

2024 CRCAA IMPACT REPORT

FROM VISION TO IMPACT: TRANSFORMING CODY ROUGE



CODY ROUGE
COMMUNITY ACTION ALLIANCE

TABLE OF CONTENTS

1. Letter from Executive Director & CEO
2. Letter from Board President
3. Our Team/About US
4. A Year in Review: Core Focus
5. Community Engagement
6. Community Engagement
7. Community Engagement
8. Community Engagement
9. Youth Development
10. Youth Development
11. Youth Development
12. Youth Development
13. Neighborhood Stabilization
14. Neighborhood Stabilization
15. Neighborhood Stabilization
16. Building Info
17. Funding & Acknowledgments

OUR MISSION:

To revitalize and sustain a healthy community where residents have access to and promote a high quality of life.

A LETTER FROM OUR FOUNDER & CEO



**KENYETTA M.
CAMPBELL**
FOUNDER & CEO

As founder and CEO, I'm thrilled to share the incredible impact CRCAA has had in 2024 and the promising future ahead for the Cody Rouge community! We've made meaningful strides in community engagement, youth development, and neighborhood stabilization.

In 2024, we supported families through holiday initiatives, provided essential home repairs, and distributed appliances to those in need. Our youth programs have

empowered teens with work experience, leadership opportunities, and valuable skills, while our senior initiatives have helped 450 seniors build digital literacy and stay connected.

Looking forward to 2025, we're thrilled to announce our plans to transform two commercial buildings on West Warren Avenue into a permanent community impact hub. This space will provide critical resources, including affordable housing support, healthcare access, digital literacy training, and workforce development—all designed to uplift and empower residents.

We're eager to raise \$2.4 million over the next two years to bring this vision to life and create a lasting impact in the community. The future is bright, and with your continued support, we're ready to take the next step in building a stronger, more connected community.

Thank you for being an essential part of this journey!

Warm regards,

Kenyetta M. Campbell

Kenyetta M. Campbell
Founder & CEO

A LETTER FROM OUR BOARD PRESIDENT



**DAMON E.
THOMPSON**
BOARD PRESIDENT

As we close out 2024, I must start off by saying “thank you” to the Board of Directors for your continued support of CRCAA. Thank you to the entire CRCAA team for lending your time and talent to making this organization one of the best run non-profits in the City of Detroit.

From a fund-raising perspective, CRCAA continues to make strides in diversifying our funding base, which has led to new opportunities, on a local, state and federal level.

Now more than ever, it is critical that we continue to foster relationships that will help this organization not only sustain our current operations but scale and grow.

Heading into 2025, I am excited about CRCAA stepping into the housing development space; and scaling our home repair programs which is critical to closing the racial wealth gap and creating generational wealth for homeowners in our neighborhoods throughout Cody Rouge.

On behalf of the Board of Directors, I want to thank CRCAA’s team for your outstanding work this year in building a healthier, safer, prosperous, and empowered community.

In Unity,

A handwritten signature in black ink, appearing to read 'Damon E. Thompson', enclosed within a large, loopy oval shape.

Damon E. Thompson
Board Chair

2024 TEAM

Board of Directors

Damon Thompson, President
Edna Bell, Vice President
Latonya Binford, Treasurer & Finance Chairperson
Kevin Bryant, Secretary
Sherita Smith, Fund Development Chairperson
Katrina Patillo, Governance Chairperson
David Kimbrough, Member
Sylvia Roland, Member

Our Team

Kenyetta M. Campbell, Founder & CEO
Rebecca Bare, COO
Debbie Eggleston, Accountant
Jerry Sloan, Fund Developer
Niccole Nelson, Writer
De'Ashia Taylor, Communications Manager

Youth Development Team

Darrell Hall, Youth Director
Amanda Nihem, Program Manager
Renee Jones, Case Manager
Taylin Hodges, Youth Coordinator
Ashley Studstill, Special Project Coordinator

Community Development & Revitalization Teams

Dr. Patricia Butler, Community Development Director
Lamont Cole, Director of Strategic Initiatives & Education
Katina Butler, Intake Specialist
Sylvia Hansberry, Intake Specialist
Sherman Vincent
Gary Ringer

Business & Technology Team

Tangy Washington, Computer Trainer
Marvin Yates, Entrepreneurship Trainer

CORE FOCUS

Cody Rouge Community Action Alliance (CRCAA) is a community-based development organization (CBDO), and as such, has incredible reach into the community. The uniqueness of Cody Rouge is that it has the second highest population of children between 0 to 18 in the city of Detroit. CRCAA has experienced tremendous success in engaging youth through immersive programming, stabilizing the neighborhoods, and engaging the community through convenings and activation of community efforts. Because of its in-depth engagement processes, CRCAA functions as a neighborhood convener and facilitator, encouraging residents, youth, families, business owners, and churches to come together to solve problems. When CRCAA was founded in 2007 with the support of the Skillman Foundation, its leadership understood that young people and residents are essential to neighborhood development and decision-making.

In 2024, we have made significant strides across its core focus areas: Community Engagement, Youth Development, and Neighborhood Stabilization. This report highlights key achievements, community impacts, and future aspirations, reflecting our commitment to revitalizing and sustaining a healthy community where residents have access to and promote a high quality of life.



COMMUNITY ENGAGEMENT

A trusted hub in Cody Rouge, connecting families, seniors, entrepreneurs, and partners to vital resources—empowering independence, sparking local business growth, and driving lasting community change.



YOUTH DEVELOPMENT

Building a pipeline of youth leadership that prepares young people to be confident, connected, and ready to shape their future and community.



NEIGHBORHOOD STABILIZATION

Restoring hope and building a stronger, more resilient Cody Rouge for generations to come.



COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT

In 2024, the Senior University initiative entered the next phase with the Cody Rouge Computer Classes and Tech Center, continuing its mission of empowering senior citizens and community through digital literacy. Situated in the heart of the Cody Rouge community, the center serves as a hub for technology education, providing seniors and community with essential tools and skills to navigate the increasingly changing digital world. This report highlights the program's achievements, community impact, and future aspirations.

- **17** families (**38** children) supported during Christmas
- **70** families assisted with grocery shopping
- **300** turkeys distributed during the Turkey Drive
- **\$37,000** regranted to community initiatives
- Family Fun Day attracted 500+ attendees;
500+ backpacks & school supplies distributed to youth grades K-12
- Collaborations with local block clubs and organizations

Senior University

- **450** seniors received computer training
- **100** laptops distributed
- **80** one-on-one computer sessions with seniors

Marketing Reach

- **56,212** post reach
- **11,056** post engagements
- **225** new followers
- Launched a new YouTube channel

2500+

PEOPLE SERVED



Key Achievements

Expanding Program Reach

- **Participation Growth:** The program served **450** seniors in 2024, a **25%** increase from the previous year.
- **Accessibility Improvements:** Continued partnerships with: United Way of Southeastern Michigan, Connect 313, and Rocket Mortgage. Participants in the program have reliable access to the center through 1 to 1 appointment, and weekly comprehensive classes.

Tailored Curriculum Development

- Introduced beginner, intermediate, and advanced courses focusing on practical applications such as online basic applications/ widgets, telehealth, and digital communication platforms (e.g., Zoom and WhatsApp).
- Added workshops on trending topics like: City of Detroit Applications, City Application awareness and artificial intelligence (AI) basics for daily use.

Digital Equity Initiatives

- Distributed **100** refurbished laptops to Detroit Impact through a collaboration with Human IT.

Volunteer Engagement

- Nearly **80** community members and seniors, were recipients of one-to-one mentorship, fostering intergenerational learning and tutoring.

Community Impact

Empowerment and Confidence

92% of participants felt more confident using digital devices, up from **78%** in 2023. Testimonies included seniors reconnecting with distant family members, applying for online benefits independently, and engaging in virtual social groups.

Health and Safety

Participants reported using telehealth services more effectively, with **68%** stating they could book appointments and consult healthcare providers online without assistance.

Economic Benefits

- **25** seniors used their new skills to secure part-time, remote work opportunities.
- Participants in the class are using additional services that the Cody Rouge Community Action Alliance officers. Participants were a part of the “Get Fit” financial literacy event, helping participants save money through budgeting and physical fitness.





YOUTH DEVELOPMENT

The Grow Detroit Youth Talent (**Summer Youth Employment Program**) program provided **150 Detroit youth (ages 14–24)** with meaningful summer employment and **120 hours** of training in financial literacy, entrepreneurship, and conflict resolution. Youth were placed in both traditional (125) and hybrid (25) work settings across trusted community organizations, including Ebenezer Culture & Community Center, MiSide, KIPP, and Detroit Impact. Highlights included innovative entrepreneurial projects with Pensole Lewis College and youth participation in strategic planning alongside the **Mayor's Office and Detroit Future City**, equipping young people with real-world experience and a voice in shaping their city's future.

CODY ROUGE YOUTH COUNCIL

35+ TEENS

The Cody Rouge Youth Council empowered **35 youth (ages 14–20)** through weekly meetings focused on advocacy, leadership, and community engagement. As a youth-led initiative, the Council provided a platform for young voices to influence change. A major milestone included traveling to Washington, DC to **compete at the U.S. Department of Health and Human Services**, presenting plans for teen-centered community spaces, demonstrating the power and potential of youth leadership on a national stage.

The youth participants engaged in a wide range of enriching field trips and community outings that expanded their horizons and fostered personal growth. These experiences included visits to events like the NextGen Community and Career Expo, interactive activities such as breakout escape rooms and skating at Royal Skate-land, educational out of state trips, as well as explorations of Downtown Detroit and Tech Town.

HIGH H.O.P.E.S

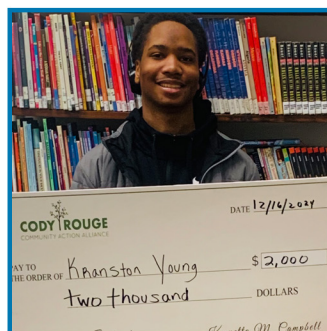
43+ TEENS

The High H.O.P.E.S. (**Helping Others Prepare for Success**) program supported **43 youth** through a holistic career development and prevention model focused on strengthening protective factors for both youth and their families. Participants engaged in workshops on financial literacy, college readiness, conflict resolution, and entrepreneurship, while also benefiting from community outings and summer employment opportunities via GDYT. The program's effectiveness was affirmed by a 90% score on an external audit, reflecting strong implementation and measurable impact.

YOUTH DEPARTMENT HIGHLIGHTS

\$4,000 SCHOLARSHIPS

Taylin Hodges awarded **Youth Leader of the Year** by LISC Detroit & CDAD
Awarded Kranston Young & Tymara Hodges awarded **\$2,000 College Scholarships**



JUNIOR YOUTH COUNCIL AT WARRENDALE CHARTER ACADEMY

15+ TEENS

The Jr. Youth Council at Warrendale Charter Academy engaged in the **Pipeline of Youth Leadership** through the Junior Youth Council, guided by the curriculum developed by 4 CDO's in Detroit in partnership with CDAD. This initiative introduced middle and high school students to key concepts in community development, equity, and social change. Youth learned to **identify local issues, understand privilege and equity, and design actionable community improvement plans**. As a result, participants developed strong leadership skills, deepened their understanding of civic dynamics, and were empowered to become catalysts for positive change in Detroit.

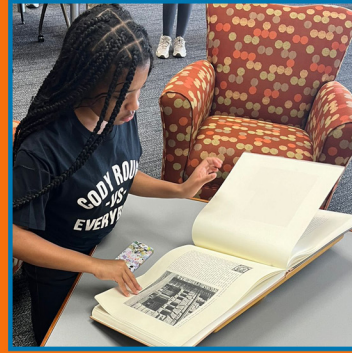
CO-EVOLUTION FELLOWSHIP: YOUTH-LED SYSTEMS CHANGE IN EDUCATION

20+ TEENS

The Co-Evolution Fellowship engaged **20 youth** from Detroit and Chicago in a year-round leadership initiative focused on equity-driven transformation in PK–20 education. Fellows explored and elevated their communities' latent social, cultural, and intellectual capital to co-create strategies for systemic change. Through deep dialogue and analysis, the group **identified 82 critical issues** and developed asset-based aims to inform equity-centered educational program design, ensuring all students can achieve their fullest potential. This youth-led collective demonstrated the power of young leaders in driving meaningful, community-rooted change.

In 2024, CRCAA's youth programs meaningfully impacted hundreds of young people across Detroit by providing pathways for personal growth, professional readiness, and civic engagement. Through employment, leadership training, advocacy, and community development initiatives, these programs equipped youth with the skills, confidence, and support to become the next generation of changemakers—prepared to address critical issues and drive lasting social impact in their communities.







NEIGHBORHOOD STABILIZATION



NEIGHBORHOOD STABILIZATION

In 2024, CRCAA has stepped into the housing development space and scaling home repair programs, critical to closing the racial wealth gap and creating generational wealth for homeowners in the Cody Rouge neighborhoods.

We continued to serve as an Intake Center for both the **0% Interest Home Loan Repair Program** and the **HOPE Property Tax Assistance Program**. Supporting the spirit of entrepreneurship remains a core part of programming in the community.

The **ProsperUS Entrepreneurship Training Cohort** is a 10-session program that allows for budding entrepreneurs to successfully complete a business plan and provides them with access to character based lending, technical assistance, and access to financial tools and marketing/branding professionals. One-on-One coaching with the instructor provided graduates with the opportunity to fine tune their business plan and better understand their target market.

- **291** PTE (Property Tax Exemptions) assisted
- Processed **12** 0% Interest Loan Applications
- **3** ProsperUs Entrepreneurship Training Program Cohorts with 25+ graduates
- **40** duct cleanings
- **13** dryers distributed
- **2** refrigerators distributed
- **100** homes repaired





CRCAA COMMUNITY HUB CAPITAL CAMPAIGN

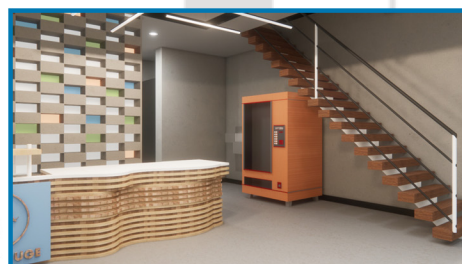
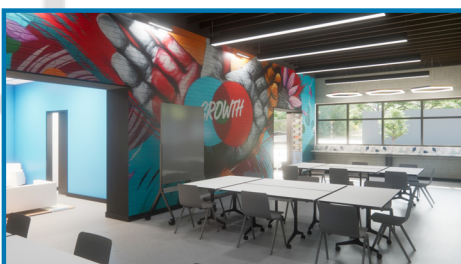
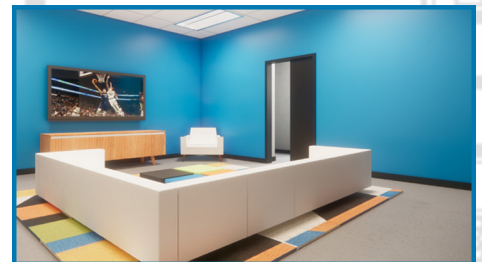
The **Cody Rouge Community Action Alliance (CRCAA)** has outgrown its current rented office spaces and is taking a major step forward. We've **purchased two adjacent commercial buildings on West Warren Avenue**—a key corridor in Detroit's Strategic Neighborhood Framework—to serve as our **new permanent headquarters and community hub**.

This new space will:

- **Centralize CRCAA operations** and enhance accessibility for residents.
- Provide a **one-stop** shop for services including housing support, healthcare access, and digital literacy.
- Expand **entrepreneurship programs** with co-working space and pop-up vending in partnership with ProsperUs Detroit.
- Grow our **youth and senior programs**, including mental health resources, year-round activities, and GDYT youth employment.
- Offer **technology training** essential for today's job market.

Located near the site of a planned **53-unit affordable housing project** we're co-developing, this hub will strengthen access to vital services for older adults and families.

We aim to raise **\$2.4 million over two years** to renovate and launch this space. With your support, we can create a lasting resource that empowers residents, supports local businesses, and strengthens the Cody Rouge community.



Cody Rouge Community Action Alliance extends a heartfelt thanks to its donors, community partners, and residents for their unwavering support. Together, we are transforming lives and building a more inclusive, digitally connected community.

FUNDERS

Foundation/Philanthropy:
\$866,088

Government:
\$521,327

Donations & Individual Contributors/Contracts:
\$124,650

TOTAL:
\$1,512,065

THANK YOU TO OUR GENEROUS SUPPORTERS

The Skillman Foundation
United Way of Southeastern Michigan
CDAD
Connect Detroit
Northpoint Development
The Kresge Foundation
Rocket Community Fund
Enterprise
Huntington Foundation
Community Development Block Grant
Grow Detroit Young Talent
ProsperUS Detroit
Michigan Arts & Culture Council
Southeastern Michigan Health Association
MI State Housing Development Authority
Jack and Jill Foundation
Metro Solutions
Honorable Alisha Bell
Jennifer Moody
Laura Johnson
Marvin Yates
Tamara Jones
LISC
Thome
MPHI
Michigan Department of Health & Human Services
Senator Sylvia Santana
Congresswoman Rashida Talib



CODY ROUGE

COMMUNITY ACTION ALLIANCE



19321 W. Chicago, Suite 105
Detroit, MI 48228
www.codyrouge.org

 [codyrougecaa](https://www.facebook.com/codyrougecaa) |  [@codyrougecaa](https://www.instagram.com/codyrougecaa) |  [@CodyRouge](https://twitter.com/CodyRouge)