

SAVE THE SOLDIERS HOME SAMPLE SOCIAL POSTS

Every hero deserves a home

FACEBOOK

- [\[Insert link to savethesoldiershome.com - after loading replace link with text\]](#) Did you know 6 vacant buildings at the Milwaukee Soldiers Home are being restored to their original purpose - the service of veterans? 101 housing units will be available for veterans and their families who are homeless or at risk of becoming homeless. Every hero deserves a home. Learn more and help us reach our fundraising goal.
- [\[Insert link to savethesoldiershome.com - after loading replace link with text\]](#) We need your help! A coalition of organizations and volunteers dedicated to saving the Soldiers Home are launching a capital campaign to raise the private funds needed to restore historic buildings at the Milwaukee Soldiers Home for homeless and at-risk veterans. Every donation puts us one step closer to helping our heroes find homes.
- [\[Insert link to savethesoldiershome.com - after loading replace link with text\]](#) As the birthplace of veteran care, the Milwaukee Soldiers Home is an invaluable historic asset to Milwaukee, Wisconsin and the nation. Together, we can return these historic buildings to their original purpose - the service of veterans. Help us reach our fundraising goal to provide 101 supportive housing units to homeless and at-risk veterans and their families. Every hero deserves a home.

SAVE THE SOLDIERS HOME SAMPLE SOCIAL POSTS

Every hero deserves a home

TWITTER

- Abraham Lincoln established it. Wisconsin women built it. Now YOU can restore it. Help our heroes find a home. SavetheSoldiersHome.com [attach shareable graphic]
- Begun by Lincoln. Built by women. Beloved by Veterans. Every hero deserves a home. SavetheSoldiersHome.com [attach shareable graphic]
- Every hero deserves a home. Together, we can Save the Soldiers Home. SavetheSoldiersHome.com [attach shareable graphic]
- Help us achieve our fundraising goal and create housing for homeless veterans. Every hero deserves a home. SavetheSoldiersHome.com [attach shareable graphic]
- The Milwaukee Soldiers Home: Built for veterans, saved for veterans. SavetheSoldiersHome.com [attach shareable graphic]

BEGUN BY LINCOLN. BUILT BY WOMEN. BELOVED BY VETERANS.

Every hero deserves a home

THANK YOU FOR YOUR SUPPORT of this truly remarkable and historic undertaking in Milwaukee that will honor two very important groups of people: the women leaders who were the driving force in building the historic complex now called The Soldiers Home on the bluff overlooking Miller Park; and the Wisconsin veterans who went off to defend our freedoms since the days of the Civil War.

For over ten years we've been working to restore this historic campus to the purpose for which it was intended - the service of veterans - and we're in the home stretch. This \$4.25 million fundraising campaign will leverage an additional \$36 million in private investment to restore six historic buildings on the Soldiers Home grounds and provide 101 units of housing for homeless veterans, community space and on-site veterans services.

This toolkit provides helpful resources to share the Soldiers Home story with your network. ***Together, we can return these buildings to their original purpose: The service of veterans.***

SAVE THE SOLDIERS HOME CASE FOR SUPPORT

Every hero deserves a home

The Milwaukee Soldiers Home, on the grounds of the Clement J. Zablocki VA Medical Center overlooking Miller Park, was built in 1867 as **a place of healing** for veterans returning from the Civil War. As one of his last acts before being assassinated, President Lincoln signed legislation to create a national system of homes for disabled veterans. Since then, thousands of Wisconsin veterans have called the Milwaukee Soldiers Home their safe haven. We can honor these men and women and support those who have so nobly served our country in this century by restoring these iconic buildings to relieve the plight of homeless veterans. For people who have served our country so proudly, spending their nights on the streets of Milwaukee or in shelters waiting for permanent housing is unthinkable. Furthermore, veterans at risk of homelessness number in the thousands, from those doubled up with family or friends to veterans in transitional housing. Every hero deserves a home.

This truly wonderful, historic and nationally significant project was made possible by a group of women from Milwaukee who raised \$110,000, a staggering amount of money in the 1860s, to make this vision a reality. **It is now our turn to restore this historic campus to the purpose for which it was intended – the service of veterans – and we are in the home stretch.**

PROJECT DETAILS

- Adaptive reuse of six historic buildings including preservation of interior and exterior features
- 101 units of one-, two-, and three-bedroom housing for veterans and their families, including units specifically for women
- Community spaces for veterans and on-site veteran supportive services

PROJECT COST

- The total cost is \$40 million
- The project is made possible through an Enhanced Use Lease (EUL) agreement with the Department of Veterans Affairs
- The project will be financed through Low Income Housing Tax Credits, Federal and State Historic Tax Credits, and grants
- A capital campaign to raise \$4.25 million in private support from foundations, corporations, organizations and individuals will leverage \$36 million in additional funding that will come to the Milwaukee community for this project
- Mick Hatch, Patti Keating-Kahn, and Carl Mueller are co-chairing the capital campaign
- A Leadership Team of community volunteers is overseeing all campaign activities
- An Honorary Committee of community leaders from Milwaukee, Wisconsin and the veterans community have endorsed the project

PROJECT PARTNERS

- Milwaukee Preservation Alliance; Greater Milwaukee Foundation; Housing Authority of the City of Milwaukee; The Alexander Company; Center for Veterans Issues; Uihlein Wilson Architects; Quorum Architects

SAVE THE SOLDIERS HOME PRESERVATION PROJECT

Every hero deserves a home

The Milwaukee VA Soldiers Home Historic District (Soldiers Home) on the grounds of the Clement J. Zablocki VA Medical Center is a National Historic Landmark District, and one of Milwaukee's most important historic assets.

As part of an Enhanced Use Lease (EUL) agreement with the U.S. Department of Veterans Affairs (VA), The Alexander Company and the Housing Authority of the City of Milwaukee are leading a team that has been chosen by the VA to restore and rehabilitate six of the District's buildings. Under the proposal, the buildings will be renovated to include a total of 101 supportive housing units for veterans and their families who are homeless or at risk of becoming homeless.

It is now our turn to restore this historic campus to the purpose for which it was intended – the service of veterans – and we are in the home stretch.

PROJECT DETAILS

- Adaptive reuse of six historic buildings
- Preservation of interior and exterior historic features
- 101 housing units for veterans and their families who are homeless or at risk of becoming homeless
- Community space for veterans and on-site veteran supportive services

PROJECT COST

The total cost is \$40 million. Proposed funding sources include: Low Income Housing Tax Credits, Federal and State Historic Tax Credits, grants, fundraising and other soft financing options.

PROJECT PARTNERS

- **The Alexander Company:** Project Developer
- **The Housing Authority of the City of Milwaukee:** Facility Operator
- **Center for Veterans Issues:** Supportive Resident Service Provider
- **Uihlein Wilson Architects:** Architect for Old Main (Building 2) and the duplexes (Buildings 14, 18, 19 and 62)
- **JP Cullen:** General Contractor
- **Quorum Architects:** Architect for the Administration Building (Building 1)

WHAT SERVICES WILL BE AVAILABLE TO VETERANS?

- Case management
- Educational training and employment assistance
- Benefits assistance
- Temporary financial assistance
- Peer-to-peer counseling
- Recreational activities
- Transportation assistance
- Independent living skills
- training, including: cleaning, meal planning and preparation, laundry and personal finance
- Wellness programs
- Sobriety maintenance
- Nutritional support
- Outpatient clinical referrals
- Referrals to partner organizations

SAVE THE SOLDIERS HOME FREQUENTLY ASKED QUESTIONS

Every hero deserves a home

WHAT IS THE SIGNIFICANCE OF THE MILWAUKEE SOLDIERS HOME?

The Milwaukee VA Soldiers Home Historic District (Soldiers Home), a 90-plus acre district that rests on the grounds of the Clement J. Zablocki Medical Center overlooking Miller Park, is one of Milwaukee's most important historic assets.

The Soldiers Home was built in 1867 as a place of healing for veterans returning from the Civil War. This was made possible by a group of women from throughout Milwaukee who raised \$110,000, a staggering amount of money in the 1860s, to make this vision into a reality. As one of his last acts before his assassination, President Abraham Lincoln signed legislation to create a national system of homes for disabled veterans. Milwaukee's is one of the three original Soldiers Homes; it is the most intact. It is also one of only 43 National Historic Landmarks in Wisconsin and contains some of the oldest and most historic buildings in the entire VA system. Since then, thousands of Wisconsin veterans made the Milwaukee Soldiers Home their home. We can honor these men and women and support those who have so nobly served our country in this century by restoring these iconic buildings to relieve the plight of homeless veterans.

For people who have served our country so proudly, spending their nights on the streets of Milwaukee, in shelters waiting for permanent housing, or doubled up with family or friends is unthinkable. This project will provide 101 units of housing and services for homeless veterans and those who are at risk of becoming homeless.

The project affords an opportunity for a groundbreaking public-private partnership to help address veteran homelessness and preserve some of Milwaukee's most historic buildings.

Saving the Soldiers Home is a truly remarkable and historic undertaking in Milwaukee.

WHAT IS THE TOTAL COST?

The project will cost approximately \$40 million.

HOW IS THE PROJECT BEING FUNDED?

The project is made possible through an Enhanced Use Lease (EUL) agreement with the Department of Veterans Affairs (VA). Through an EUL, the District's vacant buildings will be leased out long term to third-parties, in this case, The Alexander Company and the Housing Authority of the City of Milwaukee. The project will be financed through Low Income

FREQUENTLY ASKED QUESTIONS

Housing Tax Credits, Federal and State Historic Tax Credits, grants, fundraising and other soft financing options.

HOW MUCH DO YOU NEED TO RAISE PRIVATELY IN A CAPITAL CAMPAIGN?

A capital campaign, led by a coalition of organizations and volunteers, to raise \$4,250,000 in private support from foundations, corporations, organizations and individuals will leverage \$36,100,000 in additional funding that will come to the Milwaukee community for this project.

WHICH VOLUNTEERS WILL LEAD THE CAMPAIGN?

Mick Hatch, Patty Keating-Kahn and Carl Mueller will co-chair the campaign. A Leadership Team has been formed that includes representatives from many veterans' organizations throughout Milwaukee and Wisconsin, and other community leaders.

An Honorary Committee of community leaders who endorse the project has also been created. A complete list of volunteers is available upon request.

WHO ARE THE PARTNERS IN THIS PUBLIC/PRIVATE PARTNERSHIP?

- The **Housing Authority of the City of Milwaukee** (HACM) and **The Alexander Company** are leading a team that will renovate, operate and maintain these significant buildings to provide permanent supportive housing for veterans and their families that are homeless or at risk of homelessness.
- The **U.S. Department of Veterans Affairs** (VA) is involved in all aspects of the project.
- The **Milwaukee Preservation Alliance** has been working consistently since 2011 to save

the vacant buildings at the Milwaukee Soldiers Home and will continue their efforts through campaign leadership.

- The **Center for Veterans Issues** is the Supportive Resident Service Provider.
- **Uihlein Wilson Architects** is the Architect for Old Main (Building 2) and the duplexes (Buildings 14, 18, 19 and 62).
- **Quorum Architects** are the architect for the Headquarters Building (Building 1).
- **JP Cullen** is the general contractor.
- The **Greater Milwaukee Foundation** is providing oversight and administrative services for pledges and gifts related to the project.
- **Mueller Communications** will provide public relations, social media and marketing consultation and assistance.
- **Foley and Lardner LLC** is providing legal representation.
- **The Sweeney Group** is serving as capital campaign consultants.

WHAT ARE THE PLANS FOR EACH BUILDING?

We will return six of the District's buildings to the service of veterans. The buildings will be rehabilitated into a total of 101 supportive housing units for veterans and their families who are homeless or at risk of becoming homeless.

- **Old Main (Building 2):** The most iconic building at the Soldiers Home was a domiciliary for patient living and care. Under our plan, it would again become a home for veterans as it is renovated into 72 one-bedroom and 8 two-bedroom apartment units. The building will also house amenities including large community spaces, resource centers, a fitness area, and offices for building management, home healthcare and counseling. We expect renovations to Building 2 will be complete by March 2019.

FREQUENTLY ASKED QUESTIONS

- Administration Building (Building 1): The "Headquarters" Building will be converted into single room occupancy units, which will provide housing for 14 homeless or at-risk veterans. Adjacent areas will be renovated into a common kitchen, dining, community and living rooms. The historic post office on the first floor will be reused as supportive program offices. Community and activity areas for supportive services will be housed on the building's ground level. We expect Building 1 to be complete by April 2019.
- Several duplexes on the grounds will also be restored and refurnished for use as veteran housing, including the former Catholic Chaplain's Quarters (Building 14), and three private duplex homes that formerly housed Soldiers Home staff and their families (Buildings 18, 19, 62). Each will be refurnished with two-story three-bedroom units on each side. We expect these buildings to be complete by April 2019.

WHO WILL COVER THE ONGOING OPERATIONAL COSTS? WILL VETERANS BE CHARGED RENT?

We have secured Project-based HUD Veterans Affairs Support Housing (HUD-VASH) Vouchers for 75 units and are applying for an additional 26. We are also working to secure Section 8 Vouchers. These vouchers will ensure that monthly rents are no more than 30% of each tenant's monthly adjusted gross income. By participating in either HUD-VASH or Section 8, the rental income will cover the cost of operating expenses.

WILL THERE BE HOUSING UNITS SPECIFICALLY FOR WOMEN?

Yes, 11 units of housing are designated for women veterans and will be located in a separate and secure area of the building.

WHAT WILL "SUPPORTIVE SERVICES" FOR VETERANS INCLUDE?

The Center for Veterans Issues will offer onsite supportive services to resident veterans in one-on-one and group settings, including:

- Case management
- Educational training and employment assistance
- Benefits assistance
- Temporary financial assistance
- Peer-to-peer counseling
- Recreational activities
- Independent living skills training, including: cleaning, meal planning and preparation, laundry and personal finance
- Transportation assistance
- Wellness programs
- Sobriety maintenance
- Nutritional support
- Outpatient clinical referrals
- Referrals to partner organizations

WHY ARE THE APARTMENTS "VETERAN PREFERENCE" INSTEAD OF "VETERAN ONLY"?

Under an Enhanced Use Lease, we are not able to have "veteran only" housing. But, we believe that given the need in our community, all units will be filled by veterans. While estimates are more likely to capture the chronically homeless veteran population, and may undercount those who are transitionally homeless or at-risk of homelessness, those in need of permanent housing number in the thousands. Veterans who are doubled up with family or friends, but who would otherwise be without shelter, are generally not included in homeless samples. We are confident the 101 units provided as a result of rehabilitating the Milwaukee Soldiers Home will service our veterans.

SAVE THE SOLDIERS HOME SHARE THE STORY

Every hero deserves a home

A coalition of organizations and volunteers dedicated to saving the Soldiers Home have launched a capital campaign to raise the private funds needed to restore historic buildings in the Soldiers Home Historic District to their original purpose - the service of veterans.

A video has been created to share the impact and importance of this project. Please feel free to share this video within your network, on social media and on your organization's website.

VIDEO LINK
bit.ly/soldiershomevideo



Together, we can return these buildings to their original purpose: The service of veterans.

SAVE THE SOLDIERS HOME HOW TO DONATE

Every hero deserves a home

ONLINE

Visit www.SavetheSoldiersHome.com to donate on a one-time or recurring basis in any amount you please.

MAIL

Visit www.SavetheSoldiersHome.com to download a pledge form and return with payment to the [Greater Milwaukee Foundation](#).

SHARE

Visit www.SavetheSoldiersHome.com to sign up for our e-newsletter and stay apprised of events and needed action. Then share the Soldiers Home story with family and friends.



*All contributions are tax deductible
to the fullest extent of the law.*

LEARN MORE AND DONATE AT
www.SAVETHESOLDIERSHOME.com