

CHALLENGE ***DETROIT***

Live / Work / Play / Give / Lead



Annual Report 2012 / 2013

Dear Friends and Supporters,

It's hard to believe the first year of Challenge Detroit is behind us, and what a successful year it has been.

We received more than 900 applications in our first year – that's 900 people who expressed an interest in lending their time, talent and intellect to our great city and region.

Those 900 people amplified our message by tens of thousands during a Facebook contest to select the finalists for year one. We spread the message that for tomorrow's leaders, there's no better place to be than in Detroit.

When our inaugural Fellows arrived, they were here to make a difference. They were here to live, work, play, give and have a significant role in the revitalization of Detroit. Over the course of the year, these individuals worked on projects ranging from grassroots efforts to major community-wide initiatives.

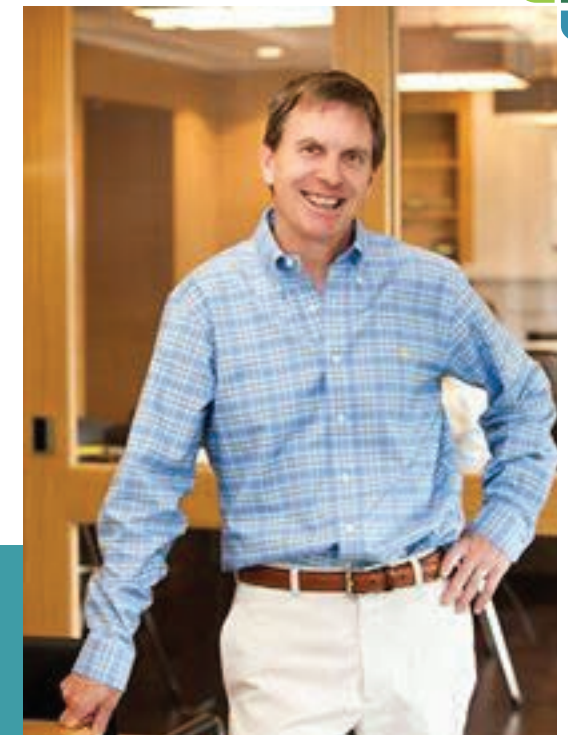
We knew if we could get them here and show them what Detroit was about, we could keep them – and we did. At the close of year one, I could not be happier that the vast majority of the year one fellows are staying in Detroit, working in Detroit and even starting their own companies in Detroit.

We're building something great. We're building the future of Detroit and our region. Thank you to all of you for your support.

Sincerely,

Doyle Mosher, President

LETTER FROM THE
PRESIDENT



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Challenge Detroit is an urban revitalization project

bringing together individuals of various intellects and backgrounds from our own backyard and across the country to come together to live, work, play, give and lead in Detroit by uniting with area companies, non-profits and cultural institutions.

During their year in Detroit, Fellows gain new insights about the city and the greater Detroit region. We expect, through their experiences with Challenge Detroit, these individuals will be intrigued to stay in Detroit, work in Detroit, even start their own business in Detroit. And by doing so, they will have a positive influence on many other people who are looking for a great city to plant their personal flag.



ABOUT THE PROGRAM

PROGRAM GOAL

Attract and Retain Top Talent

Attract and retain innovative, college-educated professionals to the greater Detroit area by providing relevant jobs with companies that are leaders in their industries

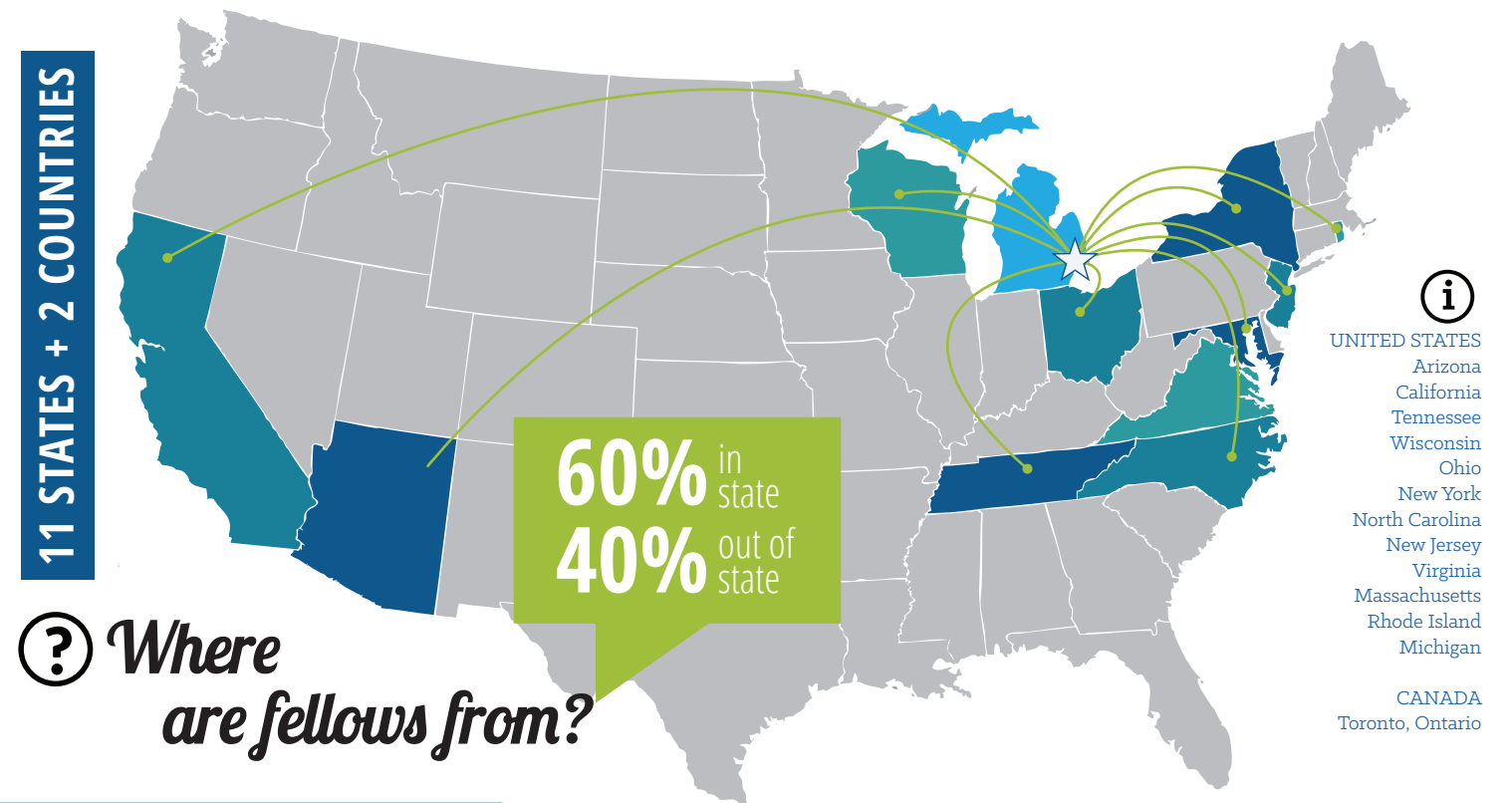
- The overall program had a 90% Fellow retention rate.
- Of those retained, 90% of inaugural Fellows are staying Detroit following their Fellowship.
- 90% of Fellows secured a job following the program.
- Approximately 50% of retained Fellows are staying with their program host company, plus four gaining employment through our Challenge Detroit network, and five launching their own ventures.



“Beaumont Health System was honored to serve as one of 30 employers supporting the inaugural Challenge Detroit program. We firmly believe in the mission...and applaud the important work this organization is doing to attract and retain young talent in Detroit.”
- Linda Kruso, Beaumont Health System

CHALLENGE DETROIT YEAR ONE

FELLOW SNAPSHOT

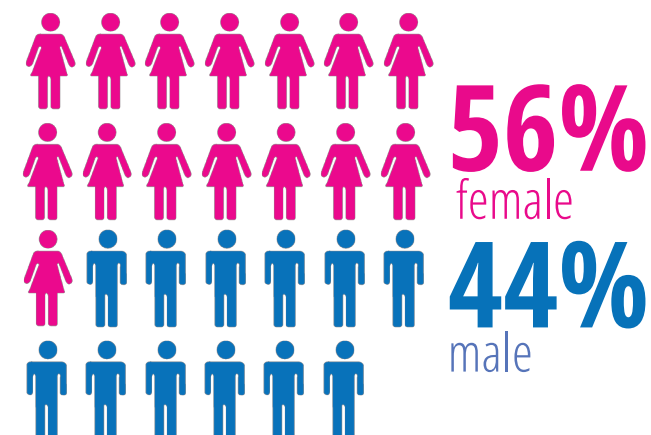


DIVERSITY OF INTELLECT

urban planning . marketing . education .
social work . nonprofit business
policy / government . law . real estate
engineering . environmental sciences
IT . journalism . media / entertainment
architecture . healthcare

EDUCATION

70% bachelor degrees
30% advanced degrees



10 Downtown
1 Indian Village
8 Lafayette Park
2 Midtown
2 New Center
4 Woodbridge

and now they all call Detroit home!

PROGRAM GOAL

Widespread, Positive Impact

Contribute to the revitalization efforts of the city and region

- Challenges, the heart of the program, are designed to positively impact the city and region in partnership with area non-profits.
- Every Friday, participants work in teams organized to generate innovative and impactful solutions to pressing needs faced by our community and our partner non-profit organizations.
- Through the challenges, we spent time in various neighborhoods supporting residents and the organizations serving these communities.
- Beyond the challenges, the fellows volunteered over 700 hours with nearly 30 Detroit-based organizations.



“The Challenges are the heart of the program and what makes Challenge Detroit so relevant.”

- Deirdre Greene Groves, Executive Director, Challenge Detroit

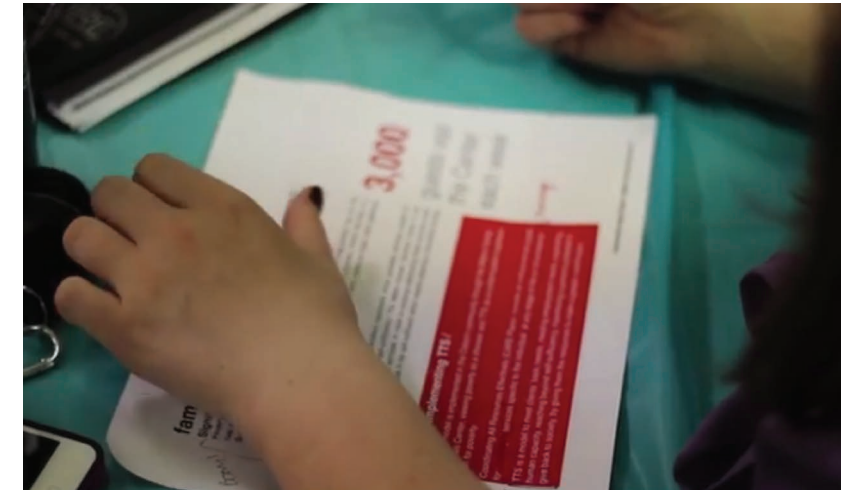


INNOVATION IN BUSINESS AND ECONOMICS



with Matrix Human Services

Matrix Human Services, our first partner, has been fighting poverty in the city of Detroit for over 106-years. Matrix operates a center in one of the most impoverished neighborhoods in the city to support the social, physical, spiritual and educational needs of area residents. Our fellows created a community impact study on the importance of maintaining operations of the center. The report was shared with the organization's board to help with capital campaign and grant efforts. Later, as part of a holiday volunteering project in collaboration with one of our host companies, fellows provided hands-on support to renovate the gymnasium at the center with a new wood floor. Since the gym floor was updated, many programs and sport leagues have benefited.



Fellows created a community impact study on the importance of retaining the center's operations.

Challenge #1



INCREASING FOOD ACCESS



with The United Way for Southeastern Michigan

We partnered with The United Way for Southeastern Michigan and the Michigan Economic Development Corporation's Community Ventures program to help identify entrepreneurial endeavors and therefore employment opportunities surrounding food accessibility. As a result, our project contributed to the implementation of a new approach that the United Way is taking to driving social change focusing on design thinking. Design thinking incorporates constituent insights, as well as rapid prototyping aimed at overcoming assumptions that block effective solutions. United Way began testing design principles across several projects in 2013, along with determining opportunities to implement our ideas.



Challenge #2

Our project contributed to the implementation of a new approach that the United Way is taking to drive social change focusing on design thinking.

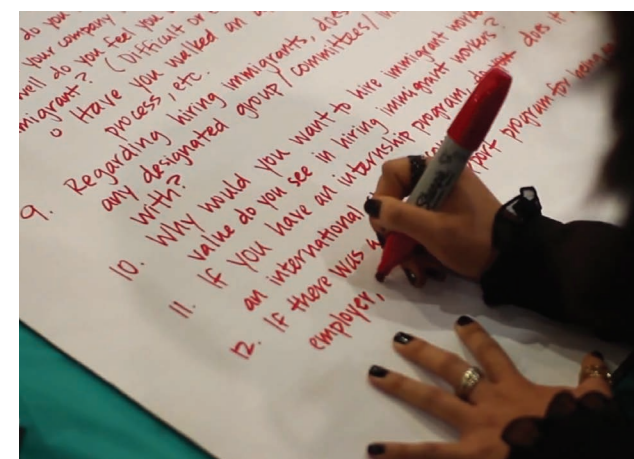


IMMIGRATION IN DETROIT



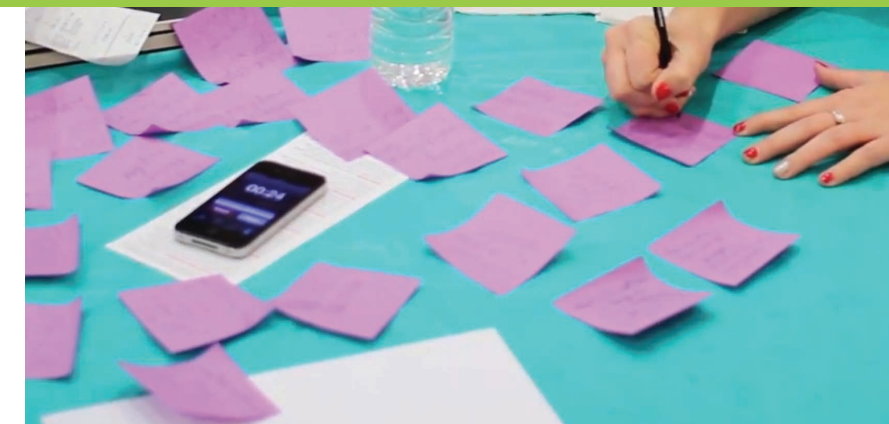
with Global Detroit

Global Detroit challenged us to develop a corporate engagement strategy around initiatives that look at international student retention, micro enterprise, helping immigrants integrate into communities, and scaling a cultural ambassador program. Following our project, Global Detroit has directed its focus on developing stronger partnerships with the region's corporate leaders as well as program supporters. Global Detroit has been able to raise nearly \$20,000 in corporate donations for Global Detroit operations, as well as funding for the Global Great Lakes Network that took place in June.



Challenge #3

Global Detroit has directed its focus on developing stronger partnerships with the region's corporate leaders as well as program supporters.



EDUCATION



with Excellent Schools Detroit

Our partner, Excellent Schools Detroit, asked us to prove that Detroit needs a better enrollment system for its learning environments so that parents and students can apply in one place to schools and stay connected with those institutions. Fellows made the case for a better enrollment system for Detroit’s early learning and K-12 schools by researching best practices and hosting an education community forum bringing together nearly 50 education administrators and other relevant parties to connect, collaborate, and discuss the issues surrounding enrollment.



Challenge #4

Fellows made the case for a better enrollment system for Detroit’s early learning and K-12 schools by researching best practices and hosting an education community forum.



COMMUNITY ENTERPRISE



with The University of Detroit Mercy: Impact Detroit

We partnered with Impact Detroit, an initiative of the University of Detroit Mercy's Detroit Collaborative Design Center, where the fellows played a key role in designing and coordinating a corridor-wide pop-up event in support of neighborhood activation efforts. More than 600 people from across the greater Detroit area attended the Livernois pop-up storefront event.



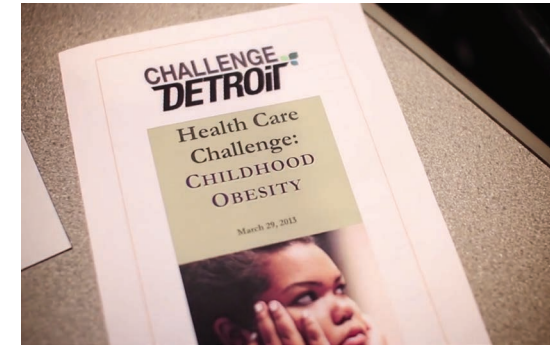
Challenge #5

Fellows played a key role in designing and coordinating a corridor-wide pop-up event in support of neighborhood activation efforts.



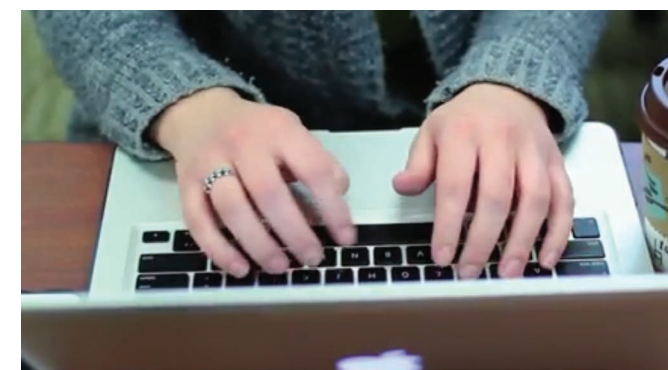
Beaumont® with Beaumont Health Systems

Fellows spent a month designing interactive educational presentations targeted at elementary school children to provide information about childhood obesity and the healthy behaviors that can prevent it. Beaumont Health System plans to incorporate the educational presentations designed by Challenge Detroit fellows into both school and community center programming. A pilot presentation for third and fourth graders took place in June at Rutherford Winans Academy, a charter school in Detroit and was very successful. The presentations are expected to be rolled out in additional schools in greater Detroit this fall. As part of their deliverables, fellows also provided a marketing and outreach strategy for Beaumont to leverage as they work in the greater Detroit community to expand their current health education initiatives.



Challenge #6

Fellows designed interactive educational presentations to provide information about childhood obesity and the healthy behaviors that can prevent it.



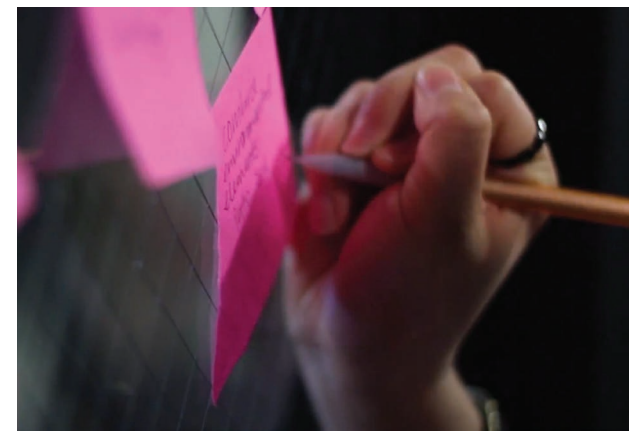
ENVIRONMENTAL SUSTAINABILITY



**Detroiters
Working for
Environmental
Justice**

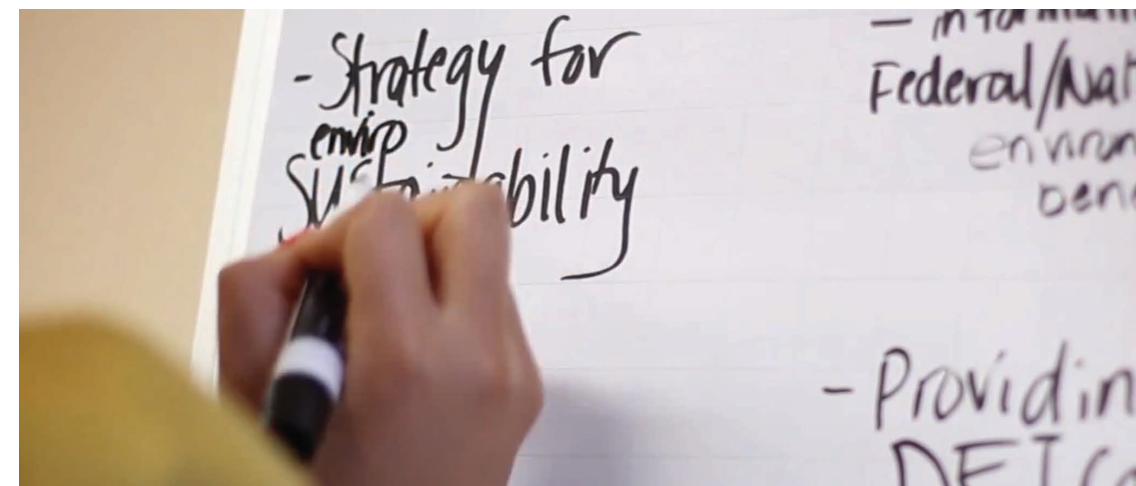
with Detroiters Working for Environmental Justice

Challenge Detroit partnered with Detroiters Working for Environmental Justice on the topic of environmental and social justice. Fellows designed pilot campaigns focused on the environmental issue of clean air quality. Five teams engaged in five different Detroit neighborhoods to identify and connect with local businesses to gauge awareness and interest in supporting clean air efforts as well as pilot ideas for clean air campaigns.



Challenge #7

Fellows designed pilot campaigns focused on the environmental issue of clean air quality.



ARTS & CULTURE



culturesource

with Culture Source

Fellows spent the month of June visiting various arts and cultural venues in the greater Detroit area and created marketing strategies and campaigns to promote these organizations and events to their peers. Fellows provided ideas on how to promote the launch of the Culture Source's Power2Give-Detroit website, which encourages individuals to donate and support arts and culture projects in the city. Fellows also offered marketing and design recommendations for IXITI, a new Culture Source brand and website which will be the go-to platform for arts and culture information in greater Detroit. The new IXITI website launches in early 2014.

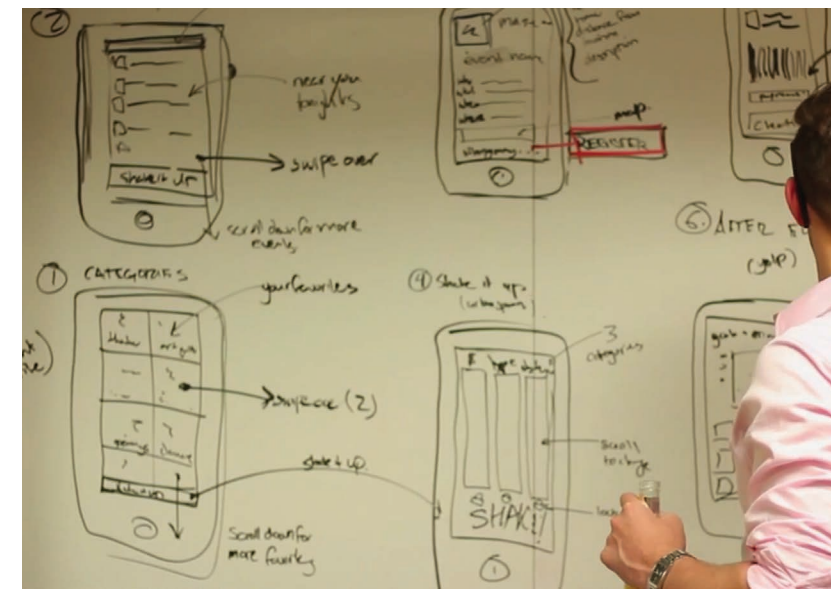
"We were very impressed with the Challenge Detroit fellows' enthusiasm — both for our project and for Detroit. They embraced the local arts scene and the task at hand, and we really valued our time working with them."

- Clare Pfeiffer, Culture Source



Challenge #8

Fellows spent the month of June visiting various arts and cultural venues... and created marketing strategies and campaigns to promote these organizations and events to their peers.



ENTREPRENEURSHIP



with TechTown

For the month of July, Fellows partnered with TechTown to research the landscape of tech entrepreneurs in the greater Detroit area and design an innovative ecosystem to serve this group. Four teams focused on different aspects of technology entrepreneurship in the fields of healthcare, advanced manufacturing/ engineering, information technology, and clean tech / alternative energy. Fellows developed fresh perspectives on supporting this ever-developing community and the important dialogue of tech entrepreneurship in the Detroit region, which was shared with not only TechTown but other local entrepreneurs and incubator programs as well.

“This was a great opportunity to see what young, creative minds would envision an entrepreneurial ecosystem to be. Their out-of-the-box thinking helped to validate some approaches that TechTown already has in place, plus gave us some ideas to consider for the future.

We are delighted to have been the last Challenge that the fellows participated in because we are the beneficiary of the insight developed over their program year. The authentic and true-to-Detroit flavor that infused their entrepreneurial ecosystem visions was heartening.”

-Charlie Moret, Managing Director, Technology-Base Entrepreneurship, TechTown



Challenge #9

Fellows developed fresh perspectives on supporting the important dialogue of tech entrepreneurship in the Detroit region.



PROGRAM GOAL

Develop the Next Generation of Leaders

In partnership with We Build Character, provide Fellows with leadership development and mentorship throughout the year to cultivate skills as leaders in the region

- Our Fellows further developed professional skills through interaction with and knowledge gained from a variety of leaders.



webuildcharacter.



THANK YOU
CHALLENGE
DETROIT

“Challenge Detroit has made a huge impact by bringing a talented, committed, and energized individual to work arm-in-arm with us. [Our Fellow’s] work has fortified and expanded our capacity to overcome the pervasive problems of racism, poverty and injustice.”
-Debbie Fisher, Focus: HOPE

PROGRAM GOAL

Embrace and Experience Culture in Detroit

In partnership with Detroit Passport to the Arts, provide Fellows with opportunities to experience a variety of cultural events in the greater Detroit area to understand the rich diversity and culture of the community

- Fellows attended a formal cultural event each month, ranging from concerts to theater performances to a tour of art studios and museums.
- As part of the Play pillar, our fellows engaged socially through these cultural experiences and further embraced living in Detroit.



PROGRAM GOAL

Change Perceptions

Portray Detroit and the surrounding region as a place people can live, work, play, and give back

- Challenge Detroit's Facebook fan base grew to more than 35,000 this year.
- Our Twitter following grew to nearly 3,000.
- We attracted more than 900 applicants for our year one program.
- 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, received positive media coverage in outlets including the BBC, The Atlantic, Inc. Magazine, The Associated Press, Fast Company, Next City and numerous other print and online publications.

"As a resident, a startup employee and a woman in Detroit, I've found myself connecting with individuals, organizations and causes in a way I didn't imagine was possible."

-Caroline Dobbins, year one Challenge Detroit Fellow, Women 2.0 guest columnist, "I Came, I Lived, I'm Staying: A Year in Detroit"



"As an urban planner. I've read many articles about Detroit being on the leading edge of creating productive landscapes out of vacant lands, and I wanted to be here to be part of that new urban paradigm."

- Jason Zogg, year one Challenge Detroit Fellow, BBC News



With Gratitude

Challenge Detroit is possible through the support of our partners, donors, in-kind supporters, leaders, and the community

Thank you to our partners



Thank you to our donors

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Thank you to our in-kind supporters



Dr. Mark Vanderkaay, DDS Modern Dentistry



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- New Urban Learning
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- Team Detroit
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- Valassis

Thank you to our Board of Directors

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Thank you to our staff

- Deirdre Greene Groves, Executive Director
- Shelley Danner, Program Director

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OF OUR SUPPORTERS



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Challenge Detroit is an initiative of The Collaborative Group