

CHALLENGE.. *DETROIT*



2019-2020 ANNUAL REPORT

LIVE • WORK • PLAY • GIVE • LEAD

The 2019-2020 Program Year
was generously supported by
our leading sponsor



Unexpected. Unprecedented. Unwavering commitment.

2020 has been a year unlike any other.

Each week we look forward to coming together on Fridays as we work across the community. Yet, in the midst of our 2019-2020 program year, we pivoted to a virtual format in the wake of the COVID-19 pandemic. As an organization rooted in intellectual giving, we continued to successfully support nonprofits in our community through our challenge projects, the heart of Challenge Detroit. Operating a human-centered and community-based program virtually comes with new and unplanned challenges, but our leadership team and Fellows came together, adapting with resilience.

During the year, our Fellows supported 16 nonprofits through our challenge projects, explored the city and learned about its history, contributed at their host companies, and made strong connections across our community. Some of our programming took place in-person across Detroit, some took place online, all made an impact as we rose to the occasion moving through the pandemic with perseverance.

When we launched Challenge Detroit in 2012, our city was on the brink of bankruptcy. We brought together diverse companies and candidates all with a shared commitment to make a positive impact in our community. Today, we stand strong with that same unwavering commitment and we trust that, together with each of you, we will continue to do just that.

CHALLENGE
DETROIT



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the IDEA



WHAT WE DO

- Attract and retain innovative, college educated professionals by sharing about the issues and opportunities facing the city and giving selected individuals a chance to learn and make an impact alongside longtime Detroiters
- Portray Detroit and the surrounding region as a place people can live, work, play, give, and lead
- Make incremental impact in the community throughout the year by addressing the issues and opportunities facing the city while building awareness of the momentum in Detroit to support the economy, culture and innovation while developing the next generation of leaders and doers through learning and leading by doing.



the IDEA

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 six-week team challenge projects to leverage the creativity, resources and intellectual capital of Fellows to positively impact operations, fundraising, programming, marketing and other critical functions of the nonprofits we serve



EIGHT YEARS OF IMPACT



160+ 
nonprofits served

100 
host companies

250+
alumni & Fellows

 \$12,000,000+
economic value generated

80,000+ 
social media connections

the FELLOWS



Challenge Detroit attracts talent from Detroit and across the US. Candidates engage in a six-month recruitment and application process, including submitting a video, and short essay. Hundreds of applicants are narrowed down to the top finalists, who attend a two day, in-person



25 FELLOWS

Finalists and companies then share feedback to finalize selections.

interview in Detroit. These finalists connect with host companies and are introduced to the city via a mini challenge project.

“Challenge Detroit has provided me with a unique experience as a young professional that will be hard to replicate, and impossible to forget. The lessons I’ve learned from my host company have complemented the perspectives I’ve gained from Fridays at Challenge Detroit. The two combined have served as a robust platform for me to grow professionally in ways that I could not have imagined before the program began.”

ADIT AHMED, 2019-2020 FELLOW

”

the FELLOWS: diversity



76% Identify as Women

36% Identify as Racially/
Ethnically Diverse

**ABBEY
WARREN**



**ADIT
AHMED**



**ALYSSA
WILLIAMS**



**ANDREW
MOSS**



**CHAD
SLIDER**



**CHARNAE
SANDERS**



**CHLOE
KINSEY**



**DANIELLE
SHIELDS**



**DILLON
BROWN**



**ELENA
LUEDY**



the FELLOWS: hometowns



20% 
from Detroit

64% 
from Michigan

16% 
from out-of-state

**HALEY
JAKABCSIN**



**HARMONY
RHODES**



**JACOB
JONES**



**JILLIAN
HURST**



**JORDAN
TRUESDALE**



**KAITLIN
LAPKA**



**KAITLYN
MIKLOVICH**



**KELSEY
MANOOGIAN**



**LAUREN
GALLAGHER**



**LIZZIE
DEPENTU**



MALEEHA
AYUB



RACHEL
PISANO



RENEE
PELLEGRINI



SAMANTHA
RUDELICH



ZANE
BIRENBAUM



the FELLOWS: education

100% 
have a bachelor's degree

16% have advanced degrees

64% 
attended Michigan universities/colleges



Fields of Study

Architecture, Business Administration, Business Management, Communications, Economics, Entrepreneurship, Environmental Studies, Gender Studies, Growth and Structure of Cities, History, Human Development and Family Studies, Information, Integrated Marketing Communications, International Studies, Marketing, Media Design, Production and Technology, Online Journalism, Performing Arts Management, Political Science, Psychology, Public Administration, Public Affairs, Public Relations & Strategic Communication, Real Estate Development, Recording Arts, Social Work, Spanish, Statistics, Sustainability, Urban and Regional Planning, Urban Studies, Women's Studies

the COMPANIES



“

“Serving as a host company has been a valuable part of our growth and connectedness. Our Fellow’s community-minded leadership brought a fresh perspective to our work and deepened our relationships with the people and organizations we partner with on a daily basis.”

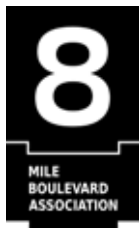
Chanel Hampton, Founder & President,
Strategic Community Partners

”

Host companies commit to hiring and hosting a Challenge Detroit Fellow each week, Monday through Thursday, and providing them a chance to contribute in the community through intellectual service every Friday with Challenge Detroit. Participating companies are in a variety of industries, and range from small businesses to nonprofits to large corporations. These companies reflect the diverse Detroit business marketplace, all with the common belief in the importance of retaining and attracting innovative, entrepreneurial thinkers. Along with the Fellows they employ, they’re committed to philanthropic initiatives and bettering the city of Detroit.



2019-2020 HOST COMPANIES



CLARK HILL



SMITHGROUP



the CHALLENGES



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

2019-2020 Fellows participated in five challenge projects in partnership with organizations across Detroit's neighborhoods, helping to further their missions in the city. Fellows centered their efforts on issues such as equitable small business growth, community partnerships, neighborhood engagement, and youth leadership. Their various skill sets, backgrounds, and points of view provide



the CHALLENGES (continued)

unique value. The projects build nonprofit organizational capacity by offering intellectual service and collaboration with top talent at no cost to the nonprofit.

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 six-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 to move their work forward.

2019-2020 CHALLENGE PARTNERS



the CHALLENGES: STUDENT LEADERSHIP



DESIGN QUESTION:

How might we co-create opportunities and tools/resources to elevate student voice and leadership throughout the district?



ABOUT OUR PARTNER:

The Family and Community Engagement (F.A.C.E.) department at Detroit Public Schools Community District is committed to strengthening the relationship between parents, partners, and many others who are intricate in helping DPSCD position children to be successful.



the CHALLENGES: STUDENT LEADERSHIP



“*The district is committed to creating platforms that demonstrate our value of youth voice and student leadership... The attracted talent and coaching that happens through Challenge Detroit is remarkable! I remain humble at how our commitment and challenge to our students was equally met with the passion from so many young and talented professionals!*

Sharlonda Buckman, Assistant Superintendent, Family and Community Engagement, DPSCD & Project Partner

”

OUR CHALLENGE:

For our first challenge project of the fellowship program year, we were honored to partner with Sharlonda Buckman, Assistant Superintendent of Family and Community Engagement (F.A.C.E.), and her team at Detroit Public Schools Community District (DPSCD) on a project collaboration focused on student leadership. In tackling this challenge, Fellows co-designed

a youth leadership conference with students, teachers, principals, and administrators. Fellows also created ongoing leadership development recommendations to lift up youth voice and further shape student leadership policy.

the CHALLENGES: CIVIL RIGHTS & INCLUSION



DESIGN QUESTION:

How might we build awareness of CRIO for all Detroiters?



**Civil Rights, Inclusion
and Opportunity**

ABOUT OUR PARTNER:

Formerly known as the Human Rights Department and created by the 1974 City Charter, the mission of the Office for Civil Rights, Inclusion and Opportunity (CRIO) is to provide excellent service to all who live, work, play or do business in Detroit, advocating for inclusion and increased opportunities resulting in a positive impact in our City.



the CHALLENGES: CIVIL RIGHTS & INCLUSION



“This project is critical to how we move forward ensuring that everyone has access to an equitable Detroit that is bursting with opportunity for all.”

Charity Dean, Director, City of Detroit
Office of Civil Rights, Inclusion and Opportunity

”

OUR CHALLENGE:

In December and January, Fellows worked on two different project collaborations. One project partnership was with the City of Detroit Office of Civil Rights, Inclusion and Opportunity (CRIO). In support of CRIO’s mission to provide excellent service to all who live, work, play or do business in Detroit by advocating for inclusion and increased opportunities, teams of Fellows focused on CRIO’s support of accessibility and the disability community, brand identity, and developing diverse and creative ways to spread the word how about CRIO serves Detroit residents and business owners. Fellows developed the visual and messaging guidelines for CRIO to consistently present and discuss its work, including a new logo for the department,

five logos for each of the workstreams (including an Accessibility workstream), as well as a digital kit with sample templates to illustrate that brand strategy in action and outreach deliverables that put this brand foundation into use. Fellows also presented recommendations for an awareness-building plan to facilitate a three-way connection between the City of Detroit, Detroit businesses, and the disability community as well as a proposal for increasing internal capacity with an accessibility focus in the CRIO office. Through this project, Fellows were energized in joining CRIO to work towards creating a city that is more equitable for all Detroiters.

the CHALLENGES: FINANCIAL LITERACY



DESIGN QUESTION:

How might we effectively teach the foundations of financial education to improve quality of life for Detroit women living in poverty?



ABOUT OUR PARTNER:

Rebell Nell is a Detroit based social enterprise that empowers women, creating Graffiti Jewelry from chipped paint and offering classes in financial success. Rebel Nell's Teach. Empower. Achieve. (T.E.A.) is an organization whose mission is to enhance the lives of women facing barriers to employment in Detroit.



the CHALLENGES: FINANCIAL LITERACY



“

In our community, so many women living below the poverty level are the breadwinners of their household. While employment and a steady paycheck are critical to survival, financial know-how is the difference maker between surviving and thriving. When a financially savvy woman is equipped with her own income, she'll not only improve her own life, but the lives of her children and the generations to come.

”

Diana Roginson, Co-Founder, Rebel Nell T.E.A.

OUR CHALLENGE:

The second project partnership over the winter was with Teach. Empower. Achieve (T.E.A.), the nonprofit arm of Rebel Nell, a Detroit-based social enterprise that empower women, creating Graffiti Jewelry from chipped paint and offering classes in financial success. This project addressed how to effectively teach the foundations of financial education to improve quality of life for Detroit women living in poverty. Three teams of Fellows worked with

T.E.A. staff and stakeholders on enhancing the rollout of Money Relationships, a financial literacy training program, in three ways: 1) growing the program offering to reach a larger number of women participants, 2) enhancing the learning experience for the participants, and 3) developing feedback and evaluation approaches in support of sustaining the training program going forward.

the CHALLENGES: AGE-FRIENDLY COMMUNITIES



DESIGN QUESTION:

How might we support a thriving age-friendly community in Northwest Detroit?



ABOUT OUR PARTNER:

The Sinai-Grace Guild Community Development Corporation (SGGCDC) is a nonprofit serving the Winship, College Park, Crary/St. Mary's, Hubbell-Puritan, Belmont, Bethune, Harmony Village, and Schulze neighborhoods in Northwest Detroit. Driven by its community residents, businesses, and leaders, SGGCDC is committed to holistic and equitable revitalization toward a thriving, healthy, and sustainable Northwest Detroit.



the CHALLENGES: AGE-FRIENDLY COMMUNITIES



“

Our experience working with the Challenge Detroit Fellows was amazing. It was heartwarming to see so many young professionals that were passionate about making a change. The innovative ideas that came from each liaison meeting inspired our organization and assisted with sharing perspectives that we would have never thought of. Very appreciative of the program!

Lisa Campbell, Executive Director, Sinai-Grace Guild CDC

”

OUR CHALLENGE:

As we looked at how to support older adults in the area SGGCDC serves, teams of Challenge Detroit Fellows collaborated with our nonprofit partner and their stakeholders, including senior residents and other community members, to focus on five areas - social determinants of health, social connectedness, communication and outreach, the role of technology, and accessibility/mobility. Fellows worked with our partner and their stakeholders and interviewed older adults, residents, neighbors, and service providers to listen and gain important insights. They learned that older adults may live in uncertainty and

isolation, or may feel overwhelmed and lost when it comes to finding and using available assistance. The creation of clear access points for older adults to engage with and benefit from existing structures and resources will ideally pull together communities so everyone's needs can be met. Fellows developed needs assessments and strategic, tangible recommendations which spanned solutions from technology, messaging, and mental health to housing, transportation, and more.

the CHALLENGES: ADAPTING DURING THE PANDEMIC



DESIGN QUESTION:

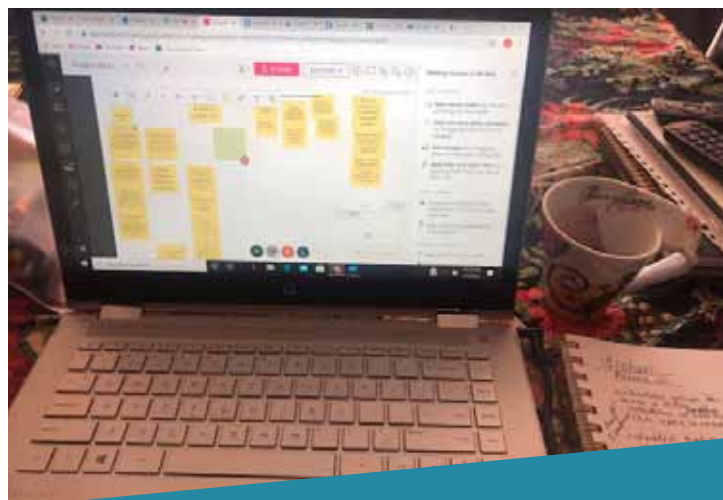
How might we support Detroit nonprofit needs that have arisen in the midst of COVID-19?



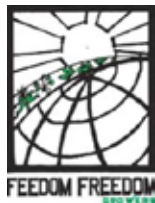
**MICHIGAN
COMMUNITY
RESOURCES**

ABOUT OUR PARTNER:

Michigan Community Resources (MCR) is an organization that advances the missions of Michigan nonprofit organizations that serve low income individuals and communities, through pro bono and low cost legal, and other professional services, organizational development, and trusted guidance.



the CHALLENGES: ADAPTING DURING THE PANDEMIC



OUR CHALLENGE:

During the peak of the pandemic, we partnered with **Michigan Community Resources (MCR)** and five neighborhood nonprofits - Bailey Park Project, Eden Gardens, Feedom Freedom, Manistique Community Treehouse, and Oakland Avenue Community Farm - to help them continue to support the community in the time of COVID-19.

Fellows collaborated with **Bailey Park Neighborhood Development Corporation (BPND)** and its Executive Director, Katrina Watkins, to look at creative ways to enhance their assistance to residents in the McDougall Hunt neighborhood, taking into account barriers like social distancing. Fellows helped BPND by developing resources to reach more of their residents while tracking their needs and efforts through activating their new office space. They helped BPND get food and personal protective equipment to more residents while collecting data that supported capacity-building.

Fellows collaborated with Executive Director, Karen Knox and **Eden Gardens**, an Eastside Detroit neighborhood block club committed to healthy eating, supporting youth and beautifying their community. As a result of COVID-19, Eden Gardens saw neighbors facing food insecurity and lack of communication. Fellows connected Eden Gardens with Eastside Community Network to help neighbors in need get food during this time, and developed creative communication plans to help connect neighbors in a time of social distance.

Fellows supported Founder Myrtle Thompson-Curtis and **Feedom Freedom**, a nonprofit and neighborhood garden on the eastside of Detroit whose ability to be physically involved in the community was interrupted by COVID-19. Thus, Fellows developed place-keeping strategies to help Feedom Freedom carry out their mission of art, education and growing food through the pandemic and be even stronger on the other side.

Fellows worked together with President of **Manistique Community Treehouse** Tammy Black and residents in the Manistique neighborhood and designed new ways to keep the community connected and informed during the pandemic and beyond.

Fellows collaborated with Executive Director Jerry Hebron and her nonprofit **Oakland Avenue Urban Farm** in the Northend to create a safe and inviting system that increased access to locally grown fresh food, while complying with social distancing and other preventive precautions.

Fellows collaborated with **MCR** Program Manager Jamii Tata, to amplify their efforts to serve Detroit nonprofits and specifically created recommendations to support nonprofit needs around technology and communication through COVID-19.

the CHALLENGES: ADAPTING DURING THE PANDEMIC

“Thank you to the Challenge Fellows challenging and pushing past the digital divide. Having thought partners researching resources to impact the disconnected is the solutionary work needed during emergencies like COVID-19.”

Jamii Tata, Program Manager,
Michigan Community Resources

”

“I am so grateful to have had the opportunity to work with Challenge Detroit.”

 Katrina Watkins, Executive
Director, Bailey Park Project

“Our treasure is in the relationships we have been growing. It is this collective history that makes us able to see beyond our challenges and continue to see our contributions. Thank you for all Challenge Detroit has done.”

 Myrtle Thompson-Curtis,
Director, Freedom Freedom
Growers

“We here in Eden Gardens Community Association thank you all for your hard work and support to our community. You all gave of yourself to help many who were in need by providing food and masks to families. We never know who we touch or influence each day or how a small gesture can change a person’s mind set or day. Thank you for being the young voice of today and tomorrow to make that change.”

 Karen Knox, Executive Director,
Eden Gardens

“Our Challenge Detroit Fellows showed empathy, positive regard and excellent listening skills to what the needs were in the community. The Fellows are giving awesome models for us to use to engage the community during social distancing and after.”

 Tammy Black, Executive
Director, Manistique
Community Treehouse

the CHALLENGES: SUMMER PROJECTS

As part of the Challenge Detroit program, Fellows have a culminating opportunity to partner with a nonprofit of their choosing and co-design an executable project collaboration that will have a tangible, positive contribution in the community. Fellows completed their summer impact projects on a wide range of topics in partnership with six nonprofit organizations in neighborhoods across the city.



PROJECT PARTNERS:



NONPROFIT MISSION:

An initiative that transformed a formerly vacant 3,200 square-foot building into a place for youth and adults to build their creative making skills and incubate business ideas.

DESIGN QUESTION:

How might we amplify youth voice within the Brightmoor Maker's program to further its community outreach and promote youth learning and independence?

THE PROJECT:

The purpose of this project was to further amplify the voices of the youth and community members who participated in the Brightmoor Maker Space program for greater visibility and outreach, to grow community awareness of the opportunity and impact. Fellows working on this project focused on developing a community engagement strategy, website improvements including a student-led blog, Writemoor, that highlight stories from the workshop, and a Makers Stories virtual portfolio program that will assist students in documenting their work. They also developed a mentorship program called Makers R Back to connect the passionate Makerspace alumni with current students, and designed an annual showcase concept called Made By Brightmoor to allow current students to share their work with their community.

the CHALLENGES: SUMMER PROJECTS



NONPROFIT MISSION:

Citizen Detroit ensures Detroiters are informed with unbiased, fact-based information so that they can engage with one another and encourages them to act using methods that address their needs and values.

DESIGN QUESTION:

How might we activate and expand the Young Citizens Council (YCC) to amplify the impact of Citizen Detroit and increase civic engagement?

THE PROJECT:

The purpose of this project was to expand the influence of Young Citizen Council (YCC), an initiative of Citizen Detroit, to promote and activate civic engagement amongst young people in Detroit. To support Citizen Detroit's YCC, Fellows designed and proposed a new organizational structure, neighborhood outreach strategy, event recommendations, a social media strategy and a strategic partnership list to drive sustained youth engagement. Fellows were honored to help with capturing narratives and presenting ideas to extend Citizen Detroit's reach in expanding youth representation in civic engagement during such a critical time.



NONPROFIT MISSION:

Detroit Regional Partnership (DRP) is a regional economic development nonprofit serving Southeast Michigan's 11-county region that is single point-of-contact to companies as they explore and invest in the Detroit region.

DESIGN QUESTION:

How might we digitally engage, educate, and communicate with local, national, and international Detroit Regional Partnership stakeholders, especially in response to COVID-19?

THE PROJECT:

The purpose of this project was to build the framework for a digital marketing/education campaign (suitable for LinkedIn) that is relevant to the Detroit Regional Partnership key investor audiences as well as serves as a branding tool for DRP as a new and growing organization. Fellows interviewed diverse stakeholders across the community and 11-county region to help DRP become a thoughtful co-writer of the regional story and business case for economic investment. Fellows designed a comprehensive set of deliverables including a featured webinar series, as well as advertising, social media, and other communications/storytelling collateral, along with a roll-out plan for implementing the campaign in the virtual environment.

the CHALLENGES: SUMMER PROJECT PARTNERS



GREEKTOWN
NEIGHBORHOOD
PARTNERSHIP



DOWNTOWN
DETROIT
PARTNERSHIP

NONPROFIT MISSIONS:

Greektown Neighborhood Partnership (GNP) supports and enhances inclusive and equitable opportunities for growth within the district through community and economic development programs, all while celebrating our strong cultural roots.

Downtown Detroit Partnership (DDP) advances Detroit by driving engagement, development and programs that benefit businesses, residents and visitors throughout the Downtown's urban core.

DESIGN QUESTION:

How might we activate Randolph Plaza as a nexus between Greektown and Downtown that is inclusive of all stakeholders, respects the district's history, and enables new methods of engagement that instill pride of place in meaningful and fun ways?

THE PROJECT:

The purpose of this project was to support the GNP and DDP in imagining a future for Randolph Plaza in downtown Detroit that is inclusive of all groups and individuals and that celebrates the district's history and heritage. The GNP and partners in this initiative seek to transform this public space into a multi-functional urban park plaza that will include pedestrian and bicycle circulation, connectivity, public art, and business and economic development, all while celebrating the district's strong cultural roots. Fellows worked alongside DDP, GNP, and stakeholders to develop a set of creative programming recommendations for Randolph Plaza, identify opportunities for stakeholder engagement, and design a rendering of the reimagined space as well as a vision board of design concepts honoring Greek culture.



the CHALLENGES: SUMMER PROJECT PARTNERS



College. Career. Beyond.

NONPROFIT MISSION:

Midnight Golf Program (MGP) is dedicated to equipping determined young adults through life skills training, proactive coaching, long-term mentoring and the discipline of golf in order to succeed in college, in their careers and beyond.

DESIGN QUESTION:

How might we co-curate resources for a mobile application to guide/equip aspiring college students with the information and tools to navigate an intentional college experience that is career relevant?

THE PROJECT:

The purpose of this project was to develop a technology tool to reach and support prospective college students in MGP as they navigate the college journey. Fellows worked with MGP and youth stakeholders to identify the relevant components of successful college admission to solve for the strategy gap and missing information students may come up against. They wrote an implementation plan, called the App Development Guide, to lay out the design of the mobile application and included recommendations that addressed the digital divide as well as competition research comparing apps currently in the similar space. The plan was crafted with the understanding that a team of mobile app developers will work with MGP to build the app, bringing this co-created tech solution to life for the students MGP serves.



NONPROFIT MISSION:

Shakespeare in Prison (SIP) and initiative of Detroit Public Theatre empowers incarcerated and formerly incarcerated people to reconnect with their humanity and that of others; to reflect on their past, present, and future; and to gain the confidence, self-esteem, and crucial skills they need to heal and positively impact their communities.

DESIGN QUESTION:

How might we create a stable funding base and lasting relationships with ongoing funders to sustain Shakespeare in Prison?

THE PROJECT:

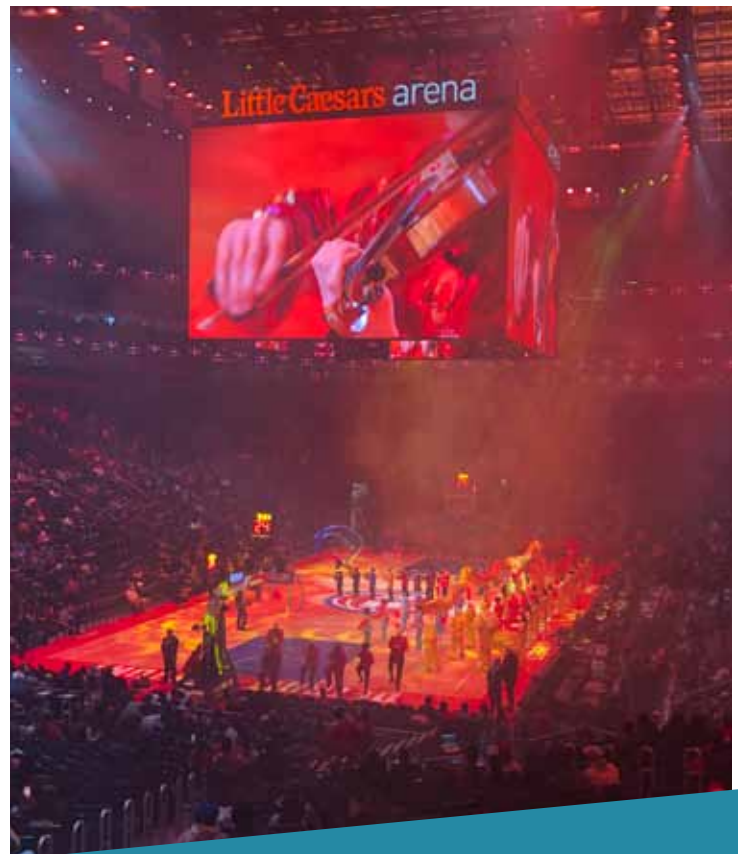
The purpose of this project was to build a more stable base of foundation and corporation support, including longer-term grants for the Shakespeare in Prison program, which gives incarcerated people the opportunity to learn, perform, and grow through the arts.. Fellows worked with SIP and their stakeholders to produce a multi-faceted marketing strategy and funding plan for the program and also their upcoming fall virtual alumni showcase fundraiser. They wrote a compelling business case for funding, created a grant calendar, proposed a set of innovative and new fundraising activities, including corporate team-building and a virtual 5k charity run, and much more.

the EXPERIENCE: PLAY



One of the cornerstones of the program is play, or experiencing the city socially and culturally. To facilitate this, Challenge Detroit hosts activities with cultural partner organizations. Fellows are able to develop a bond with one another, learn about Detroit's rich history and culture, and experience positive, fun events throughout the city.

For the 2019-2020 program year, Fellows attended two sporting events - a Tiger's game at Comerica Park and a Pistons basketball game with an extra behind-the-scenes look at the operations of Little Caesar's Arena including hearing from a panel of leaders within the Detroit Pistons organization. Our other planned cultural events, which focused on music and the performing arts, were cancelled due to COVID-19.



the EXPERIENCE: LEAD



Another cornerstone of the program is lead, specifically “leading by doing.” Fellows not only have the chance to hold leadership roles on challenge project teams, but participate in leadership development programming. After each project, Challenge Detroit hosts a Leadership Friday, consisting of speaker presentations from various roles, industries and leadership positions, interactive panels and workshops, bonding and skill development activities, and more.

In the wake of COVID-19, we creatively adjusted our Leadership Friday programming and held virtual panels, online teambuilding, and special sessions, including executive mentoring using Zoom breakout rooms.



the LEADERSHIP



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GROVES**

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