 31, 2023

Sodi Nichols U.S. Bank, **BOARD CHAIR**

Alison Neuman Johnson Controls, **VICE CHAIR**

Layfayette Crump City of Milwaukee, **PAST CHAIR**

Molly Schweiger PNC Bank, **GOVERNANCE CHAIR**

Tyler Briggs RBC Wealth Management, **TREASURER**

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Boys and Girls Club
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Community Volunteer

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Heather Hough

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Shannon Sims

TMJ4

Todd Smasal

Northwestern Mutual

Camilla Sparks

St. Kate Arts Hotel

Bryan Swanson

First Business Bank

EX-OFFICIO MEMBERS

Mayor Cavalier Johnson

City of Milwaukee

Ryan Shogren

North Central HIDTA

Chief Jeffery Norman

Milwaukee Police Department

County Executive David Crowley

Milwaukee County

community resources to build safe and empowered neighborhoods.



7,961

hours spent connecting
and directly engaging with
the community




6,217

youth engaged
in youth focused events
and meetings



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safesound.org

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