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Siebert Lutheran Foundation Announces Historic Launch of Endowment Fund Match Campaign

Milwaukee, WI - Siebert Lutheran Foundation, a cornerstone of support in the Lutheran community for over seven decades, proudly announces the launch of its first-ever Endowment Fund Match Campaign.

All endowed gifts recorded before May 14, 2025, will qualify for \$500,000 in total available matching funds. Endowments are vital, providing a perpetual stream of support for grantees in addition to Siebert's annual grantmaking capacity of approximately \$4 million. This campaign is part of the Siebert Serves initiative, launched in 2019, to increase the foundation's philanthropic impact by providing greater financial resources to Lutheran churches, schools, and nonprofit organizations.

Siebert Board Director Sets Example for Endowment Fund Match Campaign

According to Siebert's Director of Philanthropy, Sarah Gilday, five individuals have already committed to establishing a Named Endowment Fund. Leading by example is Derek Tyus, a member of Siebert's Board of Directors and Executive Vice President and Chief Financial Officer at Versiti, and the first to establish a Named Endowment Fund at Siebert. "As a first-generation college graduate, I firmly believe in the power of education. Equally, I am committed to supporting families, self-sustainability, and promoting economic resilience. This campaign allows me to have the greatest possible impact and craft a legacy that is aligned with and mirrors my values."

"Tyus's commitment is a reflection of divine inspiration moving among us, inviting us to be conduits of generosity," encourages Dr. Joan Prince, board chair of Siebert Lutheran Foundation. "Imagine the impact of doubling your endowment gift, of sowing seeds that grow for generations. This is a time to shine in generosity." Dr. Prince believes the Endowment Fund Match Campaign encourages spiritual giving, allowing donors to align their contributions with their spiritual and moral beliefs.

Long-term Impact of Endowed Funds

Gilday notes that the impact of endowed support will be seen in the donor's lifetimes and beyond. This lasting, reliable income builds long-term financial stability of Siebert grantee partners directly committed to creating thriving communities and neighborhoods with access to quality Christ-centered education, green space, affordable health care, clean and fresh food, and thriving spiritual or faith communities.

Albert Siebert's Pioneering Work

Siebert's President & CEO, Charlotte John-Gómez, notes that the pioneering step of launching an Endowment Fund Match Campaign was inspired by the vision of Siebert Lutheran Foundation's founder, Albert F. Siebert. In 1924, Albert Siebert founded Milwaukee Electric Tool Company, which thrived but faced financial woes during the Depression. Committed to his faith, Mr. Siebert pledged a portion of company profits to religious causes if it survived. Milwaukee Electric Tool thrived, so in 1952, Mr. Siebert followed through on this pledge by setting up a trust, which eventually became the Siebert Lutheran Foundation.

When Albert Siebert's family sold Milwaukee Electric Tool to Amstar Corporation in 1976, the foundation received its major capital infusion of \$35 million and was established as an independent private foundation. This initial corpus almost quadrupled in 47 years, growing to \$118 million at the close of 2023. Siebert's investment advisor, Dan Schouten, Senior Consultant at Mercer, notes, "Siebert's investment returns have been exceptionally favorable compared to a robust peer group of all sizes of endowments and foundations that Mercer utilizes for comparison purposes. Siebert's investment returns consistently rank in the top half of peers over rolling 3- and 5- year trailing periods relative to this peer group."

Grantmaking Impact

Since its inception, Siebert has granted over \$152.6 million to Lutheran-affiliated ministries and agencies, impacting people and communities throughout Wisconsin. Introducing Endowment Funds and the Match Campaign expands this grantmaking capacity. "The challenges grantee partners face are real, but so is our commitment to overcoming them through sustainable strategies such as this," said Siebert Foundation President & CEO Charlotte John-Gómez. "The Matching Endowment Campaign will provide increased financial support, helping grantees address escalating community needs and seize opportunities for innovation."

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About Siebert Lutheran Foundation:

Siebert Lutheran Foundation is a private independent foundation whose mission is to maximize collaboration, relationships, and funding to strengthen and grow organizations in the Lutheran Christian community that share the Gospel, educate children and youth, and serve the needs of its neighbors. The foundation was established as a trust in 1952 by the late Albert F. Siebert, founder of the Milwaukee Electric Tool Corporation. The trust was created to enable Mr. Siebert's entire interest in the company to "advance the Lutheran church" after his death. Learn more at <https://www.siebertfoundation.org>.