

# What's Next?



## Cody Rouge 20/20 Vision

### Community Engagement

CRCCA will lead the development and implementation of a 5-year Community Plan that transforms Cody Rouge into a vibrant and sustainable neighborhood.

#### How will we get there?

- Strengthen our network of multi-sector working groups
- Engage in external city-wide processes and discussions

#### Take our work to scale

- Revitalize and develop homes in the area for a sustainable neighborhood
- Attract new business to the community
- Create ongoing efforts to ensure street safety and blight removal
- Repurpose vacant lots in the area
- Mobilize residents and recruit street ambassadors for block clubs

### Join Us!

DTE Energy, General Motors, Rock Ventures/ Quicken Loans and The Skillman Foundation have committed to partner with the Cody Rouge Community Action Alliance to execute a demonstration project that seeks to align and connect investments over five years to support children and families in an approximately 40-block area of Cody Rouge.

### Contact

Cody Rouge Community Action Alliance, CDC  
19321 West Chicago Road  
Suite 105  
Detroit, MI 48228  
Phone: 313-397-9280

Email: [rbare@codyrouge.org](mailto:rbare@codyrouge.org)  
Website: [codyrouge.org](http://codyrouge.org)

## Acknowledgements

**CRCAA Staff:** Kenyetta Campbell, Rebecca Bare, Jeree Figgins, Natalie Brown, Joanna Barlow, and Roxie Wilson



**Board of Directors:** Niccole Nelson, Jamal Williams, Sierra Dunklin, Kevin Bryant, Charles Mitchell, Bobbi Johnson, Dehvin Banks, Brianna Skipper

**Consultants:** Dr. Truman Hudson, Nina Rodriguez, Elaine Wilson, Sonia Stuckey, Tangy Washington

**Funders & Partners:** Skillman Foundation, United Way, Kellogg Foundation, LISC, General Motors, Rock Ventures, DTE, Ford Fund, Ford Motor Company, Southwest Housing Solutions, Detroit Development Fund, University of Michigan, FirstMerit, BUOY, Prevention Network, Don Bosco Hall, Lincoln Mercury, Joy Southfield CDC, BME, Black Family Development,

Detroit Land Bank, IFF, Department of Neighborhoods, Detroit Rescue Mission, NCDI, McMillion Group, Brandeis University, University of Michigan School of Social Work Technical Assistance Center, Detroit Impact, Cody Rouge Faith Alliance, Michigan Urban Research Center, Neighborhood Partners, Cody Rouge schools, ACCESS, TAP Collaborative, Youth Development Alliance, Accounting Aid Society, Data Driven Detroit, City Connect, Life Remodeled, Oak Pointe Church, DEX Designs, Greening of Detroit, Henry Ford Health System, Development Center, Inc., Cody Rouge Family Connect

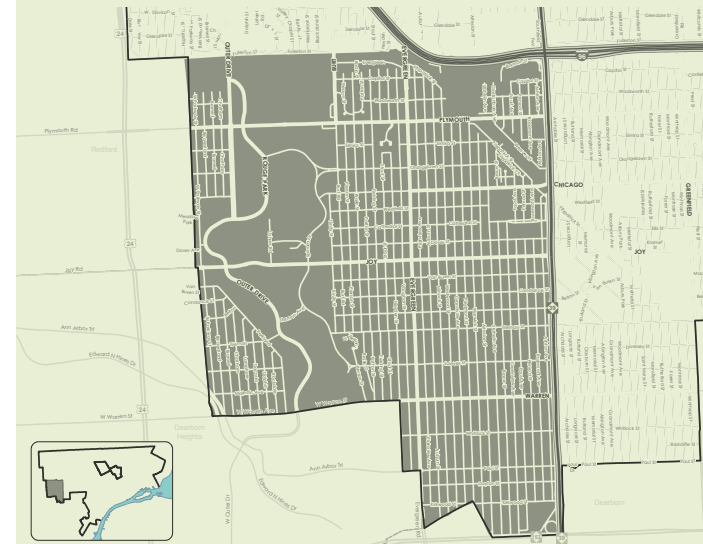
## Impact Statement

# Cody Rouge Community Action Alliance, CDC



### Community Goal

**All children will live in a village where they are safe, healthy, educated and have access to unlimited resources.**



The Cody Rouge Community Action Alliance, CDC have spent the past 10 years organizing, planning, and building the Cody Rouge Neighborhood "One Block at a Time." Residents, youth, non-profits, churches, local businesses, government entities, and foundations have collectively positioned the Cody Rouge area as a premiere neighborhood to raise a family. We are excited about our "20/20 Vision" of the community.

Kenyetta M. Campbell, Executive Director

The Cody Rouge Community Action Alliance and Peoples family became my life's foundation when I was a freshman in high school. I could give a three hour lecture on the countless number of ways that CRCAA has provided me with opportunity, wisdom, and love that made me the man I am today. CRCAA created multiple safe spaces in the Cody Rouge community to encourage youth to be the best that they can be.

Cyrus Tetteh, Former CRCAA Youth Council President



Transforming Cody Rouge: "One Block at a time"

**Cody Rouge Community Action Alliance's mission is to revitalize and sustain a healthy community where residents have access to and promote a high quality of life.**

# Our Impact

## Community Engagement



### Advocacy Efforts

#### FIGHT THE BLIGHT CAMPAIGN:



**National Violence Prevention Initiative**  
Selected by the Obama Administration as a target neighborhood for investment



Participating in monthly meetings with law enforcement and community stakeholders to analyze COMPSTAT data in order to fight crime and improve safety



**Voter Registration & Children's Agenda**  
Registered **200** voters, enrolled **3,500** District 7 residents for the Children's Agenda

## Community Engagement & Resource Distribution



Annual **Back to School Rally & Family Fun Day** including health and resource fair



Distributed **5,200** backpacks & over **50** uniforms to students



Over **2,230** turkeys distributed in Annual Turkey Drive

## Leadership Development

**556 Leaders**

**Community Leaders:** adult and youth residents participated in leadership academy focused on small business creation, board appointments, and led community service projects

**26**

adult and youth residents trained as canvassers

Through **Collaborative Partnerships** and a commitment to the health and wellbeing of our residents and neighborhood, we work to empower our youth, improve conditions, and link residents with resources and new opportunities to thrive.

## Youth Development

Since 2007, the Cody Rouge Youth Council (CRYC) has provided a space for young people from the neighborhood to engage in leadership development, community service, and work readiness training. Some accomplishments of the Cody Rouge Youth Council include:



**60+**

Youth council planning meetings



Youth led canvassing efforts and identifying blight in the community



**4** Annual Youth Summits: average of **100** students in attendance

**62 students**

have participated in Summer Youth Internship program and have been trained as community change makers – working at local businesses and community organizations (including the medical, non-profit, customer service, government, and education fields). Youth spend 2 days working in their field of interest, and participate twice a week in economic development training, once a week in leadership training, and once a week in life skills and prevention work.



**100%**

high school graduation rate of Youth Council members

## MONTHLY YOUTH NIGHTS

Youth driven events that educate, engage, and empower Cody Rouge youth. Youth Nights are a time for all of the neighborhood to come together, have dinner, discuss issues in the community and try to solve them.

**100+**

CRYC has coordinated over **100** Youth Nights since 2007

**CRYC mission**

The CRYC consists of youth committed to positive action in their neighborhood. The mission of CRYC is to advise community leaders of the unique youth perspective and work together on neighborhood concerns/solutions.

## Community Revitalization

### Transforming Cody Rouge: "One Block at a time"

#### Neighborhood Improvements

##### CODY ROUGE LIFE REMODELED PROJECT

**Cody High School renovations** – medical simulation lab, STEM lab, robotics training room, renovated home economics room, **\$1.2** million synthetic turf football field

**10,000**

Volunteers attracted

**254**

Houses boarded up and blight removed from **303** blocks



##### KEEP CODY ROUGE CLEAN AND SAFE CAMPAIGN



**10**

Designed by residents and youth to address blight in the community.

**4,000**

Approximate volunteers

**50+**

Revitalized vacant playgrounds, community parks, vacant lots

##### CODY ROUGE E.R.A. (ENGAGE, RETAIN, ATTRACT) – HOMEOWNERSHIP & RENOVATION

**11 residents**

Retained in their homes by resolving **\$51,076** in back taxes through the Delinquent Property Tax Program

**250**

Additional houses boarded up in collaboration with Joy Southfield, CDC, and "100 Houses" Mitch Albom Charities



Homebuyer Classes – **37** participants



Intake center for the Detroit LISC/City of Detroit **0%** interest home renovation loan program – **132** applications have been processed since 04/15



Purchased and renovated two homes in Cody Rouge

#### Entrepreneurship & Workforce Development

##### PROSPERUS DETROIT ENTREPRENEURSHIP PROGRAM

graduates: **61**

cohorts: **7**



**54**

Hosted one community mixer and one networking luncheon for ProsperUS graduates

Entrepreneurs attended best practice tours of Midtown Business District and 7 Mile & Livernois Business District



**30** entrepreneurs are successfully operating their businesses



##### COMMUNITY & BUSINESS CENTER



**6** computer / work stations



Resources for Small Businesses



Lending library available for entrepreneurs

##### FINANCIAL INVESTMENTS

**\$468,487**

in small grants awarded to Cody Rouge neighborhood

**\$15,665,732**

the Skillman Foundation investment in the Cody Rouge neighborhood

## "TRAILBLAZERS OF TRANSFORMATION"

**2006**

Cody Rouge named "Skillman Good Neighborhood"

**2007**

Organized and engaged residents  
Youth Council and Cody Rouge Faith Alliance formed  
Community planning set agenda for neighborhood Resident-led action projects

**2009**

CRCAA established and elected board of directors  
Co-located at Don Bosco Community Resource Center  
Board committees address basic needs, jobs, and safety

Wrap around supports for families  
Built youth leadership  
Workforce Development  
Opened community resource and business start-up center

**2014**

CRCAA incorporated as 501c3  
Life Remodeled project takes work to scale  
Focus on housing and neighborhood development  
Purchased and renovated 2 homes

**2016**

20/20 vision  
Board development and sustainability