



Monthly News & Updates

June | 2022

Grant Updates

Picture This...Grant Recipients Shine at 2022 Annual Awards Celebration

It was a picture-perfect evening when Impact100 members voted to award \$405,000 in grants at the organization's 2022 Annual Awards Celebration on June 8. See our [photo gallery here](#).

Want to recapture the evening? View the [program here](#). The finalist presentations begin at the 51:00 mark.

Congratulations to our \$100,000 Impact grant recipients **Advocates of Ozaukee, Benedict Center, Hope Street, and Victory Garden Initiative**, as well as Merit Award recipient, Radio Milwaukee! Check out the [project summaries](#) to learn more.

Many thanks to our Transformational Sponsor, Johnson Financial Group, and all the sponsors who supported our evening of giving.



Pictured: Impact100 Greater Milwaukee President Tracy Gobis



Pictured: Lauren Feaster and Tarik Moody of Radio Milwaukee



Pictured: 2022 AAC at the Pfister Hotel



Pictured: Rapt audience members



Pictured: Smiles from Hope Street



Pictured: Victory Garden staff and supporters



Pictured: Benedict Center and Impact100 friends



Pictured: Advocates of Ozaukee celebrates

Member Profile

Loriena Harrington: Philanthropy in Full Bloom

Loriena Harrington’s introduction to Impact100 was low-key—just the way she liked it. Loriena was curious about a new client of her landscape design business and was interested when that client, Jamy Malatesta, invited her to a Impact100 informational event. She was comfortable with the low-key and unassuming way that Jamy talked about the organization and what its members were accomplishing.



Pictured: Loriena Harrington has owned Beautiful Blooms since 2001.

Loriena hasn’t always had time for extra activities. She’s been working since age 12 when as a caddy at Tuckaway CC, she learned the importance of manners, being able to talk to people, and how much it matters how one treats people. She went on to work on the grounds crew as well.

That stint caddying kept her on course (get it? 😊) to her ultimate destiny. While caddying, she started

her own business mowing lawns. Loriena enjoyed the independence and making her own money. She wrote her first business plan in her early teens, then realized she'd have to add staff to expand--so she hired her friend! She attributes her skill landing neighborhood clients to the Girl Scouts and cookie-selling.

Loriena went on to study turf management at the University of Minnesota but developed allergies to grass and pollen. In 2001, those allergies became too much health-wise so Loriena switched to landscape design. She advertised in a brand-new neighborhood in Minneapolis and found business quickly through that and through connections with golf course and garden center friends. Her business, Beautiful Blooms, launched that year with an original investment of \$25 for flyers and ultimately moved to Milwaukee. Fast forward 20 years to Loriena's recent award as the National Association of Landscape Professionals Women Entrepreneur in 2021. Beautiful Blooms now employs 18 employees.

Loriena joined Impact100 in 2019 and enjoyed being on a grant committee right away. Asked her big takeaway from her involvement, she answers, "Awareness. Awareness of the deep needs in our community and of the many well-deserving nonprofits." Through that involvement she began attending many of the Beyond the Headlines events. She mentions the 2019 panel on sex-trafficking as one that really struck her, especially since Milwaukee was about to welcome (or so we thought, pre-pandemic) the Democratic Convention and the panelists made the link between big conventions and a ramp-up in trafficking activity. Loriena says she finds Beyond the Headlines to be inspiring, "I feel like I'm collecting knowledge right now and looking forward to thinking what to do with it."

She's not just thinking, though. After Teens Grow Greens was awarded an Impact grant in 2021, Jamy Malatesta urged her to reach out to the organization. She knew Loriena understood all aspects of the industry and would have a lot of firsthand advice to offer.

Loriena says, "I like to welcome and mentor young people into the industry like people did for me." There are plans underway for a possible class and a behind-the-scenes tour at Johnson's Nursery. Loriena respects the way TGG is striving to create a healthy workplace and looks forward to working with the organization.

Whether nurturing actual roots or community ties, Loriena is action-minded. You'll find her at home in Wauwatosa keeping busy with husband Mike and their golden retriever Finnigan.

Membership Alert!

Join!

2022-23 Membership Is Open!

Don't miss a moment of our exciting next year—including our September 13 Kickoff Event!

Renew!

Looking to Engage?

Volunteer Roles Available

As we turn the page to our new Impact100 year, the Nominating Committee still has some roles to offer

members who'd like to get involved. Interested in working with other women committed to our mission of collective giving? Click on the opportunities below to get further info about the position.

- [President-Elect](#)
- [Assistant Secretary](#)
- [Events Director](#)
- [External Communications Chair](#)
- [Grant Chair](#)
- [Program Chair](#)

For questions or to express interest, please email Nominating Chair Robin Martin at robin.martin@claconnect.com.



Upcoming Dates

Friday, July 1
New Impact100 Year Begins

Tuesday, Sept. 13
Membership Kickoff

Thursday, Dec. 1
Helping Hands



[Visit our Website](#)

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Impact100 Greater Milwaukee is an organization of women who collectively award transformative grants that make a lasting impact on the community.

Impact100 Greater Milwaukee | PO Box 1061, Brookfield, WI 53008

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