

WISCONSIN

2016-17 END OF YEAR REPORT



Thank you for helping Playworks grow Safe and Healthy Play in WISCONSIN. Playworks is pleased to present this end-of-year report to your team, providing highlights of our work during the 2016-17 school year. We are thankful for your generosity, which has helped Playworks increase physical activity, improve the education environment, and boost the social and emotional skills of 15,236 children at 36 elementary schools throughout Wisconsin.

This year Playworks paved the way for new partnerships and creative solutions to growing demand::

- Playworks as a common language in Milwaukee Public Schools working with the New Educators Institute and creating a strategy to get Playworks in some form to all 115 elementary schools (**40,000 students**) in next 2-3 years; working with Waukesha district on a 5-year strategic impact plan to bring Playworks to all 14 elementary schools (5,600 students).
- We trained 150 year-round staff from the Boys & Girls Club of Greater Milwaukee bridging the gap between IST and OST partners working with the same students.
- We expanded our reach outside of Milwaukee to Mequon-Thiensville, Brown Deer, and Watertown through a mix of creative and flexible services.

Playworks Wisconsin Impact 2016-17



15,236

KIDS

350

YOUTH
LEADERS

36

SCHOOLS

930

SCHOOL STAFF
TRAINED

"The Playworks approach to developing the social and emotional well-being of children empowers both children and adults in the school community to establish higher standards for social interaction, contributing to a school culture that fosters character development."

-Richard R. Pieper, Sr., local philanthropist

Playworks Wisconsin will reach 100,000 kids in 200 schools by December 2020.

2016-17 OUTCOMES



Increasing Safe and Healthy Play in Wisconsin

Every year Playworks conducts surveys of educators at our partner schools to help us learn more about the impact of our program. As a result of the feedback we receive, Playworks updates and improves our services to better fit the needs of every school. Here are a few highlights from this year's annual survey:

- 96%** of staff reported an increase in the number of students that are **physically active**;
- 97%** Of staff **AGREE** that Playworks creates a **safe and effective learning environment**;
- 95%** of staff reported an increase in students' abilities to **focus on class activities**;
- 96%** of staff reported that Playworks helps students develop necessary skills to **succeed in the classroom and their community**.

Research released in 2017 validates **Playworks'** impact

Playworks Coach outcomes¹:



Kids on a Playworks playground are **5x more likely** to have a positive interaction with an adult.



Conflict on Playworks playgrounds **decreased by 58%** in one school year.

Playworks TeamUp outcomes²:



Reduction in the number of disciplinary referrals.



Increase in student-resolved conflict.

¹ Health Education Journal (2017) published research.

² Robert Wood Johnson Foundation issue brief (2017).

For more information, contact info@playworks.org

At the 24 primarily low-income schools served by Playworks in Wisconsin,

84% average eligibility for free/reduced lunch
48% of students are African American
33% are Hispanic

4% are Asian American, Pacific Islander, or Native American
15% are Caucasian and
1% are mixed race.

Playworks' Vision:

One day every child in America will have access to safe, fun, healthy play every day.

2016-17

HIGHLIGHTS



Get in the Game



Playworks WI recently held our inaugural Get in the Game Luncheon in conjunction with the Junior Coach Conference. This annual event is the capstone experience for our fourth and fifth grade students completing the Junior Coach Leadership Program. This year we recognized our first Junior Coach of the Year for their outstanding leadership and development.

This year's event was hosted by the Milwaukee Bucks at the BMO Harris Bradley Center where 350 students participated in games and activities with a special keynote from Milwaukee Bucks legend Will Allen. We also hosted business and community leaders from the city include Mayor Tom Barrett, MPS Superintendent Dr. Darienne Driver, and Playworks Founder and CEO Jill Vialet. Special honorees included BelAir Cantina, who was awarded our first Corporate Partner of the Year award.

Zilber Family Foundation

In 2017, the Zilber Family Foundation awarded Playworks Wisconsin \$200,000 over the next two years to impact the Lindsay-Heights, Layton Boulevard West, and Clark Square neighborhoods as part of their Zilber Neighborhood Initiative. Schools within this reach include Hopkins Lloyd Community School, Brown Street Academy, and Doerfler Elementary.

“All the teamwork, communication and positivity students learn through Playworks turns into a way of life for both students and staff. I could not imagine teaching without it.”

**-Mrs. Pam Marquardt,
Teacher, Siefert
Elementary**

LOOKING AHEAD

2017-18



In 2017-18, Playworks' focus in Wisconsin is both to retain schools requesting and requiring our services in the City of Milwaukee, our traditional area of service, while expanding into new localities not yet served. Specifically, we are entering into new partnerships with Brown Deer, Waukesha, and Watertown. While expansion schools in suburban districts are not typically the vulnerable populations associated with urban schools, we remain committed to bringing Playworks in some form to every elementary school student in MPS, where there is the most need but the least resources.

Playworks is scaling safe, healthy play through a menu of services that support schools for the long term. A combination of direct service, professional development, and digital tools will grow children's social and emotional skills throughout Wisconsin. All Playworks services are designed to help schools and school districts build a sustainable program for long-term change.

Playworks Wisconsin Impact 2017-18

36,000

KIDS

550

YOUTH
LEADERS

50

SCHOOLS

1,200

SCHOOL STAFF
TRAINED

Playworks aims to ensure 100,000 kids in 200 Wisconsin schools experience safe and healthy play by December 2020.

Partnerships are key to getting us there!

One of the primary advantages of our partnerships with Milwaukee, Watertown, and Waukesha school districts is that we are able to negotiate earned income in a more robust way -- and reach more kids -- than partnering with each individual school. District-level partnerships have a stronger likelihood of lasting beyond a single year or two, helping to ensure both programmatic and financial sustainability.

We are very appreciative of our partnerships with the Zilber Family Foundation, the Greater Milwaukee Foundation, the Real Estate Alliance for Charity, the Greater Milwaukee Association of Realtors Youth Foundation, and General Mills. We receive support from the Brady Corporation for programming in three Playworks regions including Wisconsin, New England, and Southern California, locations that represent the largest Brady employee presence. We also enjoy two multi-year grants from the Milwaukee Bucks; one grant totaling \$90,000 supports Team Up programming in Browning Elementary school in the West Lawn neighborhood, and a \$45,000 grant supports girls basketball leagues and the Junior Coach Leadership Program.

We are grateful for your support!

We believe in the power of play to bring out the best in every kid.