

CHALLENGE *DETROIT*



2022-2023 ANNUAL REPORT

Developing diverse, innovative, community-minded leaders through intellectual giving since 2012.

The 2022-2023 program year was made possible with leading support from



www.challengedetroit.org



A YEAR OF GRATITUDE

The 2022-2023 program year was a year of gratitude. Gratitude as we move beyond a decade of impact. Gratitude for the support of our longtime and new host company partners. Gratitude for the nonprofit partners that trust us and believe in us. Gratitude for the individuals that join us as Fellows. Gratitude for our passionate leadership team and board of directors. Gratitude for the community we serve, love and are recognized by.

This year marked partnership with over 125 host companies and the creation of nearly 350 jobs with those host companies over 11 years. We have immense gratitude for the companies that have worked alongside us over a decade and also the new companies that joined us for the first time. Each year, we see nonprofits, small businesses, Fortune 500 companies and more seeking talent through Challenge Detroit, and investing in that talent to connect their company deeper in the Detroit community.

Post-pandemic, the nonprofit community continues to adapt and innovate. We are grateful they believe that Challenge Detroit can support them in doing so. Our staff and Fellows work tirelessly with each nonprofit partner for weeks at a time to help them move forward on critical mission advancements that have a positive impact. This year our Fellows supported topics on youth development, economic and community development, entrepreneurship and small business support, and workforce development.

We have so much gratitude for the individuals who apply to the program and eventually become Fellows. These are the doers, the givers, the ones with a heart to make an impact in the community. And we are so glad they choose to do that with Challenge Detroit. Our Fellows bring rich diversity to the program and the community. With varied backgrounds, skills and expertise, they come from our local area and across the country with a shared passion for Detroit.

Finally, our gratitude for the community in which we serve as a leadership team and board of directors, cohort of Fellows, and program of partners runs deep. This year, we were honored to be recognized for our commitment to Detroit as a recipient of the 2022 Governor's Service Awards applauding our commitment to volunteerism, service or philanthropy.

Thank you for being part of Challenge Detroit, believing in our work and supporting our mission. Challenge Detroit isn't one person, one company, or one organization, but rather a community.



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“Challenge Detroit will help you grow in ways that you do not expect! This year was incredible and has allowed me to imagine a future I didn't know I could have.”

KATIE FERRIBY, 2022-2023 FELLOW



"Challenge Detroit is a once-in-a-lifetime opportunity. I've been able to learn about myself and the city of Detroit in a personal way and grow as a young professional. I am so grateful for the lifelong friendships and connections that I have made this past year."

IAN HOGG, 2022-2023 FELLOW





HOW WE MAKE AN IMPACT

WHAT WE DO

- Attract and retain innovative talent by giving selected individuals a chance to learn and make an impact alongside longtime Detroiters.
- Portray Detroit and the surrounding region as a place people can live, work, play, give, and lead.
- Make incremental impact in the community throughout the year by addressing the issues and opportunities facing the city while building awareness of the momentum in Detroit to support the economy, culture and innovation as we develop the next generation of leaders, thinkers and doers through learning and leading by doing.

HOW WE DO IT

- Launch a local and national recruitment effort to raise awareness of Challenge Detroit and opportunities in the city of Detroit.
- Act as a platform to share balanced and positive messages about Detroit by showcasing the Fellows, companies and nonprofit partners that bring the program to life.
- Create jobs and stimulate the economy by partnering with top companies who serve as host employers to Challenge Detroit's Fellows.
- Further work with these companies to build partnerships that ultimately support the development of the local workforce while contributing positively to community impact efforts.
- Spearhead a robust leadership program centered around innovation and design thinking to support ongoing skill development that helps Fellows both in their jobs and also in their work with Challenge Detroit's nonprofit partners.
- Design multi-week team challenge projects to leverage the creativity, resources and intellectual capital of Fellows to positively impact operations, fundraising, programming, marketing and other critical functions of the nonprofits we serve.

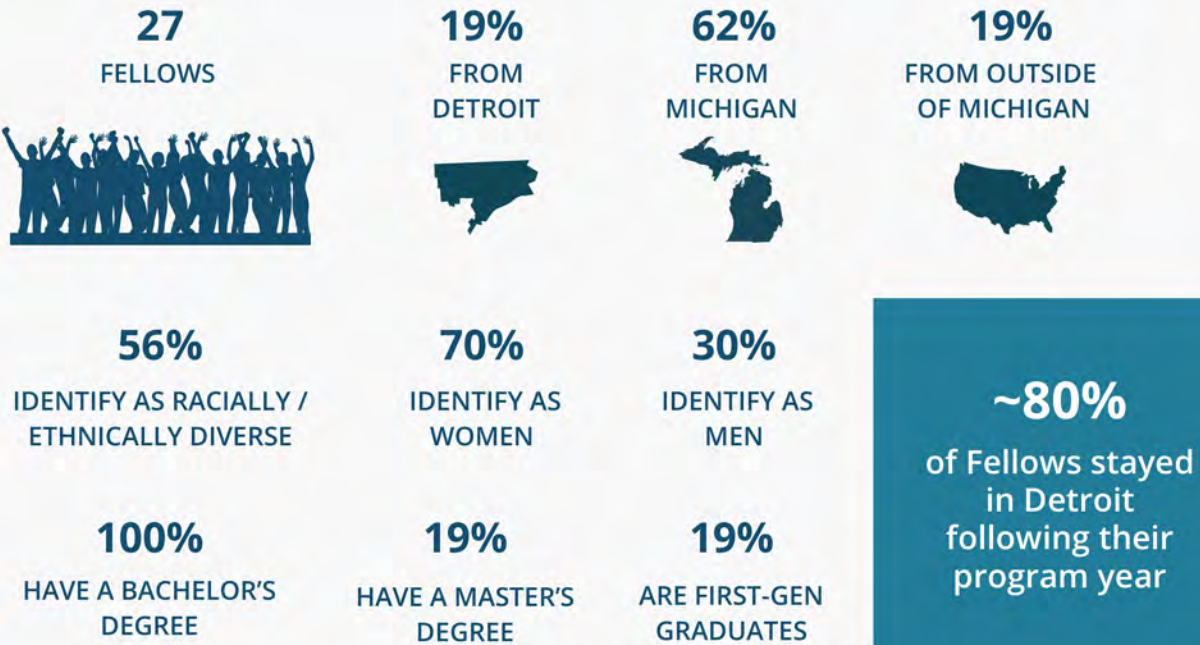




OUR FELLOWS

Challenge Detroit attracts talent from Detroit, Michigan and across the country to engage in an extensive recruitment and application process. Those who are selected to be Fellows get the unique opportunity to advance their career through yearlong, paid employment, give back to the community by collaborating with local nonprofits, form lifelong bonds with their cohort, grow as leaders, develop skills, and connect with mentors and local leaders from various sectors and industries. Fellows have diversity of skills, experiences, and backgrounds. This program year, 27 Fellows completed the program—learn more about the cohort and the individuals here.

COHORT STATS



AREAS OF EXPERIENCE / KNOWLEDGE

Anthropology, Architecture, Broadcast Arts, Communication, Communication Studies, Design + Environmental Analysis, Dispute Resolution, English, Environmental Science, Environmental Studies, French, Graphic Design, Health and Human Services, History, International Studies, Management, Mathematics, Media Arts and Studies, Museum Studies, Philosophy, Political Science, Politics, Culture and Migration, Pre-Health, Psychology, Public Administration and Policy, Public Health, Public Policy, Social Work (Macro), Society and Environmental Issues, Sociology, Studio Art, Sustainability, Urban Design, Urban Studies, Yoga and Mindfulness



“Taking a chance on myself and applying to Challenge Detroit really changed the course of my life. I was fresh out of college with no idea as to what was next for me... Challenge Detroit allowed me to just take a moment to pause and grow... I have learned a remarkable amount of information about my hometown, things about myself, made amazing connections and created new friendships that I know I will carry with me throughout my life and career.”

KYRA O’GUINN, 2022-2023 FELLOW



THE 2022-2023 FELLOWS



AHVAE
RICHARDS
MOSHER
DOLAN



AMANI
ABUELENAIN
DTE



CAROLINE
REED
Detroit Regional Chamber



DANIEL
ARINI
DTE



CHAUNCEY
THOMPSON
Clark Hill



DESIRÉE
QUINN
DIA DETROIT INSTITUTE OF ARTS



DIAMONIQUE
THOMAS
QUINN
EVANS



EBONI
THOMAS
DTE



DONALD
STUCKEY II
DTE



EVA
MORLOCK
Au AUTONOMIC



HALEY
BEVERLIN
SMITHGROUP



KATIE
FERRIBY
Brilliant Detroit creating kid success neighborhoods



HANNAH
RICKARD
DTE



IAN
HOGG
DTE



JAYLYN
KING
DETROIT REGIONAL CHAMBER



JENNY
PANERGO
SPALDING
DeDECKER
Engineers | Planners | Surveyors



JO'CHARTA
ROGERS
DETROIT REGIONAL CHAMBER



KELLIE
WASIKOWSKI
MOSHER
DOLAN



KATHERINE
KENNEY
onemagnify



LIVIA
STINE
AAA The Auto Club Group



MEGAN
PHAM
Au AUTONOMIC



KYRA
O'GUINN
DTE



NATHAN
SCHOONER
DTE



RYAN
WINGFIELD
DTE



SERENA
BREWER
DETROIT REGIONAL CHAMBER



TALIA
GREENBERG
QUINN
EVANS



VICTOR
MARTINEZ
DETROIT REGIONAL CHAMBER





“I had the opportunity to learn and collaborate with a diverse group of people while also developing new skills and knowledge that will be invaluable to my professional career and personal life. The most valuable part of the fellowship was the relationships that I formed with my fellow Fellows! We all come from different backgrounds, but shared a similar passion for our work. I am so grateful to have had the opportunity to learn and grow with these amazing people.”

JENNY PANERGO, 2022-2023 FELLOW





"Challenge Detroit helped me grow into the strong, poised, and polished leader I am today. I no longer harbor doubts about my capabilities. I know that I am in control of my destiny."

JAYLYN KING, 2022-2023 FELLOW



"Challenge Detroit offers the opportunity to learn new things, yet discover what was already there. It pushes the boundary, yet nurtures and uplifts ideas and expression. It allows the space to find oneself while serving others. This program bridges the gap between individual action and collective identity."

LIVIA STINE, 2022-2023 FELLOW





2022-2023 HOST COMPANY PARTNERS

Host companies commit to hiring and employing a Fellow for one year - working at their organization each week, Monday through Thursday, and providing them the opportunity to contribute in the community through intellectual service every Friday with Challenge Detroit. Participating companies are in a variety of industries, and range from small businesses to nonprofits to large corporations. These companies reflect the diverse Detroit business marketplace, and hold belief in the importance of retaining and attracting innovative, community-minded thinkers and doers. Along with the Fellows they employ, they're committed to philanthropic initiatives and lifting up the city of Detroit.





"Spalding DeDecker had a great first year as a host partner for Challenge Detroit and looks forward to continuing the relationship. We matched with a Fellow who contributed to the Planning Team's success immediately and grew as a professional in part because of the program's Leadership Fridays throughout the year. The company's participation in Challenge Detroit strengthened our whole team's awareness of community-building events and activities in Detroit and connections to nonprofit organizations because our Fellow shared their exposure and projects each week."

CASSI MEITL, PLANNING MANAGER
SPALDING DEDECKER & ALUMNI FELLOW



"As a Challenge Detroit employer partner, we consistently find great talent that adds capacity to our operations and strategic thinking. Hosting a Fellow is an honor. We feel that we are a part of building the talent pipeline and the next generation of leaders for our city and region."

DANA L. WILLIAMS, CHIEF STRATEGY OFFICER
DETROIT AT WORK

OUR 2022-2023 CHALLENGE PROJECTS

The heart of the Challenge Detroit program and a key driver of successfully attracting talent and impacting the community are the challenge projects. Every Friday, Fellows come together working in teams to generate innovative and meaningful solutions to pressing challenges and opportunities facing our nonprofit partners and the communities they serve.

This year's Fellows participated in four cohort challenge projects in partnership with Detroit nonprofits to help further their missions. These projects focused on topics including workforce development, entrepreneurship and small business support, community and economic development and youth development. The Fellows contributed their unique perspectives, skill sets, and innovative ideas to produce implementable recommendations and tangible, ready-to-go work products for the nonprofits. Our Fellows came through to deliver successfully in the hybrid environment and continued to add value for our partners. The projects build nonprofit organizational capacity by offering intellectual service and collaboration at no cost to the nonprofit.

Challenge Detroit has developed a robust needs assessment used to design projects that will most effectively leverage Fellows' talent while achieving optimal impact for a nonprofit. As a part of their orientation, Fellows learn about Detroit's neighborhoods, history and the policies that shaped the City to gain context. Fellows are then trained in the design thinking framework — a human-centered, creative, problem-solving tool where empathy is a key element. At the beginning of a project, Fellows participate in empathy based activities to understand the needs of the partner organization, individuals and community they are serving through each project. Fellows then work in small teams and use the design thinking framework and project management skills to execute their work, and collaborate with the nonprofit partner throughout the project. Challenge Detroit has refined the process, tools, and frameworks used to deliver on innovative team challenge projects.

At the end of each project, the nonprofit partner is provided with a comprehensive set of ready-to-go deliverables ranging from marketing and fundraising campaigns to organizational strategies, assessments and beyond. The nonprofits then leverage and integrate these deliverables both internally and externally to move their work forward.



CHALLENGE #1: DETROIT AT WORK

WORKFORCE DEVELOPMENT

About Our Nonprofit Partner:

Detroit at Work (DaW) is the City of Detroit workforce development agency, powered by Detroit Employment Solutions Corporation, a Michigan Works! Agency.



Project Partner Team:

- Olivia Vaden
- Jeffrey Sternberg
- Rachel May
- Kevin Naud
- Latice Covington
- Keonda Buford
- Terasa Ragland
- Martwan Owens
- Robin Johnston
- Raven Scott
- Dana Williams
- Gregory Anderson

Design Question:

"How might we strengthen the Detroit at Work ecosystem for employers, community organizations, and Detroiters?"

About the Project:

The cohort learned about the complexity and significance of workforce development structures and programs at the city-level through this project. Teams of Fellows worked collaboratively with Detroit at Work (DaW) and the Community Health Corps (CHC) staff as well as community stakeholders to deliver this project. They created strategies to redesign the DaW career navigation portal, streamline a community resource manual, identify and grow relationships with community partner organizations as well as provide communication materials to leverage to increase awareness of jobs and training opportunities for Detroiters, and more.



"The recommendations the Challenge Detroit Fellows put forth confirmed and expanded upon our own thinking, and we now have specific next steps for how to move forward on multiple key initiatives."

-DANA WILLIAMS, CHIEF STRATEGY OFFICER,
DETROIT AT WORK





*"Coming together is a beginning, staying together is progress, and working together is success."
– Henry Ford*

“When I read this quote this reminded me of the Challenge Detroit Team: We gathered with the team so they can hear our voices, they listened. We continued to meet with the team, they showed us their progress. And, on the final day I would say the CHC, DAW and the Stakeholders will all agree that the Challenge Detroit Team successfully produced a great final project that we can take back to our staff to implement.”

- TERASA RAGLAND, COMMUNITY RESOURCE MANAGER,
COMMUNITY HEALTH CORPS, DETROIT AT WORK





CHALLENGE DETROIT

Career Navigation Team

				
EBONI THOMAS	HALEY BEVERLIN	DONALD STUCKEY II	HANNAH RICKARD	TALIA SMITHERS
				

PROJECT FOCUS: WORKFORCE DEVELOPMENT

CHALLENGE #2: PROSPERUS

ENTREPRENEURSHIP & SMALL BUSINESS SUPPORT

About Our Nonprofit Partner:

ProsperUs Detroit is a nonprofit and community development financial institution that supports entrepreneurs with opportunities and capital needed to build businesses, generational wealth, and vibrant neighborhoods.



Project Partner Team:

- Chanell Contreras
- Christopher Dargin
- Charlene Donelson
- Christina Foster
- Emeric Dongmo
- Emily Sioma
- Joanna Dueweke-Perez
- Janae Wilson
- LeRobert Johnson
- Matthew Bihun
- Siobhan Barrett
- Shakir Bralock
- Shannon Warren

Design Question:

"How might we enhance radical support of entrepreneurs to partner with them to take tangible steps in their business journeys?"

About the Project:

Fellows had the rare opportunity to collaborate with the entire staff of ProsperUS Detroit during this project. They also met and heard from several Detroit entrepreneurs and small business owners. Teams of Fellows produced deliverables which focused on enhancing the training-to-lending pipeline, helping entrepreneurs overcome obstacles to property ownership, providing internal tools and practices for the ProsperUs team, and looking at ways to support mental health for entrepreneurs, plus other forms of support including mentorship and beyond.



"The Fellows' work [has] fostered enhanced communication and community-building with ProsperUs graduates and borrowers, and we are incredibly grateful for their collaboration."

-CHANELL SCOTT CONTRERAS, EXECUTIVE DIRECTOR,
PROSPERUS DETROIT





“Working with Challenge Detroit not only increased our capacity as an organization to fulfill our strategic goals; it gave our team the opportunity to deeply connect and think about our work on a strategic level. The guidance from the Fellows was/is invaluable to how our organization continues to collaborate. We are so grateful for this opportunity and can't wait to see the long-term impact of our deliverables.”

-JANAE WILSON, OPERATIONS MANAGER,
PROSPERUS DETROIT



CHALLENGE #3: E. WARREN DEVELOPMENT CORP.

ECONOMIC & COMMUNITY DEVELOPMENT

About Our Nonprofit Partner:

East Warren Development Corporation (EWDC) is a nonprofit on Detroit's East Side with a mission to support and enhance the E. Warren commercial corridor and adjacent neighborhoods through collaboration, community engagement, and equitable development.



Project Partner Team:

- Joe Rashid
- Brie'Ann Holmes Bell
- Sarah Feldman

Design Question:

"How might we enhance awareness and neighborhood engagement for EWDC's farmer's market and corridor initiatives?"

About the Project:

Fellows enjoyed the opportunity to immerse themselves in a project that offered a deep dive focus within Detroit's Eastside - specifically the Morningside, East English Village and Cornerstone Village neighborhoods. The cohort worked alongside the EWDC staff and neighborhood stakeholders to create deliverables for this project. Teams created strategies to increase traffic to the Farmer's Market, built out a plan to launch a clean, safe and beautiful initiative, designed new branding visuals for the organization, developed recommendations to elevate existing businesses including a signage toolkit, created a new corridor development awareness campaign, and more.

"Working with Challenge Detroit has allowed us the capacity to come up with solutions to some of the most critical areas of opportunity for our E. Warren commercial corridor."

- JOE RASHID, EXECUTIVE DIRECTOR,
E. WARREN DEVELOPMENT CORP (EWDC)





“Working with Challenge Detroit was an inspiring experience. The collaboration and intentionality that each of the Fellows brought into the process allowed us to strategize how we tell our story. It gave us a starting point when communicating with others and a common language around our work. The tools created were able to be introduced immediately into our work. We are extremely grateful for the effort made by the teams and are excited to welcome all of the Fellows into our E. Warren family!”

-SARAH FELDMAN, OPERATIONS MANAGER
E. WARREN DEVELOPMENT CORP (EWDC)





CHALLENGE #4: TEEN HYPE

YOUTH DEVELOPMENT

About Our Nonprofit Partner:

Teen HYPE is a nonprofit that works alongside Detroit area youth to celebrate them and build collective power, agency, leadership, and critical skills—making it possible for them to enact positive change in their lives and communities.



Project Partner Team:

- Ambra Redrick
- Dorothy Smith
- Chauntel Nelson
- Jillian Webb
- Naomi Khalil

Design Question:

"How might we increase momentum around the planning and implementation of the Detroit Youth Action Plan?"

About the Project:

This project focused on supporting the Detroit Youth Action Plan (DYAP), a comprehensive, collaborative city-wide initiative to develop and execute on a plan that defines the resources, needs, pathways and collective vision for children and youth in the city of Detroit. Teams interviewed youth and talked with DYAP community partners during the project to produce deliverables which included a marketing strategy to raise awareness across the city about the DYAP, recommendations on how to engage more grassroots and philanthropic partners, and an event design and outreach plan for Detroit youth leaders to convene around the DYAP.



"You can feel the passion and hear the symphony of new ideas, diverse perspectives and buzz of excitement that comes together in the room with Challenge Detroit Fellows. Teen HYPE is grateful that we [got] to tap into their talents, and I am thrilled [we had] Challenge Detroit be a part of a collaboration that centers Detroit youth and advances the Detroit Youth Action Plan."

-AMBRA REDRICK, CEO,
TEEN HYPE



“As per usual, Challenge Detroit did not disappoint! The Fellows were incredibly collaborative, creative, and thoughtful with how they structured outreach plans to engage both youth and potential funders. With the tremendous resources that Challenge Detroit Fellows created on this project, the Detroit Youth Action Plan is positioned to be impactful in both its creation and implementation. We stand in gratitude to all of you!”

-NAOMI KHALIL, CREATING FIRES FOR JUSTICE,
TEEN HYPE & D4Y CONSULTANT





LEADERSHIP DEVELOPMENT

A cornerstone of the program is leading and learning by doing. Fellows have the honor of being selected to hold leadership roles on challenge project teams and everyone participates in leadership development programming. After each project, Challenge Detroit hosts a leadership day consisting of speaker presentations from various roles, industries and leadership positions, interactive panels and workshops, bonding and skill development activities, as well as sessions focused on Detroit history, racial equity, and more.

This year's leadership day programming included opportunities for reflection and personal development, bringing in alumni Fellows to speak on a variety of topics, a special leadership day held at the Detroit Institute of Arts, panels such as women's leadership, an executive mentorship morning, along with team-building activities and continued skill-building.





THE CHALLENGE DETROIT TEAM

STAFF



DEIRDRE GROVES

Executive Director



SHELLEY DANNER

Program Director



PAULETTE BOLOFER-FULKERSON

Talent & Engagement Manager

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Group





“Challenge Detroit gives you the space to explore what you are passionate about while instilling the skills to impact change in Detroit and beyond.”

RYAN WINGFIELD, 2022-2023 FELLOW



DONOR RECOGNITION & THANKS

Challenge Detroit is thankful for the generous support from sponsors and donors that made this program year possible.

\$50,000+



Huntington

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Bruce Kridler
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Todd Lininger

Kirk Martin

Jennifer Merz

Stephen & Susan Molina

Martha Moyer

Charnae Sanders

Asha Shajahan

Jarrett Waddy

 denotes alumni





“Challenge Detroit gives Fellows the opportunity to engage with peers and professionals in fields that are different from their own personal expertise. It is a privilege to learn and grow in a city full of talented, passionate people.”

CAROLINE REED, 2022-2023 FELLOW





THANK YOU FOR AN AMAZING YEAR!





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