In 1994, a coalition of community activists and business leaders in Milwaukee launched New Hope, an experimental program aimed at boosting employment and providing work supports for the city's poor while reducing poverty and improving children's lives. A random-assignment evaluation shows how participants fared relative to a control group. Drawing on evidence from surveys, public records of employment and earnings, in-depth interviews, and ethnographic observations, the colloquium will examine the hows and whys of program impacts during and after this ambitious three-year social experiment.