DLN: 93491228000058

2017

OMB No 1545-0052

Return of Private Foundation

Department of the Treasury Internal Revenue Service

Form 990-PF

or Section 4947(a)(1) Trust Treated as Private Foundation

▶ Do not enter social security numbers on this form as it may be made public.
 ▶ Information about Form 990-PF and its instructions is at www.irs.gov/form990pf.

Open to Public Inspection

		ndar year 2017, or tax yea	r beginning 01-01-20)17 , aı	nd ei	nding 12-31-		
RI	CHARD	indation AND ETHEL HERZFELD				, ,	entification numbe	r
		ION INC				23-7230686		
		l street (or P O box number if mail is r LWAUKEE STREET 7 FL	Room/suite		B Telephone number (see instructions)			
						(414) 727-1136		
		, state or province, country, and ZIP o , WI 53202	r foreign postal code			C If exemption	application is pendin	g, check here
G Ch	neck al	I that apply \Box Initial return	☐ Initial return of a	former public charity		D 1. Foreign org	janizations, check he	ere \square
		☐ Final return	Amended return				ganizations meeting	
		Address char	nge 🔲 Name change			·	t here and attach co	· -
1 Ch	eck ty	pe of organization 🗹 Section	501(c)(3) exempt private				ndation status was t n 507(b)(1)(A), chec	
		4947(a)(1) nonexempt charitab		e private foundation		_		
of y	year <i>(f</i>	et value of all assets at end rom Part II, col (c), 79,314,077	J Accounting method Other (specify) (Part I, column (d) must	Cash Accru	al		tion is in a 60-month i 507(b)(1)(B), chec	
Pa	rt I	Analysis of Revenue and	Expenses (The total	(a) Revenue and				(d) Disbursements
		of amounts in columns (b), (c), and equal the amounts in column (a) (se	• • • •	expenses per books	(b)	Net investment income	(c) Adjusted net income	for charitable purposes (cash basis only)
	1	Contributions, gifts, grants, etc schedule)	, received (attach					
	2	Check ► ✓ If the foundation is						
	3	Sch B	arv cash investments					
	4	Dividends and interest from sec	•	1,104,072	2	1,166,932		
	5a	Gross rents						
	b	Net rental income or (loss)						
ne	6a	Net gain or (loss) from sale of a	ssets not on line 10	-5,000,000				
Revenue	b	Gross sales price for all assets of	on line 6a 5,000,000					
Re	7	Capital gain net income (from P						
	8	Net short-term capital gain .						
	9	Income modifications						
	10a	Gross sales less returns and allo			-			
	b c	Less Cost of goods sold Gross profit or (loss) (attach sch	nedule)]				
	11	Other income (attach schedule)	•	-498,636	5	-498,636		
	12			-4,394,564	_	668,296		
	13	Compensation of officers, direct	ors, trustees, etc	339,717	,	33,972		305,745
	14	Other employee salaries and wa	ges	164,583	3			164,583
6S	15	Pension plans, employee benefit	ts	66,836	5			66,836
Sue	16a	Legal fees (attach schedule) .						
ă X	b	Accounting fees (attach schedul	,	10,000		6,000		4,000
/e E	С	Other professional fees (attach	schedule)	138,535	5	138,535		
ati	17	Interest						
<u> </u>	18	Taxes (attach schedule) (see institution (attach schedule) a	•					
Ē	19 20	Occupancy	·	68,893				68,893
Ad	21	Travel, conferences, and meetin		4,947	+			4,947
חת	22	Printing and publications	-	2,334	+			2,334
Operating and Administrative Expenses	23	Other expenses (attach schedule	e)	115,287	7	401		114,886
.at∎	24	Total operating and administ	trative expenses.					
ğ		Add lines 13 through 23		911,132	+	178,908		732,224
ر	25	Contributions, gifts, grants paid		4,597,400				4,597,400
	26	Total expenses and disburse 25	ments. Add lines 24 and	5,508,532	2	178,908		5,329,624
	27	Subtract line 26 from line 12						
	а	Excess of revenue over expe disbursements	nses and	-9,903,096	5			
	b	Net investment income (If ne	gatıve, enter -0-)			489,388		
	С	Adjusted net income(If negation	ve, enter -0-)					

	2	Savings and temporary cash investments	2,779,124	1,483,637	1,483,637					
	3	Accounts receivable ▶ 2,173								
		Less allowance for doubtful accounts ▶	593	2,173	2,173					
	4	Pledges receivable ▶								
		Less allowance for doubtful accounts ▶								
	5	Grants receivable								
	6	Receivables due from officers, directors, trustees, and other								
		disqualified persons (attach schedule) (see instructions)								
	7	Other notes and loans receivable (attach schedule) ▶								
		Less allowance for doubtful accounts ▶								
ا ي	8	Inventories for sale or use								
sets	9	Prepaid expenses and deferred charges								
¥∣	10a	Investments—U S and state government obligations (attach schedule)								
	b	Investments—corporate stock (attach schedule)	45,583,241	55,897,626	55,897,626					
	С	Investments—corporate bonds (attach schedule)	14,626,900	15,035,299	15,035,299					
	11	Investments—land, buildings, and equipment basis ▶	_							
		Less accumulated depreciation (attach schedule) ▶								
	12	Investments—mortgage loans								
	13	Investments—other (attach schedule)	9,628,780	6,559,432	6,706,839					
	14	Land, buildings, and equipment basis ▶								
		Less accumulated depreciation (attach schedule) ▶								
	15	Other assets (describe >)	25,000	25,000	25,000					

79,314,077

12	Investments—mortgage loans				l
13	Investments—other (attach schedule)		9,628,780	6,559,432	Γ
14	Land, buildings, and equipment basis ▶				Ī
	Less accumulated depreciation (attach schedule) ▶				l
15	Other assets (describe ▶)	% j	25,000	25,000	١
16	Total assets (to be completed by all filers—see the				Ī
	ınstructions Also, see page 1, item I)		73,176,764	79,166,670	l
17	Accounts payable and accrued expenses				Ī
18	Grants payable				1
19	Deferred revenue				1
20	Loans from officers, directors, trustees, and other disqualified persons				1

Mortgages and other notes payable (attach schedule). .

Foundations that follow SFAS 117, check here ▶

Total liabilities and net assets/fund balances (see instructions) .

Total net assets or fund balances at beginning of year—Part II, column (a), line 30 (must agree with end-

Total net assets or fund balances at end of year (line 4 minus line 5)—Part II, column (b), line 30

Analysis of Changes in Net Assets or Fund Balances

Other liabilities (describe -_

of-year figure reported on prior year's return)

Other increases not included in line 2 (itemize)

Enter amount from Part I, line 27a

Add lines 1, 2, and 3 Decreases not included in line 2 (itemize) ▶

Total liabilities(add lines 17 through 22)

Liabilities

21

22

23

31 Part III

2

3

	through 26 and lines 30 and 31.		
24 Unrestricted			
25 Temporarily restricted			
and complete lines 27	ot follow SFAS 117, check here 🕨 🗹 through 31.		
27 Capital stock, trust princ 28 Paid-in or capital surplus 29 Retained earnings, accur 30 Total net assets or fur	apal, or current funds	73,176,764	79,166,670
28 Paid-in or capital surplus	s, or land, bldg , and equipment fund		
29 Retained earnings, accur	mulated income, endowment, or other funds		
30 Total net assets or fur	nd balances (see instructions)	73,176,764	79,166,670

73,176,764

79,166,670

1

2

3

4

5

6

73,176,764

-9,903,096

8,438,553

71,712,221

71,712,221 Form **990-PF** (2017)

	(a) the kınd(s) of property sold (e g , re ehouse, or common stock, 200 shs	(b) How acquired P—Purchase D—Donation	(c) Date acquired (mo , day, yr)	(d) Date sold (mo , day, yr)	
1 a 500 FRANKLIN ST PROPE	RTIES	Р	2000-01-01	2017-12-31	
b					
С					
d					
е					
(e) Gross sales price	(f) Depreciation allowed (or allowable)	Cost or	(g) other basis ense of sale	Gain o	h) r (loss)) minus (g)
a 5,00	0,000		10,000,000	. , , , ,	-5,000,000
b					
С					
d					
e					
Complete only for assets	s showing gain in column (h) and ow	ned by the foundation	on 12/31/69	(I)
(i) F M V as of 12/31/69	(j) Adjusted basis as of 12/31/69	Excess	(k) of col (ı) (j), ıf any	col (k), but not	h) gain minus less than -0-) or om col (h))
a					-5,000,000
b					
c					
d					
e					
	gain or (loss) as defined in sections : rt I, line 8, column (c) (see instructi		·	3	-5,000,000
Part V Qualification l	Jnder Section 4940(e) for Re	educed Tax on Net	Investment Inc	come	
For optional use by domestic p	rivate foundations subject to the sec	ction 4940(a) tax on ne	et investment incom	e)	
if section 4940(d)(2) applies, le	•	_			
	e section 4942 tax on the distributa ot qualify under section 4940(e) Do			Y	es 🗹 No
• • • • • • • • • • • • • • • • • • • •	nount in each column for each year,	see instructions before	making any entries		
(a) Base period years Calendar year (or tax year beginning in)	(b) Adjusted qualifying distributions	(c) Net value of noncharitab	le-use assets	(d) Distribution rati (col (b) divided by c	
2016	4,547,544		72,698,461		0 06255
2015	4,231,055		78,046,581		0 05421
2014	4,689,041		81,205,448		0 05774
2013	3,758,807		77,500,535		0 04850
2012	3,571,719		70,825,737	<u> </u>	0 05043
2 Total of line 1, column (•		2		0 273439
number of years the four	o for the 5-year base period—divide ndation has been in existence if less ncharitable-use assets for 2017 fron	than 5 years	, or by the 4		0 054688 76,399,501
5 Multiply line 4 by line 3		•	5		4,178,136
6 Enter 1% of net investme	ent income (1% of Part I, line 27b)		6		4,894
			7		4,183,030
	ons from Part XII, line 4 ,				5,329,624
	eater than line 7, check the box in Pa			g a 1% tax rate Se	

If yes, did the foundation receive any proceeds or have any net income attributable to the transaction?.

Forr	n 990-PF (2	017)							
Pā	art VIII	Information About C and Contractors	Officers, Directors, Trust	ees, Foundation Ma	nagers, Highly Paid Em	ployees,			
1	List all officers, directors, trustees, foundation managers and their compensation (see instructions).								
					(4)				

1 List all officers, directors, trustee	e foundation managers a	nd their compensation	(see instructions)	
(a) Name and address	Title, and average hours per week (b) devoted to position	(c) Compensation (If not paid, enter	(d) Contributions to employee benefit plans and deferred	Expense account, (e) other allowances
See Additional Data Table			compensation	-
Dec /tadicional Data Table				
				-
2 Compensation of five highest-pai	d employees (other than t	hose included on line 1	-see instructions). If no	│ ne, enter "NONE."
(a)	Title, and average		Contributions to	
Name and address of each employee pa	ıd hours per week	(c) Compensation	employee benefit plans and deferred	Expense account, (e) other allowances
more than \$50,000	(b) devoted to position		(d) compensation	
JULIETTE DAHMS	GRANTS MANAGER	57,50	0 20,178	
219 N MILWAUKEE ST 7TH FLOOR MILWAUKEE, WI 53202	30 00			
LESLIE SEIB	SR PRGRM OFFICER	107,08	3 13,778	
219 N MILWAUKEE ST 7TH FLOOR	40 00			
MILWAUKEE, WI 53202				
Total number of other employees paid ove				
3 Five highest-paid independent co(a) Name and address of each person			ons). If none, enter "NON e of service	(c) Compensation
NONE	r paid more than \$50,000	(5) 199	e or service	(c) compensation
		-		
		1		
Total number of others receiving over \$50 Part IX-A Summary of Direct C	· · · · · · · · · · · · · · · · · · ·	 	<u> ▶ </u>	
List the foundation's four largest direct charitable		ude relevant statistical inform	ation such as the number of	
organizations and other beneficiaries served, conf	erences convened, research paper	rs produced, etc		Expenses
1				
2				
3				
4				
·				
-				
Part IX-B Summary of Program	n-Related Investments	(see instructions)	<u>'</u>	
Describe the two largest program-related inve	stments made by the foundation o	luring the tax year on lines 1	and 2	Amount
1				
2				
All other program-related investments	See instructions			
3				
Total. Add lines 1 through 3 .				

1b

2

3a 3h

4

5

5.329.624

5.324.730

Form **990-PF** (2017)

4.894

Qualifying distributions. Add lines 1a through 3b Enter here and on Part V, line 8, and Part XIII, line 4

Note: The amount on line 6 will be used in Part V, column (b), in subsequent years when calculating whether the foundation qualifies for

Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, etc.,

Foundations that qualify under section 4940(e) for the reduced rate of tax on net investment

Adjusted qualifying distributions. Subtract line 5 from line 4.

Amounts set aside for specific charitable projects that satisfy the

the section 4940(e) reduction of tax in those years

2

3

4

5

b Total for prior years

d From 2015. . . .

a From 2012. **b** From 2013. . . . c From 2014. .

e From 2016.

indicated below:

b Prior years' undistributed income Subtract line 4b from line 2b c Enter the amount of prior years' undistributed income for which a notice of deficiency has been issued, or on which the section 4942(a) tax has been previously assessed. d Subtract line 6c from line 6b Taxable amount e Undistributed income for 2016 Subtract line 4a from line 2a Taxable amount—see instructions f Undistributed income for 2017 Subtract lines 4d and 5 from line 1. This amount must be distributed in 2018 7 Amounts treated as distributions out of corpus to satisfy requirements imposed by section 170(b)(1)(F) or 4942(g)(3) (Election may be required - see instructions) 8 Excess distributions carryover from 2012 not applied on line 5 or line 7 (see instructions) . . .

9 Excess distributions carryover to 2018.

10 Analysis of line 9

a Excess from 2013. . .

c Excess from 2015. . . .

b Excess from 2014. .

d Excess from 2016. . e Excess from 2017. . .

Subtract lines 7 and 8 from line 6a

Part XI

3,815,081

Form 990-PF (2017)

(d)

Page 9

Ш	Undistributed Income (see instructi	ons)

1	Distributable amount for 2017 from Part XI, line 7	
2	Undistributed income, if any, as of the end of 2017	

a Enter amount for 2016 only. Excess distributions carryover, if any, to 2017

583 524

406.254 929,147

f Total of lines 3a through e. 4 Qualifying distributions for 2017 from Part XII, line 4 🕨 \$ a Applied to 2016, but not more than line 2a **b** Applied to undistributed income of prior years (Election required—see instructions). c Treated as distributions out of corpus (Election

required—see instructions). **d** Applied to 2017 distributable amount. . . .

e Remaining amount distributed out of corpus **5** Excess distributions carryover applied to 2017

(If an amount appears in column (d), the same amount must be shown in column (a))

a Corpus Add lines 3f, 4c, and 4e Subtract line 5

583,524

406.254

929.147

1,514,543

6 Enter the net total of each column as

1,514,543

3,433,468

3,433,468

1.918.925

(a)

Corpus

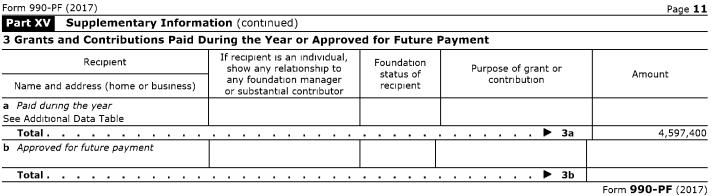
(b)

Years prior to 2016

(c)

2016

Fori	m 990-PF (2017)					Page 10
F	Part XIV Private Operating Found	ations (see instr	uctions and Part	VII-A, question 9)		
	If the foundation has received a ruling or de foundation, and the ruling is effective for 20	17, enter the date	of the ruling.	▶∟_	1 -	
b	Check box to indicate whether the organizat	on is a private oper	ating foundation de	scribed in section	J 4942(၂)(3) or L	(5)(ر) 4942
2a	Enter the lesser of the adjusted net	Tax year			(e) Total	
	income from Part I or the minimum investment return from Part X for each year listed	(a) 2017	(b) 2016	(c) 2015	(d) 2014	(5) 151
b	85% of line 2a					
С	Qualifying distributions from Part XII, line 4 for each year listed					
d	Amounts included in line 2c not used directly for active conduct of exempt activities					
e	Qualifying distributions made directly for active conduct of exempt activities Subtract line 2d from line 2c					
3	Complete 3a, b, or c for the alternative test relied upon					
а	"Assets" alternative test—enter					
	(1) Value of all assets					
	(2) Value of assets qualifying under section 4942(j)(3)(B)(i)					
b	"Endowment" alternative test— enter 2/3 of minimum investment return shown in Part X, line 6 for each year listed					
С	"Support" alternative test—enter					
	(1) Total support other than gross investment income (interest, dividends, rents, payments					
	on securities loans (section 512(a)(5)), or royalties)					
	(2) Support from general public and 5 or more exempt					
	organizations as provided in section 4942(j)(3)(B)(iii)					
	(3) Largest amount of support from an exempt organization					
	(4) Gross investment income					
D.	Supplementary Information			organization had	d \$5,000 or moi	e in
	assets at any time during th		tructions.)			
1 a	Information Regarding Foundation Man List any managers of the foundation who have before the close of any tax year (but only if	e contributed more				on
ь	List any managers of the foundation who ow	n 10% or more of th	ne stock of a corpora	ation (or an equally la		
	ownership of a partnership or other entity)					
2	Information Regarding Contribution, Gr	ant, Gift, Loan, Sc	holarship, etc., Pr	ograms:		
	Check here ▶ ☐ If the foundation only mak unsolicited requests for funds If the founda other conditions, complete items 2a, b, c, a	tion makes gifts, gr				nder
a	The name, address, and telephone number of	or e-mail address of	the person to whor	n applications should	be addressed	
	RICHARD AND ETHEL HERZFELD FOUNDATI					
	219 N MILWAUKEE ST MILWAUKEE, WI 53202 (414) 727-1136					
b	The form in which applications should be sul PRELIMINARY APPLICATIONS CAN BE OBTA: MAIL@HERZFELDFOUNDATION ORG			•	E-MAILED TO	
	Any submission deadlines					
	FEBRUARY 1, MAY 1, AND AUGUST 1					
d	Any restrictions or limitations on awards, su factors	ch as by geographic	al areas, charitable	fields, kinds of instit	utions, or other	
	FUNDING IS RESTRICTED TO WISCONSIN-E GREATER MILWAUKEE AREA	SASED ORGANIZATI	ONS WITH AN EMPH	HASIS ON THOSE THA	AT BENEFIT THE PE	OPLE OF THE



Part XVI-A Analysis of Income-Producing	A skir iki s s				Page 12
Part XVI-A Analysis of Income-Producing	Activities		1		
Enter gross amounts unless otherwise indicated	Unrelated business income			n 512, 513, or 514	(e) Related or exempt function income
1 Program service revenue	(a) Business code	(b) Amount	(c) Exclusion code	(d) Amount	(See instructions)
a b					
C					
d					
e					
f					
${f g}$ Fees and contracts from government agencies					
2 Membership dues and assessments.3 Interest on savings and temporary cash					
Investments			14	1,104,072	
5 Net rental income or (loss) from real estate a Debt-financed property					
b Not debt-financed property					
6 Net rental income or (loss) from personal property					
7 Other investment income					
8 Gain or (loss) from sales of assets other than					
inventory					-5,000,000
9 Net income or (loss) from special events10 Gross profit or (loss) from sales of inventory					
11 Other revenue					
a PASSTHROUGH K-1s			14	-498,636	
b					
c					
d e					
12 Subtotal Add columns (b), (d), and (e).				605,436	-5,000,000
13 Total. Add columns (b), (d), and (e)			1	.3	-4,394,564
(See worksheet in line 13 instructions to verify calcu	lations)				, ,
Part XVI-B Relationship of Activities to the			<u> </u>		
Line No. Explain below how each activity for which the accomplishment of the foundation's exinstructions)	income is report empt purposes	ed in column (e) o (other than by pro	of Part XVI-A contrib viding funds for such	uted importantly to n purposes) (See	
,					
				Fo	rm 990-PF (2017)

orm 990-PF (2	<u> </u>									age 13
Part XVII	Information Rega Exempt Organiza		fers To a	nd Transactio	ns and Re	elation	ships With Noi	ncharitable	·	
	janization directly or indir Code (other than section S							on 501	Yes	No
a Transfers fr	rom the reporting founda	tion to a noncha	arıtable exei	mpt organization	of					
(1) Cash.								. 1a(L)	No
(2) Other	assets							. 1a(2)	No
b Other transactions										
` '	of assets to a noncharital							1b(+	No
	ases of assets from a non							1b(No
	of facilities, equipment,							1b(:	+	No
	oursement arrangements. or loan guarantees							. 1b(4	+	No No
	mance of services or men							. 1b(_	No
• •	facilities, equipment, mai	·	_					. 10	1	No
d If the answ of the good in any trans	ver to any of the above is is, other assets, or servic saction or sharing arrang	"Yes," complete es given by the ement, show in	the following for column (d)	ng schedule Colu pundation If the i the value of the	imn (b) sho foundation i goods, othe	ould alw received er asset	rays show the fair r I less than fair mar s, or services recei	ket value ved		•
(a) Line No	(b) Amount involved (c) Name of nonch	arıtable exem	pt organization	(d) Descri	ption of t	ransfers, transactions	, and sharing a	rangeme	nts
described ii	dation directly or indirect in section 501(c) of the Co implete the following sche (a) Name of organization	ode (other than	section 501	(c)(3)) or in sect	ion 527? .	-		□ Ye	s 🔽	No
	(a) Name of organization		(6)	Type of organization			(C) Description	r or relationship		
1					<u> </u>					
of my which	er penalties of perjury, I d y knowledge and belief, it n preparer has any knowl	ıs true, correct						ased on all in	formatio	n of
Sign Here	****			2018-08-16	***	****		May the IRS return with the pre		
S	Signature of officer or trus	stee		Date	Tıtl	le		below (see instr)?	✓ Yes	□ _{No}
	Print/Type preparer's na	ame Prep	arer's Signa	ature	Date		Check if self-	PTIN		
Paid	ANDREW C HOLMAN						employed ▶ 🗌	P000	14720	
Preparer Use Only	Firm's name ► Ritz Ho	lman LLP						Fırm's EIN ►:	39-0919	055
-	Firm's address ► 330	E Kılbourn Ste 5	50							
	Milwaukee, WI 532023144					Phone no (4	L4) 271-	1451		

Form 990PF Part VIII Line 1 - List all officers, directors, trustees, foundation managers and their compensation (a) Name and address Title, and average (c) Compensation (If (d) Expense account, hours per week not paid, enter Contributions to (e) other allowances (b) devoted to position -0-) employee benefit plans and deferred compensation sarah haberman Director 10,000 2 00 219 N MILWAUKEE ST 7TH FLOOR MILWAUKEE, WI 53202 F WILLIAM HABERMAN President 162,917 40 00 219 N MILWAUKEE ST 7TH FLOOR MILWAUKEE, WI 53202 GORDON MILLER 10,000 Secretary 2 00 219 N MILWAUKEE ST 7TH FLOOR MILWAUKEE, WI 53202 FRED HABERMAN 10,000 Treasurer 2 00 219 N MILWAUKEE ST 7TH FLOOR MILWAUKEE, WI 53202 CARMEN HABERMAN Vice President 146,800 40 00

219 N MILWAUKEE ST 7TH FLOOR

MILWAUKEE. WI 53202

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment Recipient If recipient is an individual, Foundation Purpose of grant or Amount show any relationship to status of contribution any foundation manager recipient Name and address (home or business) or substantial contributor a Paid during the year AMERICAN PLAYERS THEATRE None PC. POTENCY OF POETRY -7,500 PO BOX 819 MILWAUKEE SPRING GREEN, WI 53588 PC SCHOOL STUDIO RESIDENCIES ARTISTS WORKING IN EDUCATION None 25,000 4315 W VLIET ST MILWAUKEE, WI 53208

929 E WISCONSIN AVENUE MILWAUKEE, WI 53202	None	PC	ROUNDTABLE	70,000
BETTY BRINN CHILDREN'S MUSEUM 929 E WISCONSIN AVENUE MILWAUKEE, WI 53202	None	PC	FOCUSED FIELD TRIPS	12,000
CITY YEAR648 PLANKINTON AVE 190	None	PC	Whole School, Whole Child	50,000

MILWAUKEE, WI 53202				
BETTY BRINN CHILDREN'S MUSEUM 929 E WISCONSIN AVENUE MILWAUKEE, WI 53202	None	PC	FOCUSED FIELD TRIPS	12,
CITY YEAR648 PLANKINTON AVE 190	None	PC	Whole School, Whole Child	50,

MILWAUKEE, WI 53203 Program 4,597,400

Total . 3a

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment Recipient If recipient is an individual, Foundation Purpose of grant or Amount show any relationship to contribution status of any foundation manager recipient Name and address (home or business) or substantial contributor a Paid during the year COA YOUTH AND FAMILY CENTERS None PC HOME INSTRUCTION FOR 30.000 909 E NORTH AVENUE PARENTS OF PRESCHOOL

MILWAUKEE, WI 53212			YOUNGSTERS (HIPPY)	
College Possible 1555 N Rivercenter Dr 211 MILWAUKEE, WI 53202	None	PC	Milwaukee Programming	60,000
DANCEWORKS1661 N WATER STREET	None	PC	MAD HOT BALLROOM AND TAP	75,000

DANCEWORKS1661 N WATER STREET MILWAUKEE, WI 53202	None	PC	MAD HOT BALLROOM AND TAP	
FIRST STAGE CHILDREN'S THEATER 325 WEST WALNUT STREET MILWAUKEE, WI 53212	None	PC	CONNECTIONS AND LITERACY PLUS PROGRAM	

Total .

3a

FIRST STAGE CHILDREN'S THEATER 325 WEST WALNUT STREET MILWAUKEE, WI 53212	None	PC	CONNECTIONS AND LITERACY PLUS PROGRAM	65,000
FLORENTINE OPERA COMPANY 930 E BURLEIGH STREET LL MILWAUKEE, WI 53212	None	PC	ARTS IN EDUCATION PROGRAM	32,000

FIRST STAGE CHILDREN'S THEATER 325 WEST WALNUT STREET MILWAUKEE, WI 53212	None	PC	CONNECTIONS AND LITERACY PLUS PROGRAM	65,1
FLORENTINE OPERA COMPANY	None	PC	ARTS IN EDUCATION PROGRAM	32,0

IRST STAGE CHILDREN'S THEATER 25 WEST WALNUT STREET ILWAUKEE, WI 53212	None	PC	CONNECTIONS AND LITERACY PLUS PROGRAM	65,00
ORENTINE OPERA COMPANY	None	PC	ARTS IN EDUCATION PROGRAM	32,00

FLORENTINE OPERA COMPANY	None	PC	ARTS IN EDUCATION PROGRAM	32,00
930 E BURLEIGH STREET LL				
MILWAUKEE, WI 53212				

4,597,400

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment					
Recipient	If recipient is an individual, show any relationship to	Foundation status of	Purpose of grant or contribution	Amount	
Name and address (home or business)	any foundation manager or substantial contributor	recipient			
a Paid during the year					
FRIENDS OF SCHLITZ AUDUBON NATURE C 1111 E BROWN DEER ROAD MILWAUKEE, WI 53217	None	PC	Early Childhood Education	18,000	
JOHN MICHAEL KOHLER ARTS CENTER 608 NEW YORK AVE SHEBOYGAN, WI 53081	None	PC	2017 EXHIBITIONS AND OUTREACH	15,000	
MILWAUKEE ART MUSEUM 700 N Art Museum Drive MILWAUKEE, WI 53202	None	PC	Junior Docent Program	45,900	
MILWAUKEE BALLET 504 W NATIONAL AVENUE MILWAUKEE, WI 53204	None	PC	General Operations	100,000	
MILWAUKEE BALLET 504 W NATIONAL AVENUE MILWAUKEE, WI 53204	None	PC	ResiDANCE	35,000	
Total				4,597,400	

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment				
Recipient	If recipient is an individual, show any relationship to	Foundation status of	Purpose of grant or contribution	Amount
Name and address (home or business)	any foundation manager or substantial contributor	recipient		
a Paid during the year				
MILWAUKEE CHAMBER THEATRE 158 N BROADWAY MILWAUKEE, WI 53202	None	PC	GENERAL OPERATIONS	15,000
MILWAUKEE FILM INC 229 E WISCONSIN AVE SUITE 200 MILWAUKEE, WI 53202	None	PC	MILWAUKEE CHILDREN'S FILM FESTIVAL	35,000
MILWAUKEE FILM INC 229 E WISCONSIN AVE SUITE 200 MILWAUKEE, WI 53202	None	PC	GENERAL OPERATIONS	90,000
MILWAUKEE INSTITUTE OF ART DESIGN 273 E ERIE STREET MILWAUKEE, WI 53202	None	PC	STUDENT SCHOLARSHIP PROGRAM & CAPACITY BUILDING CAMPAIGN	50,000
MILWAUKEE PUBLIC LIBRARY FOUNDATION 814 W WISCONSIN AVENUE MILWAUKEE, WI 53233	None	PC	READY TO READ WITH BOOKS2GO	75,000
Total				4,597,400

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment Recipient If recipient is an individual, Foundation Purpose of grant or Amount show any relationship to status of contribution any foundation manager recipient Name and address (home or business) or substantial contributor a Paid during the year MILWAUKEE PUBLIC MUSEUM None PC 2018 ANNUAL CAMPAIGN & 100,000 800 W WELLS STREET VISION FUND MILWAUKEE, WI 53233 PC MILWAUKEE REPERTORY THEATER None Arts in Education Program 36,000 **108 E WELLS STREET** MILWAUKEE, WI 53202 .000 .000

MILWAUKEE SYMPHONY ORCHESTRA 1101 N MARKET ST 100 MILWAUKEE, WI 53202	None	PC	General Operations	125,0
MILWAUKEE SYMPHONY ORCHESTRA 1101 N MARKET ST 100	None	PC	Concerts for Schools	30,0

NEXT DOOR FOUNDATION PC **EDUCARE MILWAUKEE** 50,000 None

2545 N 29TH STREET OPERATIONS

MILWAUKEE, WI 53210

Total . 4,597,400 3a

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment					
Recipient	If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of	of contribution	Amount	
Name and address (home or business)		recipient			
a Paid during the year					
PEARLS FOR TEEN GIRLS 2100 N PALMER STREET MILWAUKEE, WI 53212	None	PC	GENERAL OPERATIONS	20,000	
PRESENT MUSIC158 N BROADWAY MILWAUKEE, WI 53202	None	PC	CREATION PROJECT & GENERAL OPERATIONS	20,000	
PUBLIC POLICY FORUM 633 W WISCONSIN AVE SUITE 406 MILWAUKEE, WI 53203	None	PC	RESEARCH ON INFRASTRUCTURE NEEDS IN GREATER MILWAUKEE	20,000	
DENIALGGANGE THEATEDWORKS ING		D.C.	CENERAL OPERATIONS	20.000	

MILWAUKEE, WI 53202			OPERATIONS	
PUBLIC POLICY FORUM 633 W WISCONSIN AVE SUITE 406 MILWAUKEE, WI 53203	None	PC	RESEARCH ON INFRASTRUCTURE NEEDS IN GREATER MILWAUKEE	20,000
RENAISSANCE THEATERWORKS INC 158 N BROADWAY MILWAUKEE, WI 53202	None	PC	GENERAL OPERATIONS	20,000

158 N BROADWAY MILWAUKEE, WI 53202	None		GENERAL OF EIGHTONS	20,000
SHARP LITERACY INC 5775 N GLEN PARK RD 202 MILWAUKEE. WI 53209	None	PC	PROGRAMMING AT FOREST HOME ELEMENTARY SCHOOL & K-4 PILOT PROGRAM	30,000

158 N BROADWAY MILWAUKEE, WI 53202				
SHARP LITERACY INC	None	PC	PROGRAMMING AT FOREST	30

За

orm 990PF Part XV Line 3 - Gran	ts and Contributions Paid	During the	rear or Approved for Future I	rayment
Recipient	If recipient is an individual, show any relationship to	Foundation status of	Purpose of grant or contribution	Amount
Name and address (home or business)	any foundation manager or substantial contributor	recipient		
a Paid during the year				
SKYLIGHT MUSIC THEATRE 158 N BROADWAY MILWAUKEE, WI 53202	None	PC	ENLIGHTEN PROGRAM	30,000
UNITED COMMUNITY CENTER 1028 S 9TH STREET MILWAUKEE, WI 53204	None	PC	Bruce Guadalupe Community School Capital Campaign	25,000
UNITED PERFORMING ARTS FUND 929 N WATER STREET MILWAUKEE, WI 53202	None	PC	2017 Annual Campaign	15,000
URBAN ECOLOGY CENTER 1500 EAST PARK PLACE MILWAUKEE, WI 53211	None	PC	RIVER CONNECTIONS PROGRAM	30,000
VERY SPECIAL ARTS WISCONSIN 1709 ABERG AVE MADISON, WI 53704	None	PC	MILWAUKEE PROGRAMMING	5,000

За

4,597,400

Recipient	If recipient is an individual, show any relationship to	Foundation status of	Purpose of grant or contribution	Amount
Name and address (home or business)	any foundation manager or substantial contributor	recipient		
a Paid during the year				
WALKERS POINT CENTER FOR THE ARTS 839 S 5TH ST MILWAUKEE, WI 53204	None	PC	Hands On Arts Education	20,000
WILD SPACE DANCE COMPANY 820 E KNAPP STREET MILWAUKEE, WI 53203	None	PC	2017-18 SEASON OPERATIONS AND OUTREACH	10,000
WISCONSIN CONSERVATORY OF MUSIC 1584 N PROSPECT MILWAUKEE, WI 53202	None	PC	CONSERVATORY CONNECTION PROGRAM	35,000
MILWAUKEE ART MUSEUM 700 N ART MUSEUM DRIVE MILWAUKEE, WI 53202	None	PC	HERZFELD PHOTOGRAPHY COLLECTION CURATION & ACQUISTIONS	100,000
BOYS GIRLS CLUB OF GREATER MILWAUKE 1558 N 6TH STREET MILWAUKEE, WI 53212	None	PC	SPARK EARLY LITERACY INITIATIVE	25,000

3а

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment Recipient If recipient is an individual, Foundation Purpose of grant or Amount show any relationship to status of contribution any foundation manager recipient Name and address (home or business) or substantial contributor a Paid during the year Bel Canto Chorus158 N Broadway St None PC SEASON OPERATIONS 5,000 MILWAUKEE, WI 53202 PC GENERAL OPERATIONS 40,000 BizStarts Milwaukee None 10437 Innovation Dr 202

mılwaukee, WI 53226				
ARTS AT LARGE908 S 5TH STREET MILWAUKEE, WI 53204	None	PC	CORNERSTONE PROGRAMMING	20,000
MILWAUKEE YOUTH SYMPHONY ORCHESTRA 325 W WALNUT STREET MILWAUKEE, WI 53212	None	PC	COMMUNITY PARTNERSHIP PROGRAMS	20,000

PC EARLY CHILDHOOD EDUCATION 10,000 None PROGRAM

Neighborhood House of Milwaukee 2819 N Richardson Pl

MILWAUKEE, WI 53208

Total . .

4,597,400 3a

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment Recipient If recipient is an individual, Foundation Purpose of grant or Amount show any relationship to contribution status of any foundation manager recipient Name and address (home or business) or substantial contributor a Paid during the year Milwaukee Repertory Theater None PC PROGRAM SUPPORT 130,000 108 E Wells St MILWAUKEE, WI 53202 Mılwaukee Fılm Inc PC CAPITAL 250,000 None 229 E Wisconsin Ave 200 MILWAUKEE, WI 53202

RACINE ART MUSEUM411 MAIN STREET RACINE, WI 53403	None	PC	RAM ON THE ROAD - OPERATION 2ND GRADE	15,000
Sharon Lynne Wilson Center for the 19085 W Capitol Dr BROOKFIELD, WI 53045	None	PC	Program Support	15,000
Storyville Center for the Spoken Wo 481 Broadway 3rd Floor	None	PC	2018 MILWAUKEE STORYSLAM PRODUCTION AND MARKETING	25,000

Sharon Lynne Wilson Center for the 19085 W Capitol Dr BROOKFIELD, WI 53045	None	PC	Program Support	15,
Storyville Center for the Spoken Wo 481 Broadway 3rd Floor NEW YORK, NY 10013	None	PC	2018 MILWAUKEE STORYSLAM PRODUCTION AND MARKETING	25,

Sharon Lynne Wilson Center for the 19085 W Capitol Dr BROOKFIELD, WI 53045	None	PC	Program Support	15
Storyville Center for the Spoken Wo 481 Broadway 3rd Floor	None		2018 MILWAUKEE STORYSLAM PRODUCTION AND MARKETING	25

Total .

3a

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment				
Recipient	If recipient is an individual, show any relationship to	Foundation status of	Purpose of grant or contribution	Amount
Name and address (home or business)	any foundation manager or substantial contributor	recipient		
a Paid during the year				
FLORENTINE OPERA COMPANY 930 E BURLEIGH STREET LL MILWAUKEE, WI 53212	None	PC	Spring Challenge, Matching Gift Campaign	60,000
Malaika Early Learning Center 125 AUER AVENUE MILWAUKEE, WI 53212	None	PC	PROGRAM SUPPORT	5,000
UWM Research Foundation Inc 1440 E NORTH AVE MILWAUKEE, WI 53202	None	501(c)(3)	Innovation Campus & Catalyst Grant Program	500,000
MENOMONEE VALLEY PARTNERS 301 W WISCONSIN AVE 400B MILWAUKEE, WI 53203	None	PC	VALLEY DESIGN CHARETTE & RIVER WALK PLANNING	30,000
MILWAUKEE ART MUSEUM 700 N ART MUSEUM DR MILWAUKEE, WI 53202	None	PC	PHOTOGRAPHY COLLECTION ENDOWMENT AND CURATION	1,015,000
Total				4,597,400

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment Recipient If recipient is an individual, Foundation Purpose of grant or Amount show any relationship to contribution status of any foundation manager recipient Name and address (home or business) or substantial contributor a Paid during the year MILWALIZEE DALLET DC. None CADITAL 200 000

504 W NATIONAL AVE MILWAUKEE, WI 53204	None	PC	CAPITAL	300,000
MILWAUKEE BALLET 504 W NATIONAL AVE MILWAUKEE, WI 53204	None	PC	PROJECT	23,000

MILWAUKEE, WI 53204				
NEXT ACT THEATREPO BOX 394 MILWAUKEE, WI 53201	None	PC	GENERAL OPERATIONS	15,000
VICTORY GARDEN INITIATIVE INC 1845 N FARWELL AVE 100 MILWAUKEE, WI 53202	None	PC	EDUCATIONAL OUTREACH AND FARMSTAND	20,000

VICTORY GARDEN INITIATIVE INC 1845 N FARWELL AVE 100 MILWAUKEE, WI 53202	None	PC	EDUCATIONAL OUTREACH AND FARMSTAND	20,000
WISCONSIN HISTORICAL FOUNDATION 816 STATE STREET MADISON, WI 53706	None	PC	LIFE OF THE CITY MILWAUKEE'S STORY THROUGH FOUR DECADES OF TV NEWS	25,000

1845 N FARWELL AVE 100 MILWAUKEE, WI 53202	Ivone	PC	FARMSTAND	20
WISCONSIN HISTORICAL FOUNDATION 816 STATE STREET	None	PC	LIFE OF THE CITY MILWAUKEE'S STORY THROUGH FOUR	25

Total .

3a

orm 990PF Part XV Line 3 - Gran	ts and Contributions Paid	During the	Year or Approved for Future	Payment
Recipient	If recipient is an individual, show any relationship to	Foundation status of	Purpose of grant or contribution	Amount
Name and address (home or business)	any foundation manager or substantial contributor	recipient		
a Paid during the year				
YMCA OF GREATER MILWAUKEE 161 W WISCONSIN AVE 4000 MILWAUKEE, WI 53203	None	PC	EARLY CHILDHOOD EDUCATION	40,000
IN TANDEM THEATRE INC 628 N TENTH STREET MILWAUKEE, WI 53233	None	PC	2017-18 SEASON OPERATIONS	5,000
KIDS FROM WISCONSIN 640 S 84TH STREET MILWAUKEE, WI 53214	None	PC	GENERAL OPERATIONS	5,000
MATC FOUNDATION 700 W STATE STREET MILWAUKEE, WI 53233	None	PC	MILWAUKEE PBS INITIATIVE WHAT MATTERS MOST THE FIRST FIVE YEARS	31,000
MILWAUKEE PUBLIC MUSEUM 800 W WELLS ST MILWAUKEE, WI 53233	None	PC	MUSEUM CLASS RESEARCH PROJECT	22,000

MILWAGREE, WI 33233				
KIDS FROM WISCONSIN 640 S 84TH STREET MILWAUKEE, WI 53214	None	PC	GENERAL OPERATIONS	5,0
MATC FOUNDATION	None	PC	MILWAUKEE PBS INITIATIVE	31.0

За

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment						
Recipient	If recipient is an individual, show any relationship to	Foundation status of	Purpose of grant or contribution	Amount		
Name and address (home or business)	any foundation manager or substantial contributor	recipient				
a Paid during the year						
WOODLAND PATTERN 720 E LOCUST STREET MILWAUKEE, WI 53212	None	PC	GENERAL OPERATIONS	15,000		
MIDWEST CHILDREN'S THEATRE 2010 N 1ST STREET MILWAUKEE, WI 53212	None	PC	FREE SHAKESPEARE IN THE PARK	10,000		
PENFIELD CHILDREN'S CENTER 833 N 26TH STREET MILWAUKEE, WI 53233	None	PC	EARLY EDUCATION AND CHILD PROGRAM	20,000		
SILVER SPRING NEIGHBORHOOD CENTER 5460 N 64TH STREET MILWAUKEE, WI 53218	None	PC	EARLY CHILDHOOD EDUCATION FAMILY ENGAGEMENT PROJECT	35,000		
BETTY BRINN CHILDREN'S MUSEUM 929 E WISCONSIN AVE MILWAUKEE, WI 53202		PC	KNOW & GROW	50,000		
Total				4,597,400		

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment Recipient If recipient is an individual, Foundation Purpose of grant or Amount show any relationship to status of contribution any foundation manager recipient Name and address (home or business) or substantial contributor a Paid during the year CAMP MANITO - WISH YMCA INC PC LEADERSHIP TRAINING 75,000 PO BOX 246 PROGRAM - MII WAUKEE BOULDER JUNCTION, WI 54512 PC 50,000 MILWAUKEE DOWNTOWN INC SCULPTURE MILWAUKEE 600 E WELLS ST MILWAUKEE, WI 53202

UNITED COMMUNITY CENTER 1028 S 9TH ST MILWAUKEE, WI 53204	PC	EARLY CHILDHOOD EDUCATION CENTER - CAPITAL	35,000
ZOOLOGICAL SOCIETY OF MILWAUKEE COU 10005 W BLUEMOUND RD MILWAUKEE, WI 53226	PC	ADVENTURE AFRICA CAPITAL CAMPAIGN	30,000

ZOOLOGICAL SOCIETY OF MILWAUKEE COU 10005 W BLUEMOUND RD MILWAUKEE, WI 53226 PC ADVENTURE AFRICA CAPITAL CAMPAIGN 30,00

4,597,400 Total . .

За

efile GRAPHIC print - DO NOT PROCESS As Filed Data - DLN: 93491228000058							
TY 2017 Accounting Fe	ees Sch	edule					
Name: RICHARD AND ETHEL HERZFELD							
FOUNDATION INC							
EIN: 23-7230686							
Softv	vare ID:	1700503	8				
Software \	Version:	2017v2.2	2				
Accounting Fees Schedule							
Category	Amo	ount		Investment Income	Adjusted Net Income	Disbursements for Charitable Purposes	
RITZ HOLMAN LLP		10,000		6,000		0 4,000	

TY 2017 Other Assets Schedule				
Name:	RICHARD AND ETHEL HERZFELD			
	FOUNDATION INC			
EIN:	23-7230686			
Software ID:	17005038			

DLN: 93491228000058

25,000

25,000

efile GRAPHIC print - DO NOT PROCESS | As Filed Data -

Program-Related investments

Software Version: 2017v2.2

Other Assets Schedule Description Beginning of Year - End of Year - Book Find of Year - Fair Book Value Value Market Value

25,000

efile GRAPHIC print - DO NOT PROCESS	As Filed Data -		DLN	: 93491228000058	
TY 2017 Other Expenses Sche	dule			_	
Name:	RICHARD AND	ETHEL HERZFELD			
	FOUNDATION I	NC			
EIN:	23-7230686				
Software ID:	17005038				
Software Version:	1: 2017v2.2				
Other Expenses Schedule					
Description	Revenue and Expenses per	Net Investment Income	Adjusted Net Income	Disbursements for Charitable	

Software Version:	201/v2.2			
Other Expenses Schedule				
Description	Revenue and Expenses per Books	Net Investment Income	Adjusted Net Income	Disburse Char

Other Expenses Schedule			
Description	Revenue and Expenses per Books	Net Investment Income	Adjı Iı
DUES AND SUBSCRIPTIONS	19 626		

POSTAGE AND DELIVERY

SUPPLIES AND EQUIPMENT

Description	Revenue and Expenses per Books	Net Investment Income	Adjusted Net Income	Disbursements for Charitable Purposes
DUES AND SUBSCRIPTIONS	19,626			19,626
EQUIPMENT RENTAL	1,013			1,013
grantee events	45.828			45.828

DOES AND SOBSCIAI TIONS	13,020		15,020
EQUIPMENT RENTAL	1,013		1,013
grantee events	45,828		45,828
INFO TECH FEES	31,739		31,739
INCURANCE	F 000		F 000

grantee events	45,828		45,828
INFO TECH FEES	31,739		31,739
INSURANCE	5,890		5,890
		·	· ·

INFO TECH FEES	31,739		31,73
INSURANCE	5,890		5,89
MISCELLANEOUS	1,095		1,09

MISCELLANEOUS	1,095		1,095
PARKING	425		425
PAYROLL PROCESSING FEES	2,044	204	1,840

553

5,101

553

5,101

· · · · · · · · · · · · · · · · · · ·	+	1		·
Description	Revenue and Expenses per	Net Investment Income	Adjusted Net Income	Disbursements for Charitable
	Books			Purposes

197

1,973

Other Expenses Schedule

WORKERS COMP PREMIUMS

TY 2017 Other Income Schedule							
Name: RICHARE	AND ETHEL HERZFELI	D					
FOUNDA	TION INC						
EIN: 23-7230	23-7230686						
Software ID: 1700503	38						
Software Version: 2017v2.	2						
Other Income Schedule							
Description	Revenue And Expenses Per Books	Net Investment Income	Adjusted Net Income				
PASSTHROUGH K-1s	-498,636						

DLN: 93491228000058

efile GRAPHIC print - DO NOT PROCE	ESS	As Filed Data	-	DLN	N: 93491228000058	
TY 2017 Other Professional Fees Schedule						
Na	me:	RICHARD AN	ND ETHEL HERZFE	LD		
		FOUNDATIO	N INC			
EIN: 23-7230686						
Software ID: 17005038						
Software Version: 2017v2.2						
Category	,	Amount	Net Investment Income	Adjusted Net Income	Disbursements for Charitable Purposes	
INVESTMENT MANAGEMENT FEES		138,535	138,535	0	0	