

CHALLENGE *DETROIT*

LIVE | WORK | PLAY | GIVE | LEAD



Annual Report 2014-2015



It's all about the talent.

Challenge Detroit is founded on the principles of attracting and retaining top talent. That means our Fellows are from Detroit and the metro area, the greater region, other parts of the country, and even other parts of the world. No matter where they are from, they are here to make an impact. And they are doing just that. Year-over-year, our Fellows are serving communities and changing lives through the work they do at their host companies, the challenge projects we tackle supporting nonprofits in the city, and the time they commit above and beyond the program.

Our talent is making an impact.

The Fellows who participated in the third year of Challenge Detroit affirmed that Detroit is a different kind of city. This is a city where talent can find an interesting job, make a meaningful contribution, and live an exciting life. We share our Fellows' experiences over the year through social media, regular blogging, events and other media to provide people in the region, around the country and across the world a positive and balanced view of Detroit.

These talented individuals are all about Detroit. And so are we.

Together, we are Challenge Detroit.





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THE IDEA

What we do.

- Attract and retain innovative, college-educated professionals to the greater Detroit area by promoting and supporting the positive attributes and abundant opportunities within the city and the neighborhoods
- Portray Detroit and the surrounding region as a place people can live, work, play, give and lead
- Contribute to the revitalization efforts of the city and region



How we do it.

- Launch a local and national recruitment effort to raise awareness of Challenge Detroit and the amazing opportunities in the city
- Act as a platform to share balanced and positive messages about Detroit, showcasing the fellows, companies and non-profit partners that bring the program to life
- Create jobs and stimulate the economy by partnering with top companies to serve as hosts to Challenge Detroit's Fellows
- Further work with these companies to build partnerships that ultimately support the professional development of the local workforce while contributing positively to community impact efforts
- Spearhead a robust leadership program, centered around innovation and design thinking to support ongoing skill development that helps Fellows in their jobs and their work with Challenge Detroit's nonprofit partners
- Design five-week team challenge projects to leverage the power, resources and intellectual capital of Fellows to positively impact operations, fundraising, programming, marketing and other critical aspects of our nonprofit partners' organizations

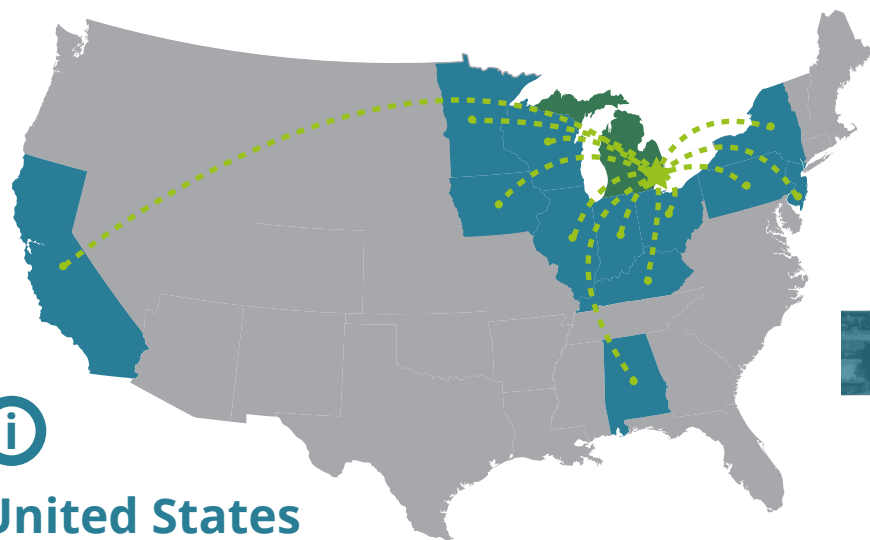
THE FELLOWS

Find the talent.

We seek talent from our own backyard and around the world. Through a six-month recruitment and application process, including videos and a community vote, hundreds of annual applicants are narrowed down to the top candidates who will join Challenge Detroit and our host companies for an in-person interview experience in Detroit. During this two-day trip, candidates connect with companies, explore the city, and participate in a mini challenge project. After the trip, candidates and companies share their feedback and final selections are made.

When the contracts are signed and the numbers are tallied, we see that 50% of our Fellows are from out of state and 50% are from Michigan. 100% of those individuals hold undergraduate degrees and nearly 30% hold advanced degrees. We attract the brightest and best. And our year three cohort was just that.

Where are fellows from?



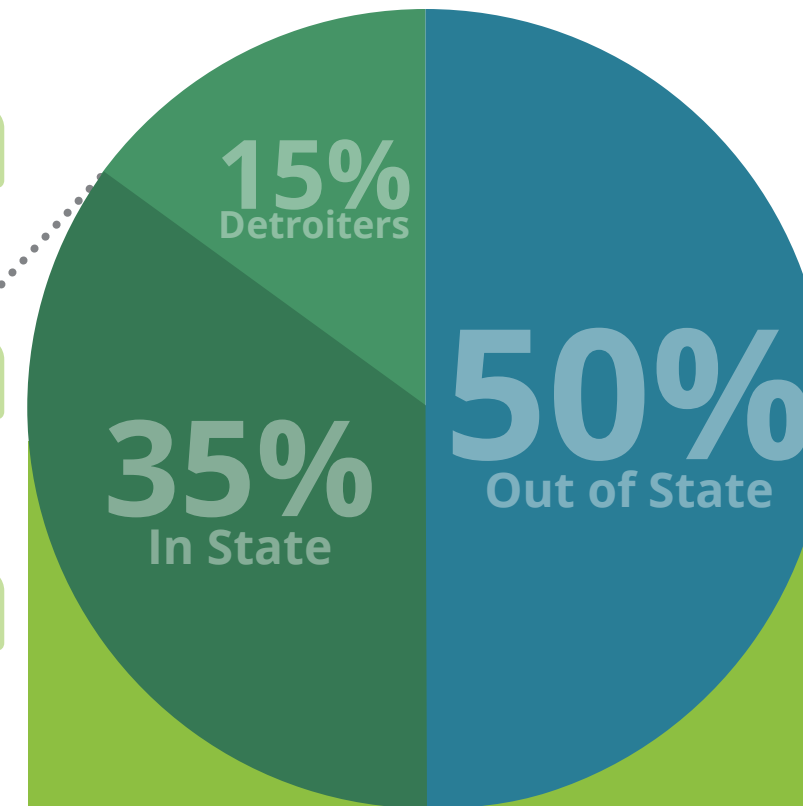
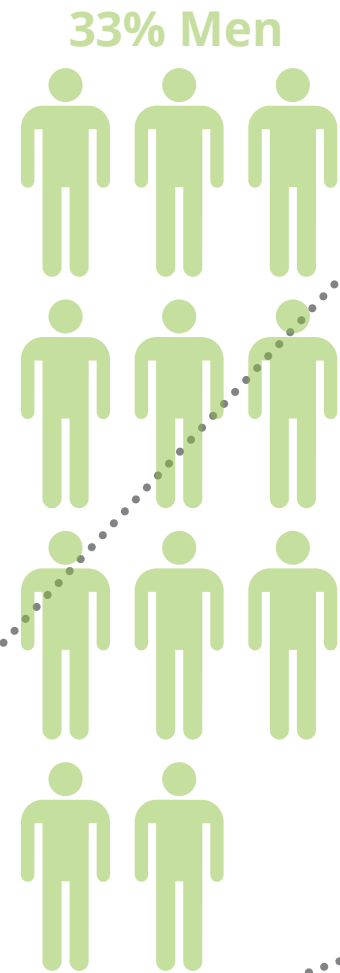
United States

- | | | |
|------------|------------|--------------|
| Alabama | Kentucky | Ohio |
| California | Michigan | Pennsylvania |
| Illinois | Minnesota | Wisconsin |
| Indiana | New Jersey | |
| Iowa | New York | |

13 STATES + 2 COUNTRIES

Canada

- Saskatchewan



Diversity of Intellect

- Urban Sustainability • Philosophy
- Anthropology • Russian Language
- Theater • Design • English • Media
- Graphic Communication • Architecture
- Historic Preservation • Interior Design
- Public Administration • Communication
- Comparative Cultures • Politics • Spanish
- Business Administration • Accounting
- Human Performance • Advertising
- Educational Leadership • Biology
- Journalism • Film Production • Psychology
- Integrative Public Relations • Sociology
- Leadership and Public Affairs • Geography
- Political Science • Development • Law
- Educational Studies • Business Marketing
- Dispute Resolution
- International Relations

27% advanced degrees

100% Bachelor Degrees

THE FELLOWS



Alison Figliomeni



Alissa Sevrioukova



Alyssa Brown



Amanda Gettgen



Jennifer Ehrhardt



Jessica Wang



Jonathan Ganci



Kenneth Andejaski



Ann Phillips



Anna Schroen



Annie Hakim



Bethany Felder



Kristina Wilson



Larry Latimore



Liz Venatta



Martha Cavazos



Branden Bufford



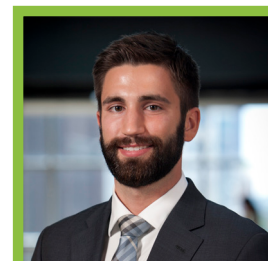
Brittany Stallworth



Carmen Bojanowski



Courtney Hardebeck



Nicholas Prys



Rachel Rosenbaum



Sarah Robb



Sarms Jabra



Courtney McCall



Elizabeth Grabowski



Ellen Trudell



Ezekiel Harris



Seth Haug



Hayden McNeil



Ifeanyi Nwachukwu



Jason Aoraha



Jazmyn Becker



THE COMPANIES

Employ the talent.

It's more than a job. Our host company partners commit to partnering with Challenge Detroit to employ our Fellows in relevant roles Monday through Thursday, and also to provide them a chance to impact the community every Friday with Challenge Detroit. From start-ups and nonprofits to small businesses and major corporations, our host companies reflect the diverse business marketplace in Detroit. They are leaders in their industries who believe in the importance of retaining and attracting innovative, entrepreneurial thinkers as well as their commitment to philanthropic initiatives in greater Detroit.



Company spotlight:

Edward C. Levy, a host company and loyal supporter of Challenge Detroit, has hosted four Fellows in the first three program years (and will be hosting an additional two Fellows in the coming year). In that time, all Fellows have continued their employment with Levy post-program. These (now) alumni Fellows -Samuel Brennan, Sarah Somes, Courtney Hardebeck (McCarty), and Alissa Brown (Williams) - continue to impact the company, Challenge Detroit, and the community. They have launched internal programs at Levy focused on engaging the millennial generation in the work of the company and embracing their desires to make change. In addition, they act as alumni "buddies" to current Fellows supporting their dynamic experience in Challenge Detroit and mentoring them as compassionate contributors to the city. Finally, they have taken board seats in meaningful non-profits where they can continue to invest their intellectual capital as well as give back through hands-on service.

"Edward C. Levy Co and Challenge Detroit are a perfect fit. Challenge Detroit is a great conduit to connect Levy to fabulous young talent, with passionate spirits, who make a difference both at work and in the community."

-Linda Wyatt, Edward C. Levy

2014-2015 Host Companies:



THE CHALLENGES

Engage the talent.

The heart of the Challenge Detroit program and a key driver of successfully attracting talent and impacting the community are the team challenges. Every Friday, Fellows come together and work in teams to generate innovative and meaningful solutions to pressing challenges and opportunities facing our Challenge Detroit nonprofit partners and the communities they serve.

During year three, Fellows participated in six challenge projects in various neighborhoods, supporting the individuals who call Detroit home and the organizations that make a difference here. Whether focusing on health disparities, education or neighborhood activation, the varied backgrounds and skills of the Fellows challenge the future of Detroit. These projects build nonprofit organizational capacity by offering consultation with top talent at no cost.

Challenge Detroit has developed a robust needs assessment used to design projects that will most effectively leverage Fellows' talent while achieving optimal impact for a nonprofit. Fellows are trained in a design thinking framework. They work on teams and use project management skills to execute each challenge over a five week period. A key element to each project, and to the design thinking method, is empathy; the Fellows participate in empathy based activities to understand the needs of the organizations, individuals and community they are serving through each project. Challenge Detroit has refined the process, tools, and frameworks used to deliver on innovative team challenge projects.

At the end of each project, the nonprofit partner is provided with a comprehensive set of deliverables ranging from marketing and fundraising campaigns to organizational strategies and assessments to video and other storytelling pieces. The nonprofits then leverage and integrate these deliverables both internally and externally.



2014-2015 Partners:

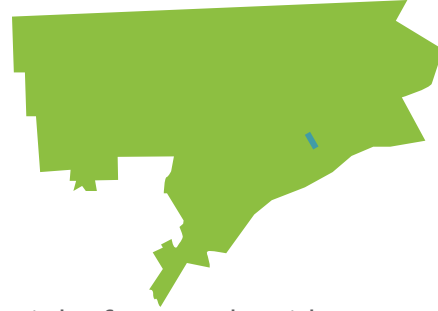


Each challenge is an in-kind donation and consultation valued at approximately \$25,000. Outside of the Friday collaborations, Fellows have contributed over 2,000 service hours and counting to the greater Detroit area through volunteer-ism.

01

Community Engagement

RecoveryPark



Nonprofit Partner

RecoveryPark is a nonprofit creating jobs for people with barriers to employment through a for-profit food business, utilizing Detroit's large workforce, abundant open space, access to freshwater and extensive infrastructure.



Challenge Overview

During this challenge, RecoveryPark was in the final stages of land acquisition from the City of Detroit. Reengaging the otherwise disenfranchised and fragmented community in and around the RecoveryPark footprint was critical. The goal was to creatively capture and publish their input, develop collateral pieces telling the RecoveryPark story in the community context, co-create a social media strategy, and utilize the data to drive project design.



Outcomes

The Fellows created a "Why Buy Local" video to be featured on RecoveryPark's website along with a social media strategy to allow the organization to continue to build its online presence even after the Fellows completed their work. RecoveryPark also now has graphics, a volunteer engagement strategy, research, and new partners to work with moving forward.

Design Question:

How might we utilize different mediums to creatively communicate the mission and vision of RecoveryPark and strategize for the coordination of future stakeholder engagement?

02

Cars and Community



Nonprofit Partner

Vehicles for Change Inc. (VFC) empowers families with financial challenges to achieve economic and personal independence through car ownership and technical training. Cars donated by the public are repaired to meet VFC's quality standards and awarded to eligible families.



Challenge Overview

During this Challenge, Baltimore based VFC was preparing to launch in Detroit and sought help adapting to the city's unique transportation landscape. Their needs included a strategy to engage and incite action in car donors and funders along with a narrative sharing the story and struggle of low income families without cars.



Outcomes

The Fellows set VFC up for their introduction to Detroit in July 2015 and provided a full marketing plan to support them throughout their launch. They also spearheaded introductions to potential VFC partners such as Hitachi and Fiat Chrysler Automobiles to start their relationship building in Detroit. Fellows worked together to develop a layout of the transportation landscape in Detroit, create a strategy to engage car donors and funders and put together a narrative that tells the stories of low income families without cars.

Design Question:

How might we launch Vehicles for Change in Detroit and adapt it to our unique landscape and needs?

03

Education Empowerment

Nonprofit Partners

This challenge incorporated work with six nonprofits: Detroit Achievement Academy, Detroit Food Academy, Junior Achievement, The Future Project, DYES (Detroit Youth Energy Squad), and Wayne County Community College District (WCCCD).



Challenge Overview

During this challenge, Fellows helped the nonprofits to drive unique initiatives in primary, secondary and collegiate education including hands-on programming, after-school enrichment, minority outreach and support, and school location/relocation.



Design Question

How might we create compelling visual and written materials to introduce Detroit Achievement Academy to its new neighborhood and vice versa?

Outcomes

The Fellows created an asset report, marketing strategy, infographic and recruitment fliers along with facilitating introductions to relevant stakeholders in Detroit Achievement Academy's new neighborhood. They also worked with the school founder to develop ideas for recruitment in the future.



Design Question

How might we create a design and a funding strategy to support DFA with the tools needed to develop a mobile cooking unit for its program?

Outcomes

The Fellows designed and created a mobile cooking cart from scratch along with a complementary guidebook. The cart was immediately put to use to teach cooking to children.



Design Question

How can Junior Achievement attract alumni to volunteer and donate with a low cost, high impact plan?

Outcomes

The Fellows prepared a marketing strategy report, created a media partners database, and developed social media content and storyboard ideas to capture the alumni pool and reengage them in the organization's mission.

03

Education Empowerment



Design Question

How might we connect high school students with our Challenge Detroit host companies and other interested companies to design a strategic plan for exposing the students to those companies?

Outcomes

The Fellows created several tools for mentoring/job shadowing and laid the groundwork to formalize a professional mentorship program between East English Village Prep Academy students and professionals in the Challenge Detroit network.

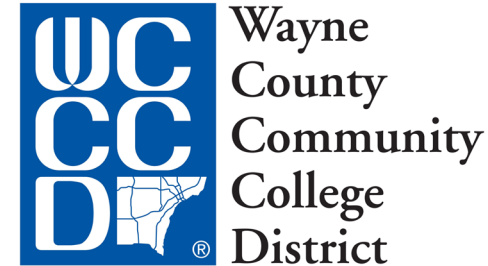


Design Question

How might we creatively and compellingly tell the DYES story to engage a broader audience (especially new schools where we want a presence)?

Outcomes

The Fellows created various new marketing materials and redesigned the DYES logo to better match Ecoworks (the parent organization) branding guide allowing D-YES to better engage with decision makers and community leaders in schools.



Design Question

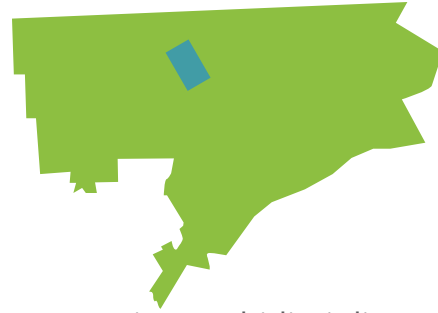
How can we create a strategic plan to bring Year Up (a training program for low income youth that exists in other parts of the nation) to WCCCD, keeping in mind WCCCD's larger goal of increasing access to higher education, job training, and job access for low income students to help close the achievement/opportunity gap?

Outcomes

The Fellows developed a partnership proposal and assessment and compiled secondary information on the local employer landscape along with suggesting Year Up participant class offerings at WCCCD. Following the completion of the challenge, a team of Fellows continued building on the work from the challenge taking further action steps to prepare Year Up for implementation at WCCCD as consultants to the institution.

04

Neighborhood Activation



Nonprofit Partner

Detroit Collaborative Design Center (DCDC) is a multidisciplinary, nonprofit architecture and urban design firm at the University of Detroit Mercy School of Architecture dedicated to creating sustainable spaces and communities through quality design and the collaborative process.



Challenge Overview

The Fellows worked in partnership with the DCDC and the Fitzgerald Neighborhood to complete projects that directly correlated with the needs identified by the community.

Outcomes

The Fellows developed materials, resources, plans and events to support the engagement, empowerment and development efforts of local community leaders in the Fitzgerald Neighborhood. Fellows built planter boxes with donated materials for a new community garden, designed and promoted a cleanliness campaign for a neighborhood makeover along with a longterm implementation plan, developed a youth outreach strategy, supported fundraising and grant writing efforts, and planned for community bulletin boards to increase resident awareness of opportunities for community engagement.

Design Question:

How might we develop materials, resources, plans and events to support the engagement, empowerment and development efforts of local community leaders in the Fitzgerald Neighborhood?

05

Health Disparities

Nonprofit Partner

The Challenge Detroit Health Disparities Coalition is made up of Beaumont Health System Family Medicine, Oakland University William Beaumont School of Medicine, Henry Ford Health System Institute on Multicultural Health, Wayne State University School of Medicine, and Healthy Detroit, and was developed to build awareness about the disparate health resources in the greater Detroit area while providing opportunities to shrink the gap.



Challenge Overview

Challenge Detroit Fellows worked to create an innovative, entrepreneurial, multidisciplinary approach to generate solutions on health disparities for the Detroit community.



Outcomes

The Fellows coordinated interviews with community stakeholders and developed a strategic plan outlining innovative ways for health systems to reduce health disparities related to mental health, geriatrics, wellness, infant mortality and primary versus specialized care. The project was a Finalist for the National Kidney Foundation of Michigan's 2015 Innovations in Health Care Award.

Design Question:

How might we help health systems better utilize the expertise and influence of business employers, learning centers, community non-profits, faith-based organizations and individuals/families to have an impact on eliminating health disparities while generating solutions that can help physicians, specifically, improve patient care and outcomes regarding the social determinants of health?

06

Economic Development

8
MILE
BOULEVARD
ASSOCIATION

Nonprofit Partner



The Eight Mile Boulevard Association (8MBA) was established to facilitate collaboration toward the revitalization of a 27 mile span of Eight Mile touching thirteen communities and three counties, including Detroit, to realize Eight Mile's true potential as a regional connector rather than the divisive role it has been historically assigned.



Challenge Overview

8MBA sought help forming the groundwork for a BID (Business Improvement District) on Eight Mile between Livernois and Ryan roads by engaging businesses and block clubs to identify their needs, challenges and vision for Eight Mile and determining opportunities to share services and concentrate investment on the Eight Mile corridor.



Outcomes

The Fellows conducted community interviews with local businesses, developed a stakeholder database, designed a proof-of-concept project outlining an innovative approach to address the needs identified from stakeholder interviews demonstrating the value of a BID, and designed graphics that represented the current state of the business community.

Design Question:

How might we stimulate business and community growth by helping businesses identify opportunities to share services and concentrate investment on the Eight Mile corridor?

THE EXPERIENCE

Cultural Immersion and Leadership Development.

Beyond working and giving in Detroit, immersion in the city's rich cultural and social scene is a cornerstone of living in Detroit. Challenge Detroit works with Detroit Passport to the Arts giving Fellows the opportunity to embrace Detroit's unique qualities through concerts and theater performances and experiencing the city hands on through art tours and workshops.



Leadership Development.

Over the year, our Fellows benefit from ongoing leadership development through "leading by doing" on the challenges where they take on various leadership roles and through focused programming on professional development and team building. Every six weeks, Fellows participate in Leadership Fridays, which include an intimate speaker series of leaders in Detroit from all sectors along with workshops and interactive sessions on goals, innovation, skill building, community conversations, reflection activities, and bonding experiences.



2014-2015 Cultural Partners:



friends of the
detroit film theatre

Scott Hocking Tour

salt and cedar

We keep our talent here. 90% of Fellows stay in the Detroit area following their program year. They continue working with their host companies, secure new jobs through the Challenge Detroit network, pursue advanced degrees, and even launch their own ventures.

We're going above and beyond

Beyond demonstrating the city and region are places where people can live, work, play, give and lead, Challenge Detroit is also spreading the word:

- Challenge Detroit's Facebook fan base is at more than 50,000 and the Twitter following is over 5,000
- Through monthly TweetChats, Challenge Detroit has "trended" on the social network in every discussion, reaching over 218,000 accounts and creating nearly 1.5 million impressions, while engaging people in important conversations about the city and region
- More than 300 blogs have been written by Fellows and leadership, sharing firsthand stories about their experiences in Detroit
- Challenge Detroit's executive director was named one of the top 10 people who could save Detroit by Governing Magazine
- The program and, as a result, the city of Detroit, has received positive media coverage in outlets including the Detroit Free Press, BBC, USA Today, The Atlantic, Inc. Magazine, The Associated Press, Fast Company, Next City and numerous other local, regional national and international print and online publications, including a regular online column with the Detroit News

I became a fellow because...



WITH GRATITUDE

The people who make it possible.

Staff:



Deirdre Greene Groves
Executive Director



Shelley Danner
Talent Director



Brittany Sanders
Program Manager



Caroline Dobbins
Event & Operations Manager

Board of Directors:

- **Frank Angileri**, Brooks Kushman
- **Craig Bierley**, Cadillac
- **Natalie Bruno**, Detroit Chamber Winds & Strings
- **Charles Burns**, Penske Belle Isle Grand Prix
- **William Hall**, Chrysler
- **Mike Kulka**, PM Environmental
- **Emily Hay**, Hay There Social Media
- **Hugh Mahler**, Starting With One project
- **Tom Mark**, Detrex
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- **Doyle Mosher**, Mosher Dolan, Inc.
- **Brian Nuno**, DTE Energy
- **Glenn Oliver**, H2bid.com
- **Jay Sawmiller**, Johnston Lewis Insurance
- **Tyler Tennent**, Dawda Mann
- **Lindsey Walenga**, Siren PR
- **Jim Worth**, Formcode Design Group

Thank you.

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