

## Thriving Alliance Members:



**Jean Schultz,**  
Director ProHealth Care, Inc & Thriving Co-Chair



**Chris Menden,**  
Director, Market Strategy, Prairie Financial Group of Waukesha State Bank & Thriving Co-Chair



**Fred Gutierrez,**  
Senior Program Officer, Greater Milwaukee Foundation



**Jayne Thoma,**  
Vice President Volunteer Engagement, United Way of Greater Milwaukee & Waukesha County



**Shelli Marquardt,**  
President of Waukesha County Community Foundation



**Julianne Davan,**  
Public Communications Coordinator, Waukesha County Health and Human Services



**Teri Terrill,**  
Executive Director, Family Service of Waukesha



**Terri Phillips,**  
Project Coordinator, Thriving Staff



**Ed Olson,**  
Business Leader and Community Volunteer



**Bob Glowacki,**  
President/CEO, Easterseals Southeast Wisconsin



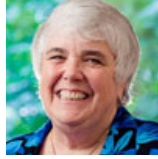
**Mike Erwin,**  
Founder, Erwin Advisory Group



**Antwayne Robertson,**  
Director of Health and Human Services Waukesha County



**Angela Mancuso,**  
Executive Director, The Women's Center



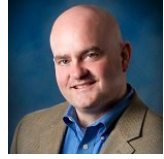
**Mary Baer,**  
Business Leader and Community Volunteer



**Kathy Gale,**  
Executive Director, Interfaith Senior Programs



**Stuart Schroeder,**  
Attorney/Founder, The Schroeder Group



**Chris Carman,**  
Partner and Business Coach, ActionCoach



**Karen Tredwell,**  
Executive Director, Food Pantry of Waukesha County



**Suzanne Kelley,**  
President, Waukesha County Business Alliance



**Kathryn Leverenz,**  
Executive Director, Brookhill Institute of Mathematics

## We All Have a Role in Building a Thriving Community:

- **Non-Profits:** Be part of "something bigger" - form relationships, collaborate, and get creative with solutions
- **Government/Law Enforcement:** Be the front line of defense to help cut through all the red tape and rules
- **Healthcare:** Be relentless with patient health, identifying those at risk and pointing them in the direction of our resources
- **Donors/Funders:** Help us connect with individuals and other non-profits who need our help and collaborative efforts
- **Businesses:** Think bigger picture about how you can create change through your business knowledge and savvy
- **Community/General Public:** Open your eyes to the challenges of our community, get involved, and give back

A special thank you to ProHealth Care and Prairie Financial Group for sponsoring Thriving's 2016 Community Impact Report.



## Our Champions:



# Thriving

Waukesha County Alliance



# 2016 Community Impact Report

Building dynamic partnerships for a stronger community.



Dear Community Stakeholders,

Waukesha County is known far and wide as a great place to live with well-manicured soccer fields, bike paths through rolling hills, and great schools. But we also have our share of serious challenges facing our community. Right down the street lives a single mom who's late on the rent, a homebound senior who can't get to his radiation treatment appointment, a pregnant teen who's thinking about running away, or the family sleeping in their car because they can't find affordable housing.

Over the past three years, Thriving has been bringing key community stakeholders together to work collaboratively, harness collective energy, and mobilize resources to support the human service needs of all who call Waukesha County home. We are identifying solutions together, with community partners to address two of our key initiative areas, homelessness and transportation, to ensure that services are provided as effectively and efficiently as possible. This isn't easy work, but our community continues to build understanding of the Collective Impact framework and develop the necessary leadership skills to do this together.

Our vision of a healthy, vibrant, and economically resilient Waukesha County can be achieved by collectively working together to harness the power of community. We are just getting started. Join us and find out what can really happen by working together!

– Jean Schultz & Chris Menden,  
Volunteer Co-Chairs of Thriving Waukesha County Alliance

Join Us in Our Collective Efforts to Make Waukesha County a Thriving Community!



# Vision

Waukesha County is a healthy, vibrant, and economically resilient community cultivating opportunities for all citizens to be engaged, grow strong, and thrive.

# Mission

Building a thriving community by supporting collaborative efforts and mobilizing resources to support the human service needs of all who call Waukesha County home.

# Strategic Goals



**Goal 1:** Increase the capacity & effectiveness of Waukesha County human services non-profit providers.



**Goal 2:** Foster innovation, collaboration & the integration of services to support identified initiatives.



**Goal 3:** Mobilize community resources to support Thriving's mission & goals.



# What Is Collective Impact?

## A better way to move an elephant

Imagine moving an immense, 10,000-pound elephant across Waukesha County all by yourself. Pushing, prodding, getting him to go the right direction; it would be near impossible.

In Waukesha County, complex issues like homelessness and transportation seem to be the elephant in the room. People can see them, but often look the other direction when it comes to moving them. It's just too hard to do it by yourself. But, if the trainer with the skills, the guy with the big truck, and the gal with the peanuts work together, moving an elephant is much easier.

That's what Thriving is all about: addressing the elephants in the room and helping move our community forward together.

One strategy Thriving is using is called Collective Impact. Using this approach, Thriving has brought teams of organizations and individuals together to work on transportation and homelessness.

- **Agreement:** Collective Impact starts with a common agenda; coming together collectively to define and agree upon the challenges facing the community.
- **Measurements:** There is agreement on what to measure and how to track progress in the same way.
- **Leverage:** We coordinate our collective efforts while working together to leverage the strengths of individual organizations.
- **Trust:** We build relationships and trust among team members with continuous communication and ensuring the voice of the "lived experience" is front and center.
- **Backbone:** Finally, Collective Impact must have a strong backbone with resources and the ability to orchestrate the work of the group.

Thriving and the community continue to build our understanding and implementation of this framework by working together in our key initiative areas: homelessness and transportation. This is slow, tedious and often times, hard work. By banding together, we are slowly starting to move the 10,000-pound elephant across Waukesha County one step at a time!

**Collective Impact is the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.**



Source: Channeling Change: Making Collective Impact Work, 2012; FSG Interviews and Analysis.



# Update On Our Initiatives



**“Transportation has been a challenge in Waukesha County for a long time. Several stakeholder groups have been tackling this complex issue and making progress over the years. However, using data, we know there is going to be an incredible demand for services requiring a more systemic change. Thriving Waukesha was the catalyst that moved us toward a cross-sector collaborative model, allowing us to focus on developing a strong, sustainable solution for the needs of our seniors and adults with disabilities.”**

- **Kathy Gale**,  
Executive Director  
for Interfaith  
Senior Programs  
& the leader of  
the Transportation  
Affinity Group

## Homelessness

The mission of the Housing Action Coalition (HAC) is to educate, advocate, and raise awareness while providing a cohesive coordinated response to homelessness and the issues related to it in Waukesha County. The Housing Action Coalition is committed to building partnerships with social support providers, community stakeholders, and constituents to provide responsive solutions to meet the needs of vulnerable populations within the Waukesha community who are experiencing, or at risk of, experiencing homelessness.

**Housing Action  
Coalition of  
Waukesha  
County**

### 2016 Key Accomplishments

- **Compliance Monitoring:** Most significant has been the compliance monitoring of the ETH [Emergency Transitional Housing] funded agencies and completing the 2016/17 ETH application for the County. HAC was awarded \$171,000 from HUD which was dispersed to The Women’s Center, Hebron House of Hospitality, and Community Action Coalition of Southeastern Wisconsin.
- **Sub-Committees:** To address specific areas of need in the community, the new board established new sub-committees: Shelter Task Force, Emergency Overflow, and Public Relations and Funding Needs, in addition to existing subcommittees, Point in Time and Coordinated Entry.
- **Grant Applications:** HAC applied for a state shelter subsidy grant for motel vouchers which if awarded, will be used during extreme heat conditions this summer.
- **Communications:** HAC has updated its website and established a social media presence. Increased public awareness of the organization and community presence calls for help being directed to appropriate providers; privately-owned businesses donating goods and volunteer time for overflow shelter.

## Transportation

In early 2016, members of the Transportation Affinity Group’s Design Team tested a prototype of a One Call-One Click transportation coordination system. The Team, with funding and support from the National Center for Mobility Management and the Federal Transportation Administration, wrote a business plan and five-year budget for the project. The Team presented their business pitch during a national webinar. Local gatherings were held to report back to 53 representatives from hospital systems, transportation providers, county government, regional citizen advocacy groups, older adults, and service providers.

**Collaboration  
Moves at  
the Speed  
of Trust**

### Other Accomplishments

- **National Presentation:** The Waukesha County Design Team was selected by the NCMM and FTA to present at the annual Community Transportation Association of America’s conference in Portland, Oregon.
- **Collective Impact Event:** Members of the Design Team attended Collective Impact conferences during 2016 in San Antonio, Texas, Hamilton, Ontario, Toronto, Ontario, and Washington, D.C. Take-aways are helping shape the structure for a community-wide initiative, resulting in increased access to healthcare and related services.
- **One Call-One Click System Advancement:** Funding from the Section 5310 Mobility Management program supported the development of a structure for the community to implement the One Call-One Click system in 2017, with a goal of the first ride by January 1, 2018. A Steering Committee led by County Executive Paul Farrow and Interfaith Senior Programs Executive Director Kathy Gale is being formed to oversee the project.
- **Project Manager:** Funds from the Greater Milwaukee Foundation have been awarded to support the hiring of a Project Manager.

**“Thriving brings together key community stakeholders to ensure critical human services are provided in the most effective and efficient way possible in order to serve our growing needs. This team provides opportunity for systemic change by collectively approaching challenges in Waukesha County. We are very proud of this volunteer committee and how our community is embracing these new challenges.”**

- Paul Farrow,  
Waukesha County  
Executive

## Building Sustainability

### Strategic Collaborations Among Waukesha Non-profits

During 2015, Thriving facilitated community conversations with potential strategic partners, community leaders, and funders to identify a sustainable home for the Safe Babies Healthy Families program to thrive. On January 1, 2016, Safe Babies Health Families became part of Easterseals to ensure the continuation of comprehensive child abuse and neglect prevention to at-risk families in Milwaukee and Waukesha counties. This merger ensured that the integrity of the Safe Babies programming could remain intact while being supported by an organization that had the stability and resources to provide programmatic sustainability.

Leveraging the strengths of this new partnership, the program was able to secure Family Foundations Home Visiting funding which provides long-term financial support for the program and will allow us to serve an additional 30 families. The Safe Babies Healthy Families program is thriving and continues to provide high-quality outcomes for at-risk families as evidenced by the stats below.



### Measuring Success

**Easterseals has provided a sustainable platform to serve more at risk children and families than ever before.**

Check out the 2016 outcomes...

**85%**

of eligible 5-year old children scored 'on-track' for kindergarten readiness; where fewer than 23% of these same children would have been, without program intervention.

**100%**

of children being raised free from abuse and neglect.

**0**

infant fatalities [cross-checked by Waukesha Health/Human Services].

**96%**

healthy deliveries [birth weights of 5 lbs., 8 oz. or greater].

**95%**

of babies born alcohol/drug-free [cross checked by hospital delivery data].

## Educational Opportunities

### Thriving Leadership Network

As the magnitude and complexity of issues facing non-profits continues to grow, non-profit leaders are seeking new and innovative ways to build agency capacity and collaborate with partners to address community wide issues.

The goal of Thriving Waukesha County's Leadership Network is to connect non-profit leaders with resources available to meet their needs, provide networking opportunities for agencies to foster partnerships and collaborations, and celebrate the good work being done in our community.

In 2016, this committee offered a variety of activities to achieve these goals:



**30**

Using the World Café model, Thriving and the Nonprofit Center of Milwaukee hosted 30 non-profit executives and board leaders to explore trends, opportunities, and challenges facing the non-profit sector.

**100**

Over 100 community partners attended our “Is Collective Impact for You?” event, learning more about the Collective Impact framework from the Sort Sol Group & Nicole Angresano, United Way of Greater Milwaukee & Waukesha County.

**60**

In October, 60 non-profit executives and board members attended Thriving's “Capacity Building Sampler Event” where leaders were provided an opportunity to try some of the capacity building offerings to ensure they are making the right choices for their organization.