



CODY ROUGE

COMMUNITY ACTION ALLIANCE

YOUTH | ENGAGEMENT | STABILIZATION
Driving Change



2023 Impact Report

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CODY ROUGE

COMMUNITY ACTION ALLIANCE

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Our Mission:

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

A MESSAGE FROM OUR **Executive Director**

In my role as Executive Director of the Cody Rouge Community Action Alliance (CRCAA), every partnership and community-led project we pioneer adds a new layer of fulfillment. Our work is a testament to the strength of collaboration with residents and stakeholders, showcasing the value we place on those we serve and the tangible results of our collective efforts.

CRCAA recently marked its 16th year of dedicated service to the Cody Rouge Neighborhood. Since our inception, we have attracted over \$200 million in investments for projects supporting youth development, community engagement, and neighborhood stabilization. The impact of our work is not only seen in the numbers but felt in the positive transformations within our community.

One notable achievement is our collaboration with CHN Housing Partners, securing an RFP from the City of Detroit to develop a 53-unit senior affordable housing project. This project, situated on vacant sites owned by the Detroit Land Bank Authority in the Warrendale-Cody Rouge Strategic Planning Area, reflects our commitment to addressing the diverse needs of our community.

Our commitment to bridging the digital divide extends beyond Cody Rouge. Through initiatives like Senior University, we have successfully installed free WiFi in three city parks, including Braden Park near Chadsey High School, Stein Park near Cody High School, and Kelley Park near Cooley High School. These efforts are vital steps toward creating a digitally inclusive environment for our residents.

Recognition of our endeavors continues to pour in, as the Cody Rouge Youth Council was honored with a \$25,000 grant from the U.S. Department of Health and Human Services (HHS) Youth Resilience Challenge for the Wellness Room project. This acknowledgment underscores the positive impact of our initiatives on the well-being of the youth in our community.

As we celebrate our achievements, we remain committed to improvement. The journey toward excellence is ongoing, and I am confident that, with the dedication of our team and the support of our community, we will continue to serve with distinction. There is always room for growth, and as we evolve as leaders and as a community, our work will speak volumes about the values we uphold and the positive change we bring to the Cody Rouge Neighborhood.

With Warm Regards,

Kenyetta M. Campbell



A MESSAGE FROM OUR **Board President**

I am eternally grateful to our Board of Directors for your unwavering support of CRCAA. First, THANK YOU for supporting me in my first term as Board Chair. I appreciate each of you from your participation in board meetings to contributing your time and talents to our organization. Buckle up because we have another whirlwind year in store.

Two events were meaningful to me this year; the unveiling of the murals at Stein Park honoring impactful leaders both past and present that have helped to shape CRCAA into the organization that we are today. The second event was our 16th Anniversary Gala: Love, Leverage & Legacy. Seeing our full history was inspiring along with the videos and heartfelt words from each honoree.



During these unprecedented times, we are witnessing non-profit programs being eliminated and grant funds shrinking across the country. I am happy to report that CRCAA continues to diversify our funding base and create new partnership leading to new grant opportunities. Through these partnerships, we were able to connect youth to jobs through Grow Detroit Young Talent (GDYT), provide positive programming through the Youth Council, invest in our seniors through Senior University and launch new home repair initiatives to preserve housing for homeowners in our neighborhoods.

There is more work to be done and I know that CRCAA, our funders, government partners, donors, block clubs and neighborhood associations will continue to work together to address the systemic issues that exist across our neighborhoods.

On behalf of the Board of Directors, I want to thank CRCAA's leadership and staff for their outstanding work this year in building a healthier, safer, prosperous, and empowered community. Be well and let us continue to be kind to one another in thought, action, word, and deed.

In Unity,

A handwritten signature in black ink, appearing to read 'Damon E. Thompson', written over a light grey background.

Damon E. Thompson



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

Kenyetta M. Campbell, Executive Director

Our Team

Kenyetta M Campbell, Founder & Executive Director

Rebecca Bare, Deputy Director

Debbie Eggleston, Accountant

Jerry Sloan, Fund Developer

Niccole Nelson, Publicist & 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

Business & Technology Team

Tangy Washington, Computer Trainer

Marvin Yates, Entrepreneurship Trainer



Youth | Engagement | Stabilization

In 2023 there have been so many new developments in and around the Cody Rouge Neighborhood and city. We have diversified our portfolio of services and are successfully driving change in our core areas of Neighborhood Stabilization, Community Engagement and Youth Development. We believe the work will continue to expand and have a greater impact in not only our community but the surrounding neighborhoods.

3 CORE AREAS:

Neighborhood Stabilization

We actively partner with community members and organizations to improve and enhance neighborhoods by removing blight, increasing lighting, keeping residents in their homes, and more.

Community Engagement

We create pathways for the citizens of Cody Rouge to participate in community improvements, educational opportunities, resource distribution, and leadership developments.

Youth Development

We have cultivated, through programming & outreach, a safe space for young people from the neighborhood to engage in leadership, development, community service, and work-readiness training.



Neighborhood Stabilization

Our neighborhood stabilization initiatives reflect the Cody Rouge Community Action Alliance's commitment to fostering economic stability, digital inclusion for seniors, and entrepreneurial empowerment. The tangible outcomes and community engagement underscore the impact of these programs in creating a more resilient and vibrant neighborhood. The CRCAA continues to spearhead initiatives that not only address immediate needs but also contribute to the long-term growth and stability of the Cody Rouge community.

HOPE Property Tax Assistance Program

- ▶ Completed **386** applications, serving over **450** individuals.
- ▶ Average savings of **\$1,000** per applicant.
- ▶ Total impact: Saved residents **\$386,000** in property taxes.

Senior University

- ▶ A program designed to restore independence among seniors through digital literacy.
- ▶ Collaborated with Connect 313 to establish a "Tech Hub" in the Detroit Impact building.
- ▶ Utilized Comcast Lift Zone to provide free internet access to residents and stakeholders.
- ▶ Offered a range of resources:
 - ▶ 1 to 1 computer assistance.
 - ▶ Weekly computer classes.
 - ▶ Resume creation and job searching support.
 - ▶ Computer tech support.

Achieved the following from January 2023 to December 2023:

- ▶ Conducted over **40** classes.
- ▶ Facilitated **320** 1 to 1 sessions.
- ▶ Provided **19** Help Desk Assistance sessions.
- ▶ Assisted **104** people in total.

ProsperUS Entrepreneur Training Program

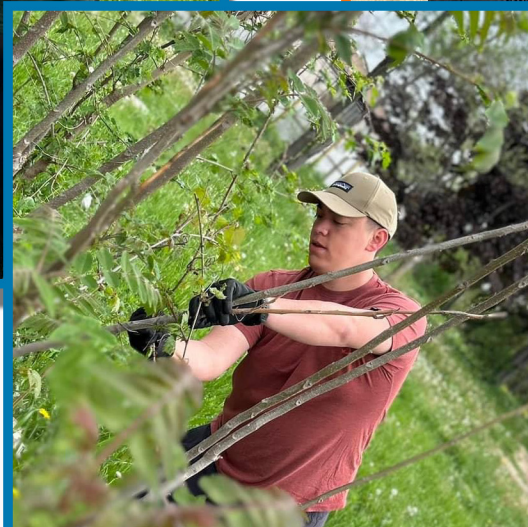
- ▶ Successfully graduated **14** entrepreneurs from the training program.
- ▶ This **10**-session program allows for budding entrepreneurs to successfully complete a business plan and provides them with access to character based lending, technical assistance, and access to financial tools and marketing/branding 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.

Neighborhood Partners Sign Program

- ▶ Implemented signage in all local association areas to enhance neighborhood identity and visibility.



Neighborhood Stabilization



Community Engagement

Our community engagement initiatives underscore CRCAA's dedication to creating a thriving and supportive environment in Cody Rouge. The diverse range of programs, partnerships, and events reflects a holistic approach to meeting the needs of residents, promoting mental health, fostering entrepreneurship, and enhancing the overall quality of life within the community.

Community Engagement Achievements:

City Of Detroit 0% Interest Home Repair Loans

- ▶ Served as the intake center for the program, assisting over **50** residents with intake appointments, application processing, and information inquiries.
- ▶ Played a key role in facilitating access to home repair loans, contributing to community well-being.

CRCAA BIOPIC Grant

- ▶ Initiated Mental Health First Aid Training for Youth and Parent/Guardians/Caretakers of youth.
- ▶ Partnered with Trinity Health to provide valuable mental health training to the community, fostering well-being.

ProsperUS Entrepreneur Training Program

- ▶ Successfully graduated **14** entrepreneurs, with cohorts completing the program in July and December 2023.
- ▶ Notably contributed to entrepreneurial empowerment within the community.

Keep Cody Rouge Clean & Safe

- ▶ Conducted an annual clean-up event on May 13th, involving **19** volunteers.
- ▶ Beautified lots and an alleyway at 7287 Archdale (Warren Ave & Archdale) in collaboration with North Point Development.

Turkey Basket Giveaway

- ▶ Collaborated with Oak Pointe Church, Huntington Bank, Alpha Kappa Alpha Sorority, Senator Sylvia Santana, and State Representative Rashida Tlaib.
- ▶ Distributed over **150** Turkey Baskets to families, fostering community support during the Thanksgiving Holiday.

Holiday Sponsor

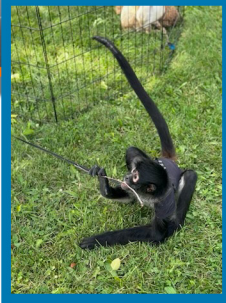
- ▶ Oak Pointe Church Patillo Foundationsponsored **70** families for Christmas, contributing to a joyful holiday season for community members.

Family Fun Day

- ▶ Provided **400+** school supplies to students throughout Cody Rouge during a Family Fun Day event.
- ▶ Supported educational initiatives, promoting community engagement and the well-being of local families.



Community Engagement



Youth Development

Our Youth Development initiatives showcase CRCAA's commitment to empowering and nurturing the potential of the youth in the Cody Rouge community. The diverse range of programs, partnerships, and accomplishments reflects a holistic approach to fostering growth, education, and community engagement among the young members of the neighborhood.

Youth Development Highlights:

CRCAA Youth Council

- ▶ Received national attention for the creation of the Cody Calm Center, securing a monetary award exceeding **\$40,000**.
- ▶ The Cody Calm Center at Detroit Impact provides a safe space for youth to express themselves and access resources for coping with life stressors.
- ▶ Prepared **100** winter packages for residents at Genesis House, a homeless shelter.
- ▶ Presented at the Coleman A. Young Municipal Building, engaging with city officials and contributing to community development discussions.
- ▶ Partnered with "Detroit vs Everybody" for Cody Rouge vs Everybody tee-shirts, leading to a successful fundraising opportunity.
- ▶ Established a partnership with Wayne State University, distributing care packages and initiating ongoing college tours.
- ▶ Collaborated on a community stage project at Stein Park with Brightmoor Makerspace and the City of Detroit Planning Department.
- ▶ Youth members participated in the Model D Voices of Youth Journalism Program, with one member displaying work in Washington, D.C.

GDYT (Summer Youth Employment)

- ▶ Provided work experience to **165** youth during the 2023 summer employment season.
- ▶ **100** youth placed in face-to-face work environments, and 65 participated in virtual/zoom workshops.
- ▶ Youth received **120** hours of professional development, job shadowing, and hands-on training at various locations, including schools, community centers, and organizations.

HIGH HOPES (Helping Others Prepare for Success)

- ▶ Achieved an impressive overall score of **95%** on an external audit with the Wayne County
- ▶ Welcomed Ms. Renee Jones as a Case Manager, contributing to increased attendance and participation.
- ▶ Served nearly **70** youth in 2023.
- ▶ Announced a new partnership with Warrendale Charter Academy, aiming to assist in establishing a Student Council.



Youth Development



Artist Highlight

Felle: Renowned Artist & Detroit Luminary

Background: Felle, a nationally acclaimed artist, proudly hails from Detroit and is an alumnus of Cody High School. His artistic journey commenced at the tender age of 14, marking the beginning of a prolific career that spans decades.

Entrepreneurial Spirit: Displaying entrepreneurial prowess, Felle established his first business at the young age of 21. This initial venture laid the foundation for a remarkable trajectory that saw him sign with a prestigious publishing company. Felle's artistic endeavors transcended local boundaries as he embarked on a journey across the nation, showcasing and selling his captivating artwork.

Artistic Achievements: Felle's artistic prowess garnered him recognition as a backdrop artist for an impressive array of celebrities, including luminaries such as Tyler Perry, Beyoncé, and Jay-Z. His talents reached a broader audience when he appeared on GSN's popular reality TV show, "Skin Wars."

Craftsmanship and Inspiration: With a divine gift and an innate eye for detail, Felle has dedicated years to honing his craft. His continuous pursuit of perfection is evident in every stroke of his brush. Inspired by the harmonies of music, his creations resonate with a unique fusion of creativity and rhythm.

Philosophy and Vision: Felle passionately advocates for the transformative power of art. According to him, the city needs more painting, songs, and artistic expressions. He believes in filling the urban landscape with beauty, asserting that the world craves the positive impact that art brings.

In summary, Felle stands not only as an accomplished artist but as a testament to the indomitable spirit of Detroit. His journey, marked by entrepreneurial success, celebrity collaborations, and a commitment to artistic expression, continues to inspire both his hometown and the world. Felle's call for a vibrant artistic community in the city reflects his belief in the profound significance of art in shaping a more beautiful and interconnected world.





Funding

Foundation/Philanthropy	\$820,216.25
Government	\$118,524.54
Donations & Individual Contributors/Contracts	\$131,460.85
Total	\$1,070,290.47

ACKNOWLEDGMENTS

Thank you to our generous supporters

The Skillman Foundation

United Way of Southeastern Michigan

CDAD

Community Foundation SEM

Connect Detroit

Northpoint Development

The Kresge Foundation

Black Family Development, Inc.

Rocket Community Fund

IFF

General Motors

Cinnaire

St. Luke Tabernacle Church

CHN Housing Partners

Enterprise

Huntington Foundation

Biopic Health & Wellness

Community Development Block Grant

Grow Detroit Young Talent

ProsperUS Detroit

Ethel and James Flinn Foundation

Alpha Kappa Alpha Sorority Inc

Network for Good

Marvin Yates

Paula Trilety

Damon Thompson

Tammie Jones

Covenant Community Care

United Healthcare





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