

SETback



SETgoal



SETforth



*Founded by nurses, SET views its work from the perspective of prevention and good health. SET associates coordinate educational programs and wellness clinics, which also provide important opportunities to reduce the effects of social isolation.*

When individuals are living in poverty, they are focused on their survival and the survival of their family. SET works with impoverished Milwaukee residents to shift their focus onto their capabilities to improve their situation.

The process typically starts with a discussion with a licensed nurse, social worker, or behavior-health professional in a familiar location; their apartment building or their school. It then moves into empowerment training. Strategies to foster empowerment can be delivered in a group or individually. Participants identify their own needs and goals, solve problems, and learn from each other. Through collaborations with other organizations, SET associates are able to leverage services throughout the community to channel resources that are best able to meet the needs of the participant.

Over time, with a high frequency of interaction and encouragement, the participant develops skills that bring about sustainable change. Empowered, they take ownership of their life path.

# SETback

Milwaukee has been identified as the 4th poorest big city in the nation. This statistic is a reality for the child going to sleep at night without a bed, and the homeless man searching for food and shelter. People born into poverty start at a different place in life. Often, the one constant in life is its instability. Impoverished people find themselves continually reacting to life's conditions, while they suffer from disparities in health, education, and employment. An individual or family is **SET back** by the challenges of poverty.

## Milwaukee Statistics\*

- 4<sup>th</sup>** poorest big city in the nation
- 27%** poverty rate
- 39%** children living in poverty
- 44%** children live in a family where no parent has had full-time, year round employment
- 10.9%** unemployment rate
- 53%** African American male unemployment rate

**Milwaukee is the most segregated metropolitan area in the nation.**

*When Pete was referred to SET he was homeless and living under a bridge. SET guided him through the process of finding a home. Determined to improve his deteriorating health, he sought needed medical care. He is now living with restored dignity, making his own decisions, and aging in his home.*





*Guided by SET, Latina was able to move her family out of a shelter and into permanent housing. She earned her GED and obtained a medical assistant certificate, which led to employment as a family caregiver. She developed money management skills and is debt-free.*

## SETgoal

Most of us are familiar with the process of setting and achieving a goal. When you live in poverty and your focus is on survival, setting and achieving goals are inconceivable. SET associates work with people to guide them to identify and achieve their own goals. One **SET goal** leads to the next goal and reassures them of their ability to solve a larger problem. Soon the participant becomes confident in their effectiveness and is empowered to act on their own behalf.

### SET Statistics

- 4500** people/year are empowered with high-intensity programming
- 1800** people served per week
- 71%** formerly homeless participants increased or stabilized their income upon program completion
- 72%** families achieved two or more of their goals by obtaining services such as health insurance or rent assistance
- 80%** families with children improved or maintained parenting skills in health care, school participation, and quality family time
- 950** grade school students/week participate in SET's PEACE Program, leading to higher academic achievement

### SET's Empowerment Delivery

- Based in 14 public housing facilities, teams of nurses and social workers support 2,500 senior and disabled adults to solve problems so they can maintain their health, remain in their home, and enhance their quality of life.
- Visiting families in their homes, nurses and social workers guide 500 families and individuals to set and achieve goals in the areas of health, housing, education, employment, and relationships.
- Based in schools, teams of behavior-health professionals, nurses and social workers facilitate peer-to-peer groups in classrooms with 1,500 grade school students.

SET works with individuals to foster the development of skills in

- communication
- decision making
- problem solving
- conflict resolution
- emotional regulation
- impulse control

*Educated by SET in his classroom, Aaron developed skills in communication, problem solving, emotional regulation and impulse control. He built a toolkit for positive interactions and relationships, as well as academic success.*





*SET has a long history of working with nursing, dental, and medical students from Alverno College, Marquette University, Milwaukee Area Technical College, and the Medical College of Wisconsin to channel vital health screening and education to impoverished residents in public housing.*

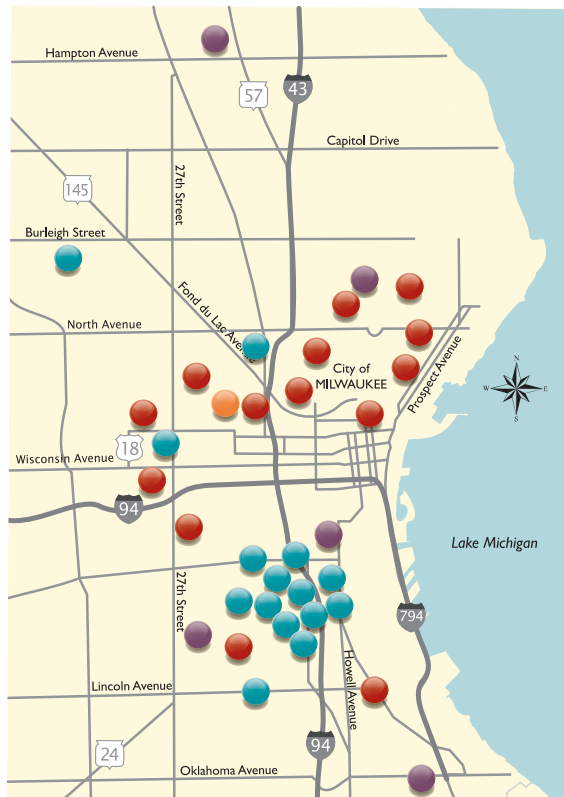
# SET forth

It is a liberating experience to have the tools to achieve independence. SET programs and services empower individuals living in poverty with skills and resources to transform their lives and understand their potential.

Confident and empowered parents are positive role models for their children. Older siblings who complete high school and graduate from college set high standards for younger siblings. When one family member is **SET forth**, the transformation can influence the entire family.

**SET has a vision of a vibrant Milwaukee: a healthy community without barriers in which all people in the greater Milwaukee area can and do contribute. Together, we can reverse the current trend of poverty to make a better place to live, work, and raise our children and grandchildren.**

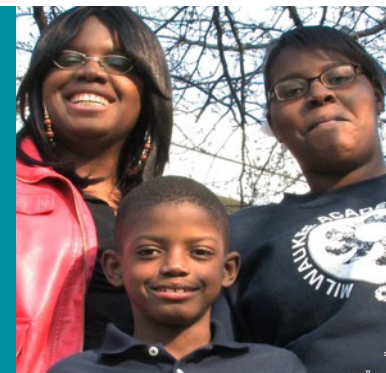
## SET Locations



- In Public Housing
- In Private Homes
- In Schools
- Administrative

Satellite locations throughout Milwaukee are located where people reside, enabling SET to serve a broad geographical area. Programs and services provided are place-based, delivered directly to people where they are. Over 4,500 people at 35 locations participate in SET programming.

*Confident and resilient, Latina has high expectations for herself and her children. She is currently in employee training for a company that educates families on financial concepts to reduce debt. Modeling her behavior, her children are successful in school.*



## Board of Directors

### Chairperson

Diane M. Knight  
Community Volunteer

Jean Bell-Calvin  
UW-Milwaukee  
College of Nursing

Corinne Kabara, RSM  
Religious Sisters of Mercy

### President and CEO

Laurene Gramling Laehn

Patrick J. Desmond  
Experis

Robert Lamb  
U.S. Bank

### Treasurer

Thomas D. Massopust  
Community Volunteer

Robert DeVita  
Wheaton Franciscan Medical  
Group, retired

Deanna Nguyen  
Assurant Health

### Secretary

Anita R. Cruise, JD  
ARC Law Office

Suzanne Effinger, BVM  
Sisters of Charity, BVM

Melanie Paradis, OSF  
Wheaton Franciscan Sisters

Kenneth Barbeau  
Housing Authority of the City  
of Milwaukee

Robert Friediani  
Therapy Plus of Wisconsin, LLC

Kathy H. Quirk  
UW-Milwaukee  
Office of Communications  
and Media Relations

Mary Beth Glueckstein, OSF  
Wheaton Franciscan Sisters

## Adjunct Board Members

Gregory Bauer  
Marshall & Ilsley Bank

Maureen McGowan Milner, CPA  
The Art Institute of Wisconsin

Amy Vander Heiden, CPA  
Johnson Controls, Inc.

Bridget Coffey  
Professional Connections, LLC

Wanda Staples  
Sojourner Family Peace Center

Michael Wallace  
Berghammer Construction  
Corporation

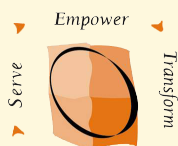
Marion Etzel, SDS  
Sisters of the Divine Savior

Mary H. Thomas  
UW-M Helen Bader School of  
Social Welfare

### \*References:

Denir, Daniel, ed. "The 10 most segregated urban areas in America." *War Room*. Salon News, 29 Mar. 2011. Web. April 2011  
Bill Glauber; Ben Poston, ed. "Milwaukee now 4th poorest city in nation." *Milw. Journal Sentinel*, 28 Sept. 2010. Web. Oct. 2010  
Wisconsin Council on Children and Families. "Profile for Milwaukee." Kids Count Data Center. n.d. Web.  
Wisconsin Council on Children and Families. "The Recessions Impact on Milwaukee County" Nov. 2010. Web. Dec. 2010  
LaToya Dennis, e.d. "Milwaukee Black Male Unemployment May be Higher Than Official Numbers". *WUWM News*, 7 Oct. 2010.  
Web. Oct. 2010

**SET Ministry, Inc., 2977 N. 50th St., Milwaukee WI 53210 • 414-449-2680 • setinc.org**



SET

25 years 1985 - 2010

### MISSION

*SET Ministry is a Milwaukee community-based health and human services agency. SET helps socially and economically disadvantaged people establish and achieve goals that promote self-sufficiency and improve lives. SET does this by directly providing services and using a collaborative approach to link people with needed resources.*