

CHALLENGE
DETROIT
CELEBRATING 5 YEARS!



2016-2017
 **annual report**
live • work • give • play • lead



We challenge leaders to learn by doing through a year of meaningful employment and intellectual work with area nonprofits designed to positively impact our diverse, culturally vibrant city.

Challenge Detroit is a leadership and professional development program that invites approximately 30 of tomorrow's leaders to live, work, play, give, and lead in and around the greater Detroit area for one year. During the course of the year, Fellows contribute intellectually and through hands-on service making incremental impact in the community. Learning by doing is a cornerstone of the program and, 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 motivated to stay in Detroit, work in Detroit, even start their own ventures in Detroit. And, by sharing their stories throughout the year, they will educate people near and far about the issues and opportunities facing Detroit.

Five years of incredible impact.

When Challenge Detroit launched in 2012 the story of the city was different than it is today. Detroit, and our region, was still in the early stages of recovering from the Great Recession. Since that time, our Fellows, host companies, nonprofit partners, and community of supporters have rallied around the belief that together we can impact our community in a positive way. And we have done just that.

As you'll see in this report, we have measured our impact in numbers and stories and data points. Five years in is only the beginning of what our Fellows have and will go on to accomplish. Read on to see the impact for yourself.



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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 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 five-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.



44
challenge
projects



1,800+
blogs written



70,000+
social media followers

169
fellows

5 years of
impact

13
new ventures
launched



79%
Detroit retention

76
host
companies



\$8,000,000+
economic value generated



the fellows

Challenge Detroit attracts talent from Detroit, across the U.S. and even the world. Candidates engage in a six-month recruitment and application process, submitting an essay and 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.

45%
from Michigan

37.5%
from out
of state

17.5%
from
Detroit

diversity of intellect

Photojournalism, Graphic Design, Business Administration, Human Resources, Leadership, Psychology, Education, Marketing, English Literature, Political Science, Community / Urban / Economic Development, Architecture, Engineering, Communication, Urban Planning / Studies, Community Health, Music Education, Arts Management, Accountancy, Hospitality / Tourism, Humanities, Professional Writing, Fine Arts, Clinical Lab Science, Advertising, Interior Design, Apparel & Textile Design, Kinesiology, African Diaspora, Mathematics, Women's Studies, Health Science / Health Care Administration, Family and Consumer Science, Science & Culture

27%
men

73%
women

100%
have bachelor
degrees

41%
have advanced
degrees

Education

52%
attended Michigan schools

Olivet College
University of Michigan,
Grand Valley State University,
Saginaw Valley State University,
Central Michigan University,
University of Detroit Mercy,
Wayne State University,
Michigan State University

48%
attended out of state schools

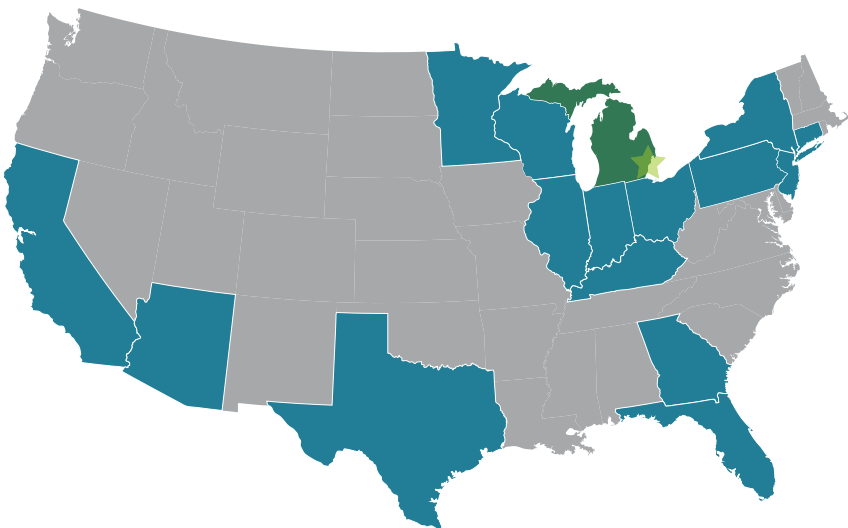
Western Kentucky University,
Bowling Green State University, Illinois
State University, University of Illinois
at Urbana-Champaign, Yale University,
Denison University, The University of Illinois at
Chicago, Columbia College Chicago, University
of Nebraska Lincoln, University of Notre Dame,
Washington University in St. Louis, Walden
University, Rice University, University of Oregon,
Wheaton College, Howard University, Bethel
College, New York University, Massachusetts
Institute of Technology, Arizona State
University, George Washington
University, Boston University

Experiences

Fellows join us from a wide array of experiences including internships and jobs with companies such as PriceWaterhouseCoopers, Detroit Land Bank Authority, Boeing Research & Technology, Detroit Parent Network, General Motors, Alliance for Urban Innovation, Los Angeles Metropolitan Transit Authority, Living Cities, The Kresge Foundation, and Deloitte. Some Fellows 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 City Year, My Brother's Keeper, Peace Corps, Americorps, Public Allies, and Year Up.

States & Countries Represented

California	Ohio
Wisconsin	Kentucky
Arizona	Georgia
New York	Minnesota
Michigan	Connecticut
Texas	Florida
Pennsylvania	Indiana
Illinois	Canada
New Jersey	





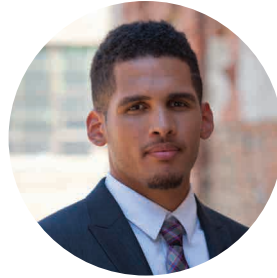
the fellows



Adam Coppersmith
Fusco, Shaffer
& Pappas, Inc.



Alex Bloomquist
PWC



Alex Mayo
RecoveryPark



Alicia Blake
Chevrolet Detroit
Grand Prix



Andrea Stegeman
Mosher Dolan



Ian McCain
Detroit Experience
Factory



Jarrett Waddy
University of Phoenix



Jeffery Lewis II
Detroit Future City



Julia Kowalski
Detroit Collaborative
Design Center



Kelsey Hubbell
Slow Roll



Annie Duerr
Wayne County Community
College District



Athena Grills
Marketing Associates



Brooke Tiller
Goldfish Swim School



Cassi Meitl
DTE Energy



Claire Babala
Brooks Kushman



Kendra Ollis
Talmer Bank & Trust



Laura Winningham
Goodwill Industries of
Greater Detroit



Lauren Strauss
Quinn Evans Architects



Mariisa Franz
Edward C. Levy



Michael Swafford
General Motors



Claire Huttenlocher
Fiat Chrysler
Automobiles



Claire McCarthy
PWC



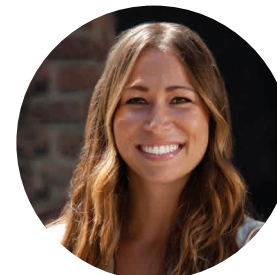
Deleah Sharp
Henry Ford
Health System



Demond Childers
Clark Hill



Elizabeth Stanfel
Rossetti



Miranda Day
EcoWorks



Natalie Punzak
Hamilton Anderson
Architects



Nicole Justian
Mosher Dolan



Paulette Bolofer
Horizons Upward
Bound



Peter Walle
Edward C. Levy



Erin Cardwell
Level One Bank



Esther Okunroumu
GTB



**Everett
McMillen-Cislo**
Sasche Construction



Gabriel Taylor
Rock Ventures, LLC



Gregory Hardy
LEAR Corporation



Poonam Narotam
Ford Motor Company



Rachael Aptowitz
General Motors



Ryan Hebert
Rock Ventures, LLC



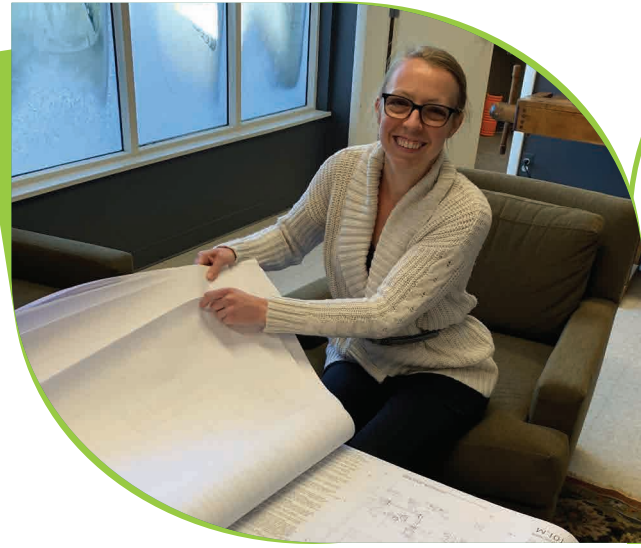
Shaina Davidson
EcoWorks



Yesenia Castaneda
DTE Energy

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 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.



"Working at Mosher Dolan has been so rewarding. I'm constantly learning, and gaining great project management experience. Mosher Dolan employs another fellow and three alumni of the program. It's cool to work alongside other people my age who also have experienced Challenge Detroit."

- Nicole Justian
Host Company Mosher Dolan

2016 - 2017 host companies



the challenges

The heart of the Challenge Detroit program and a key driver of successfully attracting talent and impacting the community are the team challenges. 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.

Year Five Fellows participated in eight challenge projects in partnership with individuals and organizations across the city, helping to further their missions in the city. Fellows centered their efforts on community development, food security, art & health, entrepreneurship and more. 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.

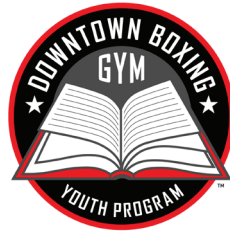
Challenge Detroit has developed a robust needs assessment used to design projects that will most effectively leverage Fellows' talent while achieving optimal impact for a nonprofit. Fellows are trained in a design thinking framework. They work on teams and use project management skills to execute each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



2016 - 2017 challenge partners

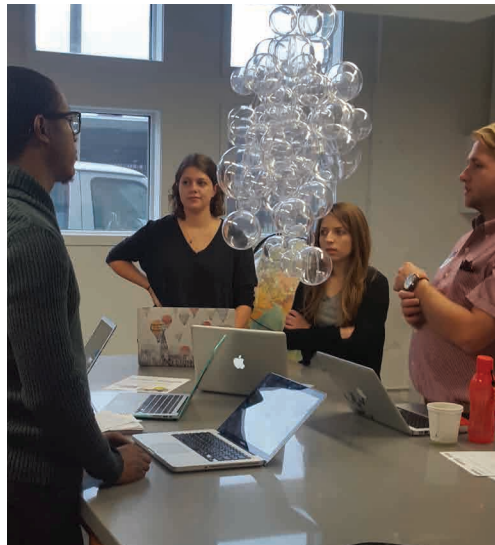
Beaumont



the challenges

community development

MACC Development was founded by the Mack Avenue Community Church in 2010 to be the hands and feet of the church, and to carry out the vision both organizations share. The organization exists to seek the holistic revitalization of Detroit's 48214 zip code, block by block, neighbor by neighbor.



challenge overview

Teams of Fellows provided tangible recommendations for new and current projects, focusing on internal capacity-building as well as external engagement activities in the neighborhood. Fellows offered expansion strategies for MACC's tutoring program, designed youth sports leagues, provided volunteer recruitment strategies, developed branding and graphics, created interior designs, engaged with residents to activate a vacant nearby park, and proposed a community dinner with leaders and residents. Fellows had the opportunity to partner with Challenge Detroit Alumni Fellow (2014-2015) and now Executive Director of MACC Development, Ezekiel Harris.

outcomes

With the Fellows' recommendations, MACC was able to immediately update their website and organizational branding. There was 100+ attendees to the community park activation that fellows planned, as well as 50 players in the MACC basketball league. With the Fellows help, MACC was able to focus on areas they would not normally have had the capacity to focus on.



"Challenge Detroit brings fresh and innovative ideas to projects and programs all with a grounding in human-centered design. This people-centric attitude allows organizations like mine to take risks on behalf of the people we serve."

**- Ezekiel Harris, Executive Director,
MACC Development,
2014-2015 Alumni Fellow**



design question:

How might we create new programs and support current projects that empower MACC Development to evolve the way the organization tackles community development?

the challenges

food security

For almost 30 years, Forgotten Harvest has fought two problems: hunger and waste. They rescue food surpluses from grocery stores, markets, restaurants, caterers, and more. They deliver this food and produce to metro Detroit families who are food-insecure and struggle to cover the cost of basic life necessities.



challenge overview

Teams of Fellows looked at how to support Forgotten Harvest and its partner agencies in tackling food insecurity. Aspects of the project include considering innovative ways to reduce food waste, improving food distribution models specific to seniors and students, and enhancing partner agency collaboration and marketing efforts.

outcomes

Forgotten Harvest has hired an intern to implement Fellows' ideas of educational social media posts. Also, per Fellows' suggestions, they have been working with a mobile app to help clients find agencies and recipes. They are developing recipe cards and tastings with agencies during distribution.



"The partnership with Challenge Detroit allowed us to look internally and challenge ourselves on how good we can be as an organization. It showed us the importance of always taking a fresh approach and strive to continuously improve the services we provide to the community."

- Mike Spicer, Vice President of Operations, Forgotten Harvest

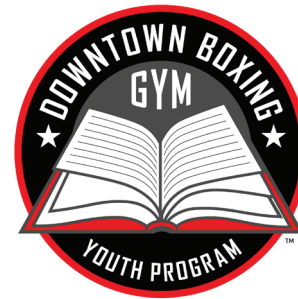
design question:

How might we help Forgotten Harvest in collaboration with its partner agencies provide the best possible support to people facing food insecurity?

the challenges

outdoor space activation

Through education, athletics, mentorship and intervention, the Downtown Boxing Gym empowers Detroit students to be positive and productive members of society. They currently serve more than 150 students between the ages of 7 and 18. Their families benefit by witnessing and participating in their hands-on coaching methodology.



challenge overview

The project partnership centered around creative recommendations to activate the outdoor lot adjacent to the gym to further catalyze youth development and engage with the surrounding community. Teams of Fellows provided site plans, programming ideas, budget proposals and more from four different perspectives: sustainability, seasonal programming, community engagement, and long-term growth.

outcomes

The project materials created allowed the Downtown Boxing Gym to seek financial and in-kind support. With support from Chemical Bank and Rain Gardens to the Rescue, they have been able to act upon Fellows ideas to level their field, plant new grass, and install a new fence. Fellow Claire Babala was also able to solicit donations and build a new stage and movie screen for the kids.



"To watch our kids run and play outside in a clean, safe, fun space is a dream come true. Thank you to all of the Fellows who worked so diligently on this project. Challenge Detroit will forever be part of the Downtown Boxing Gym family."

**- Coach Khali,
Downtown Detroit Boxing Gym**

design question:

How might we activate green space to further catalyze youth development at Downtown Boxing Gym and engage with the surrounding community?

the challenges

art & health

Beaumont Health is dedicated to building healthier lives and communities. For more than 60 years, Beaumont has served the people of Metro Detroit and beyond. They have a deep commitment to provide the highest quality health care services to all of their patients safely, effectively and compassionately.

Beaumont



challenge overview

Fellows' collaboration with Beaumont focused on the intersection of art and health. Fellows were tasked with using art as a medium to promote a culture of active living in Detroit communities. Fellows designed and built four different kinds of art installations, drawing on inspiration from community members and health and recreation centers in the Midtown, Northwest and Eastside of the city.

outcomes

Fellows created four art pieces: "Elevated Cardio," a musical staircase, "Limitless," a bike as a tool for painting, "Let's Play," a photography collection of inspirational movement in Detroit settings, and "Step into Something," a series of fitness banners. These installations inspired adults and children alike to engage in fun, healthy exercise and were showcased at local clinic Central City Integrated Health, as well as in Southwest Detroit, the Butzel Recreation Center, Chandler Park and beyond. This project went on to receive national recognition at conferences in Orlando, Chicago, and Detroit.



"This is a tremendously passionate and driven group. Coming from the health sector, it is remarkable to see people with non-medical backgrounds working to creatively solve health problems to better society."

**- Dr. Asha Shajahan, MD, MHSA,
Medical Director of Community Health,
Beaumont Hospital: Grosse Pointe**



design question:

How might we use art as a medium to build healthy communities and create a culture of active living in Detroit?

the challenges

sustainability

EcoWorks is a Detroit based nonprofit with over 30 years of providing services at the intersection of community development and sustainability. With roots firmly planted in energy conservation, they have grown to emphasize all aspects of sustainable development as it relates to building affordable, energy efficient residential housing and commercial buildings.



challenge overview

This project focused on two of EcoWorks' program areas: the Eco-D Strategic Community Initiative, a long-term model for sustainable, green neighborhoods across Detroit, and Reclaim Detroit, a 10-week workforce development program targeted at environmental and deconstruction jobs. Fellows collaborated with neighborhood partners in the City's first two EcoDistricts to create a neighborhood mobility strategy in West Village and an EcoDistrict communication strategy for Hope Village. Other teams connected with job trainee program graduates to collect feedback and ideas for ongoing program refinements. They designed a story-telling toolkit to build awareness of job training as a key element of the social mission of Reclaim Detroit.

outcomes

Tools and recommendations made by Fellows were utilized into developing the West Village mobility strategic plan and vision, and continued marketing and messaging efforts in the Hope Village. Reclaim Detroit found value in the turnkey deliverables provided to enhance the program.



"Challenge Detroit has sparked my interest in community engagement and reassuring neighborhoods are well aware and engaged in the developments of their communities. Seeing Fellows interact with residents and giving their all to making sure their voices are being heard, has made me realize my true passion is to help those in need and provide communities with the necessary resources towards a thriving, sustainable future."

**-Shaquan Smith, EcoWorks,
AMERI-Corps**

design question:

How might we support sustainability efforts for two EcoWorks initiatives, building EcoDistricts in Detroit and strengthening environmental job training programs?

the challenges

storytelling

Belle Isle Conservancy strives to protect, preserve, restore and enhance the natural environment, historic structures and unique character of Belle Isle as a public park for the enjoyment of all. They serve as the voice of the community and an advocate for the park, bring volunteer resources to the park, operate the Belle Isle Aquarium, and actively raise funds for needed projects.



challenge overview

Fellows focused on ways to creatively convey stories about the island to enhance the park experience and foster greater connection by highlighting four key assets: the Belle Isle Aquarium, Scott Fountain, Anna Scripps Whitcomb Conservatory, and Borreal Wetlands Forest. Teams captured oral stories, videos, and photography from various community members and their peers and created narratives. Fellows had the opportunity to partner with Challenge Detroit Alumni Fellow (2012-2013) and now Belle Isle Conservancy Director of Community Engagement, Brittany Sanders.

outcomes

Fellows developed and strengthened Belle Isle Conservancy's community storytelling strategy. These stories are being shared through the Conservancy's online and social media platforms, and are being leveraged as a model for further storytelling to promote the park. Their work was able to prepare a new Development and Communications Coordinator to refine communication tools and social media strategies.



"As a Challenge Detroit alumna, former employee, and now two-time challenge partner, I know firsthand the high quality of work that Challenge Detroit Fellows provide. Not only is the work high quality, but there is also a significant level of care and compassion the Fellows infuse in the deliverables."

**-Brittany Sanders,
Director of Community Engagement,
Belle Isle Conservancy**

design question:

How might we creatively convey facts and stories about Detroit's compelling assets on Belle Isle in order to enhance the park experience and foster greater appreciation and emotional connection?

the challenges

entrepreneurship

TechTown is Detroit's most established business accelerator and incubator, offering entrepreneurial services for both tech and neighborhood enterprises. SWOT City is Tech Town's small business support program for brick-and-mortar enterprises in Detroit neighborhoods, providing one-on-one assistance to help grow local businesses and strengthen neighborhood commercial districts.



challenge overview

Teams of Fellows offered ideas and recommendations for SWOT City's professional services network, open office hours program for entrepreneurs, and direct client engagement in the Hamtramck and Michigan Avenue corridor communities.

outcomes

The Fellow's recommendations were reviewed by the TechTown SWOT City staff and ideas from their toolkits have been incorporated into print and online collateral as well as into the open office hour program.

design question:

How might we better serve immigrant business owners and entrepreneurs?



"Working with the Challenge Detroit Fellows allowed us to critically and efficiently assess an important aspect of our programming in thoughtful and inclusive ways that included our peers, community stakeholders, volunteers as well as clients and alumni. This exercise encouraged SWOT City to more quickly enact both short- and long-term strategy to further develop our programming."

-Amy v, SWOT City Director

the challenges

entrepreneurship

Southwest Economic Solutions (SWES) provides opportunities for greater economic success. ProsperUS Detroit is SWES's place-based economic development program that sustains neighborhood entrepreneurs and small businesses. Through training, business support, and micro-lending, the program provides support and capital to stabilize commercial corridors and promote community leadership.



challenge overview

Teams of Fellows looked at ways to expand the existing micro-lending program. They also designed strategies for improving communications in their business services and training programs, as well as overall strategies for gaps and needs.

outcomes

Fellows designed a social media storytelling campaign, #PeopleofProsperUS, as well as various creative, bilingual graphics and shareable materials. The ProsperUS Detroit program found the deliverables effective in strengthening its own offerings specific to Detroit sites and seeks to use these learnings and outcomes in conversation with other cities that utilize the same curriculum and place-based strategies.



"We are thrilled with the efforts of the Challenge Detroit Fellows. It was a pleasure to work with such an enthusiastic group of folks that wanted to become better acquainted with what it means to be an entrepreneur in the city of Detroit – especially for immigrants. Additionally, it offered perspective and introspection that will live on beyond the benefits of specific program recommendations."

**- Joanna Dueweke, Program Manager,
ProsperUS Detroit**



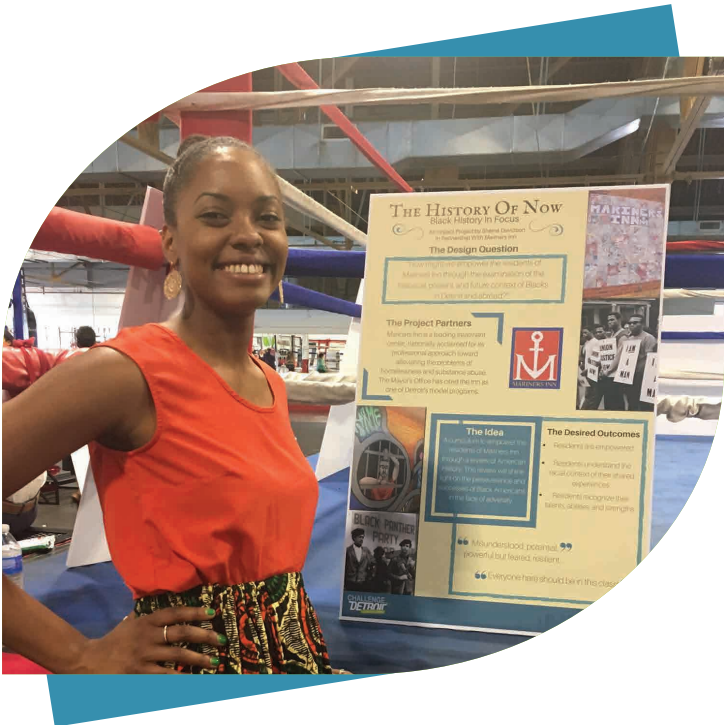
design question:

How might we better serve
immigrant business owners
and entrepreneurs?

the challenges

impact projects

For the final challenge project, each Fellow has an innovative, culminating opportunity to identify an organization with a mission that matters to them. They co-design with that organization to execute a project collaboration that will have a tangible, positive contribution in the community. Fellows worked independently or on teams of two to collaborate with and support over 24 nonprofit organizations. The outcomes of their work were shared at an Impact Project Open House Showcase with over 150 people in attendance.



2016-2017 impact project partners



play & lead

play

One of the cornerstones of the Challenge Detroit program is play, or experiencing the city socially and culturally. To facilitate this, Challenge Detroit hosts activities exposing Fellows to diverse cultural institutions, small and large, well known and under the radar. Fellows are able to develop a bond with one another while experiencing positive, fun events throughout the city.



lead

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





leadership

staff



Deirdre Groves
Executive Director



Shelley Danner
Program Director



Caroline Dobbins
Communications &
Engagement Manager

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thank you

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\$5,000+



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