

CCF

UPDATE

INSIDE:

- Community Center Board of Managers Gets to Work..... Page 2
- Old Fashioned Movie Night May 5th..... Page 3
- Cable Program Considered for Awards..... Page 3
- \$8,000 Gift to the Endowment received.... Page 4
- New Procedures to Improve Grants Program Detailed..... Page 4
- Photo Review Casino '87..... Page 5

President's Column

**Don Schwamb,
President, CCF**

As we head into Spring, Milwaukee's gay and lesbian community is heading into a "spring" of its own; we are witnessing the birth of a focal point for the entire community, Milwaukee's own Community Center.

As you may be aware from reading articles in this and the previous newsletters, and other community media, the Foundation has opened an office and meeting room at 225 S. 2nd Street which we have named the Foundation Community Center, and which makes available to all Milwaukee's gay/ lesbian/ bisexual groups meeting space for their use. This has been a long time in coming, and we are proud it has finally come about.

Even with this effort, though, roadblocks remain. Some people think we're not moving quickly enough, and expect us to throw the doors open to everyone for everything without delay. Others are unsure Milwaukee needs a Center, Turn to Page 2

Casino '88 — Bigger, Better, Best Trip to Las Vegas, CD Player and more!!

Practice at CCF Casino Night on April 24th and then win the **Big Bucks** at Vegas — that dream could come through. The Grand Prize at Casino '88 is a trip to Vegas — everyone buying a ticket is eligible. Co-Chairs Chuck Braatz and Julia Kleppin promise the "Best Ever" Time of Your Life at this year's Casino Night. Tons of Prizes have been donated beside the Grand Prize. "COME UP A WINNER" at the Foundation's Casino '88.

Sue Arnold, Coordinator of the event has rounded up great groups of volunteers to put on the Big Show — You will not want to miss This One. You'll play on professional size tables with Professional Dealers who will help you when you are stuck on

how to play the table. Sharp play gets you stacks of chips — last year one player amassed over \$10,000. What a feeling to know YOU beat the House. It's a feeling of power to bet \$500 on one throw of the dice and get 3, 4, or 5 \$500 chips in return.

...And because you attend, this Community gets the funds to work 365 days a year on your behalf... What could be a better bargain — Fun for Strength.

We are proud that Miller Brewing is again a major sponsor of this event. Bring a date, Bring a Group, but Come and indulge your fantasies — Who knows, you might be on your way to a Wonderful Winter Vacation in Las Vegas.

TICKETS:
\$20 Advance
\$25 at The Door



COME UP A WINNER!
Sunday, April 24th, 6-10 p.m.
Grain Exchange Room
225 East Michigan

**SEND FOR YOUR
TICKETS TODAY TO:**

The Cream City Foundation
P.O. Box 204
Milwaukee, WI 53201
or Call 278-0880

Community Center Appoints Board of Managers

A major step in advancing the Foundation Community Center was taken on March 8th. With the appointment of a new Board of Managers, the Center is rapidly tackling the future and several major challenges. These steps will give leadership to:

- Creating a Governing Board.
- Setting up procedures for Utilization of the Center.
- Expansion of Meeting Room Capacity.
- Developing Proper Funding for the Center.

John Cowles and Julia Kleppin Co-Chairs have recruited a five member Board to carry out the aims of the Foundation towards the Center. "We must be self-sustaining and move purposefully towards developing all 6,800 square feet of space we have available, and this Board will take on that challenge," said John Cowles.

Building plans are being completed with the help of a contractor and architect who are donating their time. A marketing program for the Center and a fund raising program are underway and the Rules Committee has developed a set of guidelines for use of the Center by Community groups.

Ideas expressed, but not yet fully adopted, center on allowing Community groups to rent desk space on the Second Floor, opening the other two meeting rooms with capacities of 75-120 persons and working to improve the heating plant which is the only drawback to further advancement and better utilization of the Center.

"With only one meeting room now available, we have been amazed to have had the interest and support that

has been already generated. This shows how necessary this Center has been for many years. We have accomplished a truly important Community service with this opening of this Center," said Julia Kleppin.

Ten groups regularly use the existing space, while several large groups who must move from present locations have approached the Foundation Board for inclusion in expansion plans. A piano has been pledged which will allow musical groups to practice.

Foundation President Don Schwamb indicated that enough organizations have been in contact with CCF to completely fill the second floor offices and to make use of the 2 additional meeting rooms.

"This Community has a dream," he said. "If we can find the Where-With-All, we could — inside of a year — have a central location for the Community with complete desk space, computer services, office services and staff to make every organization more efficient and allow this Community to take its rightful place as a factor in the planning and implementation of rights and services for the Community that we deserve as a full 10 percent of the general Metro Population."

He summarized the plans as having all the potential, but without the important funds yet in place to fulfill that dream. "It will take some important large donors to step forward in order to reach that potential." He concluded, "We have done all the necessary preliminaries — now its in the hands of the Community to bring about further progress. □

Casino Night Is Much More Than Just Chance

Win a Chance to



Vacation in Las Vegas

Casino Night Is THE Major Fund Raising Event of The Year!

WE NEED YOUR SUPPORT

President's Column

Continued from Page 1

and are looking at the whole effort with reservations.

We have taken this project on as we have all others; with an open mind, with high expectations (both of ourselves and the community) to make it a success, but tempered with a proper dose of reservations and evaluation. At the present time, many people have come through to help make the Center possible; a very favorable lease has been negotiated, and donations of money and some equipment have made possible initial furnishing and limited operation. But these donations have not allowed us to gear up to accomodate all the groups that would like to meet here, or to provide desk or office space to businesses or organizations that need an "incubator" environment. These are our goals today.

We are in the stages of planning how we can gear up to make all this possible. We need your solid support to make this "spring" season turn into "summer"; we need to pull together for a common cause to

benefit everyone- ALL groups, ALL gays and lesbians and bi-sexuals, ALL of Milwaukee. Whether in the past you have given to the CCF, only to another gay/ lesbian organization, or to neither, this is the cause to get behind.

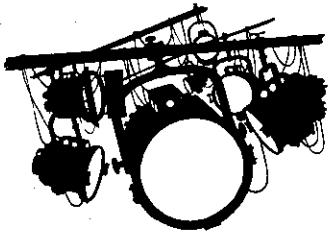
Here's what you can do to help:

- Send whatever monetary contribution you can to help. We need money to keep the doors open, and just as important, to afford putting together at least one additional meeting room and getting the final requirements of furniture and equipment.

- Encourage your favorite bars to support the Center, through either a monthly pledge of direct financial support, or by sponsoring a one-night-a-month cover charge with proceeds going to the Center Fund.

- Volunteer to help staff or run the Center. We need you to help staff the office during day or evening hours, just to answer the phone and keep tabs on things; OR you can help by serving on one of the subcommittees that is planning expansion and running the Center.

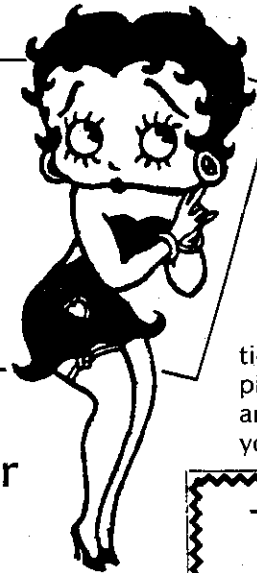
YOU CAN HELP. Give us a call TODAY! □



Old Fashioned Movie Night May 5th

Join Betty Boop and Mae West At the Gallery Cinema

Cocktails and hors
d'oeuvres at 6:30;
Cartoons at 7- Betty Boop
Feature 7:30- Mae West
"I'm No Angel"



Everything
but a free dish!

Only \$5.00 per person. Get tickets by calling 278-0880, stopping at 225 S. 2nd St., or from any Foundation Volunteer. See you there!

Support Your
Foundation

Tri-Cable Tonight

Your Monthly Gay/Lesbian Television Program

Recent Developments:

—Monthly Series established and scheduled every 1st and 3rd Tuesday at 7 PM and the 4th Sunday at 6:30 PM on Warner Cable channel 14.

— 2 National Awards Programs request submittal of program tapes for National Gay/Lesbian Program Awards Contests.

—Cream City Business Association recognizes **Tri-Cable Tonight** with Outstanding Community Achievement Award.

These are just some of the advances and recognitions **Tri-Cable Tonight** is getting on a local and national level. By qualifying as a regular series, Warner Cable is flatly saying that they aren't afraid to have Gay/Lesbian programming on the cable waves. And further that this series is of such a high quality that it deserves a chance to find an audience by having regular times for showing the program. (ViaCom and Paragon have not allowed tapes to be provided to their cable systems — Warner in addition has broadcast 5

special hour-long programs by the Milwaukee Gay/Lesbian Cable Network and continues to allow more such programs to be shot and programmed.)

Two national Gay/Lesbian press associations have contacted the Foundation to request that we submit and allow judging of program tapes in national contests to recognize the best in Gay/Lesbian programming for TV. We are very proud that we should have gotten that kind of recognition.

In a like manner the Foundation and Tri-Cable Tonight producers deeply appreciate the recognition given the staff crew who work so hard to produce this outstanding program each and every month.

Viewers are reminded that the program can be seen on Warner channel 14 on the 1st, 3rd Tuesdays at 7PM and on the last Sunday of the month at 6:30 PM. If you haven't tuned in — your missing an important program. □

Tri-Cable Tonight WISH LIST:

VOLUNTEERS:

... To assist with production and to take MATA training in lighting, editing, and camera work.

... A person with publicity and/or advertising experience to handle PR for the Program and to coordinate it with the Foundation Public Relations Program.

... Persons with cars or pick-up trucks to help move equipment on days of on-site shoots.

... Producers to make cable Program Segments for the show — show to expand to a full hour in the fall.

... Writers to assist in preparing scripts.

... A Volunteer Business Manager who would work out of the Foundation offices to schedule group appearances, liaison with the 30 Community organizations, arrange MATA training and schedule volunteers for shoots, taping sessions and crew assignments.

Anyone interested should contact the Volunteer Chairman — Cream City Foundation, 225 S. 2nd St., or call 278-0880 between 1 and 5 p.m. Mon. thru Friday. □

Foundation Community Grants Drastically Revised

Quarterly Grant Cycle to Highlight — Upgrade Program

A new dramatic departure in making Grants to Gay/Lesbian organizations in order to strengthen and build our Community was adopted at the last Board meeting on March 14th. This was done to:

- Increase awareness of the Grants Program to the Community and Organizations.
- Better allocate funds towards Building Community.
- Increase the quality of grant applications received by the Foundation.
- Present more effective Grants targeted to maximize funds towards Community growth.

Starting immediately, the Foundation will give its grants on a Quarterly basis. Each quarter, grant requests will be solicited by the Foundation from all 30 Community Organizations — a deadline for submittal will be announced as well as a date two months hence when the actual grants will be made.

Applications will be studied for grant requests submitted and organizations will be contacted for additional information. Grant determinations will be made on a priority rating system based on Quality, Need,

Effectiveness and will be awarded in four categories to which specific amounts of money will have been allocated by the Board of Directors.

Actual grants will depend on the funds available in the category for which the grants application was submitted. Where funds are not available, yet, the application strikes a glaring need in the Community and it is feasible — the Foundation will go to the Community on a special campaign basis to attempt to raise those funds.

Aims of the study period will be to try to help the organization focus its efforts and to maximize the effectiveness of each dollar spent. The new system, it is hoped, will result in Higher Quality Grants and far better use of donated funds.

The Foundation has high hopes that this new procedure will greatly benefit the entire Community.

The Grants Program was revitalized in order to better serve this Community. Persons responsible for New and Out-Reach programs for various organizations should be alerted to the mailing of grant applications in the near future. □

\$8,000 Bequest Boosts Endowment Fund

The first Bequest ever received by the Foundation was conveyed to CCF from the Estate of Peter Johnson, former CCF Board member and community leader.

The funds were placed in the **Foundation Endowment Fund** to assure the permanence of services to the Community by the Cream City Foundation. Income from the Endowment is used to fund Community Grants and Special Programs.

"Much good work will be carried forth in Peter's name," said Ron Peiriel, Treasurer. "The thoughtfulness is deeply appreciated."

Ron reminds everyone of the

importance of the Endowment Fund and of how important it is to be specific in naming the Foundation or your favorite cause in your will. The Foundation can be named for a specific amount or be named the Remainder Beneficiary. This means that after all specific bequests, taxes and fees are paid, the Foundation would receive the balance or remainder of the estate for its growing Endowment.

More news on the Endowment has been shared by the Treasurer that may be of interest to our Donor Corps. CCF previously has been named as the beneficiary of an

insurance policy in the face amount of \$25,000 towards the Endowment. The policies cash value is very small at present, but it will build as the donor pays on the principal. At the time of redemption (for whatever purpose) the \$25,000 will be a major boost to the Foundation which will be able to carry out much service in the name of the donor.

Each donor should know that a portion of each unrestricted gift has been placed in the Endowment for the last 18 months. While at present the Endowment is very small, at approximately \$12,500, it is a major factor in assuring that your Foundation will be able to continue on in the future. Our heartfelt thanks to all who have support this effort. □

Community Center Wish List

Thanks a million to all who came through since the last newsletter. A copier worth over \$2,000 has been donated since that time. Also, chairs, file cabinets, desk chair mats, art works and office supplies were donated since our original appeal. Put those together with the carpeting, remodeling, etc. and we now have a functional Center. To do all we should or can for the Community — **NEEDS STILL EXIST SUCH AS:**

...An IBM compatible, hard disc

computer.

...Volunteer time to man the office from 5-10 p.m. — Do you have a night free?

...Green plants and grow lights.

...A representative art collection from Community artists.

...Donations towards a separate heating plant for the 2nd floor.

...A **Large Challenge Gift** to spur the Community's support for major additional renovations to open up the Full 6,800 square feet.

CAN YOU HELP? Write John Cowles at 225 S. 2nd Street, or call 278-0880 from 1 to 5 p.m. □

Board Doings

John Cowles and Scott Gunkle have been elected to the Board of Directors. Each is well known in the community and we expect them to bring wide experience to the Board. John has responsibility for the Community Center and Scott in Public Relations.

Stephanie Schwartz has resigned from the Board due to a lack of time because of work. We thank her for her services. This brings the Board to a total of 8 members. □

**Remember the Fun of Casino '87?
Return and bring your friends to
Casino '88**



CCF's photo review of Casino '87

**Fun for
Strength**

Casino '88

April 24th

**Your
Donation
Strengthens
the
Community**

- * GALA PARTY**
- * CASINO GAMING**
- * PRIZES, FUN**
- * FREE BEER and
HORS D'OEUVRES**



Editorial

A Big Bang for the Buck!!

Our Goal— Permanence of Services, Strength and Growth of the Community

Your Foundation was nearly dead in the water almost 2 short years ago. With the AIDS epidemic capturing the Community's attention, our sources of funds all but dried up.

Many Community leaders asked us to not lose heart and to continue on with our efforts. We are happy to report that the last year we doubled

our income over that really horrible year. This year we have really gone out on a limb — we have adopted a Goal of \$30,000 which will allow us to more than double our Grants to Community Organizations.

While this is a staggering growth of several hundred percent, starting from such a small amount makes it less spectacular. What it does say is that you understand how difficult it has been and you want to increase what we have shown we are capable of doing.

The \$30,000 goal we hope to realize — is still a GOAL. It has never even come close to being achieved for the Community. Even it will not be nearly enough to carry out the amount and quality of services this community deserves — but we must walk before we run.

Let's put it into some kind of

perspective — this goal represents only a total of 50 cents per Gay and Lesbian residing in this Community. Looking at it another way — Rawhide spent between \$83,000 and \$100,000 to defeat our Civil Rights. We will need to do far better than 50 cents each to keep them, keep services, grow in strength and permanence.

Think about what the Community gets for its donations — a 6,800 sq. ft. Community Center, desperately needed Community Grants to organizations unable to support themselves, monthly outreach to the wider community through our cable TV program, and a monthly calendering and forum where all community groups meet to heal wounds, work together and grow together.

That's a pretty big bang for the buck!! □

THE UPDATE

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CREAM CITY FOUNDATION

I strongly believe in accepting responsibility for making life better for myself and others in my community. To that end, I would like to pledge my support to the C.C.F. in its efforts.

- | | | | |
|---|---------|---|---------|
| <input type="checkbox"/> President's Club | \$1,000 | <input type="checkbox"/> Citizenship Club | \$50 |
| <input type="checkbox"/> Sponsor | \$500 | <input type="checkbox"/> Contributing | \$25 |
| <input type="checkbox"/> Benefactor | \$250 | <input type="checkbox"/> Other | \$_____ |
| <input type="checkbox"/> Sustaining | \$100 | | |
- I would like to Pledge \$_____ per Month for _____ Months.

Name _____

Phone _____

Street _____

City, State, Zip _____

Your gifts are tax deductible



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INHERITANCE