



## Dear Greater Equity Partners

Dear Greater Equity 2030 Partner,

I want to bring you up to date on our efforts.

When COVID-19 hit, we all realized that our intern program needed to be tabled for the time being. At the same time, we felt that it was a good time to reach out to and support the community.

With the support of the **Greater Milwaukee Foundation**, we created a program called [The Greater Together Creative Challenge](#). The idea was to challenge young people of color to tell their story in the time of Corona and pair them with mentors with experience. It would be an opportunity to test out a social distancing model while connecting professional and emerging creatives. We were ready to officially launch when George Floyd was murdered.

The heartbreak and emotional intensity was difficult to process for our little team. We wanted to be sure that our program, which was originally focused on fostering connection through the pandemic, could land well in the community. We knew the moment called for us to adjust our focus.

We took two weeks to think it through and we are in part moving forward with the program as designed, pairing our [Emerging Creatives](#) with their [Creative Advisors](#) this week. We also decided to connect with a community partner, **Urban Underground** to help us implement the program. That program, the *Greater Together Creative Challenge* officially launched last week.



**We're excited about the potential of strengthening relationships between you, our partners, and community organizations with complimentary missions.**

We're encouraged that organizations like the **Urban Underground** can help us all connect more deeply while providing a pipeline model in our efforts to [promote diversity, equity and inclusion](#).

We think the *Greater Together Creative Challenge* will provide a framework that can be duplicated with a focus on different disciplines.

**The demonstrations for racial justice have intensified interest in Greater Together and poignancy to our mission.**

I'm sure that many of you are aware of and may have signed on to the [600 And Rising Initiative](#). We've had discussions with the leaders of that effort to explore opportunities including incorporating their specific steps as part of our pledge. I think you'll find the synergies exciting.

### **A call for change:**

600 And Rising Initiative

How do we best take advantage of the remarkable will of creative businesses to evolve?  
How do we assure that our efforts will land well in the community and assure that we're ready for the challenges and complexity that dismantling systemic racism demands?

We are currently focused on a few key things:

- Executing the Greater Together Creative Challenge successfully
- Exploring potential Racial Bias and Anti-racist training partners and approaches
- Staging a strategic planning initiative for this fall
- Adding diversity and strength to our board
- Researching potential community and national partners

**Finally, we'd like to get a little specific input from you. You'll find a link to a survey below. Please fill out at your first opportunity.**

Thank you for your commitment.

Please feel free to reach out to me personally if you'd like to chat or get more personally involved.

Answer the Call Partner Survey

Kind regards,

  
KEN HANSON  
EXECUTIVE DIRECTOR



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