

# GAY NEIGHBOR

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## Cream City Foundation Gay Neighbor Billboard Campaign

The Cream City Foundation Gay Neighbor Billboard Campaign is a project of the Cream City Foundation. Cream City Foundation is a tax-exempt 501(c)3 organization whose main purpose is to help create social change on behalf of Lesbian, Gay, Bisexual and Transgender (LGBT) people in southeastern Wisconsin. This includes supporting and creating visibility and awareness of LGBT people and their issues.

Cream City Foundation is proud to empower donors and strengthen strategic grant-making to ensure a fair and respectful community for all, regardless of sexual orientation or gender identity. Visit [www.creamcityfoundation.org](http://www.creamcityfoundation.org) to find out more.

### History

The Cream City Foundation, in partnership with the Cream City Foundation's Joseph R. Pabst LGBT Infrastructure Fund, formed the 41/26 Venture Committee as a way to recognize LGBT leaders and give them the opportunity to develop and recommend a project for funding.

The 41/26 Venture Committee looked at data gathered throughout various studies and determined that a visibility campaign, addressed to the straight community was needed to increase awareness of LGBT people and the issues they face.

Issues such as being denied marriage rights, facing job discrimination, lack of domestic partnership healthcare coverage, adoption and parenting issues, as well as being targets of attacks based on perceived sexual orientation or gender non-conformity.

### 41/26 Venture Members

**Joseph Brooks**, formerly with the AIDS Resource Center of Wisconsin **Maria Cadenas**, Executive Director of the Cream City Foundation (non-voting) **Patrick Flaherty**, former Director for Center Advocates **Angie Guerra**, formerly of the Milwaukee LGBT Community Center and Lesbian Fund of the Women's Fund of Greater Milwaukee **Michael Johnston**, writer for *Outbound* magazine

To help guide the project and provide the extensive research needed, the 41/26 Committee hired media consultant Denise Cawley, principal, **Circore Creative**, who worked extensively in conducting local focus groups (made up of the target audience) and market research studies testing images and messages for the campaign. Design, creative and photography were directed by Cawley.

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## Donors Support

The Cream City Foundation's Joseph R. Pabst LGBT Infrastructure Fund created the initial donations that spearheaded this project. Since then the Robert H. Andrews Memorial Fund of Tides Foundation, on the recommendation of Ms. Susan L. Andrews has created a matching donation to make the project possible in 2009. The Milwaukee Chapter of Parents, Families and Friends of Lesbians and Gays (PFLAG) has helped to support this match donation. Make a [tax-deductible donation](#) today!

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Cream City Foundation serves as a catalyst for social change on behalf of Lesbian, Gay, Bisexual, and Transgender communities in southeastern Wisconsin. Their work includes strategic grant making, education, and media outreach. Find out more at [www.creamcityfoundation.org](http://www.creamcityfoundation.org).

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