



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 (MRM) is a Christian, nonprofit 501(c)(3). MRM was established as and has been recognized by the Internal Revenue Service as a church per section 170(b)(1)(A)(i) of the Internal Revenue Code since 1941, and per the Articles of Incorporation registered with the State of Wisconsin. MRM 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.

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 services does the Milwaukee Rescue Mission provide?

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 345,000 meals and over 76,000 nights of shelter to neighbors in need.

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

Where does support for MRM's programs come from?

MRM's shelter and recovery programs are 100% supported through the incredible generosity of the local community. Stakeholders include individuals, businesses, churches, private foundations and other non-governmental organizations.

What is the New Journey program?

New Journey is a voluntary six-month, Christian residential addiction recovery program. Men enter the New Journey program through various paths. Some are referred here by family or friends. Others learn about our program online and come from all over the region. Still others enter through our shelter program. While currently housed in the same building, New Journey is separate from our shelter programs. We've operated New Journey for decades with great success, and it 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



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

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

After graduating from the six-month program, participants may choose to remain for an additional six months for extended accountability, while they work, save money and transition back into their communities.

Is there a regional 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. For more information on Wisconsin alcohol and other drug use (AODA), consider visiting the following websites.

<https://www.dhs.wisconsin.gov/stats/aoda.htm>

<https://intoxistates.com/>

How successful has the New Journey program been?

The New Journey program has proven to be a powerful catalyst for transformation, helping men break free from the bonds of addiction. Over the past three years, 199 men have committed to the program, after completing the rigorous candidacy process. Of those, 132 successfully completed an early recovery skills course, relapse prevention training and have also engaged in biblical instruction, emotionally healthy relationship curriculum and adult education. Most inspiring of all, 100% of New Journey program graduates secured a livable-wage job before completing the program, demonstrating the program's lasting impact and the incredible resilience of the men it serves.

Why is the New Journey program expanding?

Currently, 25% of program participants come from outside of Milwaukee. Expansion of the program will allow us to broaden our reach to serve more individuals struggling with substance addiction from throughout the state of Wisconsin. In a location that is more regionally accessible, our expectation is that the percentage of men enrolling in the program from outside of Milwaukee will increase substantially. Quite often we receive calls from individuals who reside outside of Milwaukee and are looking for help to overcome their



addiction, or from their loved ones. Unfortunately, many are deterred from enrolling due to our location in the city of Milwaukee.

Why was the New Berlin location chosen?

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.

Following an extensive review of locations that could best serve the expanded New Journey program, MRM selected the New Berlin location due to:

1. Located very near the intersection of I-43 and Moorland Road, the location offers convenient regional access for participants, families and referral partners.
2. This 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.
3. 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 re-entry while helping meet staffing needs in the area.

Discussions between the Milwaukee Rescue Mission and New Berlin city staff began in the spring of 2025. Following the standard New Berlin planning & zoning application process, the rigorous and costly application (including submissions for architectural designs, environmental impact, landscaping, water management, etc.) began in early August with final submittal occurring in October of 2025. On December 8, 2025, with the recommendation of city staff, the New Berlin Plan Commission unanimously approved the project.

Who will this location serve?

This location will serve men who are struggling with addiction, from southeastern Wisconsin and throughout the state. 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?

We plan to grow gradually and responsibly, increasing the number of individuals served as the need, staffing, funding and resources allow. This phased approach ensures quality care, proper support and sustainable growth over time.



Initially, we anticipate there will be approximately 40-50 men on the program at the new location – based on current numbers enrolled. The intention is to phase up to a maximum capacity of 120 individuals.

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. Our New Journey program has **never** received any government funding, and to protect our Christian identity and mission, MRM deliberately **does not accept any federal funding**.

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.

The traffic study, along with all of the other required studies for the application can be found on the City of New Berlin website.

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 or when men decide to leave the program prematurely), transportation is provided by staff or family members. Additionally, we have funds available for Uber that have been gifted directly from Uber for this type of use.



Will this facility increase demand on police or fire services?

No. Historically, the New Journey program has required very minimal emergency services due to its careful screening and structured environment. We also employ a robust safety program, consisting mostly of former law enforcement officers, to anticipate and respond to issues as they arise. In 2025, at our Central Campus, for the New Journey program, there were a total of:

- 7 EMT calls
- 1 police call

Our emergency shelter for men, women and children is located exclusively at our Central Campus at 19th and Wells Streets, which is also the facility that *currently* houses the New Journey addiction recovery program. Many come to our shelter for a variety of reasons (including but not limited to domestic violence, job loss, eviction and chronic mental illness). MRM is the largest shelter in the state, and we serve thousands of individuals every year. Often those individuals have chronic needs and there is a larger volume of calls for emergency services with this population. We have a close working relationship with Milwaukee and Marquette Police Departments. The New Journey program is separate from our emergency shelter programs.

For the New Journey program move to New Berlin, 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

MRM 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 safety personnel, monitored surveillance equipment and program 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 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.