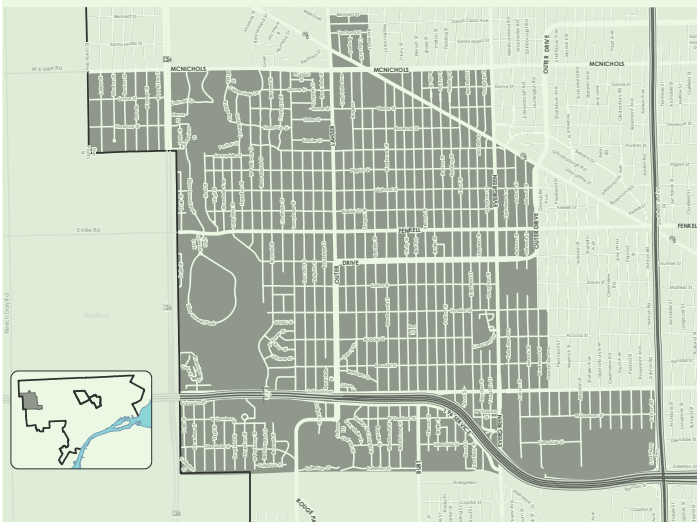


Impact Statement

Brightmoor Alliance



Change happens, innovation is “what’s happening.”



Even when we sit seemingly motionless, change happens. The Brightmoor Alliance is a coalition of self-conscious change agents who believe that change not only happens but can be created and directed. That kind of change is Innovation. Our impact has been that we have recognized the creative energy of Brightmoor’s people, allied with people who share it, motivated people who start it and celebrate people who do it.

The poverty of our community can masquerade its talents and its creative, resilient capacity to prosper against all odds. So we salute City Covenant Church innovating new ministry, Neighbors Building Brightmoor innovating new food delivery, Artesian Farms innovating new food production, Motor City Blight Busters innovating blight removal, Plainview Block Club for innovating community, the seven schools in Brightmoor being the innovating collaborating cornerstone of the Brightmoor Building STEAM business Partnership, the Detroit Manufacturing Systems innovating 21st Century Manufacturing, and so on and so on.

A tipping point is at hand in which the spaces, the places and the faces of Brightmoor are in motion moving in a new direction of prosperity. From the core problem of faces who lack the skills to compete in the 21st century economy, to the empty places that are now seen as investment gems, to the spaces that aren’t vacant but the foundation for blue-green infrastructure, our vision is clear.

– REV. LARRY L. SIMMONS, SR., EXECUTIVE DIRECTOR



Before



After

VISION STATEMENT

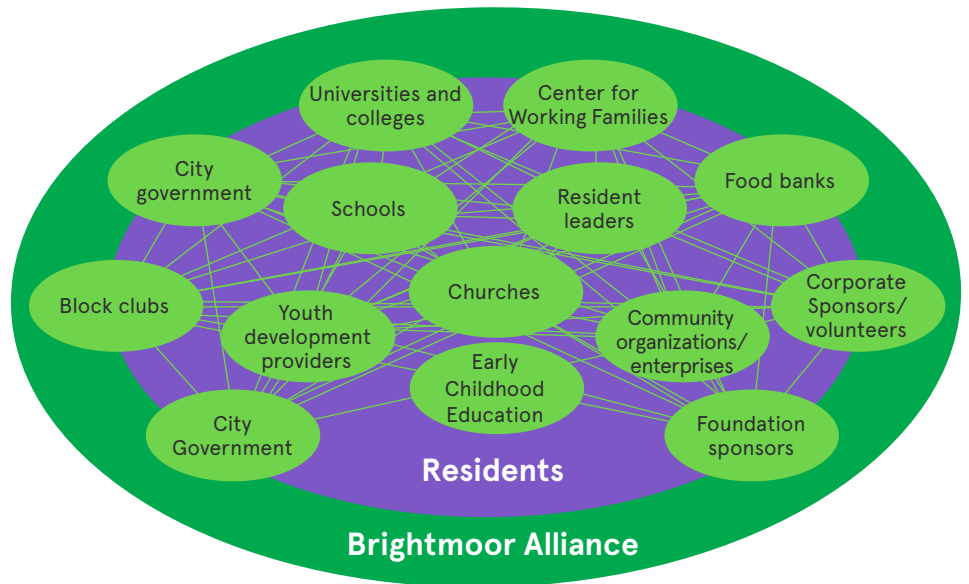
Brightmoor is an innovative place where people of modest means can live, learn, work and commune in a safe, culturally diverse and sustainable environment. Brightmoor UP! Join us!

Our Impact

The Brightmoor neighborhood is organized and ready for change! The Brightmoor Alliance is a catalyst forging alliances, working with partners, getting things done.

“Wow, I have never seen it like this before!”

- 7 year old on the way home from school after the General Motors, community clean up



Spaces

Our Environment

RESTORE THE 'MOOR

Brightmoor's land use to improve quality of life for **1,200** residents engaged with Community Development Advocates of Detroit (CDAD) to create a plan of action.

Restore the 'Moor has been used as a planning tool by the City of Detroit and corporate partners, such as Meijer, to make decisions about zoning and developing land, and has led to real dollar investment in the Brightmoor neighborhood.



VACANT LAND REUSE

14 blocks of non-structural blight cleared, resulting in reduced dumping and increased property value



- **\$1 million leveraged to transform the neighborhood**

60 vacant homes boarded and **300** lots cleared of debris in partnership with GM and AAA

- **Created safe passage for Gompers elementary students**

Kaboom Park built in partnership with PNC Bank, AAA, Marjorie S. Fisher Fund and Neighbors Building Brightmoor



TO BRIGHTMOOR

Neighbors Building Brightmoor (NBB) - a group of neighbors changing the landscape in Brightmoor, sparking hope, creating opportunity, and re-imagining Brightmoor's usage of open space.

- **30-50 neighbors meet monthly to support the development of youth gardens, community gardens and urban farms**
- **34,000 square feet of growing space developed bringing in \$7,000 for market gardeners**

PUBLIC ART | PERFORMING ARTS

Detroit Institute of Art (DIA) Inside/Out Project installed replicas of artwork in Brightmoor Program Partner with Sidewalk Festival for Performing Arts

- **Annual Sidewalk Festivals held celebrating in the spirit of Brightmoor**

Community Public Art Development Grant of CCS

- **Partnered with the community to identify artists and art objects to be installed**



Places

Our Physical Structures

CREATING SAFE ZONES FOR OUR KIDS

We have engaged Brightmoor families in creating youth-friendly places that support learning and imagination. Including:

- Kaboom Playground
- Re-painting of Gompers and Murphy Schools
- Clean-up at Emerson School
- Mural board ups on vacant buildings creating brighter safer spaces on school routes
- Leveraged donations and worked with Motor City Blight Busters on tearing down buildings
- More than 17 early childhood education sites are quality certified by the State of Michigan.



The "Art House" on Lyndon and Burt Road created by youth from different art classes extended by the College for Creative Studies (CCS)

"There has been a lot of change made, there's all these different projects. Before this there was no sense of community. Now we say hi to one another. Now there's a community, people care about one another."

- Brightmoor Adult Leader

Faces

Our People

FOCUS ON EDUCATION

RISING: Advocates for Young Children supports local community child care providers and families through basic needs pantries and field trips.

Present! In Brightmoor engages residents and promotes school attendance, system reform, and grade level reading programs.

The School Attendance Initiative made attendance one of the cornerstones of a successful school policy and facilitated meetings which resulted in a focus on attendance throughout DPS.

Focus on early childhood education to prepare children for kindergarten and lifelong success.

FOSTERING THE ENTREPRENEURIAL SPIRIT

- Brightmoor Building STEAM business Partnership
- Brightmoor Soup
- Maker Space
- Brightmoor Artisan's Community Kitchen



RESIDENTS CHANGING CONDITIONS

Brightmoor Alliance Membership

- Monthly convenings, active committees, and engaged membership

Block Clubs gather residents to improve the community and create camaraderie in the neighborhood

Policy committee leverages national policy experts to impact state child care policy

- 60 residents attend every meeting with a focus on children and families.

All crimes decreased by 48% between 2008-2015

"A lot of broken down houses are gone. People are farming, and there's little gardens. It's contributing to the neighborhood because they take food to the neighborhood farm market."

- Brightmoor Adult Leader

What's next?

Our enemy is poverty. For those who are able, the only way to overcome poverty is to earn a "prosperity" wage or launch a business that yields a "prosperity" return.

This requires creating a community consensus to build a culture of prosperity, laying out specific pathways to achieve it, and mobilizing partners to invest in making it happen.

Our strategy is short term, near term and long term. In the long term children from conception will be nurtured and led to prosper. In the near term their parents and caregivers will be nurtured and motivated to achieve. In the short term we will transform the spaces and places where we live so they inspire hope.

NEXT STEPS:

- Organize block clubs and residents to build leaders and change-makers
- Mobilize and align investments across sectors and partners to amplify impact on children and families
- Implement Brightmoor Building STEAM to promote careers in Science Technology Art and Math and offer the shortest path to prosperity
- Advance "Restore the Moor" community plan to build the spaces that inspire prosperity
- Continue preparing children for kindergarten readiness



Making a difference in people's lives.

JOIN US!

We are looking for corporate, small business, philanthropic and governmental partners to join us in this paradigm shifting prosperity focused change initiative.

If you see the need for change and are looking for a place to work on it, Brightmoor is it. If you feel people are the key to sustainable change, we are the faces for which you are looking. Brightmoor is industrial, agricultural, artistic, spacious, dense, gorgeous, blighted, slow and fast paced. We are data driven, best practice creating innovators.

CONTACT INFORMATION

Brightmoor Alliance
17421 Telegraph Rd, Detroit, MI 48219

Phone: 313-766-6041

Fax: 313-766-5985

E-mail: mail@brightmooralliance.org

Website: www.brightmooralliance.org

Acknowledgements

BOARD MEMBERS

Jeff Adams
Deborah Andrews
Cherie Bandrowski
Demetrius Beal
Taylor Beal
Sonya Brannon
Rev. Michael Collins
Soummer Crawford
Mariah Davis
Bart Eddy
Cassandra Gaines
John George
David McCray
Mushaad Moore
Christopher Norris
John O'Brien
Riet Schumack
Cordero Smith
Jacklyn Reese Smith
Rev. Dennis Talbert
Scott Unger
Rev. Jerome Warfield
Pamela Weaver
Cynthia Wells
Hugh Williams
Ora Williams
Jonathon Clark
Dawn Wilson-Clark

PARTNERS

482Forward
Artesian Farms
Baber Memorial AME Church
Beautiful Burt Block Club
Brightmoor Aldersgate Church
Brightmoor Pastor's Alliance
Christ the King Catholic Church
Citadel of Praise
City Covenant Church
Detroit Community Schools
Detroit Leadership Academies-
Equity Schools
Detroit Northwest Seventh Day
Adventist Church
Excellent Schools Detroit
Forgotten Harvest
Friends of Eliza Howell Park
Gleaners Community
Food Bank
God Land Unity Church
Gompers Elementary School
Greening of Detroit
Kentfield Block Club
Leland Baptist Church
Motor City Blight Busters
Mt. Vernon Missionary
Baptist Church
Murphy Middle School
Neighbors Building Brightmoor
Northwest Community
Baptist Church

Old Redford Middle and
Elementary Academies
Patton Pioneers
Plainview Block Club
Pure Word Baptist Church
Riverdale United with
Brightmoor
Rosedale Park Baptist Church
Sidewalk Festival for
Performing Arts
St. Christine Community
Kitchen
Stout Block Club
TechTown
The Heat and Warmth
Fund (THAW)
Urban Link Village
Voices for Earth Justice
Well Springs

STAFF

Richetta Akins
Americorps
Mary Banks
Ke'li Coleman
Arlene Kimbrough
Edmund Lewis
Kirk Mayes
CHAZZ Miller
Joe Rashid
Rev. Larry L. Simmons Sr.
Ernestine Solomon
Aaron Vinson
Seleana Yancy

SUPPORTERS

AAA Insurance
Ajax Paving
Berman Foundation
Bill Pulte
City Councilman Tate's Office
City of Detroit Mayor's Office
Community Development
Advocates of Detroit (CDAD)
Detroit Blight Authority
Development Centers Inc (DCI)
DTE Energy Foundation
Max M. & Marjorie S.
Fisher Foundation
Ford Foundation
General Motors
Henry Ford Hospital
J.U.S.T Foundation
W. K. Kellogg Foundation
Knight Foundation
LEAR Corporation
Mayor's Department of
Neighborhoods
Meijer Stores
Mrs. Marjorie S. Fisher
PNC Bank
Scotties' Fish and Chips
The Skillman Foundation
UM of School of Social Work
Technical Assistance Center
UM Ross School of Business
Sanger Institute
UM Penny W. Stamps School of
Art & Design