



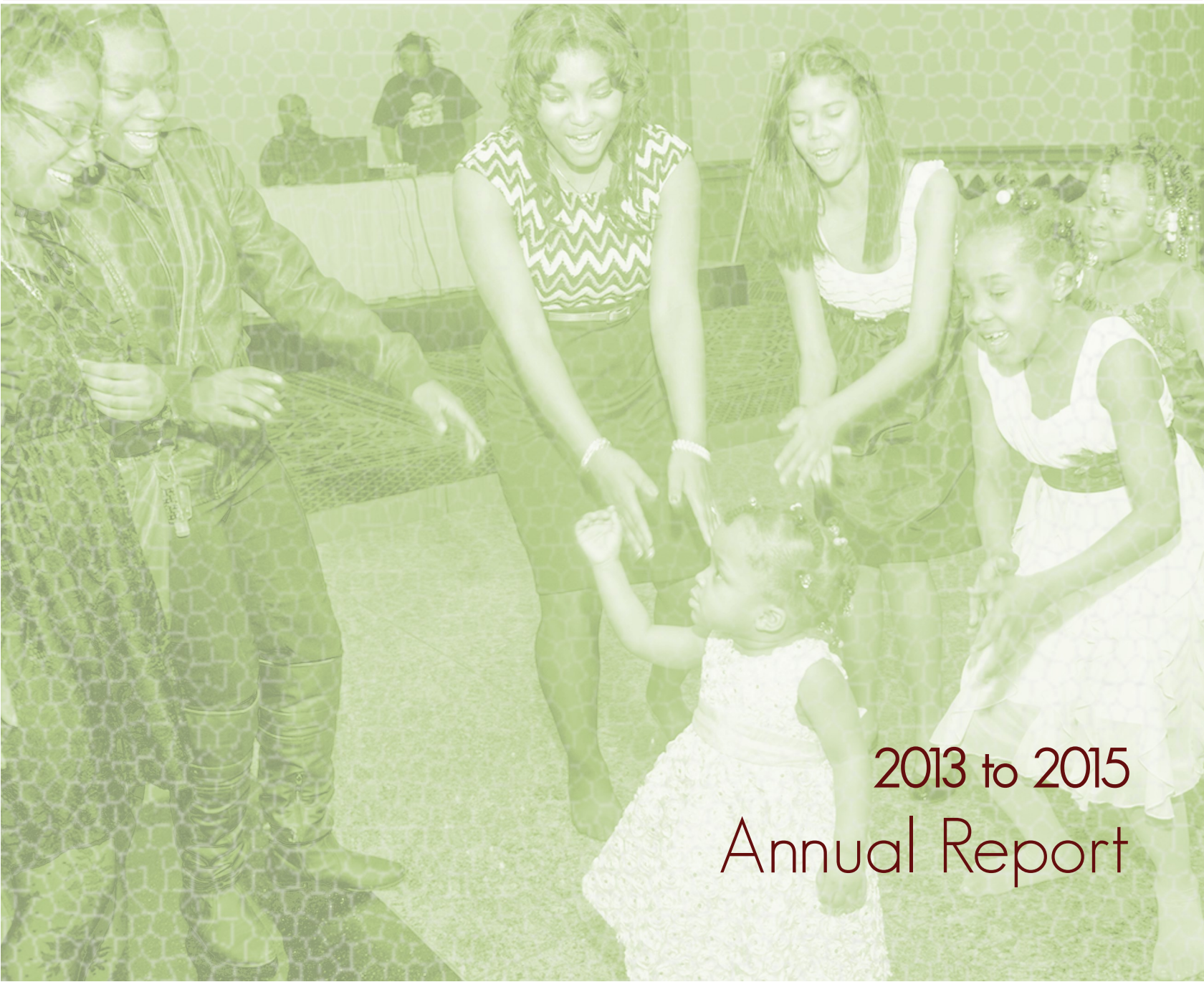
CODY ROUGE

COMMUNITY ACTION ALLIANCE

Family Collaboration Diversity Integrity Safe Clean Neighborhoods

TRANSFORMING CODY ROUGE:

One Block At A Time



2013 to 2015
Annual Report

2013-2015 ANNUAL REPORT

TABLE OF CONTENTS

Page 3 Message From The Executive Director, Kenyetta M. Campbell

Page 4 Board of Directors

Page 5 Youth Development

Page 6 Community Revitalization

Page 8 Community Engagement

Page 10 Photos

Page 11 2013 to 2015 Annual Report

Cody Rouge Community Action Alliance, CDC
19321 West Chicago Road, Suite 105 - Detroit, Michigan 48228

Phone: 313-397-9280

www.CodyRouge.org Email: rbare@codyrouge.org

GREETINGS

TRANSFORMING CODY ROUGE: ONE BLOCK AT A TIME

Greetings Cody Rouge,

As a lifetime Cody Rouge resident, it has truly been an honor and pleasure serving my community during a very exciting time in the City of Detroit. We are “**TRANSFORMING CODY ROUGE: ONE BLOCK AT A TIME**”. This year marks our 9th year of planning, organizing, and implementation. This annual report is a special edition that includes our successes in 2013-2015.



The Cody Rouge Community Action Alliance Community Development Corporation (CRCAA) has spent the past 2 years preparing the community for major transformation. In doing so, we have brought together residents, schools, churches, non-profits, youth, government entities, and businesses to accomplish many tasks. Our mission is to “Revitalize and sustain a healthy community where residents have access to unlimited resources”.

The ongoing work of CRCAA remains focused on our three strategic areas: (1) Youth Development (2) Community Engagement (3) Community Revitalization

The Cody Rouge Community Action Alliance (CRCAA) began the initial planning and organizing in 2007 under the Skillman Foundation Good Neighborhoods Initiative. In 2009, CRCAA became incorporated as a State of Michigan non-profit. Through high demands for neighborhood stabilization and revitalization the organization became a 501c3 Community Development Corporation.

We are pleased to announce that we have purchased our first 2 homes in the area and have partnered with Life Remodeled to complete the home renovations. The Detroit Land Bank, IFF, Department of Neighborhoods, and Detroit Rescue Mission have become additional strategic partners to assist in the community & economic development projects. Furthermore, Cody Rouge has expanded its reach throughout District Seven. We have become an intake center for the Detroit LISC Foundation by operating the City of Detroit 0% percent interest loan program.

As you see, we are working collaboratively to continue making our community better. There are truly no limits to what we can accomplish together! We look forward to working with all of you to join us in our work. Our ultimate goal is that “All children will live in a village where they are safe, healthy, educated and have access to unlimited resources.”

In partnership,

Kenyetta M. Campbell
Executive Director

BOARD OF DIRECTORS

ABOUT US:

The Cody Rouge Community Action Alliance CDC (CRCAA) is a non-profit organization that serves the Cody Rouge community and is charged with promoting the goals and purposes of area residents, businesses and organizations. At the request of community members, CRCAA is committed to community action and the success of the Cody Rouge residents. Our mission is to revitalize and sustain a healthy community where residents have access to and promote a high quality of life. We believe that we are accomplishing these goals by creating and assisting strong families, producing high quality education, strengthening our block clubs, creating and implementing plans for safety and forming plans for economic revitalization and training among the youth and adults to ensure community and economic development.

As an organization we are comprised of staff and a board of directors. The board of directors is comprised of residents, youth and stakeholders. Elections are held on a yearly basis.

HISTORY:

The Cody Rouge Community Action Alliance's (CRCAA) commencement involved a group of concerned residents and stakeholders ready to see change in their community. Cody Rouge has always been a community that had a plethora of organizations at work. However, when the Cody Rouge community was chosen as one of the Skillman Foundation Good Neighborhood's, it proved to be a catalyst to increase continuity and collaboration. The initiative helped the community to determine a goal that represented the interest of the youth, residents and creating a plan for sustainable economic growth for the entire Cody Rouge community.

For more than nine years, those community members worked to develop programs and policies to reach this goal. During this time, it was consistently realized that in order to effectively change the outcomes for youth, we needed to provide resources to help their parents and family. The creation of the Cody Rouge Community Action Alliance was formed in February 2009 and has since diligently sought to pursue its mission and accomplish its vision of seeing healthy, proud and educated residents thriving in a safe, resourceful, culturally connected community.

Staff:

Kenyetta M. Campbell
Executive Director

Rebecca Bare
Program Director

Roxie Wilson,
AMERICORPS VISTA

Youth Coordinator 2013-2014
Lindsey Palar, U of M Intern
Youth Coordinator 2014-2015
Emily Whitley, U of M Intern

Board of Directors:

Carlos Topp, President

Samuel Crowder, Vice President

Kevin Bryant, 2nd Vice President
Dobey Gavin, Treasurer | Niccole Nelson, Secretary

Dustin Campbell | Lynda Cloyd-Smith | Sierra Dunklin
Ebony Frost | Bobbi Johnson | Treneese Johnson
Pastor Charles Mitchell | Barbara Touzeau | Kerry Webb
Jamal Williams | Jhonae Williams

YOUTH DEVELOPMENT



In 2007, the **Cody Rouge Youth Council (CRYC)** was established. The CRYC consists of youth from various organizations that engage in leadership development training, community service and job opportunities. Since that time, several students have had the opportunity to engage in various community youth lead events and activities.

The CRYC hosts monthly **YOUTH NIGHTS**. Youth Nights are a time for all of the neighborhood youth to come together, have dinner, discuss issues in the community, and try to solve them. Everyone's input is valuable and it is with that input that change can occur in the Cody Rouge neighborhood.

To qualify for CRYC membership the youth must be between the ages of 12-18, live, work, worship or attend school in the 48227, 48228 and 48239 zip codes and have a genuine interest in making a positive difference in the community.

Activities include: phone bank, youth summit, block club recruitment, special events/activities/field trips, the Keep Cody Rouge Clean & Safe Campaign, safety initiatives and identifying blight in the community. Our youth are actively engaged in the program and resource committees.

The **mission** of the Cody Rouge Youth Council is to advise community leaders of the unique youth perspective and work together on neighborhood concerns and solutions.

This **vision** of the Cody Rouge Youth Council is to have youth involvement in neighborhood revitalization and decision-making.

Since 2013 the Youth Council has hosted 30+ Youth Nights, attended 6 college tours, 10 students visited Washington DC, and attended 60+ Youth Council planning meetings. They have successfully helped organized 3 Annual Keep Cody Rouge Clean & Safe Campaigns and canvassed over 4,000 homes in the Cody Rouge Neighborhood.

Cody Rouge Summer Youth Internship Program

Cody Rouge Summer Youth Internship Program is geared towards youth ages 13-18 that are serious about making a difference in the community. Throughout the course of the summer they engage in a series of life-altering leadership learning opportunities as well as getting the real life experience of properly holding a job. This internship program will provide youth the opportunity to learn to successfully organize community outreach events, block club recruitment, identifying blight in the neighborhood, team building techniques, community clean up days, the importance of collecting data, community vs. capacity building, the importance of business & community partnerships, phone bank, canvass days and engaging in the ongoing safety initiative.

Since 2013 The Cody Rouge Summer Youth Internship has had 50+ participants and worked at seven (7) business/organizations in Cody Rouge.

COMMUNITY REVITALIZATION

Prosper US Program

Prosper US Detroit is an entrepreneur training program specifically targeted to residents of Cody Rouge who want to learn the skills needed to successfully start or operate a small business. Applicants must plan to operate their businesses in Cody Rouge or one of the other Prosper US target neighborhoods. Entrepreneurs who successfully complete the program, write a business plan, and locate their business in a target neighborhood are eligible for ProsperUS Detroit ongoing business support. Business start-up loan up to \$15,000 for a new business.



Since 2013 the ProsperUS Program has had 5 cohorts with 42 graduates. There are currently 22 successful entrepreneurs operating their businesses because of the training received through this program.

Keep Cody Rouge Clean & Safe Campaign

The campaign is a unified effort led by the Cody Rouge Youth Council, residents and a network of community partners was designed by the residents to directly address blight and safety initiatives in the Cody Rouge community. The key areas in the campaign include the Coordination of the Community Safety Plan, Safe Routes to School, building Block Clubs, coordinate and facilitate community beautification projects/Neighborhood Watch, Community Policing Projects, Community Education Programs, Violence Prevention Initiative through the Mayor's Office, Spiritual Support coordinated through the Cody Rouge Faith Alliance, addressing deteriorated and dilapidated housing efforts, and targeted youth engagement.

Since 2013 the Keep Cody Rouge Clean & Safe Campaign has brought 1000+ volunteers together and revitalized 50 vacant lots, playgrounds & community corridors.

Cody Rouge E.R.A: Engage Retain Attract

The Cody Rouge ERA Initiative is all about Engaging, Retaining and Attracting new businesses and homeowners to the Cody Rouge community and as an educational tool of financial empowerment. The goal of this initiative has implemented Home Buyers Education Classes, Home Purchase & Renovation Program, Renovation Program, and the Cody Rouge Delinquent Property Tax Program.

Since the Cody Rouge ERA Initiative began in 2014 there have been two home buyers education classes with 10 graduates, one home was purchased & renovated.

COMMUNITY REVITALIZATION

The CRCAA, CDC has also purchased two homes and completely renovated them. They are currently on the market and serve as a starting point for the current Economic Development Plan for Cody Rouge.

The Cody Rouge Delinquent Property Tax Program has provided tax assistance to 5 residents in the amount of \$27,000 to save their homes in Cody Rouge.

Cody Rouge Community & Business Center

The Cody Rouge Community & Business Center, housed in the CRCAA headquarters, is a resource center for entrepreneurs and small businesses connected to the Cody Rouge neighborhood of Detroit. This Center has facilitated knowledge acquisitions, created connections, and provided tools and space needed to graduates of the ProsperUs Detroit microenterprise development program and small businesses in the Cody Rouge neighborhood. The Neighborhood Enterprise Development Hub includes a lending library and computer lab for graduates and any entrepreneur in need of resources in Cody Rouge.

Neighborhood enterprise lending library for graduates of the ProsperUs Detroit micro enterprise development program in the Cody Rouge neighborhood. The lending library is a service of the hub and is comprised of resources that can be lent out to local businesses. Resources that are and will be made available through this grant include laptops, media related to entrepreneurship (books, cds, and dvds), and special technical resources for women and minority owned firms

Best Practice Tours for ProsperUs Detroit micro enterprise development program graduates from the Cody Rouge neighborhood to women and minority-owned businesses of excellence in metro Detroit. The tours of business districts in the Detroit area provide a great deal of insight to our budding entrepreneurs and give them a chance to connect with small business owners just like them.

LIFE REMODELED & CODY ROUGE

In 2014, Life Remodeled in partnership with CRCAA, Cody HS and various community partners and volunteers built a brand new medical lab, STEM and robotics training room, and a leadership lab, in addition to a brand new football field for the entire Cody campus. There were 254 houses were boarded up and blight removed from 303 blocks.

In the community around Cody, block clubs and neighborhood organizations coordinated their efforts with volunteers from Oak Pointe Church, GM, Quicken and other groups to clean up different portions of the community every other weekend throughout the summer. They were able to use lawn mowers and weed trimmers from Life Remodeled, and students from Cody who make up the GM Student Corps also used that equipment to maintain the lawns of the abandoned homes on all of the blocks tangential line to the Cody campus.

Special thanks to Life Remodeled and Quicken, CRCAA received a generous donation of 100 lawn mowers and 100 weed trimmers to use in future neighborhood revitalization projects.

COMMUNITY ENGAGEMENT

Community Meetings are generally held on a quarterly basis and provide a chance for the Cody Rouge residents and stakeholders to gather and break bread, while learning about a variety of community resources, programs and developments happening in our neighborhood and across the City of Detroit. These meetings cover the topics of Education, Safety, Wealth Empowerment & Economic Development and as well as Youth Empowerment.

The format of these community meetings vary depending on the topic, similar to a town hall meeting and can range from workshops, community discussions and panel formats. All meetings are informative and while the topics are serious and detrimental to the success of Cody Rouge, it also provides the entire community a chance to celebrate the accomplishments and growth achieved. It communicates with the community in a way that reaches anyone interested in making Cody Rouge an even better place to live and serves as a jumping off point, where we actually build community and connect the residents to each other. This is a platform that is constantly creating not just new, but lasting community partnerships and friendships.

Since 2013 we have hosted 15 Community Meetings, with over 2,250 people in attendance.

Annual Family Fun Day & Back 2 School Rally is an annual event that was launched with the idea that Cody Rouge residents, local businesses and stakeholders could come together for a day filled with family friendly activities, entertainment and a chance to break bread together. This is a collaborative with Don Bosco Hall Community Resource Center and is held on the grounds of the facility.

This event is detrimental to our youth and families because it provides free backpacks and school supplies for the upcoming school year. The schools within our community are on hand and this event serves as an impromptu open house for all of the schools available to Cody Rouge residents.

The teachers and administrators are there answering questions and providing information about the programs offered at their respective schools. The resource tent offers a variety of information to the community and also allows the Entrepreneurs of the ProsperUS Detroit Program to advertise their small business.



Since 2013 the Cody Rouge Family Fun Day and Back 2 School Rally has given away 2,100 backpacks with supplies as well as 50+ uniforms and a healthy lunch was served to over 2,000 Cody Rouge families.

COMMUNITY ENGAGEMENT



Showing Compassion in Cody Rouge began in 2013 as an opportunity for community partners or donors to partner with CRCAA and provide a resource for the community.

Since 2013 this initiative has morphed into annual events like the Turkey Drive, Adopt-a-Family Day and Uniform Drive.

Participants have included the Detroit Lions, Tarence Wheeler, Zenobia Awada, Cody HS Football Team, City of Detroit, State Representative Harvey Santana, Councilman Gabe Leland, Commissioner Alisha Bell, Big Sean, Mike Epps, Lincoln Mercury, Walmart and BME.

The longtime contributor and founding Adopt-a-Family contributor is Janet Newcomer. Each year she and her colleagues sponsor two families. Providing wish list items and necessities as it relates to the special needs of the families.

The outpouring of generosity shown through this program is amazing and absolutely beneficial to the families in Cody Rouge.

Since 2013 the Showing Compassion in Cody Rouge has given away over 1500 turkeys, adopted 8 families and provided 50+ uniforms to the Cody Rouge residents.



REBUILDING 1 BLOCK A TIME



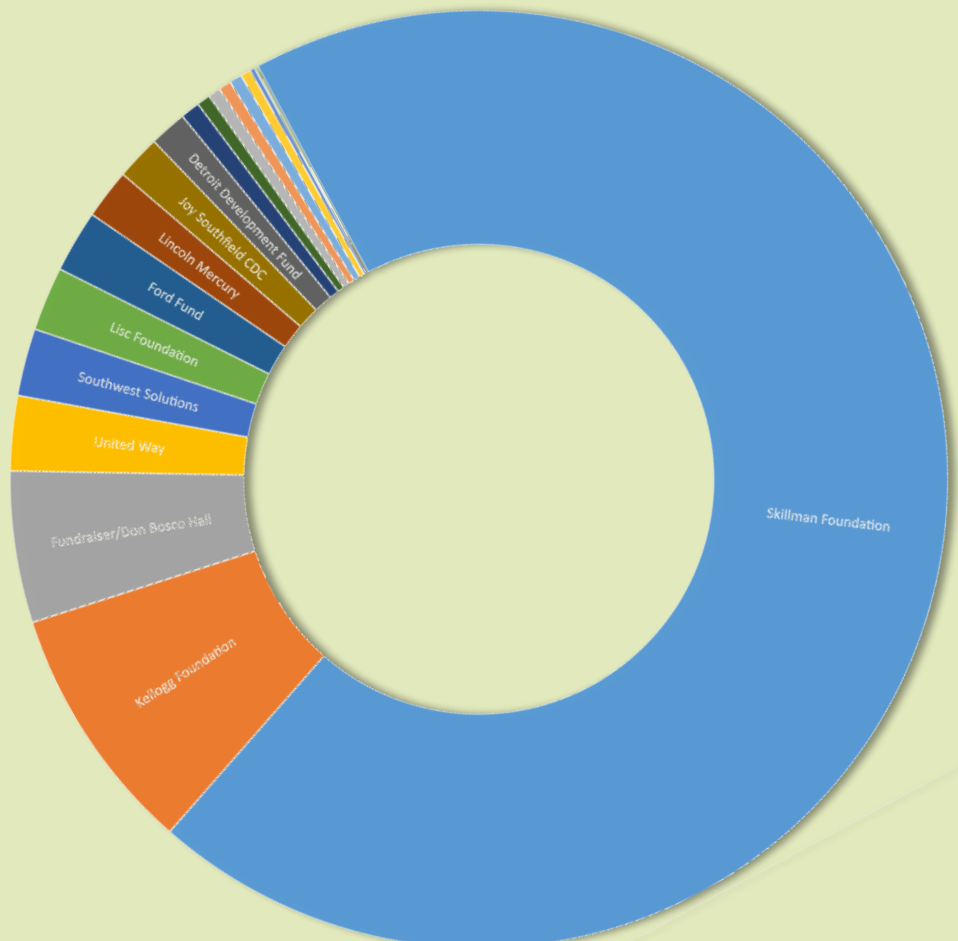
2013-2015 ANNUAL REPORT

Cody Rouge Community Action Alliance, CDC Financial Summary 2013 - 2015

Grand Total \$580,983

■ Skillman Foundation	■ Kellogg Foundation	■ Fundraiser/Don Bosco Hall	■ United Way	■ Southwest Solutions
■ Lisc Foundation	■ Ford Fund	■ Lincoln Mercury	■ Detroit Development Fund	■ Joy Southfield CDC
■ Delinquent Tax Program	■ Individual Donors	■ First Merit	■ Harvey Santana	■ University of Michigan
■ BUOY	■ Prevention Network	■ BME	■ Black Family Development	

Skillman Foundation	402,500
Kellogg Foundation	50,000
Fundraiser/Don Bosco Hall	30,345
United Way	15,000
Southwest Solutions	13,500
Lisc Foundation	12,850
Ford Fund	12,500
Lincoln Mercury	10,000
Detroit Development Fund	7,500
Joy Southfield CDC	8924
Delinquent Tax Program	3872
Individual Donors	2700
First Merit	2500
Harvey Santana	2500
University of Michigan	2,500
BUOY	2048.05
Prevention Network	998
BME	500
Black Family Development	246
	580,983



CODY ROUGE
COMMUNITY ACTION ALLIANCE





CODY ROUGE

COMMUNITY ACTION ALLIANCE



Family Collaboration Diversity Integrity Safe Clean Neighborhoods