



WALNUT WAY

CONSERVATION CORP.

WELLNESS • WORK • WEALTH

CIVIC ENGAGEMENT

ENVIRONMENTAL STEWARDSHIP

ECONOMIC PROSPERITY

Annual Report
2018

Lead FROM WHERE YOU Live 



Dear Friends,

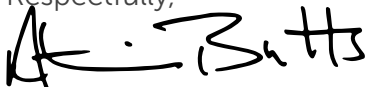
Walnut Way is committed to building community and removing barriers that prevent Lindsay Heights neighbors and residents throughout Milwaukee from realizing their potential to create the quality of life that they deserve. That's why we are creating spaces for residents to *lead from where they live*.

Community *Wellness* indicators show that of the 29 zip codes in Milwaukee, Lindsay Heights has the lowest. Obtaining family sustaining *Work* near home is difficult! Today, 55% of retail storefronts along North Avenue, our main commercial corridor, are currently boarded up and vacant. Simultaneously the economic development needle is moving and investments are being made in neighborhoods adjacent to downtown Milwaukee, like Lindsay Heights. Walnut Way is sustaining community transformation by helping Lindsay Heights residents increase their capacity to influence public and private sector systems, absorb capital and build community *Wealth*.

Together we are advancing strategies that protect our environment, drive equitable economic inclusion and provide advocacy for residents being outpaced by socio-economic forces, gentrification or the presage of displacement.

Please enjoy our look back at 2018! We are grateful, together with Lindsay Heights residents, key stakeholders and partnering organizations from across Milwaukee, that through **Civic Engagement, Environmental Stewardship and Catalytic Development**, we will continue to sustain transformation and have a positive impact on several of the most pressing quality of life dilemmas we face as a community.

Respectfully,

A handwritten signature in black ink that reads "Antonio Butts". The signature is stylized and cursive.

Antonio Butts,
Executive Director



Creating economically diverse and abundant communities by eliminating barriers to wellness, work, and wealth.



“I really grew
this summer
restoring the
Caring Neighbors
Mural. It was a
huge learning
opportunity for
me.”

- Qaamar,
Boys 2 Leaders Member
& ArtWorks Intern

COMMUNITY MOBILIZATION

STEPPING INTO LEADERSHIP

The Walnut Way Center was active this year with adults and youth leading wellness and civic engagement programs, strengthening social connections and empowering one another to identify and address issues in the community. We kicked off the year with young people responding to violence in the neighborhood. They held space for one another to heal from trauma through the arts. **60 youth** gathered at the center to listen to one another's poetry at our first Neighbor Night of the year.

Youth continued to display their desire to be active in the community. **Eight ArtWorks interns** gave life to the iconic **Caring Neighbors Mural** by restoring it to its original vibrancy. Four teens spent their summer as Community Mobilization Workers, knocking on **2,600 doors** to listen to community voices and recruit *Lead from Where You Live* block captains. Four Growing Youth Leadership interns spent **692 hours** farming the Walnut Way gardens.

CIVIC ENGAGEMENT

GROWING PROGRAMS

The Healing Circle, now in its sixth year, met **24 times**, with women volunteering their time to lead groups and empowering one another to remove barriers to well-being and goals.

The Men's Wellness Program, which works to reduce isolation of African American men, offered peer-support to face life's challenges and celebrate accomplishments. A select group of men from the program are paying it forward. They have begun **training** to better serve as mentors in our youth program, Boys 2 Leaders (B2L). Men attended trainings in mental health, first aid for youth, conflict resolution, trauma-informed care, and a Milwaukee Bucks led physical education workshop.

B2L met weekly in the summer of 2018, connecting **18 young men to jobs** and offering important developmental trainings to youth. The program provided a new individualized back to school success track to support the young men throughout the school year.

Pictured right, Boys 2 Leaders member, Qamar, was connected to an internship at Walnut Way, provided by ArtWorks for Milwaukee, to restore the iconic Caring Neighbors Mural.

WELLNESS





COLLECTIVE ACTION

GREEN JOBS AND CLEAN ENERGY MEAN STRONGER COMMUNITIES

For 18 years, Walnut Way has been exploring ways to combat environmental challenges and improve economic stability. Our workforce development program, **Blue Skies Landscaping**, achieves both goals by employing and training residents in green infrastructure installation and landscaping maintenance.

In 2018, Walnut Way was chosen as one of two national partners by the **Institute for Sustainable Communities** (ISC) to install demonstration projects in clean energy (solar) and green infrastructure (stormwater management) in the Lindsay Heights neighborhood. In addition, **Solar For Good**, funded solar installations at the Walnut Way Center and The Innovations and Wellness Commons.

These partnerships allowed our Blue Skies Landscaping program to increase its capacity and serves as a powerful vehicle for individual and community transformation and leadership.

ENVIRONMENTAL STEWARDSHIP

Through our partnerships we can continue to tackle stormwater pollution by increasing our ability to mitigate urban flooding in Milwaukee's combined sewer system and increase community access to green spaces.

In addition to providing stable employment to 10-12 adults, Blue Skies has partnered to develop pocket parks, streetscapes, and other amenities that beautify and protect the environment.

- Greater Galilee Missionary Baptist Church** - Three bioswales
- Alice's Garden** - Rainwater harvesting for agriculture, solar installation
- Fondy Park** - Enhanced green infrastructure, solar installation
- The Garfield I Griot** - Complete green infrastructure installation
- Walnut Way** - Solar installation
- Innovations and Wellness Commons** - Solar installation

LEADERSHIP THROUGH EDUCATION AND CERTIFICATION

Walnut Way faces pressing issues like stormwater pollution by engaging, educating, and employing community members to take leadership roles in conservation strategies. In 2018, Blue Skies Landscaping Employees took part in several trainings including a 35-hour Green Infrastructure Training (Water Environment Federation approved) and the National Green Infrastructure Certification Program (NGICP).

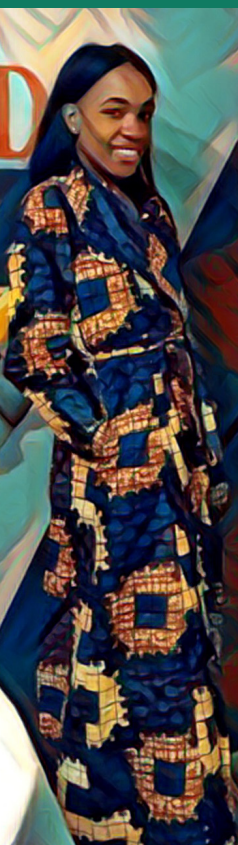
WORK

Awards and Recognitions



Walnut Way has garnered recognition for its green infrastructure and urban agriculture. This year, The City of Milwaukee designated Walnut Way (and Lindsay Heights) as the first Eco Neighborhood. Visit our campus to see our new Eco Tour signage.

In addition, MMSD awarded Walnut Way a Green Luminaries Award which recognized our innovative approach to protect our rivers and Lake Michigan through green infrastructure installations and maintenance that reduce stormwater pressure on Milwaukee's sewers.



"I'm excited to bring a new business into the community. I'll be on site to serve community needs like alterations and providing sewing classes. "

-Basia Spencer,
Basia Rose Designs Boutique Owner,
Tenant of IWC

COLLABORATIVE WEALTH BUILDING

LOCAL BUSINESSES SHINE AT IWC

Supporting local businesses through collaboration was a key strategy in 2018. Local retailers set up shop at The Innovations and Wellness Commons (IWC) thanks to the **Pop-Up MKE** small business program. The public-private partnership focused on economic development and entrepreneurship, hosting local businesses for one month at a time on commercial corridors across Milwaukee. The project was coordinated by LISC Milwaukee in partnership with the **Wisconsin Women's Business Initiative Corporation (WWBIC)**, the **City of Milwaukee**, **MKE United**, and the **Marketplace Business Improvement District**. **Outpost Natural Foods** was an additional partner that hosted Pop-Up MKE in their rented space at IWC. This enabled a number of locally owned businesses to try a storefront in Lindsay Heights, including **Basia Rose Designs**, **Asili Naturals**, and **Bella's Treasures**.

We're excited to share that **Basia Rose Designs** is now a tenant of IWC. The fashion boutique features dresses and accessories.

ECONOMIC PROSPERITY

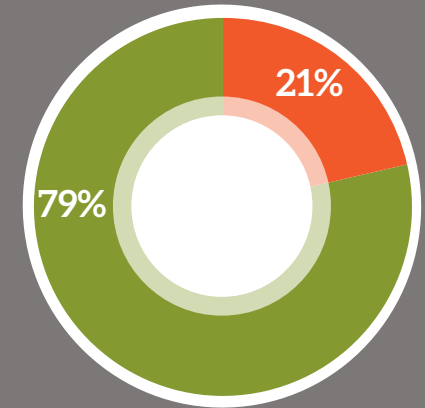
FRAMEWORK FOR INCLUSIVE COMMERCIAL DEVELOPMENT

With a number of partners including **LISC Milwaukee**, **Marketplace Business Improvement District**, **Zilber School of Public Health**, and the **Center for Urban Population Health**, we are working collectively to create a framework for inclusive neighborhood-centered commercial development. The goal of this framework is a healthier built environment reflecting neighborhood priorities including thriving commercial corridors and increase in locally owned businesses. Actions include:

- Conducting **door-to-door outreach** and communication with neighborhood residents centered on commercial development opportunities.
- Providing **capacity building** opportunities for neighbors on civic engagement and economic and commercial development.
- Creating cross-sector **convening spaces** for key stakeholder groups around commercial corridor development.
- **Mobilizing** neighbors and key stakeholders to act on projects, practices, and policies that change the built environment along commercial corridors in Lindsay Heights.

WEALTH

Investing in People and Place



- Environmental \$80,000
- Civic Engagement \$22,000

In 2018, Walnut Way allocated **\$102,000** to lift community assets by installing solar and green infrastructure at nearby sites and funding community capacity building projects with partner organizations.

INNOVATIONS AND WELLNESS COMMONS



Phase I of the Innovations and Wellness Commons continues to thrive. In 2018, thousands of customers visited **The Juice Kitchen** to enjoy fresh juice and their signature ginger shots. The Juice Kitchen has continued its momentum and is reopening as The Shindig, serving up their own brand of coffee, wraps, and fresh juice. They now have two locations: one at IWC and one at their Sherman Phoenix Market. **Fondy Farmers Market** offices remain steadfast in providing healthy food access across the city at the nearby Fondy Farmers Market and the Milwaukee Winter Market. **Milwaukee Center for Independence**, who operates a commercial kitchen and job training, produced over 5,000 fresh meals a day for children at our local schools.

PHASE II TO BREAK GROUND IN 2019

Walnut Way will continue to advance neighborhood-centered commercial development as we gear up to break ground for Phase II in Spring 2019. Phase II will be built on historically important community space, a former natatorium where families across Milwaukee came to gather for indoor swimming. The property now sits as a parking lot, on the southwest corner of 16th Street and North Avenue (next to Phase I).

We will bring life back to the space by building a beautiful **courtyard** in between Phase I and Phase II, construct a **rooftop terrace** to host **community events**, and house tenants focused on **employment** and **business development**. Walnut Way will operate a **wellness studio** to increase access to **health and wellness services** to Lindsay Heights residents.

Phase II Highlights:

- Community Courtyard
- Rooftop Terrace
- Wellness Studio

Tenants: Walnut Way is excited to have Milwaukee AHEC in Phase II working to fulfill their mission, which is to enhance access to health care for underserved populations in Southeastern Wisconsin through health professions education.



SHARON AND LARRY ADAMS ROOFTOP TERRACE

An integral component of Phase II is the rooftop patio space, which will be named after Walnut Way Co-founders, Sharon and Larry Adams. This enhances Walnut Way programming by allowing it to take place outside in the warmer seasons. Restorative yoga can be held under a blanket of warm sun. Community meetings can convene with the rise of the morning. Wellness program participants can relax with a cup of tea at their gatherings.

PEACH WELLNESS STUDIO

Over the last 10 years Walnut Way has been building neighborhood based wellness programming. This has been accomplished by holding healing circles for women, men's wellness peer groups, and providing space for wellness practitioners of color to offer their own classes and scale their business. Phase II of The Commons is an opportunity to offer more classes and support more practitioners to expand their businesses, thus creating the spaces needed for neighbors and those from all around Milwaukee to heal and be well together. Phase II will feature the **Peach Wellness Studio** that will host healing circles, yoga, meditation, and mindfulness classes.



The Commons is an example of how together – residents, businesses, community stakeholders, and supporters – can **overcome development challenges unique to disinvested communities** and create beautiful, community-driven, impactful commercial developments that offer residents and local businesses the opportunity to **prosper, serve others, and create a flourishing community.**



6 GREEN INFRASTRUCTURE

projects were installed by Blue Skies Landscaping that are reducing stormwater pollution.

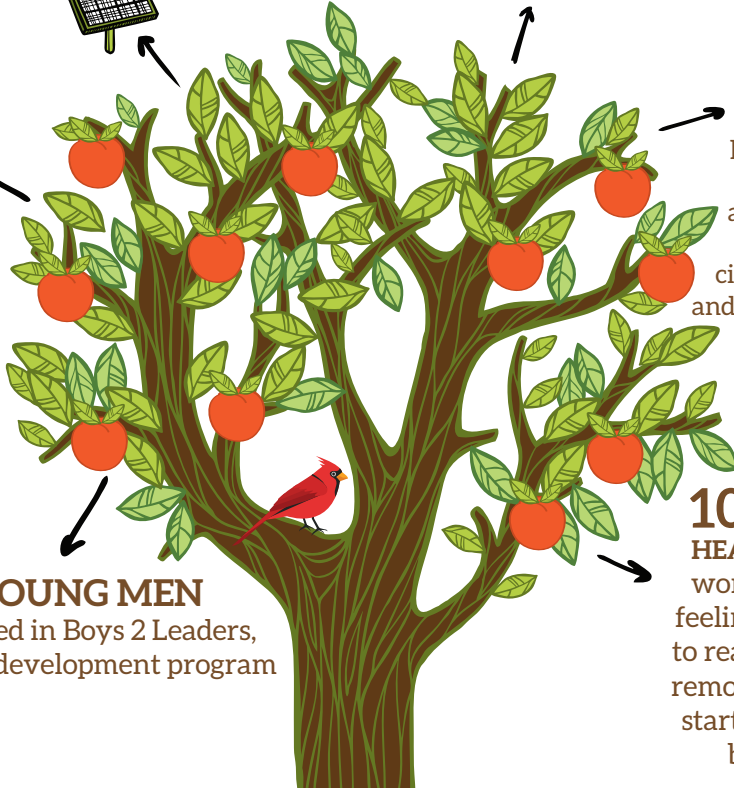
4 SOLAR SYSTEMS were installed at Lindsay Heights community sites.



THOUSANDS OF CUSTOMERS put their money into local businesses at The Common's The Juice Kitchen and Pop Up MKE shops.



16 YOUTH had meaningful summer jobs at Walnut Way in the arts, civic engagement, and urban agriculture.



23 YOUNG MEN participated in Boys 2 Leaders, a personal development program

100% OF HEALING CIRCLE women reported feeling empowered to reach goals and 4 removed barriers to starting their own businesses.





1 COMMUNITY SITE HAS ELECTRICITY
for the first time thanks to solar panels installations.



100% OF BLUE SKIES
staff received at least one green infrastructure certified training.



HUNDREDS OF THOUSANDS
of gallons of stormwater diverted to bioswales installed by Blue Skies.

Lead FROM WHERE YOU Live



“It was OK to be beautiful on the outside, but I first felt beautiful when I became OK inside. Walnut Way offered me a chance to express my passion for cooking healthy traditional meals amongst a sisterhood of Women called The Healing Circle, since then I have bloomed into an entrepreneur and am now the proud owner and chef of Anomaly Catering.”

-Anomalous Campbell,
Healing Circle Participant

”



LINDSAY HEIGHTS

CARING NEIGHBORS

Community
Mobilization

Leadership

GREEN
INFRASTRUCTURE

RESTORATION

CIVIC ENGAGEMENT

WELLNESS

Volunteer

2018

“

"I lived in Lindsay Heights since I was 16. I can see now more than ever, the changes happening in the neighborhood. We will need to continue to move with our momentum to have a lasting effect.

Through our partnership with ISC, there's been a boost to our green infrastructure field. It's been exciting to see and I eagerly anticipate where we go next."

-Aton Fox

Environmental Program
Assistant, Walnut Way



FINANCES

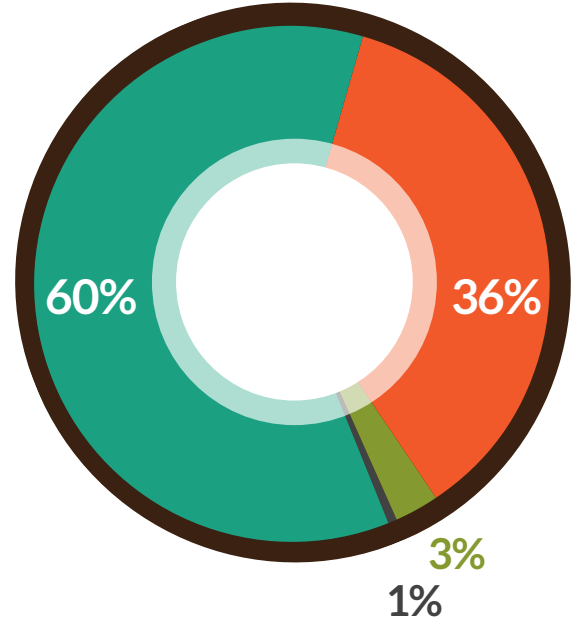
2018 SOURCE OF FUNDS

● **Philanthropic Support 60%**
\$765,000

● **Blue Skies Landscaping
Earned Revenue 36%**
\$455,000

● **Rental Income and other 3%**
\$35,000

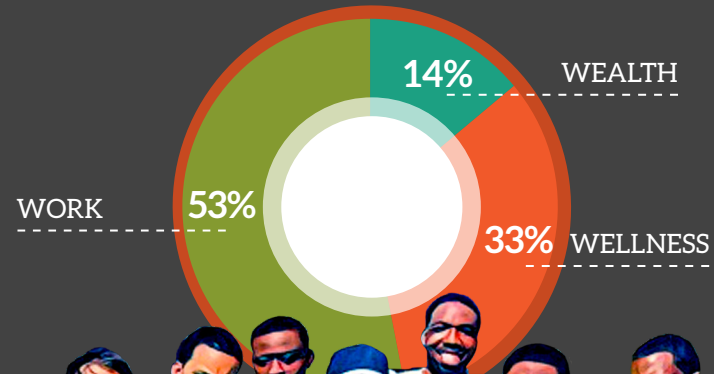
● **Produce Sales 1%**
\$5,000



\$1,260,000 Operating Budget

2018 USE OF FUNDS

- **WELLNESS | Civic Engagement 33%**
Lead from Where You Live Initiative
Community Capacity Building Programs
Youth Programming and Neighbor Nights
Men's and Women's Wellness Programs
- **WORK | Environmental Stewardship 53%**
Blue Skies Landscaping Employment Program
Urban Agriculture
Growing Youth Leadership Internship
Growing Healthy Soil Program
- **WEALTH | Economic Development 14%**
Innovations and Wellness Commons
Property Management
Entrepreneurship and Small Business Support



Co-founder Larry Adams, pictured center, with community members, planting the first peach tree in the Walnut Way gardens, in 2006.

SUPPORTERS

Walnut Way would like to thank the hundreds of individual and organizational donors, partners, volunteers and supporters for advancing our mission to sustain economically diverse and abundant communities through civic engagement (wellness), environmental stewardship (work), and creating venues for prosperity (wealth).

You can be a supporter of wellness, work, and wealth programs! Thank you for considering Walnut Way when you give this year:

Donate online at www.walnutway.org or mail a check payable to Walnut Way:
2240 N. 17th St., Milwaukee, WI 53205.

VOLUNTEERS

Thanks to the 100's of Individuals that volunteer

ACTS Housing
Anomaly Catering
Baird
Cardinal Stritch University
Department of City Development
City of Milwaukee Environmental Collaboration Office
Kick out the Jams, Christina Ward
Legal Action of Wisconsin
Metropolitan Milwaukee Fair Housing Council
Milwaukee JobsWork
NAACP Youth
Neighborhood House
Phi Beta Zeta Sorority
Teach for America
Urban Underground
Wells Fargo
World Financial Group

Add Walnut Way to your employee volunteer calendar in 2019! Email erica@walnutway.org.



88NINE Radio Milwaukee
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The University of Wisconsin Madison
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