

# Community Foundation

FOR SOUTHEAST MICHIGAN

# REPORT

Volume 34 / Issue 1  
March 2020



EVERY  
MICHIGANDER  
COUNTS

CENSUS 2020: BE COUNTED

Volume 34 / Issue 1 / March 2020

---

**1** MESSAGE FROM THE PRESIDENT

---

**2** STORIES

- 2** 2020 Census: Getting a Complete Count
- 6** Storytelling Campaign Captures the Entrepreneurial Energy of Detroit

---

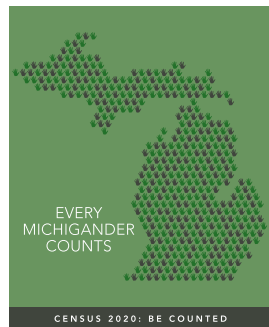
**8** GIVING

- 8** Charitable Gift Annuities: Receive Income for Life

---

**9** NEWS

- 9** Vivian Day Stroh: Connecting with Immigrants and Refugees
- 10** The Michigan Opioid Partnership Receives More Funding to Work Across the State
- 11** Strengthening the Capacity of Detroit's Theater Groups
- 12** PEDALS Youth Development Program Set to Reach More Than 1,100 Preschoolers
- 13** Expressing Gratitude: End-of-Year Investment Performance
- 13** Board and Staff Announcements



EDITOR & WRITER: Jeffrey Waraniak  
 PHOTOGRAPHY: Darrel Ellis, pp. 2-3, p. 9, p. 12; Ali Lapetina, pp. 6-7; EmcArts, p. 11.

**Community Foundation**  
 FOR SOUTHEAST MICHIGAN

333 W. Fort Street \ Suite 2010 \ Detroit, MI 48226-3134 \ 313.961.6675 \ cfsem.org

Living in the age of information, many of us rely on numbers to make improvements in our lives. We wear step trackers to keep us fit, count calories at mealtimes, and our smartphones — if we so choose — provide us with daily statistics about the time we spend in front of our screens. When applied on a larger scale, numbers can be incredibly useful in facilitating community change.

Over the past year, the Community Foundation has been working closely with grantees from the Southeast Michigan Counts Initiative — a project designed to support local efforts for a complete and accurate count in the 2020 U.S. Census.

As it has every decade for the past 230 years, the census will help us glean crucial information about our community, which will determine everything from the number of folks we send to represent us in Congress to the amount of federal funding that goes toward school lunches, fire departments, public highways, families in need, wildlife restoration, and more.

As critical as census data is in providing us with a broad picture about who we are collectively, it doesn't capture the nuances of who we are as individuals.

In addition to our census efforts, this issue of the *REPORT* highlights stories of individual community members who are working with the Community Foundation and our grantees to make a difference in our region.

You'll learn about a storytelling campaign developed by the New Economy Initiative that showcases the journeys of Detroit entrepreneurs. We highlight the Knight Staging Change program, which is helping members of Detroit's professional theater groups connect to new audiences. And one of our donors shares how her personal experience living with immigrants and refugees overseas encouraged her to contribute to the Southeast Michigan Immigrant and Refugee Initiative.

While we're thinking about numbers, we also have our own milestone to share. At year-end 2019, the Community Foundation reached \$1 billion in assets, an achievement that coincides with the organization's 35-year anniversary. It solidifies our place as one of the largest community changemakers in the region and in the top 25 of community foundations nationwide. We note this accomplishment fully aware of the recent impact of the investment market volatility.

We're proud and humble to share this milestone with our community. It speaks volumes about the spirit of generosity that enables the Community Foundation to make a continuous impact throughout the seven counties we serve.

Without contributions large and small, the Community Foundation would not be able to reach the thousands of people it does each year. We are truly grateful for all the support we've received throughout our existence, and, as always, we look ahead to making a noticeable impact for generations to come.

Mariam C. Noland  
 President

**BOARD OF TRUSTEES**

- James B. Nicholson  
*Chair*
- Penny B. Blumenstein  
*Vice Chair*
- David M. Hempstead  
*Vice Chair*
- Reginald M. Turner  
*Vice Chair*
- Mary H. Weiser  
*Secretary*
- Michael T. Monahan  
*Treasurer*
- Margaret A. Allesee
- Linda Wasserman Aviv
- Michael E. Bannister
- Wendy Batiste-Johnson
- Albert M. Berriz
- Thomas C. Buhl
- Andrew L. Camden
- Ahmad Chebbani
- Matthew P. Cullen
- Paul R. Dimond
- Sarah M. Earley
- Lena R. Epstein
- John M. Erb
- Jennifer M. Fischer
- Phillip Wm. Fisher
- Jenice C. Mitchell Ford
- Bradley M. Gayton
- Allan D. Gilmour
- Kouhaila G. Hammer
- Steven K. Hamp
- William M. Hermann
- Paul C. Hillegonds
- George G. Johnson
- Bonnie Larson
- Eric B. Larson
- John D. Lewis
- Henry W. Lim
- Dana M. Locrnskar
- Florine Mark
- Jack Martin
- Barbara L. McQuade
- Bruce E. Nyberg
- Cynthia J. Pasky
- Bruce D. Peterson
- William F. Pickard
- Stephen R. Polk
- Glenda D. Price
- David T. Provost
- Christopher L. Rizik
- Pamela E. Rodgers
- The Hon. Gerald E. Rosen
- Karen Sosnick Schoenberg
- Alan E. Schwartz
- W. Rickard Scofield
- William W. Sheldon Jr.
- Vivian Day Stroh
- Maria Thompson
- Gary H. Torgow
- Barbara C. Van Dusen
- Dale L. Watchowski
- Sean K. Werdlow
- Ken Whipple





Kimberly Hassan, a member of the Arab American and Chaldean Council, distributes census information during an event.

As one recent George Washington University study found, on average, states lose federal support of about \$1,800 per year for every person missed in the census. This makes it crucial that everyone in southeast Michigan is counted.

Last summer, the Community Foundation made nearly 40 grants to nonprofit organizations working to engage citizens in census-related projects. These projects are focused on the communities that are most at risk of being undercounted.

For example, with a grant from the Community Foundation, members of Grace in Action Collectives (GIAC) — a network of youth-run collectives and worker-owned cooperatives rooted in southwest Detroit — expanded its Equitable Internet Initiative. The initiative is working to equip residents with internet access in their homes, while also providing training and opportunities for residents to complete the census on site at Grace in Action Church in southwest Detroit. In late January, the initiative had a waiting list of 30 people eager to receive assistance getting the internet in their homes.

At the Chaldean Community Foundation in Sterling Heights, the group's front-line staff has received training to reinforce messaging about the census during contact with visitors, including educating people and reminding them about the importance of participation.

Additionally, the Chaldean Community Foundation also provides a wide range of monthly events, including citizenship classes, computer classes, and more where the importance of the census is conveyed.

Elsewhere, the civic action group CitizenDetroit has designed and distributed an interactive Census 2020 toolkit encouraging community members to engage with their friends, neighbors, and family members about the census. The toolkit, which will be distributed to other Community Foundation grantees, provides users with key information about how an accurate count translates to more funding for public schools, and the importance of including young children when parents fill out the census form.

To learn more about census participation and how you can help, visit [cfsem.org/census](http://cfsem.org/census).

## 2020 CENSUS: GETTING A COMPLETE COUNT

When the 2020 census officially launches on April 1, it marks the beginning of one of the most complex and crucial community projects of the decade.

For more than a year, through the Southeast Michigan Counts campaign, the Community Foundation and its partners has been working to ensure as many individuals as possible are counted.

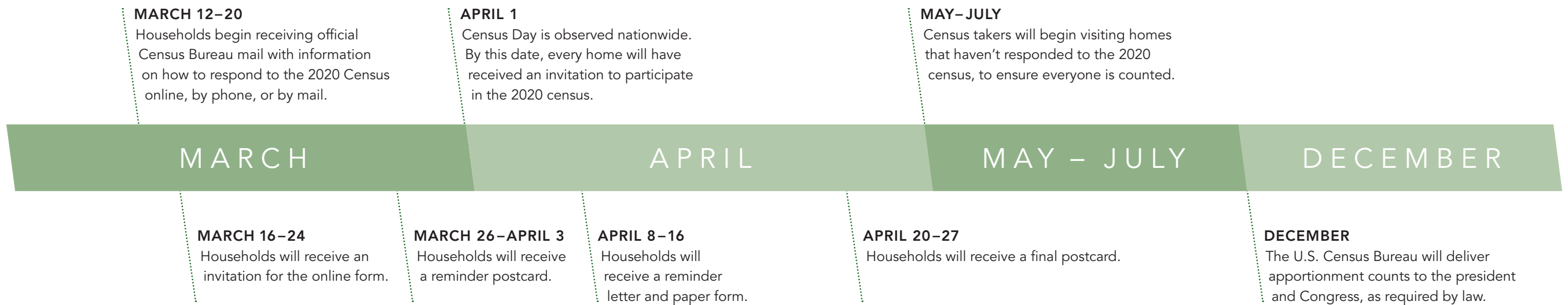
While the project has always represented a complex undertaking, this year's count presents a unique set of challenges:

- The 2020 census will be the first to collect data primarily online, which poses the risk of greater undercounts among populations without internet access.
- Institutional mistrust of the census has become a reason many citizens may choose not to participate in the census, especially among immigrant communities.
- According to the U.S. Census Bureau, children aged 0-5 were the most undercounted group in the 2010 census.





## U.S. CENSUS BUREAU TIMELINE



## 5 FACTS VS. MYTHS ABOUT THE 2020 CENSUS

**MYTH:** The census doesn't really impact me or my family.

**FACT:** Every person counted matters. The amount of federal money for Medicaid, grants for police and fire, free school lunches, food assistance, and even college student aid is determined by the census, and depends on YOU submitting your census form.

**MYTH:** The government can use my census information against me.

**FACT:** Federal law requires that your personal information: name, address, age, race, etc. on the census be sealed for 72 YEARS. No one can access your census info — NOT the government, NOT insurance companies, NOT Friend of the Court, NOT your landlord, NOT social services.

**MYTH:** I have to use the address on my license for the census.

**FACT:** The only address that matters is where you actually live — where you eat and sleep regularly. If you live in southeast Michigan, be counted as a southeast Michigander.

**MYTH:** The census only counts citizens.

**FACT:** The census is required by the U.S. Constitution to count everybody. Immigration status does not matter. The census takes place every 10 years and includes people who are homeless, incarcerated, kids in foster care or living with a relative, college students in dorms, renters — EVERYONE.

**MYTH:** I have to answer every question on the census form.

**FACT:** Even if you only answer one question, the number of people who live in your household, your census form will still be accepted. If you do not submit a form by May 1, 2020, a U.S. Census Bureau worker is required by law to visit your home to collect the information.

Courtesy of [DetroitMI.gov/census](http://DetroitMI.gov/census)

## 3 WAYS YOU CAN HELP WITH THE 2020 CENSUS

### 1 Fill Out Your Census Form

There are a total of nine basic questions on the census ballot (more depending on how many people are in your household), which can take you as little as 10 minutes to complete.

### 2 Encourage Others to Fill Out Their Form

Historically, undercounted populations include people of color, immigrants, renters, residents of low-income households, the elderly, and the very young.

### 3 Remind Others That All Census Information is Confidential

Federal law protects your census responses. Your answers can only be used to produce statistics.

As one recent George Washington University study found, on average, states lose federal support of about \$1,800 per year for every person missed in the census.

This makes it critical that everyone in southeast Michigan is counted.







Shannon Cason, host of the In Good Co. podcast and an award-winning storyteller often featured on NPR's Snap Judgment and The Moth, emceed an event kicking off the campaign.

connecting community members  
to people and resources to achieve their goals

## STORYTELLING CAMPAIGN CAPTURES THE ENTREPRENEURIAL ENERGY OF DETROIT

Since 2007, when the Community Foundation launched the New Economy Initiative (NEI) with support from other foundations, it has had a tremendous impact on the region's culture of entrepreneurship.

In total, NEI has helped launch more than 3,000 companies throughout southeast Michigan. All told, over the past 13 years, NEI has reached more than 360,000 people seeking entrepreneurial services through events, workshops, and programs provided by NEI grantees.

While the numbers help illustrate the project's broader impact over the years, NEI is also telling the stories of individual entrepreneurs in innovative ways.

In November 2019, with support from the John S. and James L. Knight Foundation, NEI launched In Good Co., Detroit — a storytelling campaign designed to promote existing Detroit entrepreneurs and inspire others to see themselves as business owners and create new ventures.

Each month, the year-long campaign highlights a Detroit business owner from a unique industry. As of February, the In Good Co. campaign has reached more than 9,000 visitors through its website, 600 podcast downloads, and more than 2,300 views on YouTube.

Nieves Longordo, president of Diseños Ornamental Ironworks in southwest Detroit, was the first highlighted entrepreneur of the campaign. Through a video, podcast, photos, and a written feature, Longordo detailed the story of how she took over the company from her stepfather, who first opened Diseños in the 1970s. Along the way, she learned how to navigate a mostly male industry and steer the company through a recession, while also participating in business skills classes, and developing strategic growth plans and employee trainings. Today, Diseños employs 14 people, with Longordo at the helm.

In addition to stories, In Good Co. features a directory of hundreds of business support resources that are available at [InGoodCoDetroit.com](http://InGoodCoDetroit.com). Through the site, entrepreneurs can locate service providers dedicated to helping small businesses grow in southeast Michigan. While the resources have been available in the past, the stories provide a more personal avenue for readers and viewers to connect with subjects.

As NEI works to strengthen the regional economy, connecting community members to people and resources to achieve their goals remains one of its strengths. Along the way, sharing their stories of collaboration has served as a vital component to attracting new audiences.

Over the next several months, NEI will continue to release monthly stories about entrepreneurs who have built and grown their businesses from concept to reality, helping to showcase the growing entrepreneurial energy in Detroit and beyond.

To watch, read, and listen to the entrepreneurs featured in the In Good Co., Detroit storytelling campaign, visit [InGoodCoDetroit.com](http://InGoodCoDetroit.com).



*Nieves Longordo, president of Diseños Ornamental Iron in southwest Detroit.*



## CHARITABLE GIFT ANNUITIES: RECEIVE INCOME FOR LIFE

Donors who are interested in making a charitable contribution, but still wish to retain an income stream during their lifetime, may find a charitable gift annuity to be a simple solution. In some cases, depending on the assets utilized, donors may increase their annual income, while also receiving a tax deduction in the year of the gift.

To establish a charitable gift annuity, a donor gifts cash or appreciated securities to the Community Foundation. In exchange, the donor receives a fixed payment from the Community Foundation for one or two lifetimes — typically the donor, or the donor and their spouse. When the last annuitant passes, the remainder is added to permanent endowment to support changing needs, a field of interest, or one of our participating nonprofit agency endowment partners.

A charitable gift annuity to the Community Foundation provides several benefits:

- Charitable gift annuities are easy to arrange. Community Foundation staff can provide a gift

illustration and a simple agreement to start the annuity. Payments can begin at the end of the next calendar quarter or some point in the future, as determined at the time of the gift. Charitable gift annuities can be established for as little as \$10,000, which is a much lower threshold than other planned gifts, such as a charitable remainder trust.

- Age-based payment rates are set according to the American Council of Gift Annuities, and in some cases, the annual payment may exceed the amount a donor might receive from their other investments. A portion of the annual income is usually tax-free, as well.
- The Community Foundation for Southeast Michigan has the largest charitable gift annuity program of any community foundation in the country. Donors can be confident that their gift will be expertly managed to carry out their wishes.

The Community Foundation is happy to discuss your options or provide a sample illustration.

For more information, please contact our philanthropic services team at 313.961.6675 or at [cfsem.org](http://cfsem.org).



## VIVIAN DAY STROH: CONNECTING WITH IMMIGRANTS AND REFUGEES

When longtime Community Foundation donor and board member Vivian Day Stroh was in college, she spent time studying abroad in England. There, she witnessed firsthand the mistreatment of the country’s many refugees — particularly those from the Middle East.

While studying, Stroh developed friendships with many of the refugees at her university. She stood by their side as they worked to settle in and stay in touch with their families, who were often still struggling back home in their native countries.

Fast-forward several years and, while attending a Community Foundation meeting, Stroh learned about the Southeast Michigan Immigrant and Refugee Collaborative.

By the meeting’s end, she had recommended funds from her Community Foundation donor advised fund be used to support the Immigrant and Refugee Collaborative.

While Stroh wasn’t familiar with individual organizations engaging with groups related to the collaborative’s efforts, she was familiar with the research and analysis conducted by the Community Foundation and wanted to help in any way she could.

With Stroh’s contribution, the collaborative will continue to support nonprofits that are working to assist immigrants and refugees in southeast Michigan through efforts such as conducting “know your rights” campaigns; providing human services and referrals; serving as a hub for community activities; providing legal services; and finding education, health care, and housing.

Stroh’s contribution to the Southeast Michigan Immigrant and Refugee Collaborative was made through her donor advised fund. To open a donor advised fund or contribute to the Immigrant and Refugee Collaborative, visit [cfsem.org](http://cfsem.org)

RECENT GRANTEES OF THE SOUTHEAST MICHIGAN IMMIGRANT AND REFUGEE COLLABORATIVE INCLUDE:

- Chaldean American Ladies of Charity
- Detroit Hispanic Development Corp.
- Freedom House
- Global Detroit
- International Institute of Metropolitan Detroit
- Michigan Advocacy Program
- Michigan College Access Network (MCAN)
- Michigan United (Michigan Organizing Project)
- Southwest Detroit Immigrant and Refugee Center





## THE MICHIGAN OPIOID PARTNERSHIP RECEIVES MORE FUNDING TO WORK ACROSS THE STATE

When the Michigan Opioid Partnership (MOP) was established in 2017, opioid use had hit a new peak in Michigan. That year, the Michigan Department of Health and Human Services reported that nearly 2,700 people died of complications related to opioid use disorder — the most in a single year up to that point.

Housed at the Community Foundation, the partnership has continued to secure funding to help bring those numbers down. To date, \$4 million in grants has been committed to several Michigan hospital systems and jails to pilot projects to combat the opioid crisis through treatment and sustained recovery. As a result, more people across the state of Michigan are beginning to receive increased access to life-saving, evidence-based treatment and care.

In early 2019, grants were made to two hospitals: Beaumont Hospital in Royal Oak and Munson Hospital in Traverse City. Both received funding to enhance access to medication for opioid use disorder within their hospitals. Toward the end of the year, grants were also made to Schoolcraft Memorial Hospital in Manistique, St. Joseph Mercy Ann Arbor, Sparrow Hospital in Lansing, Spectrum Health in Grand Rapids, and War Memorial Hospital in Sault Ste. Marie as they launched similar projects.

As the program looks ahead to 2020, the partnership seeks to continue to support hospitals and jails through funding and links to technical assistance providers. Recently, the Community Foundation has worked through the partnership to collaborate with Wayne State University's Center for Behavioral Health and Justice to engage jails statewide in implementing a medication for opioid use disorder program.

In locations throughout Michigan, the partnership is dedicated to reducing overdose deaths, combating the stigma surrounding opioid use disorder and increasing access to evidence-based treatment.

### THE MICHIGAN OPIOID PARTNERSHIP INCLUDES:

- Blue Cross Blue Shield of Michigan
- Blue Cross Blue Shield of Michigan Foundation
- Community Foundation for Southeast Michigan
- Ethel and James Flinn Foundation
- The Jewish Fund
- Michigan Department of Health and Human Services
- Michigan Health Endowment Fund
- Superior Health Foundation



## STRENGTHENING THE CAPACITY OF DETROIT'S THEATER GROUPS

Amidst the region's robust cultural offerings, Detroit's arts scene occasionally overlooks its award-winning theaters.

Through Staging Change Detroit — a program launched by the Community Foundation in partnership with the John S. and James L. Knight Foundation — members of 10 professional theater organizations in Detroit benefited as they joined together in a cohort designed to network and develop strategies to grow Detroit's theater scene.

Led by New York-based arts organization EmcArts, Detroit's 10 high-level theater groups recently participated in a series of leadership workshops. This training is helping them strengthen their connections and develop concepts that can help them adapt, innovate, and reach new audiences.

The workshops have led to a variety of strategies to engage new audiences in the region, such as Shakespeare in Detroit's "inebriated reading" series, which features a Shakespeare performance paired with themed cocktails. Since launching the events in 2020, several have sold out and helped the group develop a community beyond its existing audience in Detroit schools.

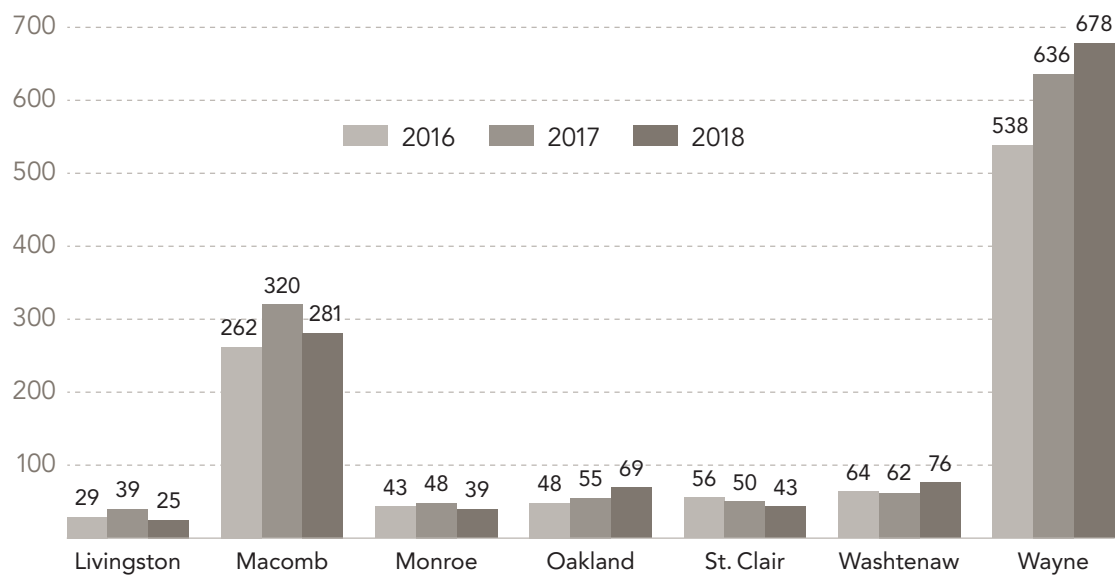
The members of Detroit's theater groups — most of whom had never met before — have been able to build a sense of community, which has been helpful in brainstorming new events and growing new audience connections. As members form trusted relationships through shared experiences, they continue to learn to think adaptively and innovatively, and hold each other accountable.

Through the Staging Change program, each organization received a general operating support grant and convened to share their experiences as arts leaders.

The 10 theaters participating in Staging Change Detroit are: Black and Brown Theatre, Carrie Morris Arts Production, Detroit Public Theatre, the Hinterlands, A Host of People, Matrix Theatre Company, Mosaic Youth Theatre of Detroit, Planet Ant Theatre, Plowshares Theatre Company, and Shakespeare in Detroit.

As the Staging Change program progresses, the Community Foundation will continue to work closely with its members to support their growth and development.

### Opioid Deaths in the Seven Counties 2016-2018



Source: Michigan Death Certificates, Division for Vital Record and Health Statistics/MDHHS



## PEDALS YOUTH DEVELOPMENT PROGRAM SET TO REACH MORE THAN 1,100 PRESCHOOLERS

Studies have shown that children with higher social emotional skills are more successful in school and life. They are also better learners in elementary school, less likely to drop out of school, less likely to commit crimes in adolescence, and earn more as adults.

In 2016, the Ralph C. Wilson, Jr. Foundation partnered with the Community Foundation to create the Positive Emotional Development and Learning Skills (PEDALS) program — an initiative designed to improve preschool children’s emotional competence and skills.

Now, four years later, as the PEDALS program moves forward, the Community Foundation is set to implement PEDALS in 75 new classrooms in the 2020-2021 school year. The Community Foundation will also continue to provide support to help evaluate the program’s effectiveness in equipping young students with proper social and emotional tools.

Since the Community Foundation began working with PEDALS, the initiative has implemented the program

in 78 classrooms, reaching more than 1,100 children in the southeast Michigan region.

With guidance from the Community Foundation, PEDALS coaches — who are trained in social/emotional teaching — are placed in classrooms throughout southeast Michigan and paired with classroom teachers. Together, PEDALS coaches and teachers lead 3- to 5-year-old children through lessons designed to teach functioning skills including working memory, cognitive flexibility, and inhibitory control.

Increasingly, early childhood educators have been working to incorporate social and emotional learning into their curriculums, alongside standard lessons in literacy, math, and a healthy dose of free, imaginative playtime. The Community Foundation is proud to support PEDALS and its dedication to youth development in our region.



## EXPRESSING GRATITUDE: END-OF-YEAR INVESTMENT PERFORMANCE

Thanks to thousands of donors as well as long-term investment performance, the Community Foundation continues to rank in the top 30 in asset size of community foundations nationwide. In 2019, the Community Foundation for the first time reached \$1 billion in total assets. This milestone was supported in 2019 with gifts exceeding \$90 million and an endowment investment return of more than 18 percent.

This accomplishment further strengthens the Community Foundation’s ability to tackle complex and significant issues that are critical to the well-being of our regional community. It solidifies the Community Foundation’s position as one of the largest in the country.

During the first quarter of 2020, the investment markets have experienced increased volatility, and there will be an impact on the Foundation’s asset value, as well. The Community Foundation’s endowment investment portfolio is invested for the long term and is carefully monitored by its Investment Committee and consultant.

The Community Foundation is grateful to the donors, professional advisors, Board members, grantees, and community members who have contributed to the longevity of the organization, enabling us to improve the quality of life for thousands of people throughout southeast Michigan. Because of you and the generous spirit of giving that exists in the region, the Community Foundation will continue to make a tremendous impact for generations to come.

### WELCOME MARIA THOMPSON, NEW BOARD MEMBER

In December 2019, the Community Foundation welcomed Maria Thompson as its newest Board member. Thompson is a venture partner at Arsenal, a growth equity firm focused on the intersection of the government, large corporations, and emerging technology companies. She is a member of the University of Michigan Technology Transfer National Advisory Board and the University of Michigan Ross School of Business Zell Lurie Institute Advisory Board.



**THANK YOU, DIANE** After 19 years on staff at the Community Foundation, Diane Kresnak will be phasing into retirement. Kresnak served as controller and will continue to transition into retirement through April 2020.



**CONGRATULATIONS, MATT** We welcome Matthew Lewis into his new position with the Community Foundation as director, governance and operations. In his new role, Lewis supports Board-related activities and oversees office functions at the Community Foundation.



**CONGRATULATIONS, SARAH** Sarah Wedepohl has been promoted to director, health initiatives. Wedepohl’s new role builds on the ongoing management of the Community Foundation’s health-related grantmaking, including the Michigan Opioid Partnership and Project Play, as well as some other projects that are in development.



# Community Foundation

FOR SOUTHEAST MICHIGAN

333 W. Fort Street  
Suite 2010  
Detroit, MI 48226-3134  
313.961.6675 \ cfsem.org

ADDRESS SERVICE REQUESTED

Presorted  
First-Class Mail  
U.S. Postage  
**PAID**  
Permit No. 1525  
Detroit, MI

The Community Foundation creates permanent, positive change in southeast Michigan through thoughtful philanthropy.

With generous support from thousands of donors, the Community Foundation is building permanent endowment for the region and helping individuals, families, and businesses fulfill their charitable goals.

