

CHALLENGE.. *DETROIT*



2020-2021 ANNUAL REPORT

LIVE • WORK • PLAY • GIVE • LEAD
MOVE OUR CITY FORWARD

The 2020-2021 Program Year was generously supported
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A YEAR OF RESILIENCE

For our staff and Fellows. For Challenge Detroit as a whole. For the greater community. For the world around us.

One of the greatest changes that required resiliency was embarking on our first ever virtual program year. Despite the essence of Challenge Detroit revolving around human connection, we were able to pivot what we have historically approached as in-person programming into a successful virtual model. We opened our laptops, plugged in our headsets and turned on our webcams each Friday to form connections with each other and the community we served. Nonprofit partners, community stakeholders, leaders, alumni, and supporters joined us weekly from Detroit's neighborhoods and beyond as we collaborated and connected... virtually. As a program rooted in design thinking and intellectual impact, our Fellows showed resiliency by embracing something new to all of us and making meaningful impact across the city for the nonprofits they served through challenge projects by simply logging on to their computers as a new means for building lasting relationships and serving the community.

The 2020-2021 program year also marked the launch of our first Community Leader Fellow (CLF) initiative. CLF Fellows encompass individuals who already are employed in the community space—either working at a nonprofit organization or in a community-facing role in a for-profit company in the Metro Detroit area and have a minimum of a high school diploma/GED and relevant work experience. These individuals brought passion for, connection to and a deep understanding of the nonprofit sector to the fellowship. They walked away with skills that will help the nonprofits they serve move forward in new and creative ways showing resiliency throughout the program year by working diligently to support and learn from other nonprofits across our city.

As a small, dynamic nonprofit, Challenge Detroit thrives on change and continues to persevere through uncertainty and unknowns. One thing we do know for sure is that we are resilient because of our community. It is our Fellows, our partners, our alumni, our leaders, and our supporters that continue to embrace the change and make our work possible whether working hand-in-hand in neighborhoods or collaborating virtually.



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“Challenge Detroit has been my most beautiful surprise. As a young person returning to Detroit during such a chaotic time as the Covid-19 pandemic, this fellowship gave me structure, access to the city’s leadership, an opportunity to effect change, and a new family. I will always value this experience.”

Madeline Miller, 2020-2021 Fellow

How We Make An Impact

WHAT WE DO

- Attract and retain innovative, talent 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

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 by 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

Nine Years of Impact

270+

alumni & Fellows

110 

host companies

160+ 
nonprofits served

80,000+ 

social media connections

\$13,000,000+ 
economic value generated

Our 2020-2021 Fellows

Challenge Detroit attracts talent from Detroit and across the US to engage in a six-month recruitment and application process, including submitting a video and short essay. The candidate pool is narrowed down to the top finalists who participated in an interview round (this year was the first ever *Virtual* Interview Experience). These finalists connect

with host companies through formal interviews, meet alumni and staff, interact with each other through social networking and immersive activities, and learn about what to expect if they are selected as a program Fellow. Following the interviews, Challenge Detroit reviews feedback from finalists and companies to finalize selections.



ANDREA
DALDIN



ASIYAH
WILLIAMSON



CHELSE
THOMPSON



DOROTHY
SMITH



EMI MITSUSADA-
BOYLAN



FRANCISCO "PANCHITO"
RAMIREZ-RUEDA



HANNAH
HARDESTY



Our 2020-2021 Fellows - Continued



HANNAH
MORRIS



JEFF
HOUGHTON



JOCELYN
MOSS



MADELINE
MILLER



NICK
LEMONIOUS



PAIGE
O'RIORDAN



RIEANNA
STEWART



SABRINA
FERGERSON



“ ”

“To ‘Challenge Detroit’ means to challenge yourself. This program will inspire you to think deeply about how you want to shape your part of the world and engage thoughtfully with your community to see it through.”

Hannah Morris, 2020-2021 Fellow

Our 2020-2021 Fellows - Continued



SYDNEY
THOMAS



TRINITI
WATSON



VANESSA
VELA



VISHNU
VENUGOPAL



“ ”

“I hold so much gratitude to this program for it’s intentional programming and supportive network that is dedicated to my success as a young professional. Challenge Detroit will always be a highlight in my career journey, and I hope to find other spaces as great as this one.”

Triniti Watson, 2020-2021 Fellow

“Feeling how much my life has changed in this past year (pandemic aside), so much of the positive has come from my involvement with Challenge Detroit. I’m so grateful to the program for connecting me with my host company, but more importantly, for giving me a space where I could work with our amazing cohort of incredibly talented people to deliver actionable, accessible solutions to our partner organizations by utilizing Design Thinking. I’m really looking forward to seeing all we do going forward to impact the region and the world at large.”

Vishnu Venugopal, 2020-2021 Fellow

2020-2021 Fellow Stats



Areas of Experience



50%

from Detroit



34%

from Michigan



18%

from out-of-state



82% Identify as Women

77% Identify as Racially/
Ethnically Diverse

77%

Have a Bachelor's
Degree or Higher



- African and African American Studies
- Asian Studies
- Business Administration
- Coastal Zone Management
- Communications
- Community Development
- Decision Science and Ethics, History, and Public Policy
- Economics
- Education
- Education Leadership and Policy
- Environmental Biology and Plant Biology
- Environmental Science
- Environmental Sustainability
- Front-End Development
- Fund Raising Management
- Gender, Sexuality and Women's Studies
- Global Media Studies
- History
- Interdisciplinary Humanities
- Intergroup Relations
- International Studies
- Japanese
- Marketing
- Nonprofit Management
- Public Administration
- Public Affairs
- Real Estate
- Social Work
- Socio-Cultural Narratives: Art, History and Education
- Sociology
- Sound Arts and Industries
- Supply Chain Management

Our Host Company 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, community-minded, entrepreneurial thinkers. Along with the Fellows they employ, they're committed to philanthropic initiatives and bettering the city of Detroit.

“ ”

“Challenge Detroit has had a profound impact on our organization and on our Detroit office. The fellows we work with are first-rate, talented people. Not only has it been a great recruiting source, but it has helped to keep us in touch with the community. We look forward to continuing our partnership with Challenge Detroit for many years to come.”

Kevin Demorest, Chief Financial Officer, Clark Hill

“Our partnership with Challenge Detroit through the years has made a real difference in our efforts to build kid success neighborhoods. From helping design the initial framework for our national scaling, to helping us define new ways to engage members of Brilliant Detroit, to building the leadership skills of one of our Community Engagement Managers, Challenge Detroit has propelled us closer to achieving our mission.”

Cindy Eggleton, Co-Founder and CEO, Brilliant Detroit

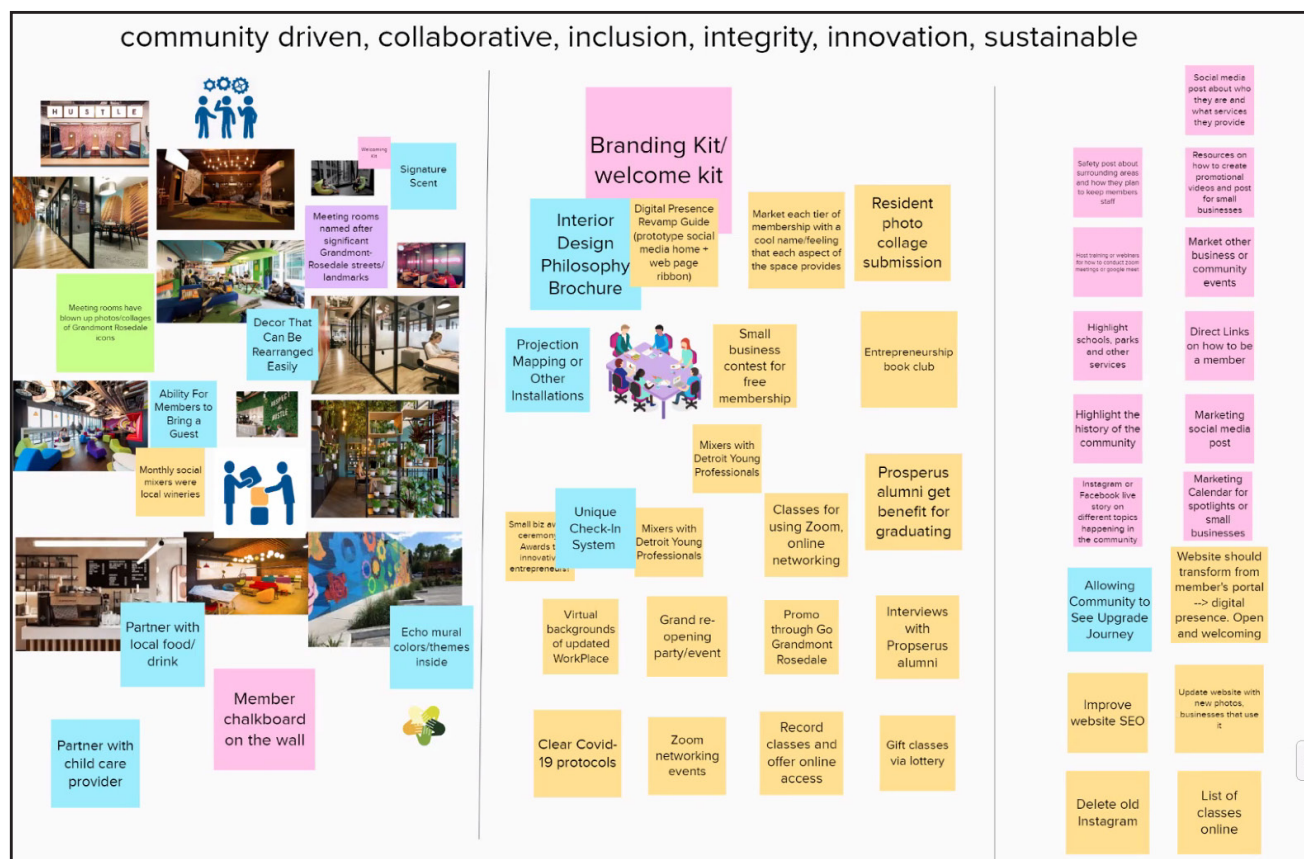
2020-2021 Host Companies



Our Challenge Projects

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.

2020-2021 Fellows participated in four cohort challenge projects, and one team-choice challenge project, in partnership with Detroit nonprofit organizations to help further their missions. These projects focused on issues such as youth leadership and social justice, digital literacy and inclusion, community development, youth homelessness and poverty, and more. The Fellows contributed their unique perspectives, skillsets, and innovative ideas to produce implementable recommendations and tangible, ready-to-go work products for the nonprofits. Our Fellows came through to deliver successfully in the virtual environment and continued to add value for our partners. The projects build nonprofit organizational



An example of how Fellows use the Design Thinking process—using insights from our partners to guide how they approach a project. This board was created for the project with Grandmont Rosedale Development Corporation's community workspace.

Our Challenge Projects (continued)

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 ready-to-go deliverables ranging from marketing and fundraising campaigns to organizational strategies and assessments and beyond. The nonprofits then leverage and integrate these deliverables both internally and externally to move their work forward.

2020-2021 Challenge Partners

Generation of Promise
a program of



npower



**GRANDMONT
ROSEDALE
DEVELOPMENT
CORPORATION**



Detroit Phoenix Center
A PLACE WHERE YOUTH RISE

CHALLENGE PROJECT #1

STUDENT LEADERSHIP

DESIGN QUESTION:

How might the Generation of Promise (GoP) program leverage its 30-year history in Metro Detroit and its network of alumni and supporters to increase its visibility and social justice impact in the region?

ABOUT THE NONPROFIT:

Generation of Promise, a program of Focus: HOPE, brings together high school students from different backgrounds, races, and ethnicities across the metropolitan area to build community and leadership skills.



PROJECT PARTNERS:

- Alexa Borromeo, Program Manager
- Project Liaisons
 - Shayla McElroy, Coordinator Research, Advocacy, Anti-Racism & Community Empowerment (RAACE) Initiatives
 - Asia Paige, Operations & Special Projects Coordinator, Advocacy, Equity, & Community Empowerment
 - Ari Chesterman, Program & Alumni Engagement Coordinator, GoP
 - Emmalyn Brown, Program & Special Projects, GoP
 - Amanda Van Dongen, Facilitator, GoP

ABOUT THE CHALLENGE:

On this project, teams of Fellows worked in partnership with Generation of Promise program staff and stakeholders to elevate the program's 30-year history and its network of alumni and supporters to increase its visibility and social justice impact in the Metro Detroit region.



“Challenge Detroit Fellows brought their fresh, innovative perspectives and unique skill sets to our work in the Generation of Promise Program. Their action-oriented insight brought our team energy and a jumpstart into multiple major projects over the next two years.

The deliverables created by each team of Fellows have helped our staff make so much progress in Generation of Promise’s transition into Focus: HOPE and into its 30th year.”

Alexa Borromeo
Program Manager, Generation of Promise
Alumni Fellow, Challenge Detroit



TEAMS:

Alumni Engagement: Andrea Daldin,
Jackie Garrett, Francisco Ramirez-
Reuda, Asiyah Williamson

Anniversary Team: Triniti Watson,
Jeff Houghton, Emi Mitsusada-Boylan,
Erica Murray, Dorothy Smith

Individual Storytelling: Hannah
Morris, Madeline Miller, Paige
O’Riordan, Vanessa Vela

Regional Impact Storytelling:
Rieanna Stewart, Nick Lemonious,
Jocelyn Moss, Sabrina Ferguson,
Vishnu Venugopal

Board Transition: Hannah Hardesty,
Chelsie Thompson, Sydney
Ferguson, Tricia Blake-Smith

CHALLENGE PROJECT #2

DIGITAL LITERACY & INCLUSION

DESIGN QUESTION:

How might we expand digital access and literacy, IT employment, and support services to Detroiters?

ABOUT THE NONPROFIT:

NPower is a national nonprofit organization with a recently launched Detroit office that seeks to create pathways to economic prosperity by launching digital careers for military veterans and young adults from underserved communities. NPower offers programs that include teaching tech fundamentals and advanced certifications as well as social services, career coaching and mentorship.



ABOUT THE CHALLENGE:

On this project, teams of Fellows collaborated with local NPower program staff and stakeholders to look at ways to expand digital access and literacy, IT employment opportunities, and support services for Detroiters, including veterans and Women of Color in tech.

PROJECT PARTNERS:

- Partner: Camille Walker Banks, Executive Director
- Project Liaisons:
 - Morgan Whittler, Recruiting & Admission Manager
 - Jason Gittinger, Career Placement Manager
 - Letisia Ruffin, Social Support Manager
 - Jonathan Orr, Program Director

TEAMS:

Help Desk Design: Chelsie Thompson, Erica Murray, Hannah Hardesty, Sabrina Ferguson, Vishnu Venugopal

Customer Discovery & Outreach: Emi Mitsusada-Boylan, Francisco Ramirez-Reuda, Jackie Garrett, Rieanna Stewart, Tricia Blake-Smith

“Upon reflection of my six weeks with the Challenge Detroit Fellows, I found the entire info-gathering process insightful as I discovered additional needs and opportunities available in our community that must be addressed. The depth of the questions and findings of the Fellows showed far exceeded my expectations; they operated like seasoned consultants, who were confident in their respective skills yet willing to learn and grow.



The Fellows accelerated the growth of NPower in Michigan by at least two years! We are equipped with data needed to prioritize the five opportunities under consideration and quickly/thoughtfully add tremendously to the digital inclusion and literacy ecosystem in the Detroit region.”

Camille Walker Banks, Executive Director, NPower

“I am beyond grateful for what our Challenge Detroit Fellows produced over the past six weeks. For me, the highlight was witnessing the progression from week to week. Our Fellows’ ability to listen to our feedback, develop a plan, and then execute was remarkable. The most valuable part of this experience is that we now have innovative and practical resources to help move our organization towards our goals.”

Jonathan Orr, Michigan Program Director, NPower

TEAMS continued:

Job Readiness for Trainees: Asiyah Williamson, Dorothy Smith, Hannah Morris, Nick Lemonious

Women of Color in Tech: Madeline Miller, Sydney Thomas, Triniti Watson, Vanessa Vela

Veteran Support: Andrea Daldin, Jeff Houghton, Jocelyn Moss, Paige O’Riordan

CHALLENGE PROJECT #3

COMMUNITY DEVELOPMENT

DESIGN QUESTION:

How might we support the growth and visibility of the Grandmont Rosedale neighborhood as a thriving commercial district?

ABOUT THE NONPROFIT:

Grandmont Rosedale Development Corporation (GRDC) is a nonprofit dedicated to preserving and revitalizing the Grandmont Rosedale communities of northwest Detroit. GRDC organizes a wide range of community improvement programs, including commercial revitalization, a home buyer program, neighborhood beautification, community security, running a coworking and small business incubator - GrandRiver WorkPlace, and more.



**GRANDMONT
ROSEDALE
DEVELOPMENT
CORPORATION**

PROJECT PARTNERS:

- Sherita Smith, Executive Director
- Kiki Louya, Economic Development Manager
- Project Liaisons:
 - JeNiece Freeman-Holt, Economic Development Specialist & Alumni Fellow
 - Kathy Garrett, Communications Manager
 - Tom Ridgway, Facilities Manager

ABOUT THE CHALLENGE:

Through this project, the cohort learned about the five neighborhoods comprising the Grandmont Rosedale community. Teams of Fellows worked with GRDC staff and neighborhood stakeholders on ways to support Grandmont Rosedale small businesses and commercial corridor growth.

TEAMS:

Small Business Attraction: Asiyah Williamson, Emi Mitsusada-Boylan, Hannah Hardesty, Rieanna Stewart

Neighborhood Identity: Andrea Daldin, Erica Murray, Hannah Morris, Nick Lemonious, Trinita Watson



“I am so impressed by the ingenuity of the Fellows and the quality of work they produced in such a short time period. They really connected with the personality and spirit of the community and the work, and were able to produce creative and effective solutions that we look forward to implementing. Thank you, Challenge Detroit! Your projects will help to greatly advance our economic development plans and strategies.”

Sherita Smith, Executive Director, GRDC

“The team I worked with was earnest in their aim to create practical strategies for our business community, and quite creative in what they devised. They asked great questions, listened carefully to the answers, and then incorporated that info into their planning. It was a pleasure working with them! Thanks for the opportunity.”

Kathy Garrett, Communications Manager, GRDC

“As a lifelong resident of the Grandmont Rosedale Community and a long-term employee of GRDC, I really appreciate the ideas that were presented to enhance the business district along the McNichol’s Corridor... Having a group of young professionals take the time to meet with our businesses, community leaders and district stakeholders and then develop a plan is a huge time saver... Having the Fellows, who come from diverse backgrounds and life/work experiences, take a fresh look at the opportunities of this corridor is an immeasurable gift. Because of their work, we received a professionally produced, real life action plan that we can run with.”

Tom Ridgway, Facilities Manager, GRDC

TEAMS continued:

WorkPlace Branding: Jackie Garrett, Madeline Miller, Paige O’Riordan, Sabrina Ferguson

Commercial Corridor: Dorothy Smith, Jocelyn Moss, Tricia Blake-Smith, Vanessa Vela

Mixed Use Space: Chelsie Thompson, Francisco Ramirez-Reuda, Jeff Houghton, Sydney Thomas, Vishnu Venugopal

CHALLENGE PROJECT #4

YOUTH HOMELESSNESS

DESIGN QUESTION:

How might we support youth transitioning out of homelessness and poverty in Detroit with critical resources?

ABOUT THE NONPROFIT:

Detroit Phoenix Center (DPC) is a nonprofit with a mission to empower youth who are at-risk or currently experiencing homelessness with the resources needed to improve health, wellness, and self-sufficiency.



Detroit Phoenix Center
A PLACE WHERE YOUTH RISE

PROJECT PARTNERS:

- Courtney Smith, CEO & Founder
- Project Liaisons:
 - Sade Beck, Youth & Family Services Manager
 - Zara Northover, DPC Space Committee
 - Aimee Spencer Tiemann, DPC Board Member

ABOUT THE CHALLENGE:

This project challenged teams of Fellows to identify expanded emergency housing options for youth as well as site options for a new DPC headquarter space along with creative strategies to provide resources to youth, such as an app, podcast and other forms of outreach.

TEAMS:

Space Support: Dorothy Smith, Francisco Ramirez-Reuda, Madeline Miller, Nick Lemonious

Emergency Housing Resources: Erica Murray, Paige O'Riordan, Sydney Thomas, Tricia Blake-Smith

Outreach: Chelsie Thompson, Emi Mitsusada-Boylan, Jocelyn Moss, Triniti Watson

Podcast: Andrea Daldin, Jeff Houghton, Hannah Morris, Vanessa Vela, Vishnu Venugopal

App Content: Jackie Garrett, Hannah Morris, Rieanna Stewart, Sabrina Feregerson



“It was AMAZING! So thoughtful, creative, and innovative! The most valuable aspect of working with the Fellows was their willingness to lean in and center the voices of our stakeholders and truly think outside of the box as it relates to meeting project deliverables. A highlight for our team was seeing the work we are already doing reimaged in a way that can deepen our impact.”

Courtney Smith, CEO & Founder, Detroit Phoenix Center

“True collaboration has been lost over the past year and until arriving as a project liaison at Challenge Detroit, I forgot how crucial it really is to the evolution of organizations. The Challenge Detroit Fellows I had the opportunity to work with over the past six weeks were nothing short of amazing. They listened closely, were able to develop a sustainable plan, providing a realistic plan of action that addressed Detroit Phoenix Center’s mission, goals and a direction to grow. They were able to address blind spots and provide strong solutions to move this program forward within the coming months. Every Fellow that served on this particular project brought such a different set of talents to the conversation and project, that cultivated a very promising new program. I really enjoyed learning from their insight, current experiences, and research to continue to nurture and support our community. Thank you for creating something that will make such an impact on Detroit teens and young adults.”

Aimee Spencer Tiemann, Board Member, Detroit Phoenix Center

“Hope, Proud, Inspired and Safe come to mind when reflecting on my time with the Challenge Fellows. I loved how they were so eager to listen, learn, take intel and challenge themselves to magnify it. That gives me HOPE for our present and future. It makes me PROUD of their journey and our journey to be here at this very moment. Being in this virtual space INSPIRED me as we all prepare to elevate what servant leadership is, looks like and was manifested to become. Ultimately bringing me to this sense of SAFEness. A SAFE feeling that this talented young dynamic group will continue to grow, evolve and lead our country no matter what path they take because THESE FELLOWS are the LIGHT that SHINES BRIGHT.”

Zara Northover, Space Committee, Detroit Phoenix Center

CHALLENGE PROJECT #5

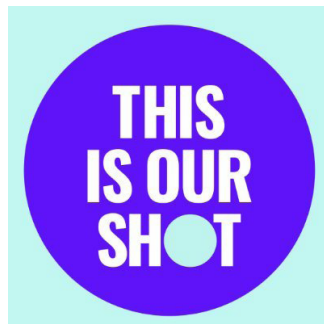
TEAM-CHOICE

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. Over the summer, Fellows intellectually served and collaborated with five nonprofit organizations, supporting a range of missions including community development, environmental sustainability, mental health, the pandemic, and youth and the arts.

Team-Choice Challenge Partners

E. Warren
Development Corp

GIRLS
ROCK
DETROIT



DETROIT GREENWAYS COALITION

Team

Andrea Daldin, Chelsie Thompson,
Emi Mitsusada-Boylan, Madeline Miller,
Sydney Thomas

Design Question

How might we utilize bike and pedestrian data to support the development and improvement of Detroit's greenways?

About the Nonprofit

The Detroit Greenways Coalition (DGC) works to promote and build a network of greenways, Complete Streets, and bike lanes that will connect people and places, improve the quality of life, beautify neighborhoods, and stimulate neighborhood-level economic development in Detroit.

Project Partner

Todd Scott, Executive Director

About the Challenge

This project focused on creating a counting proposal that considers ideal locations for counting, a prioritization investment strategy, capital and operational costs, potential funding sources, and opportunities to publicly share the data.



"We were so excited to be working with our Challenge Detroit Fellows given the energy, enthusiasm, and diverse experience they brought to the work."

Todd Scott
Executive Director



E. WARREN DEVELOPMENT CORP

Team

Dorothy Smith, Jackie Garrett, Nick Lemonious, Paige O’Riordan, Vanessa Vela

Design Question

How might we propose a vibrant design and sustainable programming for the former Pizza Hut site that energizes the community along the East Warren corridor?

About the Nonprofit

E. Warren Development Corp seeks to support and enhance the East Warren commercial corridor and adjacent neighborhoods through collaboration, community engagement and equitable development.

Project Partners

Joe Rashid, Executive Director
Brie’Ann Holmes Bell, Market Manager

About the Challenge

This project focused on synthesizing stakeholder feedback in order to propose a unified vision to further activate the former Pizza Hut site into an outdoor, flexible community space that promotes gathering, wellness, inclusion, and entrepreneurship.

E. Warren
Development Corp

“Partnering with Challenge Detroit on this project has given us much needed insight that will help steer our community programming at our new location moving forward! We are thrilled to be able to work with such a talented group on this!”

Joe Rashid
Executive Director



#THISISYOURSHOT CAMPAIGN

Team

Asiyah Williamson, Francisco “Panchito”
Ramirez-Rueda, Sabrina Fergusson

Design Question

How might we engage minority vaccine hesitant members of the Detroit community to build vaccine trust towards a COVID-free world?

About the Nonprofit

The #ThisIsOurShot national grassroots campaign was created by healthcare providers to address the concerns of the community in regards to COVID-19 vaccines.

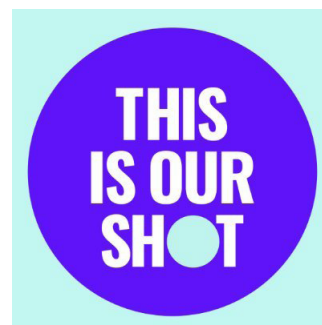
#ThisIsOurShot is a national, grassroots coalition of healthcare heroes and allies that aims to build vaccine-trust for a COVID-free world and combat misinformation by elevating the voices of healthcare heroes as trusted messengers through stories, photos, and videos.

Project Partner

Dr. Asha Shajahan

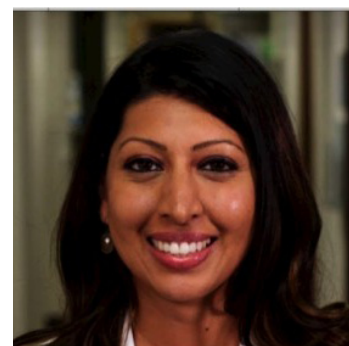
About the Challenge

This project focused on advocacy, marketing, communication and outreach for the COVID-19 vaccine to the Metro Detroit area. Fellows surveyed Detroit community members to find out why there was vaccine hesitancy and then provided recommendations based on those insights.



“What excites me about working with Challenge Detroit is that we can work to address concerns of our Detroit Community. Vaccine inequities and hesitancy is a real disparity in health that we must address to keep our communities safe. By hearing the concerns of our community members, we can reach patients where they are to empower them to make informed decisions through this pandemic that can save lives.”

Dr. Asha Shajahan
Director of Health Equity
and Health Disparities, GME
- Beaumont Health



HEALING BY CHOICE!

Team

Erica Murray, Rieanna Stewart, Triniti Watson

Design Question

How might we amplify community voices as we co-create a sustainable and versatile mobile healing clinic that meets Detroiters where they are; and increases access to holistic wellness services, practices, and resources?

About the Nonprofit

Healing by Choice! (HbC!) is a diverse group of Women and Gender Non-Conforming People of Color Health and Healing Practitioners based in Waawiiyatanong / Detroit, MI. HbC! is committed to living with integrity and love, as they interweave the wisdom of Mother Earth, ancestors, and traditions in the healing and journey toward wholeness. HbC! honors and supports the distinct presence that each of us bring and strives to work in a collaborative, co-creative way within communities.

Project Partners

Marcia Lee, Director
Amanda Hill, Community Engagement Organizer

About the Challenge

The project focused on providing research to understand the protocols and sustainability of running a mobile clinic, exploring possibilities for what community engagement for the mobile clinic can look like, and creating meaningful access to HbC! and partner services for Detroiters to aide their dreams and healing journeys.



Healing by Choice!

"Partnering with Challenge Detroit Fellows this summer has increased our capacity tenfold through their incredible wisdom and tremendous research on logistical, structural, and community needs for the project. Their contribution will allow us to move the project from a dream to a reality within a shorter timeline and with a more sustainable future. We love the Fellows (Erica, Rieanna, and Triniti) that we had the opportunity to work with. Thank you, Challenge Detroit!"

Marcia Lee
Director



GIRLS ROCK DETROIT

Team

Hannah Hardesty, Hannah Morris, Jeff Houghton, Jocelyn Moss, Vishnu Venugopal

Design Question

How might we support Girls Rock Detroit as they reorient their mission and define their vision to more accurately reflect the work they do?

About the Nonprofit

Girls Rock Detroit is a community organization dedicated to fostering creative expression, positive self-esteem and community awareness for girls, women, gender expansive, and transgender people through music education and performance.

Project Partners

Brittany Weinstein, Board Member
Brooke Harris, Former Board Member

About the Challenge

This project focused on creating a set of Board Best Practices to highlight key structures and functions that may help the board run more effectively and efficiently; a set of Community Surveys for staff, campers and their parents, as well as artists who may be interested in supporting the organization with a workshop, performance, Q & A or whatever else might be fruitful for campers, and building a more robust resource network and establishing a clearer, more inclusive brand identity that could be taken forward as a set of foundational principles that can shift and change as needed.



"Girls Rock Detroit is excited to partner with Challenge Detroit and values the fellowship's assistance in strategic planning, as we are in the process of expanding and rebranding our programming and organization while considering the impacts of COVID-19. We are grateful and thankful for the opportunity to partner with Challenge Detroit this summer as we look to launch programming for the fall of 2021!"

Brittany Weinstein
Board Member



Leadership Development & Learning

LEARNING THROUGH PLAY

One of the cornerstones of the program is to play by 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.

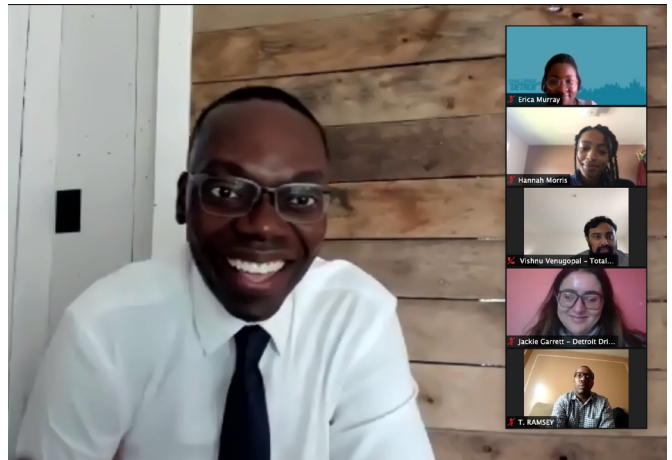
Due to COVID-19, cultural and social gatherings were paused to focus on virtual engagement during the program year instead.

LEADING BY DOING

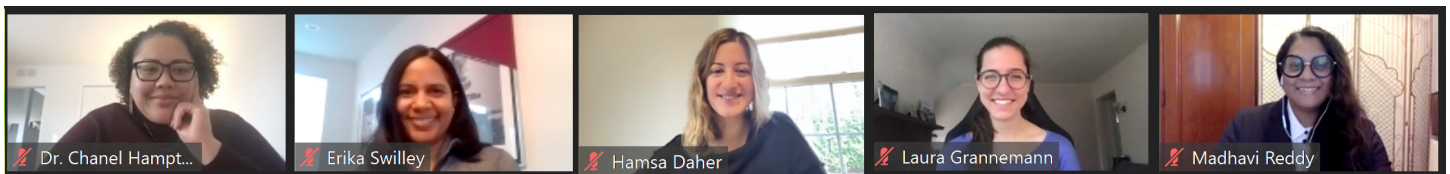
Another cornerstone of the program is lead, specifically "leading by doing." Fellows have the chance to hold leadership roles on challenge project teams, and also participate in leadership development programming.

After each project, Challenge Detroit hosts a Leadership Friday, consisting of speaker presentations from various roles, industries and leadership positions, interactive panels and workshops, and bonding and skill development activities, as well as sessions focused on Detroit history, racial equity, and more.

Given the pandemic, Leadership Friday programming was creatively adjusted to include virtual panels, online teambuilding, and special sessions, including executive mentoring using Zoom breakout rooms.



We kicked off orientation week with a keynote from Lt. Governor Garlin Gilchrist.



For National Women's History Month, five local women leaders spoke on a panel about their experiences and shared inspirational advice about leading and working authentically. Panelists from left to right: Dr. Chanel Hampton, Founder & CEO, Strategic Community Partners; Erika Swilley, VP of Community & Social Responsibility, Detroit Pistons; Hamsa Daher, Executive Director, Small Giants; Laura Grannemann, VP of Strategic Investments, Quicken Loans Community Fund; Madhavi Reddy, Executive Director, Community Development Advocates of Detroit



A favorite event is the Executive Mentor session where executives from diverse industries take time to connect one-on-one with Fellows to share career insights.

The Challenge Detroit Team



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“Challenge Detroit helped me navigate a new city. Through networking and leadership opportunities I was able to grow professionally and personally in Detroit.”

Hannah Hardesty, 2020-2021 Fellow

“Challenge Detroit taught me how to better support my city, gave me the tools to problem solve for my own community, and introduced me to a brilliant network of individuals focused on moving Detroit forward.”

Nick Lemonious, 2020-2021 Fellow