

SUMMER 2022

**ThriveOn**  
COLLABORATION

# Construction Begins at ThriveOn King



## IT HAS BEEN A LONG AND WINDING ROAD TO GET HERE, BUT CONSTRUCTION ON THE THRIVEON KING BUILDING HAS FINALLY BEGUN!

Some of the first construction activities include internal asbestos abatement, demolition of the loading dock, and removal of the metal panels on the east and north sides of the building.

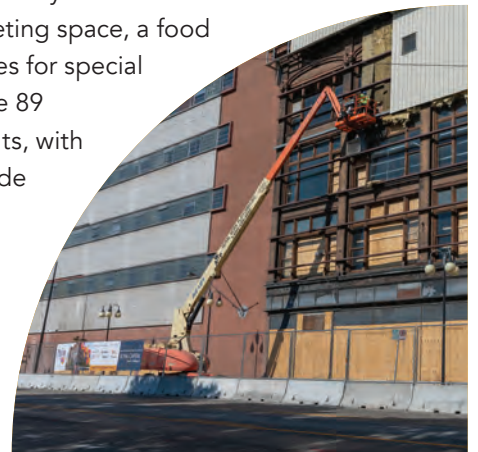
With the increase in construction and other related labor-intensive activities, the Collaboration plans to take a proactive approach to maximize local hiring of unemployed and underemployed individuals. Hiring and investing in Black and Brown local talent is a part of this project's strong commitment to equity.

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"We are thrilled to start construction for ThriveOn King," said Kevin Newell, founder and CEO of Royal Capital and co-chair of the ThriveOn Collaboration. "From inception, this project has been a collective effort with the community, and we are excited to bring that collaborative vision to life in this next stage."

Milwaukee-based JCP Construction and CG Schmidt have been selected as the contractors for the ThriveOn King project. JCP is a family-owned company with a central office on King Drive. They are an important part of Milwaukee's diverse business ecosystem and commit to employing a workforce that reflects the community they serve.

The completed ThriveOn King building will house the new headquarters of Greater Milwaukee Foundation (GMF) and community engagement programs of the Medical College of Wisconsin (MCW) and will feature spaces to support its five priority areas: housing, early childhood education, health and wellness, social cohesion, and economic opportunity. Through significant neighborhood engagement and consistent meaningful input, forthcoming first-floor opportunities include an early childhood education center, makerspace, meeting space, a food hall, and gathering spaces for special events. There will also be 89 mixed-income apartments, with 27 of the 89 units set aside for independent senior living. Amenities include community and media rooms, a fitness center and underground parking for residents.





## VERSITI JOINS THRIVEON COLLABORATION'S REDEVELOPMENT AS AN ANCHOR TENANT WITH A NEW COMMUNITY RESOURCE CENTER

Versiti Blood Center of Wisconsin will establish a new, permanent blood donation and community resource center as part of the ThriveOn Collaboration's development. This location will serve as a community hub for Versiti, focused on providing resources to address health care disparities in Milwaukee neighborhoods and beyond through blood donation, education, training and employment.

As an anchor tenant at the ThriveOn King building, Versiti will bring expertise around:

**Blood Donation** – Every day, more than 10,000 patients—from those undergoing long-term transfusion treatments to accident victims—rely on the generosity of blood donors to survive. The percentage of ethnically diverse patients who need rare blood continues to increase. Yet, ethnically diverse blood donors continue to be a very small part of the overall blood donor population nationwide.

Providing access to a permanent blood donation center in the community will allow Versiti to reach more donors, ultimately providing a better quality of life for patients who require rare blood.

**Education** – Patients with conditions like sickle cell disease, cancer, lupus or organ failure require frequent blood transfusions. They are more likely to find a match and less likely to have physical reactions to blood or organs donated by donors of the same race. In this space, Versiti will partner with experts from the local community to educate and raise awareness about the importance of donor diversity and its impact on recipients.

Beyond blood collection and education, Versiti will also dedicate space and resources focused on health and social services for the community.

**Employment and Job Skill Training** – Versiti is always hiring and recruiting top talent. At the ThriveOn King location, Versiti will provide access to training and development resources for individuals looking to start or advance a career in health care. Job skill training will include phlebotomy training, along with other job preparedness resources including job fairs, resume writing and interview workshops.

### ThriveOn Collaboration to Bring High-Quality Early Childhood Care and Education Center to ThriveOn King

The ThriveOn Collaboration is doubling down on its commitment to expand access to quality early childhood education through investments that will support neighborhood providers and add significant, new services needed in the community.

"We heard early and often from residents that having quality, affordable options for early childhood education is a pressing need," said Kathryn Dunn, senior vice president and chief strategy officer for the Greater Milwaukee Foundation. "Our approach, all the while, is to be additive to the neighborhoods while supporting the assets and talent already here."

### Adding To The Neighborhood From Within

The Collaboration has selected, following an extensive evaluation process, a flagship provider – Malaika Early Learning Center – to operate a new center in its ThriveOn King building. Malaika Early Learning Center, a trusted, 5-star-rated early childhood education provider established in the Harambee neighborhood, will expand to a second site occupying nearly 14,000 square feet on the first floor of the ThriveOn King building. The new center will offer comprehensive programs aligning with the K-12 education system. An estimated 78 seats will be available for children ages 6 weeks to 5 years. The center will offer subsidized care and private pay tuition options, with services expected to be launched in phases.

### New Resources For Established Providers

Responding to considerable gaps in early care and education services identified through resident input and local research, the Collaboration also plans to mobilize \$5 million over five years to invest in the facilities and practices of current providers in the Harambee, Halyard Park and Brewers Hill neighborhoods.

Informed by research and provider-identified priorities, the program will provide capital to address deferred maintenance and improve facilities for enhanced program quality and capacity. Grant support will be paired with technical assistance related to design, construction, real estate and finance that providers may need to achieve their projects.

# MEDICAL COLLEGE OF WISCONSIN TENANTS AT THRIVEON KING



Community engagement occurs throughout different departments, centers, institutes and offices at the Medical College of Wisconsin (MCW). When ThriveOn King is completed, it will become the new home for many of these community

engagement efforts. According to Staci Young, PhD, interim Senior Associate Dean for Community Engagement at MCW, "It is exciting to re-imagine this space with committed partners where many of MCW's community engagement efforts can be more proximal to Milwaukee neighborhoods, and where we can align MCW's priorities with the health equity plans of the ThriveOn Collaboration." The following MCW departments and offices will have representatives at ThriveOn King:

## **Office of Community Engagement (OCE)**

OCE looks forward to growing its efforts to drive MCW's community engagement mission via programs and research focused on social determinants of health, health disparities and community-informed topics across systems and geographies, including the ThriveOn Collaboration neighborhoods.

## **Advancing a Healthier Wisconsin Endowment (AHW) at MCW**

As Wisconsin's largest health philanthropy, AHW invests in biomedical, translational, and population health research, community health initiatives, and the medical and public health workforce with a goal of making Wisconsin the healthiest state in the nation. Their presence at ThriveOn King will allow for increased connectivity to community partners and an enhanced capacity to meet their needs.

## **Center for AIDS Intervention Research (CAIR)**

Grounded in behavioral science and applied neuroscience frameworks, CAIR research will expand by applying lessons learned throughout 25 years of HIV prevention research to urgent community health challenges including COVID-19, cancer, and other existing, new, and emerging health threats. Their presence at ThriveOn King will increase opportunities for communication and collaboration and foster stronger links to community agencies.

## **Center for Advancing Population Science (CAPS)**

With a mission to develop, test and implement innovative strategies for transforming health care that optimize quality, value and cost, CAPS's location at ThriveOn King will become a meaningful collaborative site for their community-based research teams.

## **Comprehensive Injury Center (CIC)**

Two divisions of the CIC – the Division of Violence Prevention, Policy, and Engagement (DVP) and the Division

of Data Surveillance and Informatics (DDSI) – will be located at ThriveOn King. As part of the DVP, the 414LIFE program will be housed at ThriveOn King. 414LIFE is a violence interruption program whose goals are to stop the spread of gun violence through de-escalation and mediation of conflicts, as well as through community outreach and education to change the norms around gun violence. The 414LIFE program is housed within the CIC at MCW and funded through the City of Milwaukee's Office of Violence Prevention, to address the first community-driven priority of the Blueprint for Peace.

## **The Froedtert & the Medical College of Wisconsin Cancer Center: Community Outreach and Engagement (COE) Team**

The Cancer Center COE collaborates with community and researchers to bring community voice to the table, with the goal of enhancing, healing and coming together at the intersection of discovery and equity in cancer care and research to improve the health of our community.

## **The Institute for Health & Equity (IH&E): Division of Epidemiology & Social Sciences and the Public & Community Health PhD Program**

Focused on strengthening community and individual capacity to improve health, one IH&E Division will be based at ThriveOn King. The Division of Epidemiology & Social Sciences studies a wide range of public health threats to help shape the research, policy, clinical and societal solutions that result in a healthier community. Two educational programs within the Division of Epidemiology & Social Sciences will be based at ThriveOn King. The Public and Community Health PhD program educates a new generation of innovative researchers who will integrate traditional public health sciences with essential components of community health improvement through participation and partnership. The Master of Science in Global Health Equity program prepares students to be global health leaders who will learn by engaging with diverse local and global populations. A common theme throughout the Division is health equity with an emphasis on community-engaged approaches.

## **The Robert D. and Patricia E. Kern Institute for the Transformation of Medical Education: Proposed MCW Health Equity Scholars Program**

With the aim of enabling an intentional community of medical students from groups historically excluded from medicine, broadly defined under MCW policy, to flourish, the proposed MCW Health Equity Scholars program would allow students to gather, study and work together in the ThriveOn King building and be embedded in the ThriveOn King neighborhood. Ultimately, with meaningful engagement and adequate preparation, physicians are more likely to choose careers working in and caring for communities with a high burden of social determinants of poor health.

# ThriveOn

COLLABORATION

## OFFICE HOURS

Office Hours are on hiatus through the summer months. New Office Hours are to resume this fall. Stay tuned.

## FUTURE NEWSLETTERS

Look for articles that introduce and highlight other ThriveOn King occupants, including Greater Milwaukee Foundation, vendors and partners.

## LET'S STAY CONNECTED

The Community Engagement Team would love to hear from you. We continue to engage the community through various one-on-one chats with residents, stakeholders and community leaders from the Brewers Hill, Halyard Park and Harambee communities. Please reach out to one of our Community Engagement Team members to share your thoughts about the partnership, what types of things you think would be beneficial in your community, and to find out how to get involved. Want to be added to our mailing list? Please send an email to a member of our Community Engagement Team and someone will get back to you.



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