



JANUARY 2009

Each month UEDA sends out an electronic bulletin to all current members, which features shorts articles and a list of upcoming events and activities of interest to our members. It is intended to be a quick and easy way for you to gain insight into the UEDA Community, and is also available at our website on the "UEDA News" page. We hope you find this membership service informative and useful!

MEMBER FEATURE: Layton Boulevard West Neighbors, Inc. (LBWN)

Layton Boulevard West Neighbors, Inc. is a community development corporation whose mission is to stabilize and revitalize the neighborhood from the Menomonee Valley on the north, Lincoln Ave. on the south, Miller Park Way (S. 43rd St.) to the west, and S. Layton Blvd. (S. 27th St.) on the east. LBWN cultivates partnerships with others and empowers neighborhood leaders who care to create a neighborhood where people can be proud to live, work, and raise a family.

The School Sisters of St. Francis, whose international headquarters have anchored the neighborhood for more than a century, founded the LBWN and in 1995 incorporated the agency as 501(c)3 non-profit. Recently, LBWN has implemented a **Healthy Neighborhoods strategies program**, modeled after a successful program in Baltimore, to emphasize the neighborhood's assets and create a positive perception that can be marketed to new homeowners and businesses. The initiative concentrates on housing improvements and outreach to residents to address issues and create social networks. One program of this initiative was LBWN's first annual *Best House on the Block* contest in 2008 which provided cash awards to the homeowners who made the most dramatic exterior and landscaping improvements to their homes.

Another initiative is the **Turnkey Renovation Program**, which has a goal of purchasing foreclosed homes, fully renovating it while drastically increasing the home's energy efficiency, and selling it at a price that a household making 60% of the CMI can afford. The work will strive to retain the character of the turn-of-the-century homes that make up the LBWN housing stock. LBWN recently finished its first home and **is holding an open house event on the afternoon of February 5th** to thank all of its partners and start walking potential customers through the home. Details about the house and the event are available by contacting Jeremy Belot at (414) 383-9038 x2515 or jeremy@lbwn.org.

UEDA COMMUNITY NEWS

- You are invited to join us for **UEDA's 2nd Annual Fundraiser – Carnival Milwaukee** – on Saturday, February 28, 2009. This year's event is a party with a purpose – it will feature a celebration of the culture and diversity that is Milwaukee. We have an array of restaurants, musical groups and entertainment that represent the ethnic and cultural diversity of the City. We hope that **Carnival Milwaukee** will create meaningful cross-cultural interactions and give attendees a deeper appreciation and understanding of the mosaic that is Milwaukee. Individual tickets are \$50 per person. Proceeds of this fundraiser will support UEDA's foreclosure prevention activities that address the current housing crisis facing Milwaukee. We anticipate that this project will grow in 2009. Visit our website at www.uedawi.org or click [here](#) to learn more about this event, access a reply card or to buy tickets. Or you may contact us at (414) 562-9904 to learn more about how you can sponsor or participate in this event!
- **UEDA Community Brown Bag THIS Friday, January 30 at Noon.** Our guest will be Robin Toewe, Assistant Director of Business Development at IFF, the Midwest's largest CDFI. She will share information on IFF's loan program, which offers long-term financing for facility acquisition, renovation, construction or repairs plus equipment, furnishings or vehicle purchases, as well as refinancing for high-cost or balloon debt from other lenders. She will also share exiting news about IFF's new Wisconsin office opening in Milwaukee in February 2009! The Brown Bag will be held at the Nonprofit Center of Milwaukee Conference Room, located at 2819 West Highland Avenue. Bring your lunch and we'll provide assorted beverages. PLEASE RSVP to Julia O'Connor at 414-430-4711 or triage444@gmail.com.
- **Friday January 30, 2009 is the third annual National Earned Income Tax Credit (EITC) Awareness Day!** On this day, the IRS is calling on organizations to host outreach events, briefings or news conferences to bring attention to the benefits of the EITC and how eligible workers can claim it. The IRS has created a webpage dedicated to EITC Awareness Day at www.eitc.irs.gov/ptoolkit/awarenessday, which explains

the important role your organization can play in making sure people know about the EITC. This site also provides links to various outreach materials.

- The updated White House website now features **national policy agendas** for the Obama Administration. Of particular interest to the UEDA Community may be the pages outlining the policy agenda for the *Economy, Education, Poverty, Service and Urban Policy*. Visit www.whitehouse.gov and click on "Agenda" on the top navigation bar for a drop-down box featuring links to each policy area.
- **HUD has kicked off a six-city financial literacy campaign, "Keep Your Home. Know Your Loan." to help troubled home homeowners avoid foreclosure and rescue scams.** The campaign will kick off in Chicago, Detroit, Los Angeles, Miami, New York and Phoenix, and was launched at the Neighborhood Housing Services agency in New York City. To read more on this article please [click here](#). Also, you may call 1 (877) HUD-1515 to access one of HUD's 2,300 approved Housing Counseling Agencies in your local area or visit www.hud.gov/keepyourhome.

NONPROFIT NEWS

- **The Foundation Center** has created a page devoted to the economic crisis. Visit <http://foundationcenter.org/focus/economy> to learn more. Their most recent research advisory addressed the question "Do foundation giving priorities change in times of economic distress?"
- The Urban Institute just released "**Nonprofits and Business**", edited by Joseph J. Cordes and C. Eugene Steuerle, which assembles diverse researchers to examine nonprofits from commercial, economic, operational and legal perspectives. In this age of high-profile corporate foundations and socially responsible companies, the barrier between the nonprofit and business worlds is more permeable than ever. As the government and public demand more efficiency from nonprofits, nonprofits look to corporations to find ways to raise money and demonstrate effectiveness. This is a unique resource that looks at this emerging trend. Visit www.urban.org/books/nonprofitsandbusiness/ to learn more.
- **Donors And Revenue Continue Steep Nose Dive.** In statistics that will be of little surprise to charity executives, the number of donors who give to charities via direct response techniques such as mail and online declined during the third quarter of 2008 and their revenue went with them. Donors who continued to donate did give more but could not stem the decline. That's the result of the Target Analytics Index of National Fundraising Performance. For the 12 months ending in the third quarter of 2008, Target Analytics evaluated transactions from 74 organizations, including more than 37 million donors and more than 68 million gifts totaling over \$2 billion in revenue. [Read more...](#)
- Beginning on March 5, 2009 the **Combined Federal Campaign (CFC) of Greater Wisconsin** is accepting applications for charitable organizations to participate in the 2009 campaign. The deadline is April 9, 2009. Charitable organizations providing health and welfare services to 46 Wisconsin counties (including Milwaukee, Ozaukee, Washington, Waukesha, Kenosha and Racine) are encouraged to apply. To receive an application, call or send a request to: CFC of Greater Wisconsin, PCFO Director, 414-263-8134, rgustafson@greaterwicfc.org. Or, visit www.greaterwicfc.org for details.

SMALL BUSINESSES / ENTREPRENEURS

- A recent article by Laura Monagale at BizTimes.com featured **Marketing Resolutions for a rocky 2009**. The article included some good tips for all small businesses and organizations such as developing key messages, thinking in terms of benefits, not features, setting measurable goals for marketing and communications, the importance of networking and an effective web presence and exploring how social media can benefit your business. To access the entire article, click [here](#).
- The Wisconsin Women's Business Initiative Corporation (**WWBIC**) has released their **January – June 2009 Business Education and Financial Awareness Class Schedule**. Upcoming events in February include *Small Business Discussion Circle, Wisconsin Saves Information Session, Will My Biz Idea Work, Wealth Builders: Setting Your Financial Goals for the Year, Smart Start Orientation (Milwaukee)* and many more! Classes are held in the Milwaukee, Racine and Kenosha areas. Visit them at www.wwbic.com for details or call (414) 263-5450 to request a schedule brochure.

UPCOMING EVENTS

- **Thursday, January 29 from 9:00 to 10:30AM: Energy for Tomorrow Happens Today: Save money on your energy bills!** This free session is an introduction to renewable energy and the We Energies Renewable Energy Development Program - including information on project incentives ranging from \$10,000 to \$100,000 for nonprofit organizations. Discover the actions you can take today to increase the generation and use of

renewable energy. Connie Lindholm, Wisconsin Green Building Alliance, Renewable Energy Development and Anthony Taylor, Program Manager, Small Commercial/Nonprofit, Franklin Energy will be the presenters for this FREE session at the Nonprofit Center of Milwaukee; call (414) 344-3933 to register.

- **Tuesday, February 3 from 9:00AM to Noon: The Role of the New Supervisor.** Good News! You have been promoted to Supervisor! Now what? This session is designed for new supervisors transitioning from a worker role. We will define the role of a front-line supervisor, and describe how it differs from the worker role, and other roles in the management hierarchy. Presenter: Mary Voelker, Ph.D., SPHR, Consulting on Change. This workshop will be held at Nonprofit Center of Milwaukee, Fee: \$80; \$50 Nonprofit Center members and CDBG agency attendees. To register, call (414) 344-3933.
- **Wednesday, February 4 from Noon to 1:30PM: 403b Retirement Plans: News You Can Use.** Have you been considering a 403b plan for your organization but don't know where to start? In this brown bag, panelists will address the changes to the 403b IRS code and how they will impact organizations with 403b plans, as well as the benefits of having a plan both to the organization and employees. Bring a brown bag. Fee: \$15; FREE to Nonprofit Center Members & CDBG agency attendees. To register, call (414) 344-3933.
- **Tuesday, February 10 from 3:00 to 5:00PM: Open the Board Room Door: Choosing to Serve.** Board service is a challenging and rewarding volunteer assignment; choosing where you want to invest your time, talent and treasure requires that you learn about the responsibilities of effective board service, know what to ask about the prospective organization, and feel a personal interest and commitment to the organization's mission. You will have the opportunity to assess your personal interests and skills as a prospective board member and the option of taking the next step. A team of experienced board members will be available to share their board service experience with you. Held at the Nonprofit Center of Milwaukee; Fee: \$15; FREE to Nonprofit Center and Corporate Members and CDBG agency attendees. To register, call (414) 344-3933.
- Two sessions as part of the **Critical Issues Forums: Accepting the Challenges Facing the Sector** will be held this month. **Responding to Changing Client Needs (Tuesday, February 10)** and **A Discussion of Public Policy Choices (Tuesday, February 24)** will help the nonprofit sector address issues impacting them. Both are held from 8:30 to 10:00AM at Aurora Family Service, 3200 West Highland Blvd., Milwaukee.
 - *Responding to Changing Client Needs* will discuss how decreasing income, unemployment, foreclosure and other crises resulting from the recession affect the services of the rest of the sector? Panelists will represent traditional human services, youth, counseling, education and community building efforts. How do the challenges to the families they serve affect their programming? How do we more effectively advocate on their behalf?
 - *A Discussion of Public Policy Choices* will discuss new initiatives and the choices we face. What will be the focus of the government sector? What is the role of the nonprofit sector leadership in helping to shape these directions? What issues will be addressed and what issues will be left behind as federal, state and local programs are changed? Panelists will represent political observers, government leadership and representative nonprofit community leadership.
- **Thursday, February 26 from 9:00 to 10:30AM: Transform Stress in the Workplace: Mindfulness Meditation.** Ever get stressed out during your work day? Looking for ways to deal with difficult situations in the workplace? You will learn simple meditation techniques and skillful ways to deal with the stress and anxiety of your busy job. Putting these practices to work will bring joy to your day, enhance your individual and organizational ability to achieve goals, and create an environment where you can better serve your clients and community. Presenter: Rodney Sanchez, Executive Assistant, Nonprofit Center of Milwaukee, Meditation Teacher. Fee: \$40; \$25 Nonprofit Center members and CDBG agency attendees. To register, call (414) 344-3933.

This bulletin is a service for our members. If you would like to know how you can become a UEDA Member, contact us at the phone number below or visit our website's membership page for details.

If you have a suggestion for an upcoming UEDA Member Bulletin, please contact Kristi Luzar, Program Manager, at Kristi@uedawi.org.

Questions or Suggestions? CONTACT US AT:

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