



Annual Report 2015-2016



THE FABRIC OF DETROIT

Neighborhoods make up the fabric of a community. And in Challenge Detroit's fourth year, neighborhoods were at the core of our work.

Each year, Challenge Detroit brings together talented individuals from Detroit's neighborhoods and the surrounding area, the greater region, other parts of the country, and even other parts of the world to accomplish meaningful work and make an incremental impact in the community. To make that impact, we partner with nonprofit organizations passionate about moving Detroit forward. Many of those nonprofits have historically been neighborhood-based and, in our fourth year, we furthered that commitment to the neighborhoods.

In partnership with the nonprofit organizations we serve, we closely connected to residents, business owners, community partners, and stakeholders in numerous neighborhoods through our challenge projects. These projects ranged from launching a small business directory in partnership with the City of Detroit Mayor's Office featuring long-time neighborhood shops and eateries to working with Detroit Future City and Black Family Development redeveloping a vacant lot in the Osborn neighborhood on the City's east side. We also shared ideas to better support families with children attending public schools in neighborhoods across the city and helped create a model for engaging hands-on volunteers passionate about urban agriculture in the historic Chene-Ferry neighborhood.

Our Fellows, some of whom have spent their entire lives in the city and others whose first visit was to participate in Challenge Detroit, deepened their connections to the neighborhoods and, therefore, to the people. If neighborhoods truly are the fabric of our community, then the people are the threads that tie us all to one another. Our Fellows, too, are those threads stitching together the dynamic fabric that is 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 nonprofit 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

FOUR YEARS OF IMPACT





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 inperson interview experience in Detroit. During this twoday 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.

Location



States Represented

Arizona California Connecticut Maryland New York North Carolina Virginia Washington

48% Men

Education

Of Fellows Possess a **Bachelor Degree**

Of Fellows Have **Advanced Degrees and** Certifications

Attended Michigan 390/Attended Out of State

- In state schools represented: Kalamazoo College, University of Michigan, Western Michigan University, University of Detroit Mercy, Northern Michigan University, Wayne State University, Michigan State University, Lawrence Technological University, and Hope College
- · Out of state schools represented: University of Miami (Florida), University of Delaware, University of Pennsylvania, Babson College, Northern Arizona University, Oberlin College, Purdue University, Bowling Green State University, University of Cincinnati, George Washington University, Howard University, Seattle University, and University of Virginia

Diversity of Intellect

Fields of study / work experiences include

Business Administration, Urban and Environmental Planning, Public Relations, Urban Sustainability, Biology, Economics, Architecture, French, English, Linguistics, Public Health, Public Policy, Industrial Design, Agribusiness, Film, Interior Design, Vocal Performance, Psychology, Political Science, Broadcast Journalism, Women's Studies, and Spanish

Experience

- Participants join us from a wide array of experiences including internships and jobs with companies such as MEDLIFE in Peru, Jesuit Volunteer Corp, Alternative for Girls, Pricewaterhouse Coopers, and the United States Air Force
- Some participants have developed and/or launched their own business ventures and nonprofits while others have engaged in policy and community development working for organizations such as the Michigan Prisoner Re-entry Initiative, Summer in the City, and City Year Detroit





THE FELLOWS







Doner



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Dave Engel Mosher Dolan



Devon O'Reilly Detroit Regional Chamber















Santiago-Rome











Nadir Ali

Penske/Chevrolet







Brooks Kushman











Kelsey Stein





of Greater Detroit









THE HOST **COMPANIES**

Employ the talent.

These Detroit area companies and organizations are leading in their industries. They believe in the importance of retaining and attracting innovative, multi-disciplinary, entrepreneurial top talent as well as have a commitment to philanthropic initiatives and corporate citizenship in greater Detroit. 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.

2015-2016 Host **Companies**

















































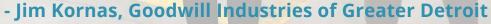




Company spotlight

Goodwill Industries of Greater Detroit was a new host company partner to Challenge Detroit this year. Fellow Paulina Kriska spent her year working with the marketing team focused on enhancing Goodwill's online presence and building awareness for the organization's initiatives, specifically its mission to "put people with employment challenges to work." From the onset of the partnership, Goodwill strived to go above and beyond. During the year, Goodwill and the community. His team planned and executed a special evening of networking and mentorship at the Goodwill headquarters. Goodwill also partnered with Challenge Detroit on a workforce development challenge project (read more in the challenges section of this report) supporting individuals from all of Detroit's







THE CHALLENGE PROJECTS

Engage the talent.

Challenge projects are the heart of Challenge Detroit. In partnership with nonprofits, the challenges are designed to positively impact the city, our neighborhoods and the region. During the yearlong program, Fellows spend every Friday leveraging design thinking skills to tackle issues and opportunities facing the city. Collaborating in multi-disciplinary teams to generate innovative and impactful solutions has resulted in more than \$150,000 in in-kind consulting services for nonprofits annually. Through these projects, Fellows learn by doing while also making a positive, tangible contribution to the nonprofits served and ultimately the community.

Over the course of the fourth year, 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 land use, education or workforce development, Fellows utilized their varied backgrounds and skills to amplify nonprofit organizational capacity.

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 of time and talent valued at approximately \$25,000. Outside of Friday collaborations, Fellows have contributed over 2,000 service hours and counting to the greater Detroit area through volunteerism.





O1 Neighborhood Small Businesses





Background

Mayor Duggan and his team focus on building up business districts in the city's neighborhoods. With this priority, the City of Detroit launched a small-business program with the objective to overcome key gaps many entrepreneurs face such as suitable space, funding and technical assistance. In addition to this and other initiatives, the City of Detroit team planned to create and distribute a neighborhood business directory to promote opportunities to buy local and support businesses outside of the city's downtown area.

Challenge Overview

The neighborhood business directory project will capture key information on small businesses in each of the city's neighborhoods in an effort to attract people to shop in these areas. The directory will be organized by district and will include profiles of featured businesses along with neighborhood narratives to showcase the assets of each neighborhood.







Detroit's story is in many ways built from the stories of its neighborhood small businesses. Challenge Detroit helped the Neighborhood Small Business Directory to share these stories with the world while introducing neighbors to our many opportunities for discovery next door.

Design Question:

How might we build awareness around small businesses in Detroit neighborhoods?



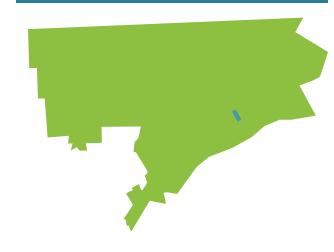
Outcomes

The Fellows captured stories of over 100 business owners across the city and created narratives that highlight the unique features of each city district. Those narratives were the bases of the content for the "Dream It. Do It. Detroit Business Directory" created in collaboration with the Mayor's Office, published in November 2015 both online and in print. The Fellows also offered recommendations for directory implementation and distribution.





O2 Education and Parent Engagement





DETROIT PUBLIC SCHOOLS



Background

In partnership with parents and the community, Detroit Public Schools (DPS) exists to provide a comprehensive educational experience that is high quality, challenging, and inspires all students to make a positive contribution to society.

Challenge Overview

DPS engaged the Challenge Detroit Fellows to help build and empower parent engagement in their students' academic careers. Improved parent engagement will help to increase student success rates and raise awareness around the importance of parent involvement in the classroom. There are many moving parts going on with parent activities, and there is a need to assess what is working, what is not, and how parent engagement might be improved. Innovative strategies and ideas based on a greater understanding of both stakeholders as well as parents' perspectives and experiences will be useful to DPS.









DPS greatly appreciated the opportunity to be the focus of a Challenge project in 2015-16, especially in the critical area of Parent Engagement. It was rewarding to participate as well in cross-challenge discussions and be in the midst of so much extraordinarily creative work impacting so many of the City's future prospects.

- Steven Wasko, Executive Director, Enrollment, Detroit Public Schools Community District



Design Question:

How might we better support raising student achievement through parent engagement?



Outcomes

The Fellows created six unique current state maps to visualize current activities around parent engagement in several schools across the city. With that knowledge in hand, they formulated strategic plans focused on parent engagement and communications toolkits focused on implementation of the strategic plans. Upon receiving the ideas, DPS will hire on-site Parent Action Leaders at each school who will be equipped to provide accurate and updated information, workshops and training, as well as to assist with resolving concerns. DPS is also developing enhanced Parent Room spaces in every school and increasing school support through volunteerism.

03 Workforce Development



Background

Goodwill Industries of Greater Detroit provides people who have disabilities and structural barriers to employment with opportunities to become independent, self-supporting citizens through training, work experience and employment in the community. It is one of the few organizations in Southeast Michigan solely dedicated to this mission.

Challenge Overview

Goodwill asked Fellows to develop viable curriculums, assessments, and marketing tools to place Goodwill trainees and members in more sustainable, integrated employment for both the Detroit Career Center and the "A Place of Our Own Clubhouse."







I believe the project helped clarify certain aspects of programming through fresh eyes and provided a perspective from people who have not necessarily been involved in the mental health system. This perspective was valuable to receive and we appreciate Challenge Detroit's efforts in this project.

- Ed Steinberger, Director- Detroit Career Center, Goodwill Industries

Design Question:

How might we create tools and strategies to enable more integrated, sustainable employment as part of workforce development opportunities in our city?



Outcomes

The Fellows designed marketing materials and curriculums for Goodwill Industries 'A Place of Our Own Clubhouse' and Skill-Building program within the Goodwill Detroit Career Center. Goodwill also moved the day trainees received their transportation stipend checks to Mondays and started doing work simulation training again on Mondays and Tuesdays every week based on suggestions from the Fellows. This helped increase Monday attendance approximately 6% which helps capture an additional \$12,000 - \$14,000 dollars in lost annual revenue. The marketing tools also allowed Goodwill to streamline their intake process.





03 Workforce Development



Background

The Coalition on Temporary Shelter (COTS) exists to alleviate homelessness by providing an array of services that enable people to achieve self-sufficiency and obtain quality affordable housing. COTS also exists to advocate for long-term solutions to the problems of homelessness.

Challenge Overview

During this challenge, COTS asked Fellows to develop creative marketing deliverables to educate current and potential partners on what it means to be a highly effective partner with COTS through both marketing strategies and strategies that will help take partnership engagement to the next level.





I believe that individuals in the For-Impact (nonprofit) sector are among the hardest working, and partnering with Challenge Detroit to generate innovative approaches to our work increases that impact. Having a group of talented thinkers engaging around our work in a thoughtful and meaningful way is a gift.

- Delphia Simmons, Passport to Self-Sufficiency™ Director, COTS



How might we create tools and strategies to enable more integrated, sustainable employment as part of workforce development opportunities in our city?



Outcomes

The Fellows analyzed how COTS could find and build new partners as well as strengthen current partnerships with organizations to create engagement plans that support the Passport to Self-Sufficiency program. The partnership list was helpful in identifying future partnerships and COTS went on to make a number of meaningful connections with employment opportunities for clients including Starbucks, Detroit Sip, Nike, and Block by Block. The marketing staff at COTS will launch the Fellow's "Doors of Detroit" campaign in early Fall.

O4 Neighborhood Input



Background

The Downtown Detroit Partnership (DDP) was established in 2005 from the merger of Detroit Downtown, Inc. (DDI) and the Greater Downtown Partnership. The organizations joined to more efficiently and effectively promote their shared purpose to provide substantive services for the Downtown. Through the partnership, the DDP is now positioned to best leverage resources and further its' mission to strengthen and support Downtown Detroit through strategic initiatives and programs. Today, DDP convenes business, philanthropic and government partners to create a vibrant and resilient urban core for Detroit and the surrounding community.

Challenge Overview

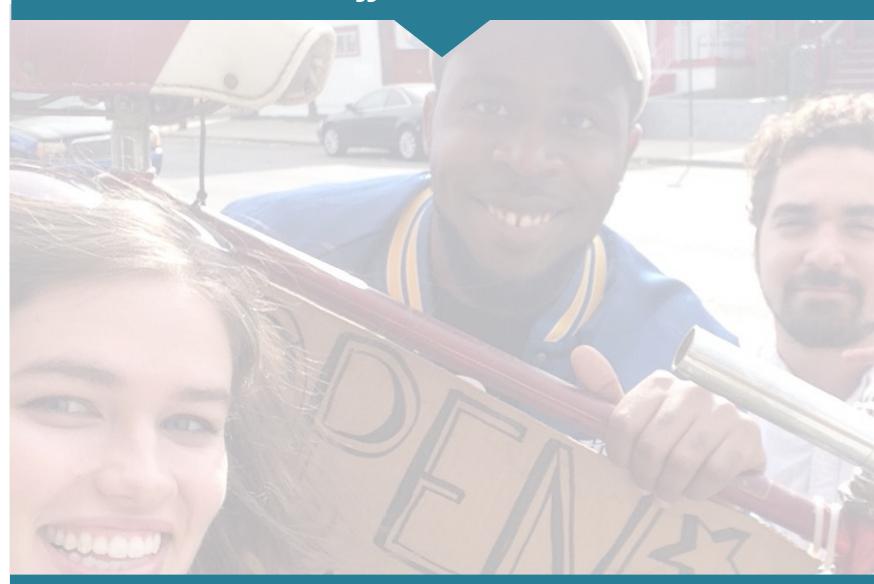
Challenge Detroit Fellows developed a Neighborhoods
Learning Framework for DDP to gain insight about how to
better engage with the residents of Detroit neighborhoods,
especially looking at the current and potential relationship
residents have with Downtown Detroit and with DDP as an
organization. The DDP staff implemented neighborhood
engagement strategies based on the insights, learnings, and
ideas Fellows developed during this project.



Challenge Fellows were perfect for this particular project because they were already embedded in various ways in the Detroit community. So often, when we engage consultants for this kind of analysis, there is a need for context and level-setting as we familiarize the consultant with the environment, the people and the programs involved in our work. But the Challenge Fellows were already familiar with many of our partners and our geography, and that helped accelerate the project from day one.

Design Question:

How can Downtown Detroit Partnership (DDP)
better integrate neighborhood residents into all
Downtown has to offer?

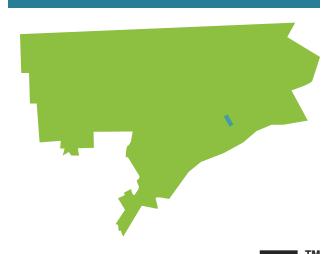


Outcomes

The Fellows created engagement strategies for neighborhood engagement hosting pilot events to test and refine each neighborhood engagement strategy, and creating neighborhood profiles highlighting assets and unique characteristics. Overall, the insights provided tied into DDP's strategic plan for the year and continue to be helpful in tweaking existing programming to better serve communities outside the Downtown core.



05 Land Use









Background

The Detroit Future City Strategic Framework was developed over three years drawing on the best local and national talent as well as the insights of many Detroit residents to strategically coordinate actions and resources, to maximize their impact and catalyze long-term capacity within all contributing stakeholders to improve quality of life for Detroiters. In January 2014, the DFC Implementation Office was created to ensure the successful execution of the vision created in the DFC Strategic Framework.

Challenge Overview

The Detroit Future City Field Guide to Working with Lots is a printed and web-based interactive tool to help Detroit residents and contractors identify useful options and specifications to transform vacant land into an asset. Developed over the course of a year by DFC with support and input from community partners and stakeholders, the Field Guide is designed to help build the capacity of Detroiters to create an innovative open space network, green infrastructure, economic development and better quality of life in Detroit neighborhoods. To support these efforts, the DFC Implementation Office recently awarded mini-grants to 15 Detroit grassroots organizations and individuals to implement lot designs from the Field Guide. The Challenge Detroit Land Use project served as an important opportunity to further build community capacity, garner lessons learned, develop tools and strategies to build upon our current work and identify resources to help implement additional Field Guide designs in the community.



The Rolyat landscape design and build project gave us here at Nortown CDC and Restore NED the momentum and a success story that was needed to not only improve our quality of life but also to serve as a catalyst for other creative projects. We want to say thank you very much for all of the hard work and collaboration Challenge Detroit extended.

Design Question:

How might we strategically utilize side lots as a component of larger open space strategy to promote future land development at the neighborhood level?



Outcomes

The Fellows used the DFC Field Guide to design and build out a vacant lot in the Osborn neighborhood. They then built on their experiences identifying future funding resources for city residents looking to transform a vacant lot and created a neighborhood brand and implementation plan for the Osborn neighborhood. Perhaps most importantly, they spurred DFC to take action and incorporate suggestions into the next round of printing of the Field Guide and influencing how DFC addresses mini-grantees helping them understand their role as land leaders in the community.



06 Economic Development



RecoveryPark







Challenge Detroit adds depth-of-bench professional services to Metro Detroit NGOs that otherwise could not afford them. RecoveryPark's Challenges are being implemented and we are appreciative of the immediate impact in our neighborhood – bus stops for residents to sit, pop-up spaces for residents to congregate, community gardens for fresh vegetable sharing and art galore that beautify the community.

Background

RecoveryPark is a Detroit-based nonprofit with a mission to create jobs for Detroiters with barriers to employment. RecoveryPark is working in the Chene-Ferry neighborhood and is committed to helping develop businesses and programs that will revitalize the area.

Challenge Overview

Challenge Detroit Fellows worked on a number of projects in the Chene-Ferry district to build on and sustain the community beautification, security and economic development efforts spearheaded by RecoveryPark. This majority of this project was focused on developing strategy and design for economic development initiatives slated for implementation and built-out within the next six months to one year on site, in conjunction with the launch of RecoveryPark Farms' first 10 high-tunnels.



Design Question:

How might we initiate and build out various sustainable economic development efforts in the Chene-Ferry neighborhood?



Outcomes

The Fellows made a big impact in this small neighborhood creating a small business association strategy and implementation plan, designing a replicable low-cost bus stop shelter prototype and installing four of the shelters along Chene Street, creating a strategy and design for a community garden and raising \$6,000 for a build-out of the garden, creating a three phase development plan for the historic Chene-Ferry Market Shed, and assessing the viability of a city-wide farm equipment sharing platform. The work will continue to help RecoveryPark lay the groundwork for sustainable economic development in the neighborhood around Chene-Ferry Market. Specifically, land activated by Challenge Detroit Fellows for the community garden will serve 50+ residents in the neighborhood who don't have easy access to fresh, healthy food and the bus shelters on Chene Street are now used on a daily basis by residents.





PLAYING AND LEADING IN THE CITY

Social and cultural immersion.

Beyond working and giving in Detroit, immersion in the city's rich cultural and social scene across neighborhood borders 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 handson through art tours and workshops.













Developing as Leaders

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.

Year over year, the majority of our Fellows choose to stay in Detroit and further immerse themselves in living, working, playing, giving and leading here. Following the fourth program year, 85% of the Fellows have stayed in the Detroit area. Some continue working with their host companies, others secure new jobs through the Challenge Detroit network, others pursue advanced degrees, and some even launch their own ventures.



THE PEOPLE WHO MAKE IT POSSIBLE

Staff Recognition







Board Recognition

- Frank Angileri, Partner, Brooks Kushman
- Craig Bierley, Global Advertising Director, Cadillac
- Natalie Bruno, Director of Talent & Organizational Culture, Mango Languages
- Charles Burns, East Coast Security Manager, Uber
- William Hall, Director of Sustainability, Fiat Chrysler Automobiles
- Mike Kulka, Founder & CEO, PM Environmental
- Hugh Mahler, Founding Partner, Starting With One Project
- Tom Mark, President & CEO, Detrex
- Tracey McCaghy, Chief Financial Officer, Mosher Dolan, Inc.
- Mitch Mondry, President, M Group LLC
- **Doyle Mosher**, President, Mosher Dolan, Inc.
- Brian Nuno, Marketing Program Manager, Major Enterprise Projects, DTE Energy
- Tyler Tennent, Attorney, Dawda Mann
- Jay Sawmiller, Executive Vice President, Johnston Lewis Insurance
- Lindsey Walenga, Co-Founder, Siren PR
- Jim Worth, Owner, Formcode Design Group

Sponsor Recognition *THANK YOU*

\$10,000-99,999

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- Mr. Mitch Mondry
- Siren PR LLC

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- Mrs. Tracey McCaghy
- Mr & Mrs. Tyler Tennent
- Mr. & Mrs. William Hall

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- Mrs. Linda Silverstein
- Ms. Natalie Bruno

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- Your Cause







2016 Annual Report by Year Five Challenge Detroit Alumni Fellow: Andrea Stegeman