



Frequently Asked Questions

New Journey Addiction Recovery Program

Who is the Milwaukee Rescue Mission?

Founded in 1893 in response to biblical mandates, the Milwaukee Rescue Mission is a Christian nonprofit (501c3) that serves individuals and families facing a variety of challenges by providing resources such as basic needs, education, and supportive services, while also offering guidance and direction to help them build better lives. At its Central Campus at 19th and Wells Streets, Safe Harbor provides emergency shelter and long-term recovery care for men, including the New Journey addiction recovery program, while Joy House serves women and children. Each year, MRM provides approximately 330,000 meals and over 64,000 nights of shelter to neighbors in need.

MRM's North Campus at 15th and Center Streets houses Cross Trainers Academy, serving 500 students from K4 through 12th grade.

Mission Statement: Sharing God's love by caring for those who are poor in body, mind and spirit, to see lives transformed through Christ to hope, joy and lasting productivity.

What is the New Journey program?

New Journey is a **six-month, Christian residential recovery program** that we've operated for decades with proven success. The program is built on a holistic, wrap-around approach that includes:

- **Mental health counseling** to address underlying emotional and psychological wounds
- **Addiction recovery programming** using structured, Christ-centered treatment paths
- **Workforce development** to prepare participants for employment and self-sufficiency



- **Spiritual formation** focused on life transformation, helping individuals find and live out their God-given purpose

After the initial six months, participants may choose to remain for an **additional six months** to provide extended accountability, while they work, save money, and transition back into their communities.

All potential participants must complete a **four-week candidacy phase**. During this time, staff conduct interviews and assessments to determine suitability for the program. This process includes:

- Comprehensive background checks
- Confirmation there are no unaddressed legal issues
- Addressing critical health or medical concerns

Is there a need for the New Journey addiction recovery program?

Absolutely. Alcohol and drug addiction are widespread across Southeastern Wisconsin affecting countless individuals and touching every community, and there's a real need for programs that are effective **and affordable**. According to survey results of regional churches and community leaders, coupled with state statistics on substance abuse, the need is high. Recovery programs offer hope and guidance, helping individuals and families heal, regain stability, and move forward with their lives.

Who will this location serve?

This location will serve **men who are struggling with addiction**, primarily from **southeastern Wisconsin**. In the past year, participants in the New Journey program have come from communities across the region, including many outside the City of Milwaukee. The program is designed to support individuals who are committed to recovery and long-term stability.

How many men will this location serve?

While the facility has a maximum capacity of 120 individuals, we will not begin at full capacity. We plan to grow gradually and responsibly, increasing the number of



individuals served as staffing, funding, and resources allow. This phased approach ensures quality care, proper support, and sustainable growth over time.

Why was this location chosen?

This site is exceptionally well suited for the New Journey program.

Located near the intersection of **I-43 and Moorland Road**, it offers convenient regional access for participants, families, and referral partners. Currently, 25% of program participants come from outside of Milwaukee and this location will allow us to broaden our reach to serve more struggling individuals from throughout SE Wisconsin.

Also, the property is set back from heavy traffic and is removed from residential areas, creating a **calm, discreet environment** where individuals can focus on healing with privacy and dignity.

The surrounding commercial and industrial corridor supports long-term success. As participants progress through the program and seek employment, nearby businesses create opportunities for **local job partnerships**, supporting workforce reentry while helping meet staffing needs in the area.

Milwaukee Rescue Mission (MRM) has a strong track record of being a responsible and engaged neighbor. We maintain longstanding, positive relationships in the neighborhoods surrounding our **Central Campus near Marquette University** and in **Lindsay Heights**, where Cross Trainers Academy—a K–12 school serving more than 500 students—is located. This history reflects our commitment to collaboration, stability, and positive neighborhood impact, values we will bring to this location as well.

How will this project be funded?

The project will be **privately funded**, just like the current New Journey program. Funding comes from the generosity of thousands of households, businesses, foundations, and churches. Some participants who are financially able may be asked to pay a **portion of the program cost**, with the goal of keeping treatment affordable and accessible for everyone.

Is this an expansion of MRM's homelessness outreach?



No. This facility will house the **New Journey addiction recovery program only**. While some participants may have experienced homelessness in the past, this is **not a shelter** and does not operate as an emergency or overnight housing facility for those experiencing homelessness.

How will the project impact local traffic?

Traffic Analysis and Design, Inc. (TADI) conducted an updated traffic study and found that this project will generate **significantly less traffic** than virtually any other potential use of the property.

All nearby intersections are expected to continue operating **safely and efficiently** with the development in place.

Is public transportation required for this program?

No. New Journey is a **residential program**, and participants are typically brought to the program by family or loved ones. Because participants live on campus, they do not come and go.

When off-site travel is necessary (such as for medical appointments), transportation is provided by **staff or family members**. This is not an outpatient program.

Will this facility increase demand on police or fire services?

Historically, the New Journey program has required **very minimal emergency services** due to its careful screening and structured environment. We also employ a dedicated safety team to anticipate and respond to issues as they arise.

In the past year at our current location, there were a total of:

- **7 EMT calls**
- **1 non-emergency police call**

Additionally, MRM has agreed to a **Payment in Lieu of Taxes (PILOT)** to help offset any potential impact on local emergency services.



Our Good Neighbor Commitment

Milwaukee Rescue Mission is committed to being a **respectful, transparent, and responsible neighbor**. We recognize that trust is built through actions, and we take that responsibility seriously. Our commitments to the surrounding community include:

- **Safe, Structured Environment**
The New Journey program operates with clear rules, 24/7 staff supervision, and strong accountability standards. Participants are expected to follow program guidelines that promote safety, responsibility, and respect for the surrounding neighborhood.
- **Carefully Screened Participants**
All participants undergo a rigorous candidacy and vetting process, including background checks and resolution of outstanding legal issues. This is not a drop-in or transient program.
- **On-Site Staffing and Oversight**
Trained staff are present on campus at all times (24/7/365) to provide supervision, support and immediate response to any concerns.
- **Respect for the Neighborhood**
Participants are required to conduct themselves in a manner that reflects respect for neighboring businesses, residents, and properties. Loitering, panhandling, or disruptive behavior in the surrounding area is not permitted.
- **Ongoing Communication**
We are committed to open communication with neighbors and local stakeholders. A designated point of contact will be available to address questions, concerns, or feedback promptly and constructively.
- **Clean and Well-Maintained Property**
The facility and surrounding grounds will be maintained to a high standard. Regular inspections and upkeep will ensure the property remains an asset to the area.
- **Partnership with Local Authorities**
MRM maintains cooperative relationships with local police, fire, and emergency



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services and will continue to work collaboratively to ensure the safety and well-being of the community.

- **Long-Term Community Benefit**

Our goal is not only individual recovery but also positive neighborhood impact—helping men become stable, employed, and contributing members of the community.

We believe recovery and community well-being go hand in hand. We are committed to being a neighbor that listens, responds, and contributes positively to the area.