



CODY ROUGE
COMMUNITY ACTION ALLIANCE

Impact Report

2020-2022



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WELCOME

A Message from:

Kenyetta M. Campbell
Executive Director



As founder and executive director of CRCAA, Cody Rouge holds a special place in my heart. For nearly two decades, we have grown not only as an organization, but as a community. Being a part of leadership during this time has provided me with the opportunity to reflect on the impact that hard work and dedication have had in our neighborhood. When you focus on empowering, organizing and cultivating a neighborhood that is home to so many resilient families, the possibilities are endless.

As a community, we have accomplished so many things during the pandemic. I know the past 3 years have been challenging. Covid-19 has impacted us in so many ways. To those of you who battled Covid or have lost loved ones, we pray that you find the strength and peace needed to celebrate their lives.

In the spirit of celebration and strength, we've birthed several key initiatives like Cody Rouge Get Fit, Senior University, and the Cool Calm Wellness Center. We successfully completed the strategic framework planning process with the city of Detroit and the opportunity to implement the City Walls Detroit program. City Walls was instrumental in lighting up the W Warren commercial corridor.

We look forward to celebrating our Sweet 16 Anniversary in 2023. Stay tuned for several key developments projects underway.

Best Regards,

Kenyetta M Campbell

Founder & Executive Director

OUR BOARD OF DIRECTORS

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Youth Council Member

Lakendra Reynolds-Smith

Youth Council Member

Skylah Pounds

Youth Council Member

A Message from:

Niccole Nelson

Board President



I never imagined signing up for a community clean-up would change my life and my heart. Returning to the neighborhood I grew up in being told I'd be nothing on a daily basis, to live and serve, was something I never saw myself doing. God had other plans.

Joining the Board in 2015 opened my eyes to the greater impact I could have on my neighborhood. What I wasn't prepared for was the impact my neighborhood would have on me.

I shared a lot of first being a part of CRCAA. My first Tigers game, airplane ride, and most of all, being President. I forged friendships so deep they became family. I learned as much as I gave. I have something no one will ever be able to take from me, memorable experiences. The love that powers Cody Rouge Community Action Alliance was a thread sown throughout the residents, partnerships and results that manifested.

We have met challenges with a tenacity and drive that made us a force to be reckoned with as a neighborhood.

These associations don't just love the benefits of the programs and resources that have been doled out. They value the people whose lives have been positively changed because of it.

From community meetings, turkey dinner giveaways and my favorite, FAMILY FUN DAY. To the murals, bus stop benches and play grounds there is a visual significance to the work that will continue, I believe, for years to come. It radiates from the smiling faces of our residents.

It has been my honor to serve as your Board of Directors President. Although my terms are up, I look forward to working along side you in whatever capacity God sees fit for years to come.

Yours in the Work,

Niccole Nelson



OVERCOMING OBSTACLES DURING COVID-19

The Cody Rouge Community Action Alliance Community Development and Outreach Program (CRCAA/CDOP) was able to be productive despite the challenges presented by the Covid-19 pandemic. CRCAA/COP has continued to serve the residents and stakeholders by utilizing innovative practices and adaptive strategies.

During 2020-2022, we created positive change in four specific program areas:

Neighborhood
Stabilization

Youth
Development

Community
Engagement

Senior
University

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.



Neighborhood Partners Sign Project

Cody Rouge Neighborhoods enjoy the benefits of a cooperative relationship among the 7 neighborhood associations and block clubs. The leadership of each organization developed a plan to design and install geographical neighborhood signs for each organization.

COVID-19 Awareness Campaign (Partner: Trinity Health)

A team of six (6) residents were recruited and trained to serve as canvassers and advocates. Residents in the City of Detroit District 7 were spoken to concerning COVID Awareness and Safety, Vaccination Information, and Food Distribution.

HOPE Program

The HOPE program is a partnership between the Rocket Community Fund, City of Detroit Assessment Division, and the Wayne County Treasurer Office. The program addresses inequities in property tax assessments and relieves burdensome tax arrearage. The results will support neighborhood enhancement through housing stabilization.

Warrendale Exterior Home Repair Program (Partner: Michigan State Housing Development Authority)

The 2021 MSHDA Exterior Home Repair Program successfully repaired the exterior of six (6) homes in the Warrendale Neighborhood. The increased value of the homes ranged from \$5,000 to \$10,000 increased market value. The repairs also impacted the homeowner's ability to insure their homes.



Neighborhood Partners Sign Project

27,000
Residents impacted



COVID-19 Awareness Campaign

7,398
Households visited

 HOPE Program

\$485k
in property tax exemptions



Warrendale Exterior Home Repair Program

\$7500
increase in mkt value

COMMUNITY CLEAN UP



THANKSGIVING





The Cody Rouge Youth Council provides a space for young people from the neighborhood to engage in leadership, development, community service, and work-readiness training.

YOUTH DEVELOPMENT

Youth Council

The Cody Rouge Youth Council met for weekly meetings virtually throughout 2021. In meetings, participants explored social emotional learning topics such as defining community and self-awareness. They also explored college preparation and career readiness assignments and activities.

Teen Art Space

The Teen Art Space launched in 2021, meeting with art therapists from Let's Art About and exploring various topics while producing art projects.

GDYT

CRCAA functioned as a lead agency in the Grow Detroit's Young Talent, managing the employment experience of Cody Rouge Youth. Youth explored career readiness and financial literacy topics and assignments over a six-week period between July and August 2021.

High H.O.P.E.S. (Helping Others Prepare for Success)

A skills development and job readiness training program focused on reducing the likelihood of criminal behaviors in youth. Youth were virtual offerings through CRCAA, including those of the Youth Council, Family Nights, and the Grow Detroit's Young Talent summer program, and to become involved in neighborhood service activities



Youth Development

over 200
youth served



New Teen Art Space

40
virtual meetings



300
Youth Employed
through GDYT



10
families sponsored for
the holiday season

120
Senior Baskets

YOUTH DEVELOPMENT



COMMUNITY ENGAGEMENT

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

Detroit's 0% Interest Home Repair Loan Program

Detroit's 0% Interest Home Repair Loan is a no-interest loan offered to Detroit homeowners who have owned their home for at least 6 months. Cody Rouge Community Action Alliance services potential borrowers from all over the city, especially the Cody Rouge area.



0% Home Repair Program

47
applications submitted

Know Your Numbers Health Fairs

Three monthly health fairs were hosted in March, April, and May of 2022. Participants were given various health screenings and given the opportunity to consult with medical professionals. COVID vaccinations were offered as well as STI testing.



Know Your Numbers

over 100
attendees

Senior Connect

Bi-weekly gathering of senior citizens to combat aloneness through fellowship and shared resources led by AmeriCorps members and CRCAA canvass team.



Senior Connect

over 1300
contacts

CRCAA 15th Anniversary Luncheon

Luncheon to acknowledge the collaborative works and contributions of the 7 neighborhood partner organizations and CR Faith Alliance Members.



CRCAA 15th Anniversary
Luncheon

63
attendees

CITY WALLS IN THE COMMUNITY



Royal Furniture -
Torrence Jackson



Gi Gi's - Richard Wilson



Simone's Fashion - Danae' Brissonnet & Cody Rouge
Youth Council



Nick's Bar & Grill - Andrea Slomczenski



Papaya Market - Zach Yarrington & Kelly Golden



Erica Husted & Caleb Foerg
Fairlane Food Center



Nicole MacDonald - Iraqi Bakery



Marlo Broughton - Fairlane Food Center

FAMILY FUN DAY



CODY ROUGE GET FIT





Cody Rouge Community Action Alliance partnered with Franklin Park Community Association, Joy Community Associations, Southfield Plymouth Community Association, Warrendale Community Organization, and Friends of Rouge Park to launch Senior University. The purpose of Senior University is to restore independence in our senior citizens through fundamental basics in computer education and support senior needs.

Nearly 30 small classes of 10 participants were held for 90 minutes, allowing the seniors the opportunity to learn in an intimate setting. Seniors had the opportunity to participate in various events like Painting with a Twist, Senior Day of Celebrations, Senior Ice Cream Social, Community Garden Beautification, Yoga in the Park, DIA Inside/Out, and a Senior Citizen Prom.

Senior University financially supported the senior citizens in the following areas:

- Appliance Assistance
- Utility Assistance
- Mortgage Assistance
- Prescription Assistance
- Caregiver Assistance



30
Classes



300
Seniors
Computer Trained



300
Asus Laptops
Distributed
200
Google Nest Hubs



\$130,000
in Financial
Assistance

SENIOR UNIVERSITY



SENIOR UNIVERSITY





FUNDING

Foundation/Philanthropy **\$ 1,613,195.00**

Government **\$ 1,171,191.00**

Donations/Contracts **\$ 266,339.26**

Individual Contributors **\$ 2,302.82**

TOTAL \$3,053,028.08



SAVE THE
date

CODY ROUGE'S 16TH ANNIVERSARY: LOVE, LEVERAGE & LEGACY

*We invite you to celebrate 16 years of Love, Leverage,
and Legacy with Cody Rouge Community Action
Alliance.*

Thursday, October 12, 2023

6:00pm - 10:00pm

Garden Theater

3929 Woodward Ave. Detroit, MI 48201

*VIP Ticket includes strolling dinner, pre-reception,
and open bar.

[Click here to purchase tickets!](#)

or call 313-397-9280



CODY ROUGE
COMMUNITY ACTION ALLIANCE

ACKNOWLEDGEMENTS

Thank you to our generous supporters

The Skillman Foundation

United Way of Southeastern Michigan

Brilliant Detroit

CDAD

ESPN/LISC

Trinity Health

The Kresge Foundation

Quicken Loans/Bedrock Foundation

Enterprise

Ralph C. Wilson Jr. Foundation

Huntington Foundation

DAA Wellness

Invest Detroit

C313 Tech Hub

Biopic Health & Wellness

Cody Rouge Warrendale Framework

Michigan State Housing Development

Authority

Michigan Economic Development Corporation

Community Development Block Grant

Grow Detroit Young Talent

General Motors Foundation

Ballmer Group

ProsperUs Detroit

DTE Foundationn

Building an Engine

Network for Good

Front Stream

Ally Financial

Marvin Yates

Paula Trilery

Damon Thompson

Tammie Jones

ACKNOWLEDGEMENTS

Thank you to our team

Kenyetta M. Campbell

Rebecca Ross

Dr. Patricia Butler

Darrell Hall

Lamont Cole

Jerry Sloan

Chanelle Ward

Amanda Nihem

Torrianna Bradley

Katina Butler

De'Ashia Taylor

Taylin Hodges

Leticia Lash

Sylvia Hansberry

Tamiya Pye

Robert Butler

Dwight Little

Tangy Washington

Brandy Lane

Debbie Eggleston

Marvin Yates

Cody Rouge Community Action Alliance

19321 West Chicago St
Suite 105
Detroit, MI 48228

www.codyrouge.org

