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## **What We Believe**

We believe the zip code you were born in should not define the opportunities you have in life.

## **What Research & Trends Show**

The Milwaukee youth we serve struggle with generational poverty and racial disparities, which lead to a host of other concerns. Most City on a Hill youth experience high levels of behavioral risk, as they witness drug dealing, gang activity, and violence in their neighborhoods. These factors increase young people's likelihood of becoming victims of crime or participants in it and send flawed messages to youth about success in adulthood.

- 43.3% of children in Milwaukee live in poverty.
- 18,709 young people aged 16-24 in Milwaukee County are out of school and not working.
- Over a lifetime, \$3.2 Billion of tax expenses could be saved by ensuring these 18,709 young people in Milwaukee to reach their full potential in adulthood.

Therefore, at City on a Hill we seek to continue to serve an estimated 1250 children and youth each year, through various programs, and double that in years ahead to disrupt the predictability of success based on social and demographic indicators. One of the ways we do that is through our Youth Employment Program to lay a foundation for social mobility of families.

## **Our Declaration of Possibility**

You can help fuel the growth of our Youth Employment Program so that no central Milwaukee youth has to feel stuck in the predictable poverty cycle.

## **Call to Action**

Will you help flip the script on what is possible for youth today?

## **#THRIVE Campaign Goals**

We are thrilled to elevate the voices of youth in our Youth Employment Program as we close 2020 to tell their stories of possibility. Join us as we collaborate to make their dreams come true by fueling our path to meeting these goals as part of our Giving Tuesday and End of Year campaign titled #THRIVE in honor of the next generation.

**Our shared goals are that by December 31, 2020, we will:**

1. Commit 10 new monthly donors to partner with City on a Hill to sustain our work.

**Would you like to become a monthly donor? Please donate here: [www.cityonahillmilwaukee.org/donate/youth\\_sponsorship](http://www.cityonahillmilwaukee.org/donate/youth_sponsorship)**

2. We will increase our social media followers on Facebook and Instagram by 100 new followers

 [Facebook](#)

 [Instagram](#)

 [YouTube](#)

3. We will raise at least **\$5,000** to fuel the expansion of our youth programming in 2021

**Would you like to fuel the transformative work of City on a Hill? Please donate here: [www.cityonahillmilwaukee.org/donate/](http://www.cityonahillmilwaukee.org/donate/)**

We are making a difference thanks to friends and supporters like you. Help us get this initiative going by following our social media accounts and making your financial contribution.

With Deep Gratitude,

Art Serna Jr.  
Deputy Director  
City on a Hill  
[www.cityonahillmilwaukee.org](http://www.cityonahillmilwaukee.org)

