

**SEPTEMBER 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!

**MONEY SMART WEEK WISCONSIN BEGINS OCTOBER 10<sup>TH</sup>!**

Money Smart Week is a public awareness campaign designed to help consumers better manage their personal finances and will be held in Wisconsin October 10 – 17, 2009. This effort is achieved through the coordinated effort of hundreds of organizations across the state that come together once a year to stress the importance of financial literacy, inform consumers where they can get help and provide free educational seminars and activities on a variety of topics. The Federal Reserve Bank of Chicago and Wisconsin DFI act as the governing bodies of Money Smart Week. Additional information about this statewide effort can be found online at [www.moneysmartWI.org](http://www.moneysmartWI.org).

**How can I access Money Smart Week Resources and Activities in the Metro Milwaukee area?**

Not only will Money Smart in Milwaukee offer FREE workshops, events and activities, but individuals and groups can pick up copies of the **Money Smart Week Resource Guide**, which offers resources that can be accessed year-round by individuals and families that are seeking advice on a wide range of personal finance issues. You will find information on credit and budgeting practices, wealth-building and saving, homeownership, scam prevention, and activities for youth. Copies will be available in Milwaukee Public Libraries starting October 1<sup>st</sup>, or contact UEDA for more information.

Also, on **Thursday, October 8<sup>th</sup> from 6:00PM to 10:00PM, Money Smart Week Milwaukee will hold a phone bank**. Experts will be available to answer questions on topics ranging from credit repair, filing taxes, starting a business, retirement savings as well as where to start and how to buy a home. Help will be available in both English and Spanish. Call (877)212-6593 on Thursday, October 8<sup>th</sup> from 6:00PM to 8:00PM and get your questions answered!

**The phone bank is looking for volunteers!** It will be a "look-live" format with TV and radio informational segments running at the exact same time on a minimum of 6 different stations, driving viewers and listeners to call in with their questions related to housing, credit, investments or other financial concerns. The phone bank itself will actually be taking place at Manpower's headquarters during that time. Last March, during the first phone bank, we had over 40 financial professionals answering phones, including housing counselors, investment professionals, credit counselors, attorneys, etc. All calls are confidential and investment or legal advice is not provided over the phone. The purpose is to provide basic information over the phone and then provide the caller with resources and information on where to go for further assistance. **If you are interested in volunteering as an expert for the Phone Bank**, contact Clarissa Mankus at WVTW CW 18/WCGV-TV My 24 at 414-874-1821 or email [CMankus@wcvb.com](mailto:CMankus@wcvb.com). Volunteers will need to **report to Manpower no later than 5 pm and a brief phone training, food and beverage will be provided.**

**UEDA COMMUNITY NEWS**

- **Credit Card Firms Offering Simpler Deals Ahead of Law:** Credit card companies took a great deal of criticism as Congress was writing a law restricting their ability to rise rates and fees. The law, passed in May, will not go into effect until February, but some companies have already begun offering simplified agreements to counter that criticism. What are companies offering? [Read more...](#)
- **US Advocates Push To Expand Community Reinvestment Act:** The Community Reinvestment Act should be modernized and extended to apply to credit unions and other financial institutions beyond banks, witnesses will argue in a U.S. House hearing this week. Massachusetts top bank regulator Steven L. Antonakes will discuss his state's efforts to extend CRA or similar standards to credit unions and non-bank mortgage companies in prepared remarks before the panel. In addition, he will argue for the need to force affiliates of CRA-covered institutions to adhere to CRA standards. "Because of the way CRA regulations are written, a bank can structure its lending, investments, and services so that activities that

enhance its CRA performance are either done directly by the bank or through an affiliate at its choosing," Democrats are seeking to expand the law, an effort that will be controversial with the banking industry. For more information the efforts to expand the CRA, visit [www.ncrc.org](http://www.ncrc.org).

- **New Foreclosure Data Mapping Site Launched:** The Center for Housing Policy, [KnowledgePlex](#), the Local Initiatives Support Corporation and the Urban Institute have joined forces to launch Foreclosure-Response.org – a new Web resource that provides government officials, housing practitioners and advocates with up-to-date information on a broad range of state and local policy solutions related to foreclosure prevention and neighborhood stabilization. The website includes a comprehensive policy guide of strategies for preventing and responding to foreclosures, as well as access to interactive online discussions and tools that allow users to create customized data reports and maps to identify areas in which to target resources and efforts. Visit [Foreclosure-Response.org](#) to see valuable resources and mapping tools built using DataPlace Technology.
- **Michael Bloomberg, Mayor of New York, and 16 other mayors announced a new coalition to promote volunteerism** as a way to help cities combat their most-pressing problems. The mayors, dubbing their effort "Cities of Service," said they will share strategies on how to engage citizens at the local level and join together to make their voices heard in Washington. "Cities around the country are facing enormous challenges, and mayors have an opportunity to make the most of our greatest asset: public-spirited citizens and organizations," Mr. Bloomberg said in a statement after a meeting with the mayors in New York. Read entire article by [clicking here...](#)
- **Second Harvest of Wisconsin changes name:** America's Second Harvest of Wisconsin, the state's largest food bank, has been renamed Feeding America Eastern Wisconsin. New signage reflecting the new name was installed at the food bank, located at 1700 W. Fond du Lac Ave. Feeding America Eastern Wisconsin remains a part of the nation's largest domestic hunger relief organization, Feeding America, located in Chicago, and is one of 200 member Feeding America food banks that work to alleviate hunger across the country. "The name change to Feeding America Eastern Wisconsin quickly and effectively communicates our mission and will have a positive impact on our future ability to engage the community in our hunger relief efforts," said Bonnie Bellehumeur, President of Feeding America Eastern Wisconsin, which annually provides more than 12 million pounds of food to 235,000 people. For more information, visit [www.feedingamericawi.org](http://www.feedingamericawi.org)

## NONPROFIT NEWS

- **New law lets nonprofits tap into their endowments.** A new law signed by Governor Jim Doyle allows nonprofits such as the University of Wisconsin Foundation and Marquette University more flexibility in tapping into endowment funds at a time when many have incurred losses because of the economic downturn. Until now, organizations were typically barred from spending from an endowment fund when the value dipped below the historical dollar amount (the amount the endowment was originally set up with), as they could spend only interest, dividends or appreciation. Under Senate Bill 31, charitable organizations that manage endowments can make an informed judgment about whether to tap the original funding, said attorney Adam Wiensch, a partner at Foley & Lardner who specializes in trust and estates and lobbied for the bill. [Read the entire article here...](#)
- **New Salary and Benefits Report!** The Nonprofit Times 2009 Nonprofit Organizations Compensation and Benefit Report is the most comprehensive salary/benefits study conducted among nonprofits. Over 241 titles grouped by 30 unique job families and 94 employee benefit offerings available with one-of-a-kind compensation data. The report is data-rich and user-friendly; compare positions and benefits. [Click here to learn more or order your copy](#)
- **Nonprofit Health-Care Groups Suffer Major Investment Losses, Study Finds:** The value of investments held by 143 nonprofit health-care organizations that participated in an annual study fell an average 21.2 percent in 2008 — by far the worst results since the study began in 2002. By comparison, the average investment gains in previous studies were 8 percent in 2007, 10.6 percent in 2006, and 6.3 percent in 2005. The only other negative return, of 4.9 percent, was reported in 2002. The health-care organizations at least fared somewhat better than other parts of the nonprofit world. Foundations suffered investment losses of 26 percent, and charities of 25.8 percent, in 2008, according to separate Commonfund studies. Other findings of the health-care study can be [found here...](#)
- **Milwaukee nonprofits struggling to survive in 'perfect storm':** Local nonprofit organizations are cutting budgets and staff in an effort to keep up with increased demand for services and falling donations, according to a new and expanded survey of local agencies commissioned by the Greater Milwaukee Foundation and conducted by the Public Policy Forum. Sixty-eight percent of the southeastern Wisconsin

nonprofits surveyed for the 13th Annual Report Card on Charitable Giving say the economic downturn has caused a drop in giving. Sixty-three percent of the agencies feel the state of philanthropy is getting worse. The Report Card on Charitable Giving was changed this year to respond to the shifting charitable giving landscape nonprofits are experiencing because of the economy. Nearly 400 metropolitan area nonprofits were asked to weigh in on their financial health, a significant increase from the traditional 56 bellwether organizations asked in past years. Nearly half of the organizations responded, giving real-time impressions of how the economy is affecting them and the individuals and families they serve. The executive summary and full Report Card on Charitable Giving can be found on the Foundation's website, [www.greatermilwaukeefoundation.org](http://www.greatermilwaukeefoundation.org)

## SMALL BUSINESSES / ENTREPRENEURS

- **Future 50 companies thrive in the new normal:** The newly announced Future 50 list features some of southeastern Wisconsin's fastest-growing companies. These dynamic companies are thriving in the "new normal," a post-recessionary economy that features different expectations and different strategies for business survival. The five fastest-growing companies in the Future 50 are: (1) Franklin Energy Services LLC in Port Washington; (2) Waterstone HR in Mequon; (3) Trissential in Harland; (4) Affinity Inc. in Wauwatosa; and (5) KS Energy Services Inc. in New Berlin. The Future 50 is presented annually by the Metropolitan Milwaukee Association of Commerce (MMAC) and its Council of Small Business Executives (COSBE). To read recession survival tips from the top executives of the Future 50 companies, visit [www.biztimes.com/survive09](http://www.biztimes.com/survive09).
- **Small Business Discussion Groups:** Talk with a WWBIC representative in an informal group setting about business classes, assistance programs, and information exchange. Explore a wide range of business topics such as business idea feasibility, marketing research ideas, and business planning. **Tuesday, October 6<sup>th</sup> or Tuesday, November 3<sup>rd</sup> Noon - 1pm, No Fee**, Located at the office of WWBIC-Milwaukee 2745 N. Dr. Martin Luther King Jr. Drive.
- **Designing Websites & Developing Online Strategies For Your Business, Saturday, October 10 from 10am to 3pm.** Explore the issues related to designing websites for your small business and discuss business strategies behind the use of websites. REGISTER BY CALLING – 414-229-6297. No Fee. Held at UWM Lubar Hall, N333, 3202 N. Maryland Avenue, Milwaukee, WI 53211.
- **QuickBooks 101 & Advanced Classes:** Held Saturday, October 24 (QuickBook's 101: 9am-Noon and QuickBook's Advanced: 1-3pm). Fee: \$50 per QuickBooks Session (Reduced Scholarships Available). Location: WWBIC-Milwaukee, 2745 N. Dr. Martin Luther King Jr. Drive, Milwaukee, WI 53212.
  - **QB's 101:** Do you need QuickBooks to computerize your bookkeeping? Learn how to best utilize this software to track your accounts payable, accounts receivable, payroll, sales and use tax, and other features in this basic introduction course. This is a hands-on opportunity to work with the QuickBooks program.
  - **QB's Advanced:** Learn how QuickBooks takes all of your company's information to create reports and maintain your business' vital information. This workshop is meant to be one step above the QuickBooks 101 workshop. Hands-on opportunity to work with the QuickBooks program.

## UPCOMING EVENTS

- **Grantseeking in the Current Economic Climate:** The Nonprofit Center of Milwaukee is presenting four learning sessions designed to give nonprofits the opportunity to dialogue about two key fund development topics that haven't been getting a lot of attention as a result of the current economy: Federal Stimulus Dollars and Grantseeking Collaborations. Join these sessions to learn more about stimulus dollars, your organization's readiness to apply for and receive federal funding, and how to effectively pursue funding in collaborations with other organizations. **The sessions will be held September, 29<sup>th</sup>, October 21<sup>st</sup>, November 17<sup>th</sup>, and January 19<sup>th</sup>.** For complete details of each session visit the Nonprofit Center Fall 2009 Training Calendar by clicking here: [Grantseeking](#)
- **Developing and Monitoring Budgets (2 parts):** Preparation of an effective budget is critical to proper monitoring of fiscal activity and planning for the future. The sessions will review the key elements in constructing and then monitoring a nonprofit budget. Hands-on exercises and budgeting situations will also be covered as part of the course. Presented by Ritz, Holman, Butula, Fine LLC **on September 29<sup>th</sup>, then on October 6<sup>th</sup> from 2:00PM – 4:30PM** at the Nonprofit Center of Milwaukee. Fee: \$125; \$80 Nonprofit Center members and CDBG agency attendees.

- **Spread the word! A foreclosure outreach event will be held on Monday, October 19 from 2:00PM to 8:00PM** at the Destiny Youth Plaza in Milwaukee. Borrowers will be able to access representatives from lenders, services and housing counseling agencies to get on-site assistance with their mortgage situation. Call the Metro Milwaukee Fair Housing Council at 414-921-1090 for more information.
  - **Save the Date! The 3rd Annual Race, Families and Milwaukee Summit: New Business Creation, Careers and Family Stability will be held on October 23rd, 2009.** Join us for a dialogue on new business creation, job retention, and the impact on Milwaukee families. Our goal is to move from discussion to action in finding solutions to our city's most pressing needs and boldly address the impact of race as individuals and a community. Keynote speak will be Steven Rogers- Author and Professor; Director of Levy Institute & Clinical Professor of Entrepreneurship, Kellogg School of Management, Northwestern University. For more information or to register, visit [www.aurora.org/racesummit](http://www.aurora.org/racesummit) or call 414-345-4954.
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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](mailto:Kristi@uedawi.org).*

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