

# A Campaign for Community Connection



**W**ellpoint Care Network, an international leader in the science, training and practice of **Trauma Informed Care**, invites your partnership as we set a bold new course to address trauma, adversity, inequity and the growing mental health crisis facing Milwaukee.

**Our vision** is to transform our historic 18-acre campus on Milwaukee's northwest side into a vibrant neighborhood anchor where families, neighbors and community partners will find trauma-informed social services, mental health resources and a place to connect, collaborate and care for themselves and one another.



Capitol Drive campus, 1950s.

## Evolving Care for Children and Families

**O**riginally opened as an orphanage in 1955, our campus has evolved over the decades to reflect the growing body of research and scientific knowledge about what families need to be healthy, safe and well. Today, we understand the role of trauma and the impact of poverty, inequity and adversity on family and community outcomes.

## GOALS & STRATEGIES

### 3 Campaign Goals

- Prevent childhood and family adversity
- Heal individual, family and community trauma
- Support strong families and thriving communities

### 3 Key Strategies

- Expand, renovate and share our campus as an innovative model for community, healing and wellness
- Embed principles of Trauma Informed Care into the very design of our buildings and grounds
- Engage local families, center their voices and leverage their wisdom and resilience for future growth



## Milwaukee's Challenge

The challenges facing Milwaukee are well-known: some of the highest rates of poverty, violence and racial inequities in the nation. These conditions create cycles of adversity and trauma for individuals, families and whole communities.

To break these cycles, people need equitable access to safe housing, food security, healthcare, education and employment. But, they also need **compassion, connection** and **opportunities** to heal.

## Trauma-Informed Solutions

In 2007, Wellpoint Care Network began working with **world-renowned neuroscientist and trauma expert Dr. Bruce Perry** to embed Trauma Informed Care into all services.

Trauma Informed Care applies scientific knowledge about human brain development, function and healing to help individuals and communities overcome trauma.

This model shifts the central therapeutic question from "What's wrong with you?" to "What has happened to you, and how can I support you?"



"Our Campus is a place to restore connections, and our community is always welcome — whether to access key services, or to simply plant a garden, relax in our social hall or attend a neighborhood gathering."

**ANN LEINFELDER GROVE**  
President & CEO, Wellpoint Care Network

## A Place to Restore Connections

Connection is vital in Trauma Informed Care. To heal from trauma, **people need connections:** caring relationships, a supportive community, nature and beauty, high-quality mental health care and PLACES where they feel safe and comfortable.

Research indicates that our physical surroundings have a profound impact on our overall well being; even impacting our nervous, endocrine and immune systems. We have worked closely with Groth Design Group and Creative Business Interiors to develop a campus plan that promotes a sense of calm, comfort, safety and dignity.



"Humankind is a social species; we are contagious to the feelings, thoughts and behaviors of others. If we seek to make things better, we must infuse our community with goodness. Wellpoint Care Network does that. Sharing this historic campus with the community is a visionary next step for an organization that does extremely important work."

**BRUCE PERRY, M.D., Ph.D.**  
Principal of the Neurosequential Network and Co-author with Oprah Winfrey of the New York Times best-selling book, *What Happened To You?*





## CAMPAIGN OUTCOMES

- **Our Mental Health Clinic** will be expanded and modernized to meet Milwaukee's huge demand for mental health services, especially for children and adolescents. The new design features treatment spaces equipped for art therapy, occupational therapy, self-regulating practices and family healing.
- **Community Gardens** and individual family gardening plots where children and adults can learn to grow healthy foods and connect with nature and community.
- **The Peace Garden**, a quiet natural space for contemplation and healing open to neighbors, staff, therapists and the people in our care.
- **Walking paths** and other recreational opportunities for safe outdoor exercise.
- **Modern work spaces** for therapists, social workers and other team members to collaborate and coordinate care.
- **Community Social Hall** and multiple indoor and outdoor gathering spaces open to the public for connection, collaboration and creation.
- **Trauma Informed Care Training Center** for sharing our expertise with neighbors, community groups and others seeking to understand and mitigate the impact of trauma.
- **Early Childhood Education** offered by the YMCA, with other community partners bringing additional services to our neighborhood from the safety and comfort of our campus.

## COMMUNITY IMPACT

**You can make a major impact** with a meaningful contribution to the Campaign for Community Connection. Your gift will create an innovative hub for community healing and a significant healthcare asset to serve Milwaukee for decades to come.

Your gift will also connect **you** to your community and bring healing to thousands of children and families. Annually, we project serving:

- **3,500 children and families** involved in the child welfare or foster care system will find care and services to establish safety and stability.
- **1,500 children, youth and adults** will access mental health services through our clinic, regardless of income, insurance or ability to pay.
- **2,500 community members** will engage in meetings, social events, gardening, problem-solving discussion and other opportunities through our Community Engagement plan.
- **300 employees** will enjoy a work environment that supports their success and wellbeing.

**Naming opportunities** are available at multiple levels, and we are happy to work with donors to create a legacy meaningful to them.

**Starlet Hayes, VP of Mission Advancement**, is available to discuss your investment in the Campaign for Community Connection. You can reach her at **414-465-1313**, or via email at: [shayes@wellpointcare.org](mailto:shayes@wellpointcare.org).



## MISSION

To facilitate equity, learning, healing and wellness by restoring connections that help children and families thrive.

### Board & Campaign Leadership

- James Burnett**  
Campaign Co-chair  
Milwaukee Co. Sheriff's Office
- James Madlom**  
Campaign Co-chair & Board Chair  
Mueller Communications
- Jack Nelson**  
Campaign Co-chair  
Community Volunteer
- Clyde Tinnen**  
Vice Chair  
Foley & Lardner LLP
- William Harrigan**  
Immediate Past Board Chair  
First Business Bank
- Akel Akel**  
Treasurer  
GE Healthcare
- Mary L. McCormick**  
Rotary Club of Milwaukee
- Jacqueline Herd-Barber**  
Community Volunteer
- Tim Herman**  
Milliman
- Terri Howard**  
HGA Architects and Engineers
- Sebastian Jacinto Diaz**  
Northwestern Mutual
- Joanna Keene**  
One Hope MKE
- Robert Landwehr**  
Community Volunteer
- Melanie Maddux**  
ManpowerGroup, Inc.
- Monica G. Nichol, CFP**  
Robert W. Baird
- James Peterson**  
Foley & Lardner
- Brian E. Pier**  
Softeon, Inc.
- Andrew Rebstock**  
Johnson Controls
- Paul T. Riedl, Jr.**  
River Run Computers
- John Teevan**  
Community Volunteer
- Ann Leinfelder Grove**  
President & CEO  
Wellpoint Care Network

### Compassionate Services

Wellpoint Care Network has cared for Milwaukee children and families for **173 years**. Today, we provide services to **5,000 individuals daily**, including half of all children, teens and families involved in Milwaukee County's Child Welfare Program. These families have experienced abuse, neglect and family separation — as well as poverty, racism and generational cycles of adversity and trauma.

We are an international leader in Trauma Informed Care, a practice that acknowledges the profound effects of trauma on the developing brain and addresses them using a proven science-based approach.

### Our Service Continuum



#### Mental Health Services

We offer culturally-sensitive, trauma-informed, in-person and virtual mental health services from our Outpatient Clinic, community-based sites in Milwaukee's central city and dozens of K-12 schools across Southeastern WI. 81% of patients do not have full mental health insurance coverage and 90% are between the ages of 0-19.



#### Child & Family Wellbeing

We meet the complex needs of infants, children and teens in foster care by providing compassionate care coordination, safe placement and case management. We also train and license nurturing foster and adoptive homes and provide support to achieve reunification when possible.



#### Training & Consultation

We have provided Trauma Informed Care training to more than 75,000 professionals in health and human services, education, law enforcement and other fields. In turn, these professionals bring more compassion, effectiveness and evidence-based tools to their work, positively impacting countless lives in Wisconsin and beyond.

### ACCOMPLISHMENTS AND HIGHLIGHTS:

**170+**  
years supporting Milwaukee children and families

**5.7K**  
community members served in 2021

**39**  
Wisconsin counties served in 2021

**One of the World's First**  
NMT-Certified organizations

**Nonprofit of the Year**  
Milwaukee BizTimes, 2021

**Top Workplace**  
Milwaukee Journal Sentinel, 2021

**Featured on**  
CBS News "60 Minutes" NPR & PBS