



Extension

UNIVERSITY OF WISCONSIN-MADISON



Milwaukee County

UW—Madison Division of Extension

Extension Overview

- Extension is a partnership between the federal, state, and county government
- This partnership was established in 1914 with passage of the Federal Smith-Lever Act
- Each state Extension program is part of a university. In our case Extension is a division of UW Madison
- Each County in Wisconsin has an Extension office. Today we have team members present from our Milwaukee County Extension office.



Extension's Mission

Extension embodies the Wisconsin Idea by partnering to develop and connect the research and educational resources of UW-Madison with residents and communities to address local, statewide, and national issues.

Extension's Civil Rights Commitment

An Equal Employment Opportunity (EEO) / Affirmative Action (AA) employer, University of Wisconsin–Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act requirements.

Statewide Network

- Extension has deep local ties that develop regional and statewide networks able to respond to emerging issues
- Working in and with communities allows Extension to connect research and resources directly to affected populations and areas



4-H



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Wisconsin 4-H - Division of Extension

4-H is the nation's largest youth development and empowerment organization. In Wisconsin, more than 69,000 youth are involved with 4-H and other UW-Madison Division of Extension youth programs. 4-H programming aims to engage youth in activities to increase their leadership, communication and critical thinking skills. Our programs center on the 4-Hs—head, heart, hands and health. This is the foundation for everything we do.

Milwaukee County 4-H

Key Focus: 4-H programs are low-to-no cost to ensure they are accessible. Programming is open to all youth in the county, with a focus on areas and schools that are lower resourced and may not be able to afford expensive academic enrichment programs.

Outcomes: youth gain new knowledge and life skills while exploring new sparks in a safe space. (In 4-H, sparks are activities or skills that interest you, light your fire, and help you find joy, energy, and purpose.)

Milwaukee County 4-H Programs - 2024

4-H Spark Series - 4-H provides high quality series to enhance partners' academic enrichment for youth.

- Six-week series led by 4-H staff, interns and Volunteers
- Partnered with 12 schools/youth organizations during day school, after school, and summer
- Reached almost 200 youth, K5 - 9th grade
- Archery, Chess, Chicken Embryology, Creative Expressions, Gardening/Cooking, LEGO Play, Robotics, Science Labs
- Zip Codes reached: 53204, 53206, 53207, 53208, 53212, 53213, 53215, 53223, 53233



Milwaukee County 4-H Programs - 2024

4-H Clubs - led by trained volunteers

- 3 clubs located at Highland Community School, Salam Elementary, Kosciuszko Community Center
- 49 youth as club members
- Volunteers are parents and adults that are passionate about providing youth a safe space to learn, lead, and grow
- Activities included archery, cake decorating, stop-motion animation, coding, environmental education, clowning, arts and crafts



New and Upcoming - 2025

- **Space Camp - May 1- 5, 2025**

Seven Milwaukee youth from Story School and Carson Academy of Science Boys and Girls Club were selected to receive a full scholarship to attend the annual Wisconsin 4-H Trip.

- **Summer Camp at Upham Woods - Summer 2025**

30 4-H youth and eight volunteers

- **Intergenerational Program - Summer 2025**

Lutheran Social Services, PEAK Initiative, BankOn of Greater Milwaukee, and Extension FoodWise and 4-H programs have teamed-up to provide intergenerational program opportunities for seniors from the Cherry Court Apartments and youth from PEAK and the surrounding neighborhood. There will be a walking club and cooking club!



Positive Youth Development



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The Growing Connections Program

In partnership with Milwaukee Christian Center and TransCenter for Youth, with support from CYFAR/NIFA, UW-Madison Division of Extension.



Program Model

- ***An employment and leadership program*** for high school-aged youth from economically disadvantaged backgrounds (as defined by the Department of Public Instruction)
- ***Summer employment*** - 20 hours per week for 8-10 weeks
 - Restorative Gardening and Ecological Connections
 - development of growing spaces and infrastructure
 - maintaining plants from seed to harvest
 - lessons on food preparation, food preservation
 - food philanthropy
 - LOTS of hard work, teamwork and perseverance!
 - Developmental and Participatory Evaluation
 - Youth as evaluators
 - Evaluation as a program component
 - Capacity building with partner agencies
- ***School-year program***
 - Workshops on community placemaking, seed preservation & starting
 - Garden planning and design
 - Summer program planning
 - Leadership development



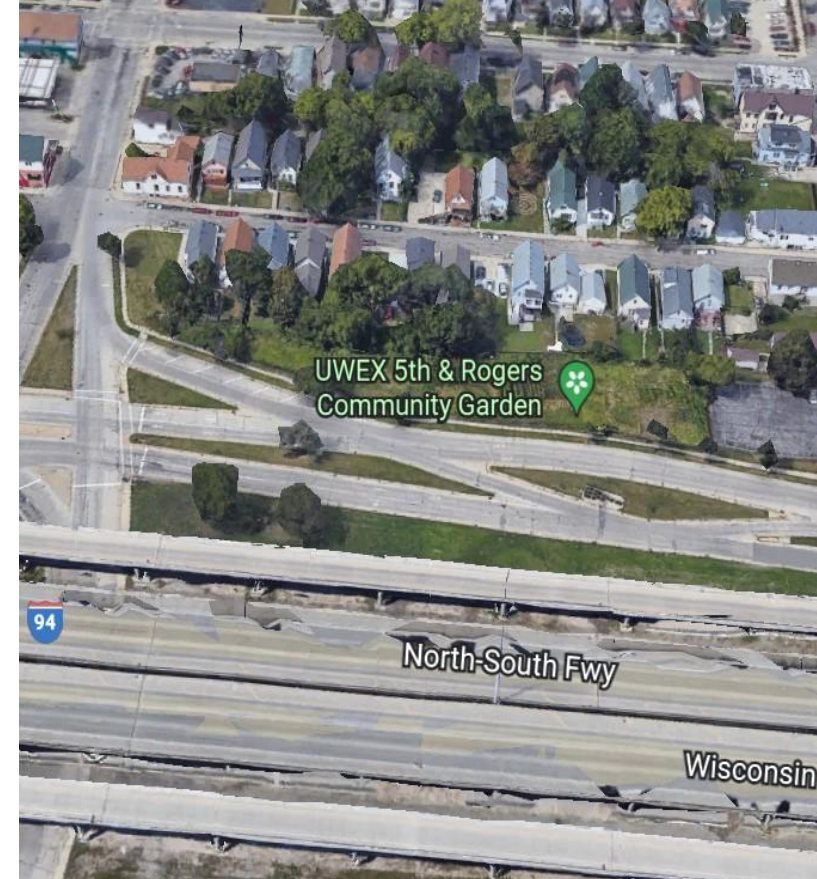
2024 - What a YEAR!

- Over 70 youth reached throughout the 2024 school year
- 31 youth interns employed 20 hours a week for 8 weeks in 2024
- Expanded food production and donations
- Food Forest and additional garden beds at Beehive and Escuela Verde
- Community engagement
- Activities
 - Harvest event
 - Garden mural project
 - Community placemaking workshops
 - TWO community design charrettes
 - Ongoing participation in the skatepark project
 - Year round garden planning and preparation
 - STEM workshops
 - Participatory and Developmental Evaluation
 - Ripple effect mapping
 - Youth as evaluators for the first time ever!



Investment in Our Community

- **Investment of nearly \$800,000** in the program, the youth, community partners and the Beehive garden on 5th & Becher
- **Four years** of cleaning, building, growing, and **transforming** the Beehive Garden
- **Community engagement** through development of the Beehive, garden events, food, philanthropy, and the skate park project



Urban Agriculture Program



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Urban Agriculture Program: At a Glance

- 2024 was our 51st growing season
- 378 households served with garden rental access, 1,180 individual participants
- 32 incubator “microfarms”
- 6 County-owned sites under 5-year MOU with Milwaukee County
- 65 acres of County-owned land under Extension management



Programming offered in 2024

- Garden Club with Wil-o-Way Grant Park ADSSW clients
- “Farming with Soil Life” workshop with Xerces Society on urban soil and invertebrate conservation
- “Urban Production of Maize and Small Grains” workshops with Michael Fields Agricultural Institute
- Xerces Society Pollinator Habitat Kit installation at FireFly Ridge Community Garden

Ongoing initiatives

- Working with growers to improve weed management, reduce soil disturbance and tillage
- Promotion and demonstration of cover cropping for soil health and weed management
- Management of invasive species
- Collaboration with Parks staff on restoration and use of Underwood Park house for native plant propagation

Urban Beekeeping for Certification Course

- 9-month intensive research-based beekeeping course
- 2024 class had 18 students
- 2 volunteer master beekeeper instructors
- Students manage hives as teams, learning all relevant aspects of honeybee husbandry
- Emphasizes importance of diversity in urban plants and non-honeybee pollinators



FoodWise



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FoodWise education is funded by the USDA Supplemental Nutrition Assistance Program - SNAP and Expanded Food and Nutrition Education Program - EFNEP. An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act.

Nutrition Education Program

Advances healthy eating habits, active lifestyles and healthy community environments through nutrition education, policy, systems, and environmental changes which includes providing technical assistance to support healthy food access and food systems work across Milwaukee.



Jackson Park Discover WI Farmers' Market Tour



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Who:

- Families, individuals, and youth with limited income and resources
- Community partners, government agencies, schools, and institutions

What:

- Introduce children to new fruits and vegetables and why they are important
- Teach individuals how to buy, plan and prepare healthy meals
- Engage people with limited resources in support of choosing healthy diets and physical activity
- Engage our community in food systems change efforts intended to reach low-income individuals and families across Milwaukee County

"This program has been an inspiration to me. It has strengthened my resolve to continue exercising and to maintain my nutrition program."



Strong Bodies
Participants

Eligibility

Volunteer Opportunities

- Observe a nutrition lesson/event in the community
- Assist/help during a recipe demo at a food pantry or parent lesson
- Present information during a lesson on budgeting
- Attend a farmers' market tour

Contact: Jill VanAirsdale jill.vanairsdale@wisc.edu



The 2 Bite Club activity with 1st & 2nd graders

Financial Security



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Financial Education

Milwaukee Extension's Financial programming goal is to provide residents and communities the necessary resources, tools and pertinent financial education and training that will foster their journey towards achieving financial well-being.



Target Audiences

- Low income individuals and families
- Individuals impacted by the Justice system
- Populations with specific financial capability issues
- Service providers that work with families of limited means in programs with a mission of financial stability



Reentry Ready Focus on Finances & Rent Smart Series 2024



The Milwaukee Community Reintegration Center
My Way Out's *Building a Path the Success* Program
Graduation Class of 2024.



Financial educators taught a Rent Smart
Train the Trainer workshop for staff at the
Benedict Center

Financial Wellness for Entrepreneurs



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Financial Management For Entrepreneurs

Milwaukee Extension's financial management program is designed to empower minority entrepreneurs and small business owners with the financial knowledge and resources necessary to build and maintain sustainable businesses. Recognizing the unique challenges faced by business owners of color, this program focuses on providing tailored financial education, mentorship, and opportunities to access capital.



**FINANCIAL MANAGEMENT
FOR ENTREPRENEURS**
CURRICULUM

Program Outline & Components

A **6-week cohort** that includes:

- ***In depth financial education***
 - Interactive sessions covering essential topics such as budgeting, cash flow management, tax planning, financial forecasting, and retirement planning.
 - Guest speakers from successful minority-owned businesses sharing real-world experiences and strategies.
- ***Networking and community building***
 - Yearly networking events to connect past and present participants with peers, mentors, and industry experts.
 - Creating of a supportive community where entrepreneurs can share challenges and successes.
- ***Resources and tools***
 - Access to financial tools and resources, including budgeting software, business planning templates, and market analysis reports.
 - Information on local resources available to entrepreneurs of color. This includes finding opportunities and information on how to prepare for these opportunities.

Program Goals

- Enhance financial literacy among business owners of color.
- Increase the number of sustainable and profitable minority-owned businesses.
- Foster a supportive community that encourages collaboration and mentorship.
- Address systemic barriers to financial access and success.

This program aims to create a more equitable business landscape and drive economic growth within communities of color in Milwaukee County.

Partnerships



2024 Impact

*The Community Development Program created small business development and financial literacy workshops in partnership with local organizations. These workshops provided 40 minority small business owners with the tools to start and run their businesses. **Surveys showed 97% of participants “felt their knowledge level increased significantly after attending the workshop sessions.”** The workshops provided essential information on how to properly structure a business, build business credit, manage financial statements, and create a budget—areas that are often significant challenges to success.*





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THANK YOU!