

FAMILY | COLLABORATION | DIVERSITY | INTEGRITY | SAFE AND CLEAN NEIGHBORHOODS

POSITIVE CHANGE HAPPENS HERE

CODY ROUGE
COMMUNITY ACTION ALLIANCE



visit us at codyrouge.org



The Cody Rouge Community Action Alliance leadership team (from left to right): Charday Ward, Kenyetta M. Campbell, Rebecca Bare

WELCOME

A Message from Kenyetta M. Campbell, Executive Director

When you drive past Stein Field, you can hear the laughter and shouts and squeals from kids playing on the new KaBOOM! playground—with swings, a slide, a jungle gym, and more.

When you're waiting for the bus, you can enjoy new wooden benches that give residents a place to rest until their ride comes.

When you're walking up to a neighbor's house, you can step onto a revitalized porch with fresh cement and a new railing.

When you see Piedmont Street, where there are no longer boarded homes or blight, you can take more pride in the place you live.

Every day, the Cody Rouge Community Action Alliance is fueling changes like these—and many more. Our work reflects the expertise of people who live right here, as we take action together. Our efforts, large and small, are helping transform the place we live into a model neighborhood.

This report shares the impact of our work from 2017-2018 as we implement our five-year community plan, developed in partnership with Community Development Advocates of Detroit (CDAD). Seven key themes emerged from this plan, where we are taking bold action: stabilize residential neighborhoods; increase safety and security; ensure land uses complement the neighborhood character; strengthen commercial corridors; create a welcoming neighborhood; support community-based groups; and support youth development.

Thank you for believing in our mission and work, and for helping us build an even better neighborhood for Cody Rouge's strong and hard-working residents to call home.

One block at a time,

Kenyetta M. Campbell

Executive Director



OUR BOARD OF DIRECTORS

Niccole Nelson
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Crystal Humphries

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A BETTER COMMUNITY, TOGETHER

We are building a safe and successful community where residents have the resources they need to grow and thrive. Our work reflects the expertise of people who live right here because we engage and empower local community members and organizations.

During 2017-2018, we created positive change in three specific program areas:

**Community
Engagement**

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**Youth
Development**

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**Neighborhood
Stabilization**

page 5

Read on for more about our impact in each of these key areas.

We create pathways for the citizens of Cody Rouge to participate in community improvements, educational opportunities, resource distribution, and leadership development.

COMMUNITY ENGAGEMENT

A Beautiful Place To Live

Chris Bond is a longtime resident of Cody Rouge. When the neighborhood started to change and people moved away, she stayed, and Cody Rouge Community Action Alliance gave her an opportunity to connect with and help those who remained.

Bond began working with Cody Rouge Community Action Alliance on behalf of seniors. Many seniors in Cody Rouge have limited access to transportation and rely on Cody Rouge Community Action Alliance and St. Suzanne Cody Rouge Community Resource Center to connect with other people and receive services.

Bond knows how much the center means to the seniors, and she works hard to be a community ambassador for Cody Rouge Community Action Alliance. Twice each month, Bond attends Senior Connect, where seniors share a meal, information, and engage in healthier lifestyle activities.

Bond talks about the close-knit residents of Cody Rouge who look out for each other. “There are good neighbors here. We are working on the schools, and there is plenty of help for a first-time homebuyer. It’s still a solid neighborhood and it’s still a beautiful place to live.”



700

Community Meeting
Attendees



1,200

Free Backpacks
Given to Students



13

Families Adopted
for the Holidays



200

Community Planning
Sessions





YOUTH DEVELOPMENT

The Cody Rouge Youth Council provides a space for young people from the neighborhood to engage in leadership development, community service, and work-readiness training.



120

Teens Attended
Youth Nights



325

Grow Detroit
Young Talent Interns



15

College Essay
Workshops



20

Bus Stop Benches Built
for Project No Stand Zone

"A Crescent Moon Getting Bigger"

High School can be a time of selfishness; to worry about your future and let everything else take care of itself. But that's not the way Porsha Taylor saw it. She wanted to make a difference. She wanted to make her neighborhood better, and Cody Rouge Community Action Alliance gave her the chance to do just that.

While a student at Cody High, friends invited Taylor to attend a Cody Rouge Youth Council meeting. The Council did everything from canvassing the neighborhood with fliers about community meetings to taking surveys. Taylor saw that the Youth Council didn't just talk—their conversations led to action.

The Youth Council created a program to address blight and safety in the Cody Rouge neighborhood. Taylor stepped up and became the first Youth Council president. When asked what she is most proud of, Taylor speaks about Cody Rouge Community Action Alliance supporting the Youth Council to board up vacant houses. This was a priority for the Youth Council, because the empty buildings compromised youth safety.

Taylor is frank when it comes to talking about the challenges Cody Rouge still faces, but she is also optimistic. "I see Cody Rouge as a crescent moon that's getting bigger. It has potential and is getting better all the time."



We actively partner with community members and organizations to improve and enhance neighborhoods by removing blight, increasing lighting, keeping residents in their homes, and more.

NEIGHBORHOOD STABILIZATION

Moving the Work Forward

Nicole Nelson grew up in Cody Rouge, moved away for a few years, then came back in 2014. At the time, she had a side business creating gifts and greeting cards by hand and, through Cody Rouge Community Action Alliance, she found the ProsperUS program, which supports entrepreneurs.

“[The program] helped guide me with a business plan, as well as marketing and keeping up with my taxes. I was focused more on the creative side, and ProsperUS helped with other aspects of the business.”

Nelson was able to grow her entrepreneurial endeavors and, today, she owns a successful small business called Merci Cadeaux, which means “thank-you gifts” in French. “You tell me about the person you’re buying for, and I design the gift around that,” she says.

Nelson is also president of the Cody Rouge Community Action Alliance board of directors. She says she is proud to serve on a board that is so active.

“We’re not just sitting back and voting and signing documents, but we are on the ground moving the work forward,” she says. This includes helping with neighborhood clean-ups, building the new KaBOOM! playground, engaging with fundraising, and more. “The board is in the trenches too, doing the work. It makes what we do even more rewarding.”



102

Back Yards Cleaned Up



79

Zero-Percent Home Loan
Applications Completed



5242

People Attended
Grow Cody Rouge Week



6

School Renovation
Projects





Thank you to our generous supporters

Bank of America	Local Initiatives Support Corporation Detroit
Community Foundation for Southeast Michigan	MI State Housing Development Authority
Connect Detroit	Neutral Zone
Detroit Employment Solutions Corporation	Quicken Loans
Detroit 2 Nepal	Ralph C. Wilson, Jr. Foundation
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DTE Energy Foundation	Southwest Solutions
Ford Foundation	Talmer Bank
Ford Motor Co.	Target
General Motors	United Way for Southeastern Michigan
Huntington Bank	
Kresge Foundation	

FUNDING

Foundation/ Philanthropy	\$1,287,397
Corporations	\$297,520
Government	\$28,086
Donations/Contracts	\$64,129
TOTAL	\$1,677,132



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