For Wisconsin Philanthropy Network

*Member Spotlight on the ThriveOn Collaboration and African American philanthropic leadership*

200-250 words max

**ThriveOn Collaboration making generational investments**

A transformational venture of the Greater Milwaukee Foundation, Medical College of Wisconsin (MCW) and Royal Capital Group, the [ThriveOn Collaboration](https://thriveoncollaboration.org/) is opening new doors to a more equitable, healthy and thriving Milwaukee.

Through the collaboration, African American philanthropists have led an unprecedented, $2 million fundraising effort that brought diverse and next-generations donors to the table – including a lead gift from Herb Kohl Philanthropies – to support a Black leader of national prominence in the field of healthy equity research. The investment provides a source of consistent funding for MCW faculty leader Leonard Egede, MD, MS, in his work to close persisting health equity gaps, particularly in communities of color. As a result, Dr. Egede has received an endowed chair appointment from the Milwaukee community and MCW.

Many disparities in health and opportunity experienced by communities of color can be traced back to systemic racism, so overcoming barriers to quality health care and overall wellness requires a comprehensive, community-informed approach.

Dr. Egede’s work explores access to health care, quality, cost of care and the social determinants of health and how they intersect to create disparities and influence the overall health of the region. These efforts inform activities for the ThriveOn Collaboration in its goal of eliminating disparities through community engagement, research, education and direct community investment.

Earlier this year, the ThriveOn Collaboration also announced [ThriveOn King](https://thriveoncollaboration.org/newsroom/thriveon-king-press-release) as the new name of its physical home at 2153 N. Martin Luther King Jr. Drive, where it is redeveloping the historic Gimbels-Schuster’s department store building.