

CHALLENGE  
*DETROIT*



2017-2018  
 **annual report**  
live • work • give • play • lead

# challenge detroit

## 2008 was the beginning.

Challenge Detroit was officially founded in 2008 in response to the exodus of young talent leaving Detroit and Michigan. To bring the vision to reality, the region's top entrepreneurs and entrepreneurial thinkers came together with a desire to make an impact and contribute their intellectual capital to the revitalization efforts of the community, in a deep recession at the time. These individuals together formed an organization called The Collaborative Group and, through the Group, developed the strategy for Challenge Detroit and found initial companies to employ program participants along with funding to launch the initiative.

After several years of strategic planning, creative thinking and plenty of hard work, the program's first recruitment cycle officially kicked off in early 2012 with nearly 1,000 individuals expressing an interest in applying. 30-companies rallied around the cause, despite a deep recession in Detroit and across the country. The inaugural year was one of experimentation, growth, and momentum.

## 2018 marks 10-years.

This year marks a 10-year journey that started as a simple vision. As Challenge Detroit continues, the success of the program, in many ways mirrors the momentum of Detroit. Together, we are moving the city forward.





# the contents

**06 the idea**

**08 the fellows**

**12 the companies**

**14 the challenges**

**16** *equitable small business growth & entrepreneurship*

**18** *community partnerships*

**22** *neighborhood engagement*

**24** *youth engagement*

**28** *impact projects*

**30 the experience**

**32 the leadership**

**33 thank you**



# 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
- Contribute to the revitalization and community development efforts of the city and region through incremental impact and learning 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, 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



## six years of impact



51  
challenge projects

\$8,000,000+  
economic value generated

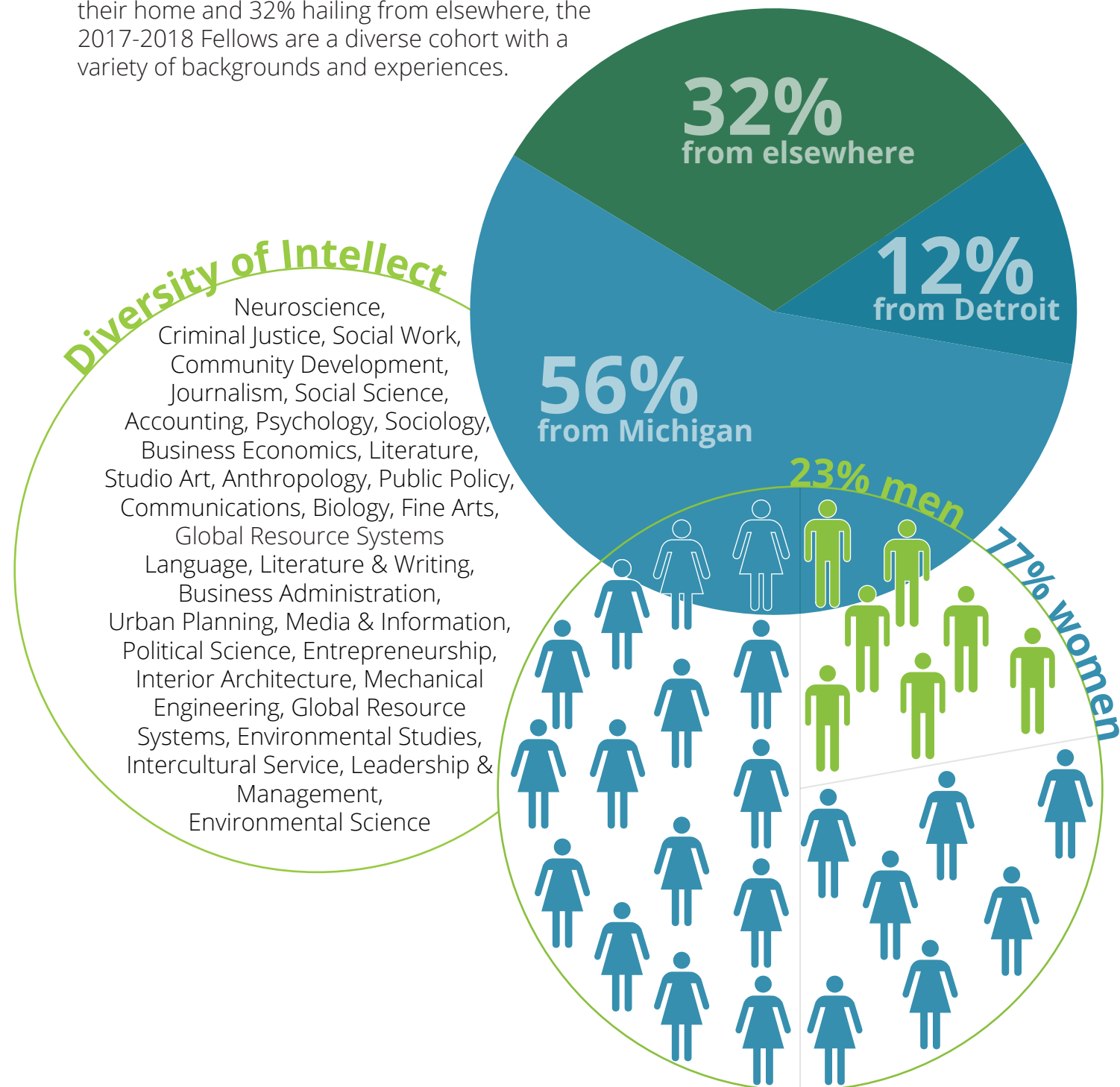
196  
fellows

86  
host companies



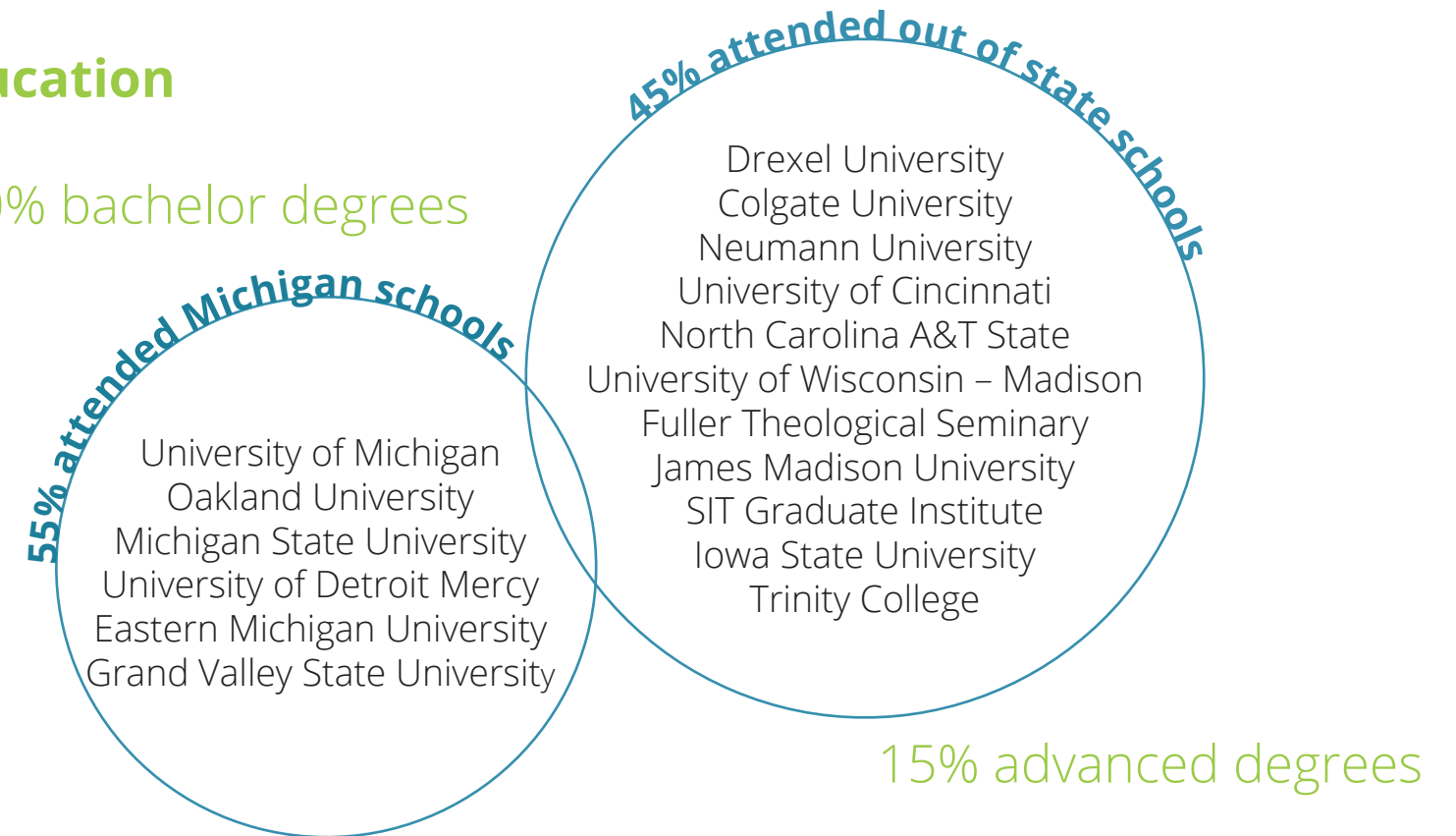
# the fellows

Challenge Detroit attracts talent from Detroit and across the US. Candidates engage in a six-month recruitment and application process, including submitting a video to be voted on by the community. Hundreds of applicants are narrowed down to the top finalists, who attend a two day, in-person interview in Detroit. These finalists connect with host companies and are introduced to the city via a mini challenge project. Finalists and companies then share feedback to finalize selections. All Fellows hold undergraduate degrees, and 15% have advanced degrees. With 68% of Fellows calling Michigan their home and 32% hailing from elsewhere, the 2017-2018 Fellows are a diverse cohort with a variety of backgrounds and experiences.



## Education

100% bachelor degrees



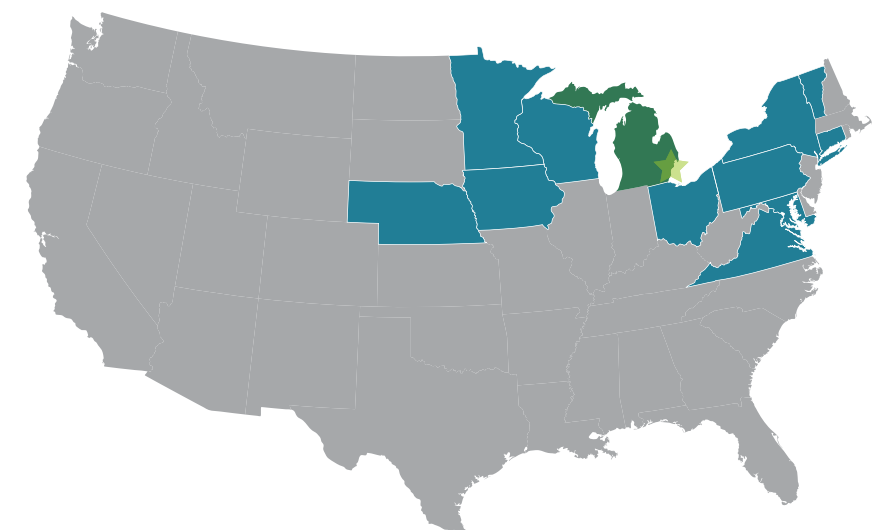
## Experiences

Fellows join us from a wide array of experiences including internships and jobs with companies such as PriceWaterhouseCoopers, Blue Cross Blue Shield of Michigan, Rock Ventures, the City of Cincinnati, Zicklin School of Business, Trinity College, Traverse City Affordable Housing Project, and the Oakland Avenue Artists Coalition.

Some Fellows have developed or launched their own business ventures and nonprofits while others have engaged in policy and community development working for organizations such as City Year, Peace Corps, AmeriCorps, and Public Allies.

## States & Countries Represented

Iowa	Ohio
Wisconsin	Virginia
Vermont	Maryland
New York	Minnesota
Michigan	Connecticut
Nebraska	Washington DC
Pennsylvania	Ethiopia



the fellows



Alana Tucker



Alexis Davis



Arnesha Jennings



Brandi Davie



Dan McDougall



Kristen Davis  
HamiltonAnderson



Lauren Wright  
QuickenLoans  
Engineered to Amaze



Madison Schillig



Matthew Schmitt



Medvis Jackson



Danielle Partyka



Elise Kendall



Emma Ottenhoff



Eric Lofquist



Folake Oyegbola



Meg O'Brien



Montinique Lynch



Rachel Pawluszka



Robert Luzynski



Summar Abdelnour



Hannah Miller



Jasmine Mack



Jodi Hicks



Johnnie Wagman



Kelly Perez





# the companies

Host companies commit to hosting a Challenge Detroit Fellow each week, Monday through Thursday, and providing them a chance to impact the community every Friday with Challenge Detroit. Participating companies are in a variety of industries, and range from small startups 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.



## 2017-2018 host companies



HamiltonAnderson



greenworks

pwc



WaitTime™

ICMSDETROIT

CLARK HILL



onemagnify

Quicken Loans® Engineered to Amaze™





# 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 and work in teams to generate innovative and meaningful solutions to pressing challenges and opportunities facing our Challenge Detroit nonprofit partners and the communities they serve.

2017-2018 Fellows participated in six challenge projects in partnership with individuals and 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 engagement. Their various skill sets, backgrounds, and points of view provide unique value. The projects build nonprofit organizational capacity by offering intellectual service and collaboration with top talent at no cost.

Challenge Detroit has developed a robust needs assessment used to design projects that will most effectively leverage Fellows' talent while achieving optimal impact for a nonprofit. Fellows are trained in a design thinking framework. They work on teams and use project management skills to execute each challenge over a 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.

Not a lot of required training  
easy but  
can make a  
difference

Feel connected  
to the cause &  
have a meaningful  
impact

MISSION  
STATEMENT

Program description  
why has profits  
should be  
key partners

## 2017-2018 challenge partners





# the challenges

## equitable small business growth & entrepreneurship

The Detroit Economic Growth Corp (DEGC), through its Motor City Match program helps start new businesses in Detroit's commercial corridors, by assisting throughout the start-up and building renovation process and pairing businesses with Detroit real estate. To accomplish this, they provide grants, loans and counseling to building and business owners.



### challenge overview

Fellows conducted interviews to understand the obstacles that impact Motor City Match's small businesses across Detroit neighborhoods. Using these insights, they generated key findings and actionable recommendations across areas including business-to-business support, resource navigation, and factors that may cause businesses to close, in order to help expand and maximize equitable development opportunities for neighborhood small businesses. Fellows had the opportunity to partner with Kyla Carlsen, DEGC Small Business Manager and Challenge Detroit Alumni Fellow (2015-2016).

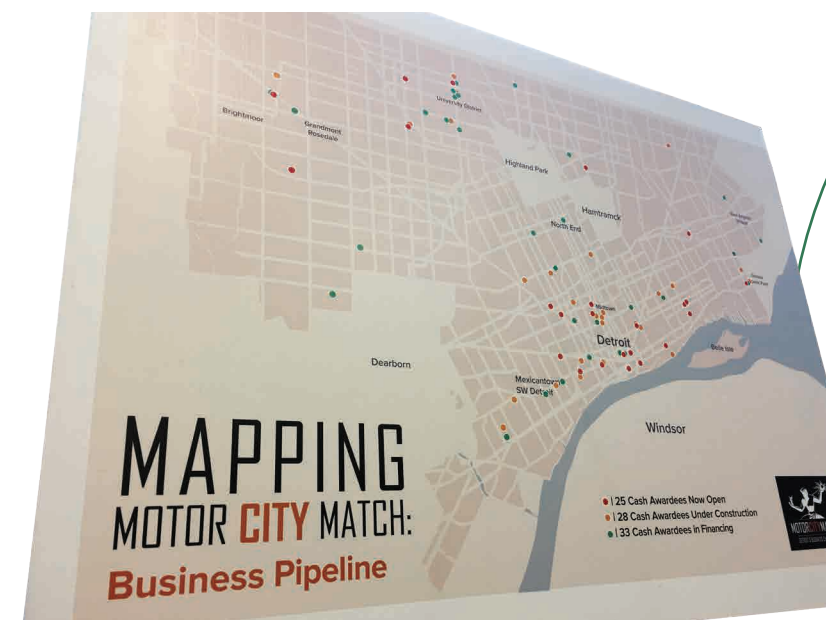
### outcomes

Motor City Match staff has implemented Fellow's deliverables to address small business challenges including a YouTube financial challenge series, contractor and FAQ resources, a quarterly check-in survey, website and training infographics, and even a pilot internship program.



### design question:

How might we expand and improve upon DEGC's small business programs to maximize equitable development opportunities across the city of Detroit?



*"Much like the small businesses we serve, the DEGC team exhibits an entrepreneurial culture, and is committed to innovation and continuously striving to improve our programs. The recommendations will have great bearing on the continuous improvement of our Small Business team."*

**- Michael S. R. Rafferty, Vice President, DEGC Small Business**



# the challenges

## community partnerships

Slow Roll is a bike ride for everyone; all ages, skill levels, and bike types are welcome. The slow pace provides safety and a new perspective of our city's great neighborhoods. Slow Roll is more than just a bike ride; this unique nonprofit brings together thousands of people from all over the region during 25 weekly bike rides a year to discover more about Detroit and each other.



### challenge overview

Challenge Detroit partnered with Slow Roll to support the build-out of the Knight Cities Challenge grant initiative, to focus on innovating around how the Slow Roll movement of ~5,000 riders and volunteers can catalyze nonprofit service in the community. Fellows designed three program models to connect riders and nonprofits, including a wide array of program elements and supporting materials.

### outcomes

The Fellows created a plan for incorporating a "village" of nonprofits at chosen rides throughout the summer, as well as a plan for key partners, or nonprofits that would host the launch of a Slow Roll ride. Riders would be able to connect and volunteer jointly at any of these nonprofits via a buddy program. Fellows also designed the Slow Roll Service Squad concept, event site layouts for the nonprofit pop-up village, marketing collateral, roll-out plans, surveys and much more.



### design question:

How might we design the build-out of the Slow Roll Knight Cities Challenge grant initiative to launch new 2018 program models that bring momentum to nonprofit service?



*"Without the Fellows, it's difficult to imagine how Slow Roll would have been able to launch the nonprofit programs during this season. Their work has been fundamental to our efforts, and remains appreciated."*

**- Jeff Herron, Board Chair, Slow Roll**



# the challenges

## community partnerships

Detroit Homecoming aims to reconnect individuals possessing a connection to Detroit with the city's social and financial opportunities. Detroit ex-patriots attend a multi-day event where they can network and engage around present day Detroit opportunities and challenges.

# DETROIT HOMECOMING



### design question:

How might we design a 'Made in Detroit' business-expo event embedded within 2018 Detroit Homecoming that allows more Detroiters to experience Detroit Homecoming? How might this event be a catalyst for Detroit entrepreneurs to find new customers, mentors, and new investors from the ex-pat community?

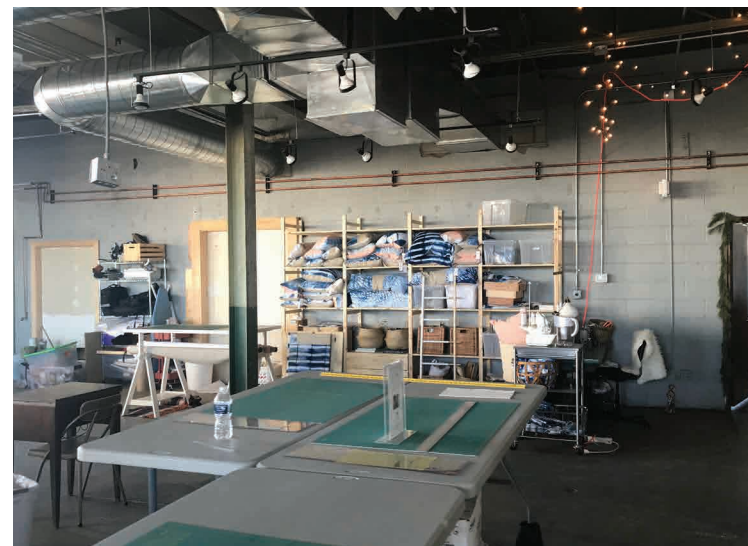
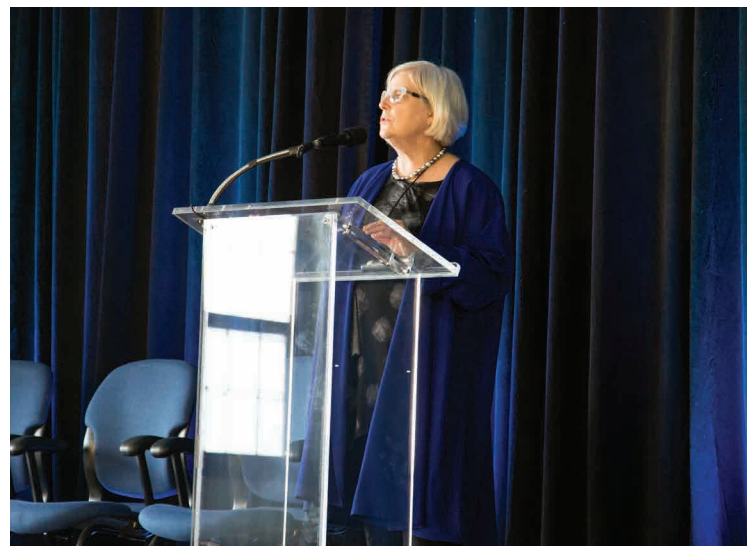


### challenge overview

Fellows were asked to create an event that would allow more Detroiters, Detroit entrepreneurs, and ex-pats to connect. These connections could have a variety of positive benefits for both parties. Fellows specifically focused on planning an event as well as engaging the local community and entrepreneurs.

### outcomes

Fellows designed a business-expo event, Motor City Mash-Up, that would highlight thirty-two local businesses and entrepreneurs, while engaging ex-pats and the Detroit community. They created numerous supporting materials, including an event site layout, marketing collateral, engagement toolkits and more. The Fellows' designs and recommendations will be incorporated into the 2018 Detroit Homecoming program scheduled for September 12-14, 2018.



*"The Fellows were impressive. Coming from varied academic and experience backgrounds, they gelled as a team and in short order executed a design that incorporated a great deal of boots-on-the-ground discovery. We were impressed by the quality of the work product and the process the Fellows used to create their final recommendation."*

- Mary Kramer,  
Co-Director, Detroit Homecoming  
Group Publisher, Crain Communication

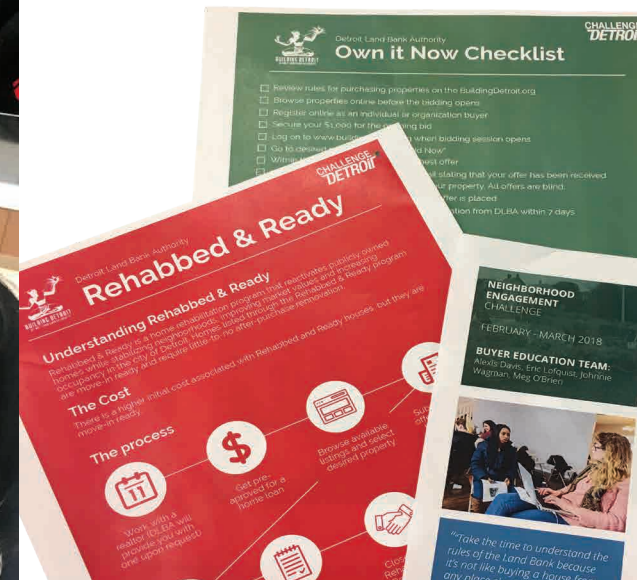




# the challenges

## neighborhood engagement

The Detroit Land Bank Authority (DLBA) is the public entity dedicated to returning Detroit's vacant, abandoned, and foreclosed residential property to productive use. Some of its programs include Auction, Side Lot, Rehabbed & Ready, Own It Now, and Occupied Buy-Back.



### challenge overview

The Fellows were asked to recommend innovative ways to better connect and communicate with Detroit residents and increase awareness of Land Bank initiatives. Fellows focused on community awareness and public perception, marketing and messaging, buyer education, community partnerships, the occupied buy-back program and making a house a home, or compliance. Fellows had the opportunity to partner with Nick Najor, DLBA Project Manager and Challenge Detroit Alumni Fellow (2015-2016).

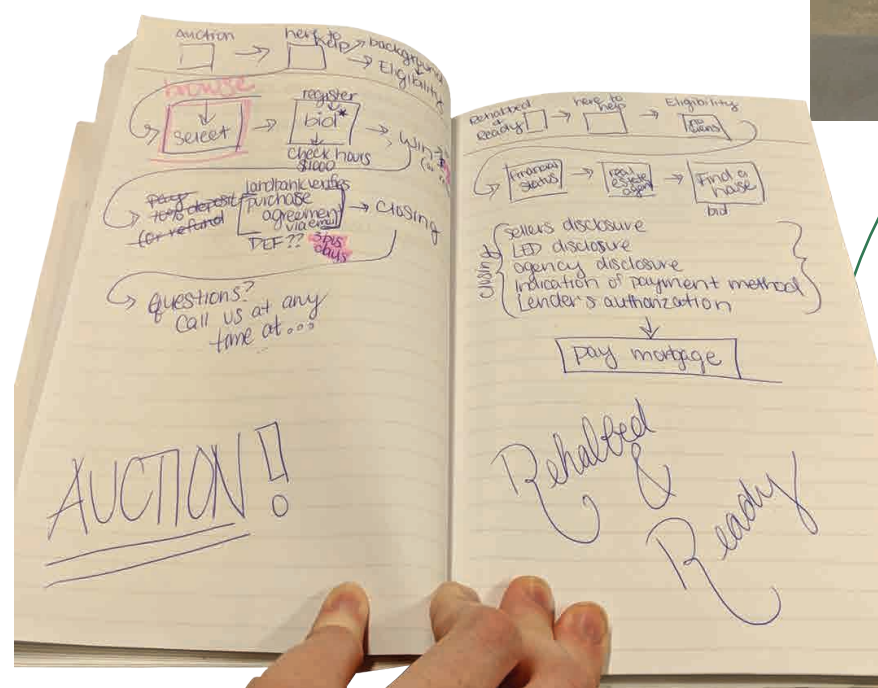
### outcomes

The teams collaborated with Land Bank staff to come up with materials including a branding style guide, surveys, road maps, checklists, one-pagers, instructional videos, outreach materials, as well as best methods for sharing and communicating these materials. The Detroit Land Bank Authority ultimately decided to become a 2018-2019 host company partner because of the successful outcomes of this project.



### design question:

How might the Detroit Land Bank Authority increase awareness of its programs and clarity on its processes? How could DLBA increase Detroit's understanding of the Land Bank and what it offers? How could the pursuit of opportunities available through the Land Bank be improved?



"Breaking down the intricacies and barriers of the Detroit Land Bank Authority is no easy task. The Challenge Detroit Fellows exhibited both patience and diligence each Friday to increase their understanding of the big picture. In the end, they produced materials that clearly demonstrated their intention to assist residents and community members in navigating the Building Detroit process."

- Veronica Johnson,  
Manager, Rehabbed & Ready, DLBA



# the challenges

## youth engagement

The Detroit Historical Society, through its Detroit 67 project brings diverse voices together around the effects of a historic crisis. Directed by the model Engage, Reflect, Act, it strives to move the city forward through four critical imperatives: race relations, neighborhood advancement, economic inclusion and opportunity, and youth engagement and leadership.

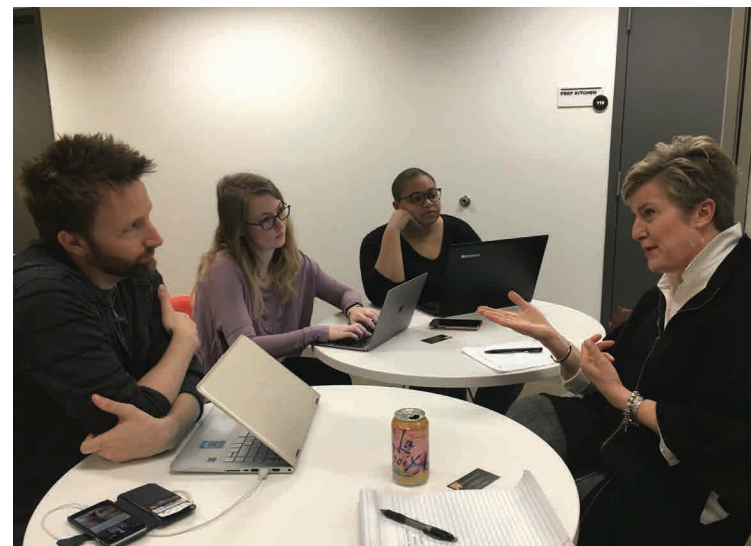


### challenge overview

With the critical imperative of youth engagement and leadership in mind, Fellows were asked to co-create a youth immersion event. This event would give high school students the opportunity to develop leadership skills and engage in topics around the Detroit 67 project, Detroit today, and Detroit in the future.

### outcomes

After interviewing local students, educators, and Detroit 67 project partners, Fellows designed an event that promotes youth leadership. They created program content, schedule, budget, venue options, marketing collateral, and an action plan. Fellows branded the event as the '67 Youth Summit, and created a long-term action strategy for engaging youth through a youth leadership council. The '67 Youth Summit is scheduled for September 22, 2018.



### design question:

How might the Society create a long-term pipeline for youth engagement and leadership opportunities using the history of Detroit 1967 as a catalyst?

How might we design an interactive and educational youth program to connect and engage high school leaders around the Detroit 1967 uprising in order for young leaders to understand their place in this history and their power in Detroit's future?



*"The level of enthusiasm that they had for the D67 Project and our efforts to engage young people in more meaningful ways, was noted by my team and other members of the organization. The project partnership provided us an opportunity to expand our capacity and build on momentum that we've generated around this project in the community."*

**- Kalisha Davis, Director of Community Outreach & Engagement, Detroit Historical Society Museum**





# the challenges

## youth engagement

Based in the Springwells neighborhood, Urban Neighborhood Initiatives (UNI) works with communities in urban neighborhoods to build safe and thriving environments where people want to live, work, and play. Their youth development program provides out-of-school learning, youth employment opportunities, and leadership training to form future leaders in the community.



### challenge overview

Fellows created a strategy to implement mural tours that uplift youth artists and community voice while sharing stories of the murals and the community in the Springwells neighborhood. Fellows focused on designing the mural tour as well as creating a digital storytelling platform about the murals and artists.

### outcomes

Fellows designed a creative, community-led mural tour along with pricing and modality options, marketing materials, and a robust strategy for a customized online storytelling channel. Additionally, these deliverables have assisted UNI in approaching funders for this project.



### design question:

How might we support youth and community artists and how might we tell stories of the murals to preserve the history and culture of the neighborhood? How does the community share and articulate the community's narrative?



*"Challenge Detroit Fellows provided us the space and time with our youth artists and partners to think thoughtfully about how to provide an experience that respectfully tells our community's story through the murals."*

-Christine Bell, Executive Director, UNI



# the challenges

## impact project

Similar to previous challenges, projects are completed over a six-week period. At the final community event of our program year, our host companies, partners, supporters and other guests have a special opportunity to speak with each Fellow about their project, and learn about the mission of their partner organization, at our Impact Project Open House Showcase.



## 2017-2018 impact project partners

**Arts & Scraps**  
Education Reimagined

**buildOn**

**DAPCEP**

**DETROIT FUTURE CITY**  
Hope Help Housing

**eco WORKS**

**HAVEN**

**BrilliantDetroit**  
a kid success neighborhood

**CITY YEAR**

**aPUREmovement**

**MACC DEVELOPMENT**

**CDAD**

**LIFE REMODELED**

**CITY OF DETROIT**  
Office of Sustainability

**United Community Housing Coalition**

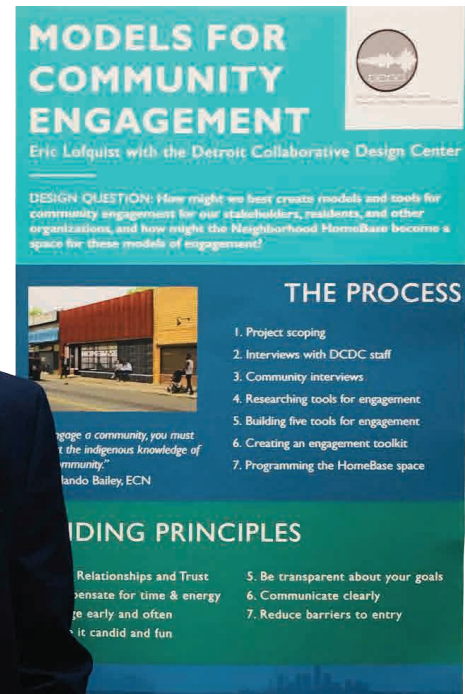
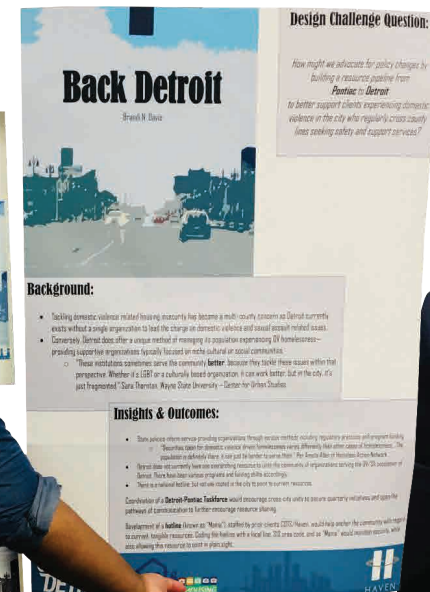
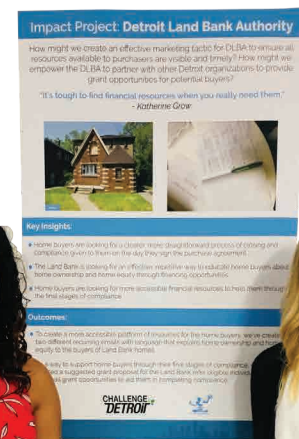
**HATCH DETROIT**

**MOTORCITYMATCH**  
DETROIT'S BUSINESS CHALLENGE

**FLIP THE SCRIPT**

**GLEANERS**  
40 YEARS  
FEEDING PEOPLE. NOURISHING LIVES.

### Promoting STEM Education

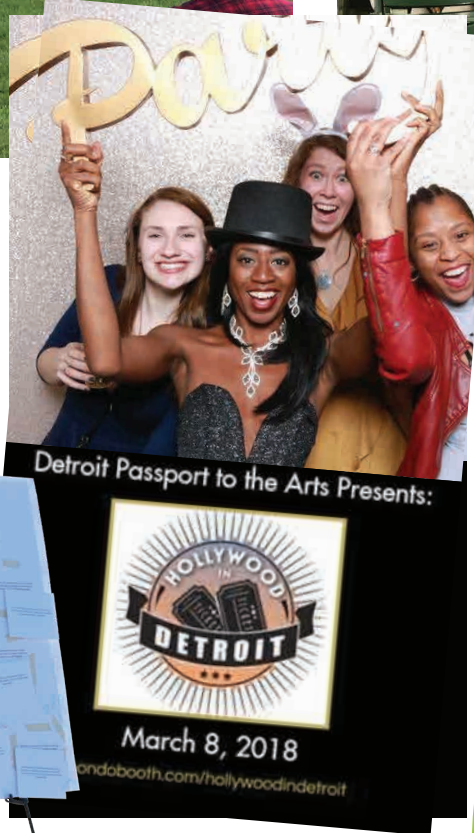




# the experience

## 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.



2017-2018 cultural partners

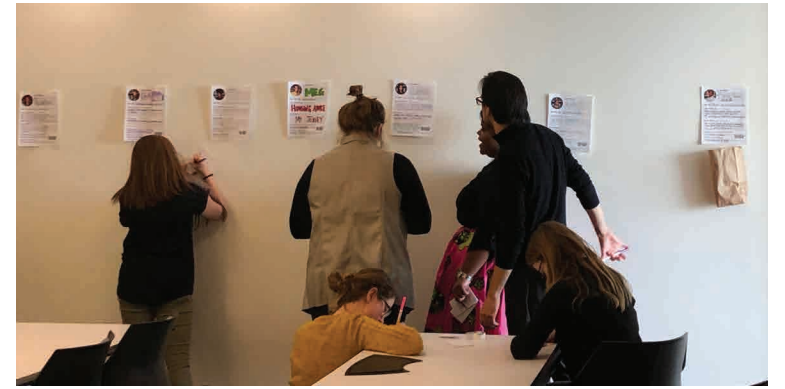


ICMSDETROIT



## lead

Another cornerstone of the program is lead, specifically "leading by doing." Fellows not only have the chance to hold leadership roles on 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.







# the leadership

staff



**Deirdre Groves**  
Executive Director



**Shelley Danner**  
Program Director



**Caroline Hurteau**  
Communications &  
Engagement Manager

## board of directors

- **Frank Angileri, Chairman** Partner, Brooks Kushman
- **Natalie Bruno, Director** Director of Talent Management, VectorForm
- **Charles Burns, Director** North America Security Manager - East Coast, Uber
- **Debra DeBose, Director** Cranbrook Educational Community
- **William Hall, Director** Director of Sustainability, Chrysler
- **Bruce Kridler, Director** Senior Vice President & Business Development Officer, Greenleaf Trust
- **Hugh Mahler, Director** Founding Partner, Starting With One project
- **Tom Mark, Vice Chairperson** President & CEO, Detrex
- **Tracey McCaghy, Treasurer** Chief Financial Officer, Mosher Dolan, Inc.
- **Doyle Mosher, President** President, Mosher Dolan, Inc.
- **Brian Nuno, Vice President** Manager, Strategy & Special Projects – Public Affairs, DTE Energy
- **Jay Sawmiller, Director** Executive Vice President, Johnston Lewis Insurance
- **Tyler Tennent, Secretary** Attorney, Dawda Mann
- **Jim Worth, Director** Owner, Formcode Design Group



# thank you!

## sponsors

Challenge Detroit is thankful for the generous support from our sponsors that made this program year possible:

\$25,000+

**Quicken Loans®**  
Engineered to Amaze™



\$10,000-24,999

- Mr. Frank Angileri

\$5,000-9,000

*Helen L. Kay  
Charitable Trust*



\$2,500-4,999

- FCA
- Mr. Tom Mark
- Mondry Family Foundation

\$1,000-2,499

- Crestmark Bank
- Ms. Natalie Bruno
- Mahler Family Charitable Trust
- Mr. Doyle Mosher
- Mr. Jay Sawmiller
- Mr. & Mrs. Tyler Tennent
- Mr. & Mrs. Anthony Williamson

\$500-999

- Ms. Debra DeBose
- Ms. Karen Gates
- Mr. & Mrs. Gregory Greene
- Mr. & Mrs. Matthew Groves
- Mr. Denis Lincoln
- Milo Detroit
- Ms. Nancy Moody
- Ms. Lindsay Mullen

<\$499

- Mr. Mark Bargovan
- Mr. Daniel Bloedow
- Ms. Alice Brown
- Ms. Kyla Carlsen
- Ms. Yesenia Castaneda
- Ms. Sheila Chaps
- Mr. & Mrs. Gerry Danner
- Dawda Mann
- Mr. William Dobbins
- Mr. Todd Dolan
- Mr. Mike Elliston
- Mr. David Engel
- Mr. Mark Farlow
- Ms. Elizabeth Grabowski
- Ms. Lisa Grills
- Ms. Athena Grills
- Ms. Molly Hicks
- Ms. Caroline Hurteau
- Mr. Ric Huttenlocher
- Ms. Amanda Kokas
- Mr. Bruce Kridler
- Mr. Richard Lesnew
- Level One Bank
- Mr. Raefeal Lewis
- Ms. Susan L'Heureux
- Mr. Todd Liningier
- Mr. Robert Luzynski
- Mr. & Mrs. Steve Marszalek
- Mr. Ian McCain
- Ms. Kim McDougall
- Ms. Karen Mitchell
- Mr. Stephen Molina
- Mr. Frank Morelli Jr.
- Ms. Isabelle Moses
- Ms. Cindi Mosher
- Mr. Ifeyani Nwachukwu
- Ms. Mary O'Brien
- Ms. Folake Oyegbola
- Mr. John Palchak
- Mr. Luis Perez
- Mr. & Mrs. Dennis Pollard
- Mr. & Mrs. James Reinhart
- Ms. Sarah Robb
- Ms. Paige Schaefer
- Ms. Alissa Sevrioukova
- Ms. Asha Shajahan
- Ms. Jess Simson
- Ms. Joan Taylor
- Mr. Ron Tiller
- Ms. Katherine Tyler
- Ms. Leigh Anne Ulrey
- Mr. & Mrs. Mark Vanderkaay
- Ms. Lindsey Walenga
- Ms. Rosemary Williamson
- Ms. Laura Winningham
- Mr. Tom WoIWode
- Mr. Gary Wozniak
- Ms. Alyson Wright
- Ms. Heather Zygmuntowicz





# CHALLENGE *DETROIT*

live • work • give • play • lead