



UMCS

United Methodist Children's
Services of Wisconsin, Inc.

AGENCY SCAN

2021



PREPARED BY
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HISTORY

Founded in 1962 in Madison, Wisconsin, United Methodist Children's Services (UMCS) initially aimed to provide social and nursing services for teen mothers. With this focus came an expansion to Milwaukee in the early 1970's and a permanent relocation to the Washington Park neighborhood in 1991. UMCS's programs have evolved throughout the years to meet community needs, especially with the growth of its supportive housing program. In 2020, UMCS successfully took their next big step: assuming property management of their 72-unit housing portfolio.

MISSION STATEMENT

United Methodist Children's Services (UMCS) values the dignity, potential, and worth of each individual, and creates a nurturing environment and sense of community in which miracles happen. **Note: This mission is currently under review/revision.**

SUMMARY OF SERVICES

UMCS uses a multifaceted approach to reducing the barriers to people's basic needs in 4 key areas:

- **Housing:** UMCS owns and manages 72 units of housing, including apartments and townhomes, which are scaled to different affordable price tiers. Tenants are provided with individualized case management and access to a variety of on-site resources including childcare, counseling, and pantry services.
- **Childcare:** The Growing Tree Children's Center is a 3-star, state licensed facility offering childcare to families in UMCS housing and the surrounding neighborhood.
- **Resources:** the Family Resource Center provides families with access to key resources including an emergency food bank, clothing bank, hygiene products, and access to FoodShare (SNAP).
- **Community Engagement:** Through local partnerships, neighborhood initiatives and community projects, UMCS works to create a cleaner, safer, and more connected community. Programs include community clean-ups, health clinics, and celebratory events.

SERVICE DEMOGRAPHICS

A recent grant proposal (submitted April, 2021), conveyed the following demographic statistics for the 8,616 people UMCS served through all its programs in 2020:

ETHNICITY:

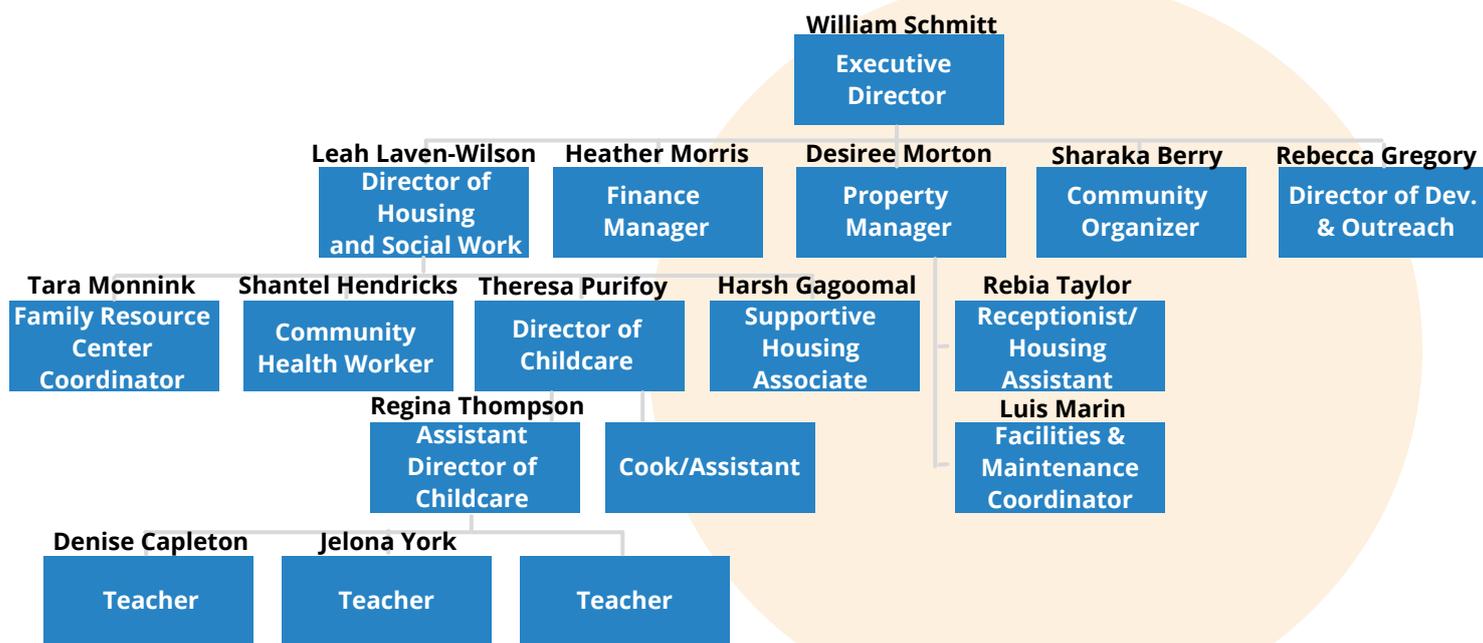
Asian (5%)
Black or African American (66%)
Caucasian (19%)
Multi-Racial (10%)

GENDER:

Male (43%)
Female (57%)

AGE:

Under 18 (47%)
18-35 (24%)
35-55 (20%)
55+ (9%)



BOARD OF DIRECTORS

Ellen Rasmussen (President)	Brown Deer UMC	Clergy
Victoria Pryor (Vice President)	UWM	Inclusion and Engagement Manager
John Grisson (Treasurer)	Milwaukee Public Schools	
Gwendolyn Johnson (Secretary)	Milwaukee Metropolitan Sewerage District	Supplier Diversity Professional
Daryl Davidson	City of Milwaukee Health Dept.	Community Engagement Director
Lamont Davis	KLD Construction Management Services LLC	CEO
Wayne Foster	The Foster Group - Real Estate	Owner
Monique Graham	Froedtert Hospital	Director of Community Engagement
Anthony Kazee	KG Development Group	Real Estate Developer
Vaun Mayes	Program the Parks	Community Task Force MKE
Kevin Stewart	Episcopal Diocese of Milwaukee	Missioner for Community Engagement
Jacquelyn Rice*	Hmong American Friendship Assoc.	Licensed Clinical Social Worker
Patricia Shirley*	Milwaukee Co. Behavioral Health Complex	
Gerry Harrison*	WI Annual Conference, UMC	Pastor

*Emeritus Board Member

DIVERSITY OF STAFF AND BOARD

Of the 15 staff members:

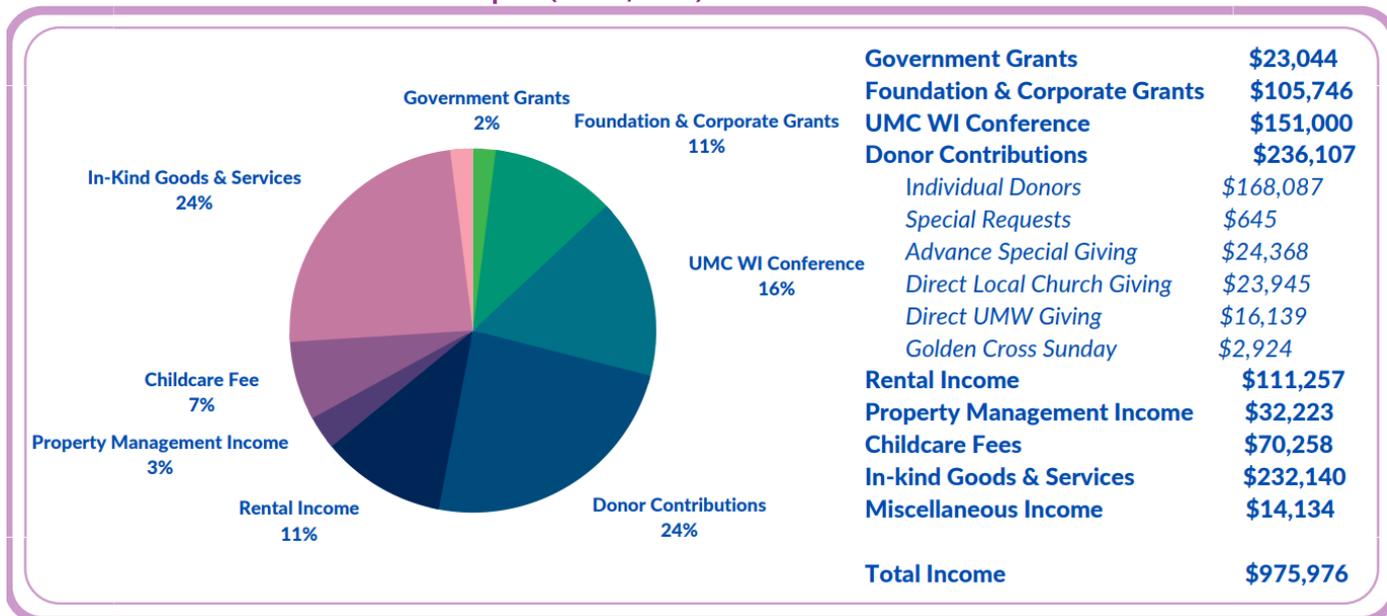
- 11/15 (73%) identify as women
- 4/15 (27%) identify as men
- 5/15 (33%) identify as White or Caucasian
- 8/15 (53%) identify as Black or African-American
- 1/15 (7%) identify as Hispanic/Latino
- 1/15 (7%) identify as Asian
- 0% are affiliated with UMC
- 0% reside in Washington Park (53208)

Of the 11 active board members:

- 4/11 (36%) identify as women
- 7/11 (64%) identify as men
- 3/11 (27%) identify as White or Caucasian
- 8/11 (73%) identify as Black or African-American
- 4/11 (36%) are affiliated with UMC
- 1/11 (9%) reside in Washington Park (53208)

UMC = The United Methodist Church

Revenue Breakdown: 2020 Annual Report (UMCS, 2021)



UMCS has a relatively balanced income portfolio with several revenue streams amounting to a total income of \$975,976. Contributions from The United Methodist Church, donors, and foundations account for 51% of their total income. In-Kind Goods & Services (24%) and their fee income (21%) - rental income, property management income, and childcare income - balance out the rest of their portfolio. Government grants, the smallest income stream, amounts to 2% of their total revenue.

BUDGET

Per UMCS's 2020 Form 990, the organization's operating budget was \$927,539 (viewable from their total expense line). A 2021 financial statement provided by UMCS reflects that this budget now stands at \$1,096,696.

UMCS's 2020 annual report outlines the following expenditure percentage totals in its four main program areas: Housing (35.55%), Childcare (7.91%), Basic Needs and Resources, (28.54%), and Community Engagement (10.03%).

SERVICE METRICS

UMCS serves 8,616(+) people annually through its programs in housing, childcare, resources, and community outreach. In 2020 (and ongoing):

- UMCS's food pantry served over 700 individuals per month and distributed over 130,000 pounds of free local food donated by Hunger Task Force to the community.
- UMCS housed a total of 221 people across its 72 units of housing. 83 of these people were adults (38%) and 138 were children (62%).
- UMCS successfully coordinated 5 neighborhood clean-ups.
- UMCS collaborated with community partners to administer 45 first-dose COVID-19 vaccinations and 32 second-dose COVID-19 vaccinations.

COMMUNITY

UMCS has called Milwaukee's Washington Park neighborhood home for the past 30 years. Throughout those years UMCS has been a central resource hub in the community, providing vital goods and services that address people's fundamental needs. A 2016 neighborhood analysis conducted by the organization, Data You Can Use, found that "47% of Washington Park residents live in poverty compared to 29% citywide." As such, UMCS plays a key role in alleviating some of the burdens of poverty experienced by community members on their path to stability.

From anecdotal discussions, I've gathered that UMCS formerly spearheaded a neighborhood coalition known as the Washington Park Partners, which became known for its successful community organizing efforts. While the dissolution of the coalition in recent years has led to a sense of community disconnect - UMCS has persisted in its efforts to build stronger relationships in the neighborhood. The hiring of their new community organizer, Sharaka Berry, is a notable step in this direction.

MY ROLE

As the Supportive Housing Associate, I will work closely with Leah Laven-Wilson, the director of housing and social services, to assist with tenant relationship management and resource awareness. Per UMCS's vision of the role articulated on social media, I "will work to onboard new tenants, increase community cohesiveness on the UMCS campus, and guide residents to connect with [UMCS's] extensive community partner network here in Milwaukee." I will be involved in cross-department collaborations in property management, fundraising, marketing, and community outreach efforts. Strong interpersonal skills and emotional intelligence are needed in this role.

STRENGTHS

Internal: UMCS has a dedicated and compassionate team, some of whom have worked for UMCS for over 15 years. They have created a supportive and caring family culture.

External: UMCS has a strong backing of community partners, the most notable of which is The United Methodist Church. The church has supported UMCS not only financially but also by supplying its most dedicated volunteer base.

CHALLENGES

Internal: UMCS has a small team aided by fewer volunteers post-pandemic. This has created a system where each team member plays a pivotal yet highly-taxing role that may not be sustainable in the long-run.

External: As UMCS has low name recognition in the city of Milwaukee, the organization's name, branding, and mission statement are currently under review. Two critiques are that the name, United Methodist Children Services, fails to convey the scope of the organization's services and that the religious connotations may be limiting its ability to attract a broader base of support.

CONCLUSION

UMCS is a heartfelt housing agency that offers supportive services to its tenants and the Washington Park community. While UMCS's current mission statement (stated purpose) does not effectively communicate what they do and why they do it (actual purpose), a revision will pay dividends in solidifying UMCS's identity to their dedicated team, their loyal stakeholders, and the incredible people they serve. After all, a mission statement serves as a compass for an organization - a guiding tool used to find the way ahead and to attract others who want to join in the journey.

REFERENCES

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