



Adopt a Community 2009 Pilot Program

In the summer of 2009, TRUE Skool piloted a new initiative called the Adopt a Community Program. Through this new initiative, TRUE Skool takes a unique approach to strengthen and beautify communities through neighborhood-based environmental, social, and artistic initiatives.

The Adopt a Community Program consists of a three pronged approach; community clean-ups/illegal graffiti removal, community gardens/yard beautification and public art/community murals. Our goal is to provide neighborhood restoration and community transformation through partnerships from local businesses, residents, youth, law enforcement and community based organizations. We hope to adopt a new section of Milwaukee each summer and continue to partner with past adopted areas as well.

Early 2009

We met with the Cesar E. Chavez Business Improvement District in early 2009 where we were asked to repaint the mural on Cesar E. Chavez Drive and W. Washington Street. After that initial discussion, we agreed to not only partner on the production of the mural but also on our pilot Adopt a Community Program. In the same concept of the "Adopt a Highway" program, from July to September 2009, TRUE Skool adopted Cesar E. Chavez Drive from National Avenue to Greenfield Avenue and two blocks east and west as our pilot area. For the months of July-September of 2009 TRUE Skool would be responsible for removing illegal graffiti for businesses and residents at no cost in this pilot area.

July 2009

On Friday July 17th, TRUE Skool came together with over 100 volunteers from the following agencies along with local community residents for our Adopt a Community Kick-Off event.

- Latino Community Center
- South Division Summer CLC
- Milwaukee Christian Center's Youth Ambassadors
- Urban Underground
- Summer of Peace Youth Leadership Circle
- Community Volunteers
- UMOS
- Neighborhood Ambassador Program
- Milwaukee Violence Free Zones (Bradley Tech Staff, South Division Staff, Bay View HS Staff, James Madison HS Staff)

