

Programs

Arts & Culture

Program

Building strong, healthy cities by promoting the integration of arts and culture in community revitalization.

905,689

Number of U.S. businesses involved in creation or distribution of the arts.



3.35 million

Number of U.S. employees involved in creation or distribution of the arts.

Source: Americans for the Arts



Artists Dorene Quinn, Juan Cruz and Lacey McKinney practice their craft and community building, while a Syracuse University-sponsored competition helped create new green housing.

Photos by Craig Melvin



Syracuse, NY

Gems dot the neighborhood that residents of Syracuse, N.Y., know as the Near West Side. A renovated warehouse building here, a pair of new homes there, a great café, a decidedly hip office space for a literacy organization, once-rusty railroad bridges that are now the canvas for mural-like messages about paying bills and living with winter weather.

"It feels like something that was lively in the past is coming back again," says Dorene Quinn, a sculptor whose street-level studio contributes to the new energy.

There's real progress in revitalizing the community of 3,300, adds Maarten Jacobs of the Near West Side Initiative. But much more work awaits. The disinvestment that followed the decline of local manufacturing left a neighborhood where half the residents live in poverty.

Along with like-minded partners, the Near West Side Initiative works to revive the neighborhood and the prospects for the people who call it home. Our Arts & Culture Program has added its support with a direct grant and through a contribution to ArtPlace, a national funding collaborative that also supports the initiative. Visible in everything from the design of repurposed commercial properties and new energy-efficient homes to activities like a communitywide photo contest, an arts sensibility yields economic and social benefits, says Jacobs. "It makes a difference. People in the neighborhood feel ownership when their voices are heard."

Support for initiatives that honor those voices is part of our effort to strengthen community revitalization by tapping the power of arts and culture.

"I want to be able to contribute to my community, and to be in a place where people who walk by and see me using a forge stop to ask what I'm doing."

Dorene Quinn – sculptor

Detroit

Program

Using a comprehensive framework to promote long-term economic opportunity in our hometown.



150,000

Number of Detroiters who took part in community discussions and other outreach activities that informed the strategic framework dubbed **Detroit Future City**.

With

700,000

City residents, that's a bit more than **20%**

Source: Detroit Future City Report



Detroit

When Dennis Nordmoe thinks about Detroiters pulling together to revitalize the city, he feels pride in the neighborhood where he works and a sense of responsibility.

“We hope to be an example of unambiguous success,” says Nordmoe, who leads Urban Neighborhood Initiatives, a nonprofit organization in southwest Detroit’s Springwells Village neighborhood.

The successes are evident. A densely populated area of about 17,000 people, Springwells Village is a mix of white, African American, Arab American and more newly arrived residents from Mexico and Central America. After losing manufacturing that was once at its heart, Springwells has rebounded in recent years thanks to those new arrivals and to public, private and philanthropic investment.



The Springwells Village neighborhood is enlivened by murals, a neighborhood center, preschool education, youth development and other opportunities.

Photos by Lon Horwedel

A business association improved facades, community development nonprofits renovated commercial and residential buildings, entrepreneurs opened restaurants and shops, families restored homes. Nordmoe’s organization put young people to work painting murals, organized a new preschool opportunity and offered tutoring and adult education. Our direct investment in parks enhanced the neighborhood. Our support for other nonprofits like Local Initiatives Support Corp. allowed partners to lend a hand.

“We benefit from being a close-knit community,” says Nordmoe. “People look out for one another and make social connections that hold them here.”

Those are, in fact, qualities Detroiters rallying around the Detroit Future City planning framework appreciate. Informed by community members’ insights, the new framework highlights opportunities for fostering economic growth and ensuring vibrant, healthy neighborhoods, providing a road map for revitalization efforts for decades to come. We are pleased to have supported the work and will use it to guide future grantmaking.

Our Detroit Program represents our primary community development effort. Grants made through our national Community Development Program portfolio appear on Pages 45 to 46.

Education

Program

Promoting postsecondary access and success for low-income, first-generation and underrepresented students.

There's no place in the United States where young people are less likely to earn a postsecondary degree than south Los Angeles. Incomes are low and relatively few families have experience going to college.

"Parents want their children to go on to school," says David Rattray of the nonprofit Unite LA, "but they don't know the system."

An affiliate of the Los Angeles Area Chamber of Commerce, Unite LA works in partnership with business organizations, community volunteers and schools to change that. One of its more powerful tools is an outreach effort that takes essential college and financial-aid know-how to neighborhoods across the region.

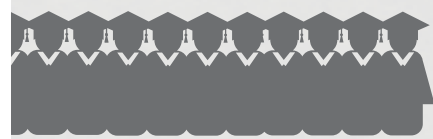
Hundreds of "Cash for College" workshops — and a citywide college and career convention — provide individual assistance in completing college financial-aid applications for students and parents. Our Education Program helps fund the effort.

It pays off: In 2011, 6,754 students filled out applications and were awarded \$37.1 million in grants.

A survey by the Tomas Rivera Policy Institute at the University of Southern California showed that 90 percent of Latino parents want their children to attend college, but did not know how to get them there or how to pay for it, Rattray says. "This helps demystify it."

Testimonials at the workshops from young people enrolled in colleges and pursuing computer science, engineering, medicine and other fields make it seem possible.

Support for the California "Cash for College" Program is one of the ways we're helping nonprofits expand access to higher education and help low-income and underserved people join the economic mainstream.



800,000

The number of additional college graduates needed each year through 2025 to meet the nation's growing workforce needs.

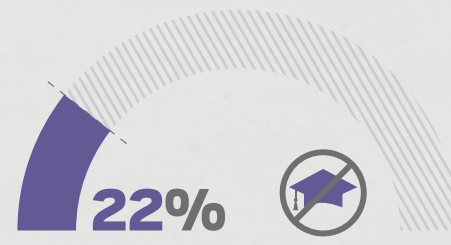
Source: National Center for Higher Education Management Systems



\$1 million

Lifetime earnings boost from a bachelor's degree over a high school diploma.

Source: U.S. Department of Education



Proportion of 25–64 year olds in the U.S. who have some college credits.

Source: U.S. Census Bureau



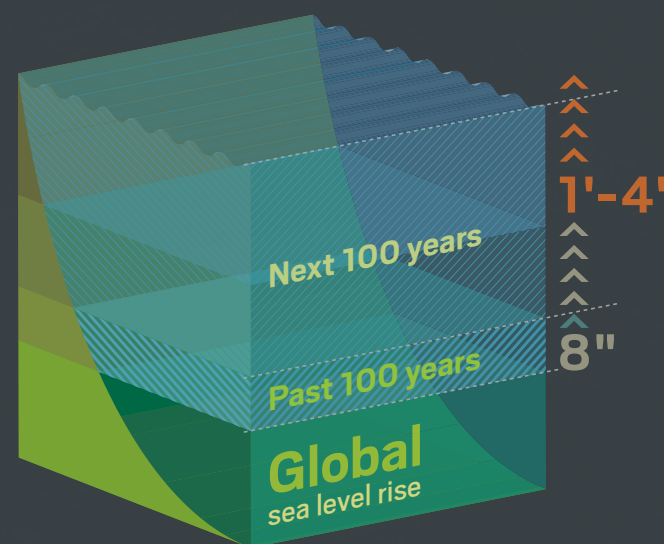
"Cash for College" workshops along with a college and career convention help students navigate a complex financial-aid system.

Photos by Lauren Ward

Environment

Program

Advancing work to reduce greenhouse-gas emissions and develop new knowledge and practices for adapting to climate change.



Source: Draft: National Climate Assessment and Development Advisory Committee

Higher seas mean
**more frequent
and intense storms
and storm surges.**

Projections indicate that
**New York City's
once-a-century
coastal floods
could occur
every 10 years.**

Source: U.S. Global Change Research Program
"Global Climate Change Impacts in the United States"



Palm Beach, Broward, Miami-Dade and Monroe counties, Fla.

Southeast Florida, a 200-mile stretch from Palm Beach to Key West, is home to more than 5.5 million people who find themselves in the crosshairs of a **changing climate**. More intense storms – fed by higher sea levels, surging tides and hotter temperatures – chew away beaches, taint freshwater sources, overwhelm sewer systems and swamp homes and buildings.



The Historic Stranahan House Museum on Fort Lauderdale's New River provides an example. Originally a trading post, the 1901 structure is culturally valuable and increasingly vulnerable. The river, which flows from the Everglades to the Atlantic Ocean, has nowhere to go when severe weather prevents it from draining to the ocean. The sea has already risen more than a foot in this area since the house was built.

In the face of clear threats, four counties – Palm Beach, Broward, Miami-Dade and Monroe – united to ensure water supplies, transportation networks, buildings and other infrastructure are better prepared for more severe climate-related stresses.

The bipartisan Southeast Florida Regional Climate Change Compact allows the economically, politically and culturally diverse counties to solve problems together.

Our grant to the Institute for Sustainable Communities helped the compact partners prepare a comprehensive plan with more than 100 recommendations for strengthening their communities. Additional support will help the partners move forward.

Funding for the compact process is an example of the way we're helping communities prepare for climate change while we work to mitigate its severity.

Severe weather in late 2012 tore away stretches of sidewalk and the road surface on State Road A1A, a route that runs along the Atlantic Ocean. In Fort Lauderdale, the New River encroaches on a historic structure, that has stood near its banks for more than 100 years.

Photos by Paul Krashefski



Health

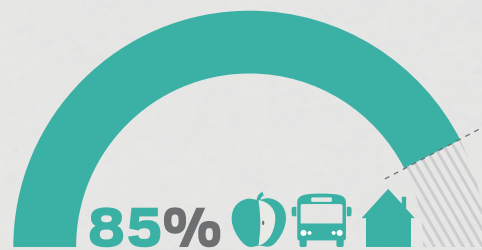
Program

Working to reduce health disparities among children and adults by addressing conditions that lead to poor health outcomes.



Young people in East Cleveland talk about when their families came to the area and where they lived previously as part of an effort to build community and roll back violence.

Photos by Lon Horwedel



Percentage of primary care physicians and pediatricians who said in a recent national survey they believe that their patients' social needs – for example, **access to nutritious food, reliable transportation and adequate housing** – are just as important as medical treatment for addressing their medical conditions.

Source: Institute for Alternative Futures: "Community Health Centers Leveraging the Social Determinants of Health"

\$76.6 billion

Children's health care costs attributable to diseases of environmental origin in 2008.

Source: Health Affairs: *The Staggering Costs of Environmental Disease in Children*, Estimated at \$76.6 billion in 2008

One bangs the bass drum in the marching band, another plays varsity baseball. One wants to be a fashion photographer, another "maybe a journalist."

These are typical teen realities and dreams, but growing up in blighted East Cleveland these teens face challenges no teen should face. They all worry for their personal safety, and the safety of family and friends. More than half are worried by the sound of gunshots in the night. But these Shaw High School students are among more than a dozen teen ambassadors on a mission to help their peers re-engage with one another and their community.

Working together, a diverse group of community organizations determined that violence and the frayed sense of community were leading issues affecting the health of the community. The group mapped a response and a program to replace hopelessness among youth with a sense of empowerment.

Supported by our Health Program's \$6 million Safety Net Enhancement Initiative, the East Cleveland collaborators have trained the youth in topics from safe sex to healthy eating. They've begun the next step – to share what they've learned.

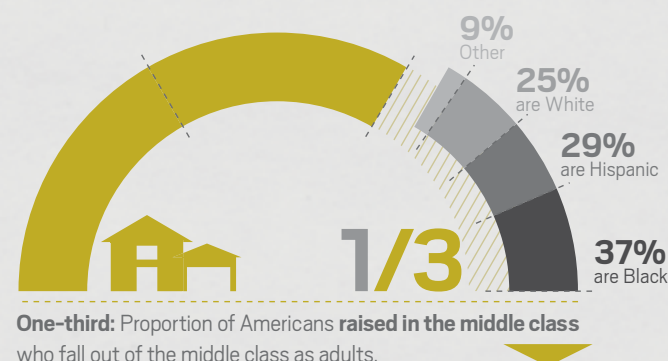
Similar efforts are under way in communities in Arizona, California, Hawaii, Massachusetts, Michigan, New Mexico and South Carolina where we hope to develop partnership models for tackling health problems that disproportionately affect low-income and vulnerable people. They're models that some of the communities already imagine applying to other problems.

Fostering community health partnerships is one of the ways we're working to reduce health disparities and promote conditions and environments that lead to positive health outcomes for all Americans.

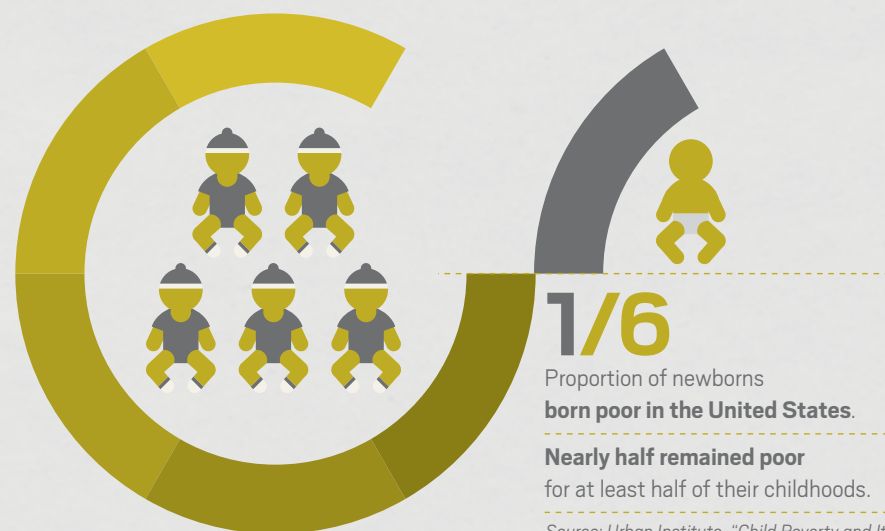
Human Services

Program

Improving the quality of life and economic security of vulnerable people by strengthening human services organizations.



Source: Pew Charitable Trusts, "Downward Mobility from the Middle Class: Waking Up from the American Dream"



Source: Urban Institute, "Child Poverty and Its Lasting Consequence"



The arrival of Maria Vazquez's third child triggered big changes. A single mother, Vazquez asked how this family could survive on her salary as a waitress. And she thought: "I don't want my kids to see me struggling all my life."

She went back to high school to finally earn her diploma. Her next step was the Good Careers Academy operated by Goodwill Industries of San Antonio and Alamo Community Colleges. At a renovated downtown facility, she enrolled in a reasonably priced two-month program to train as a certified nursing assistant. "Everybody was trying to improve their life. Everybody was tired of just living on minimum wage," she says of her classmates.

With demand high for grads of medical and technical programs, the Good Careers Academy — guided by an industry alliance council including employers and industry experts — creates opportunities for low-income minorities facing barriers to employment. Certifications include medical assistants, supply-chain technicians and customer service.



The 6,800-square-foot building includes technology so downtown instructors can interact with students at three other San Antonio sites, and potentially across the country. A student support program called Good Choices — funded by our Human Services Program — is critical to the academy's 90 percent completion rate. It's one example of how we team up with nonprofit organizations and networks striving to give disadvantaged and low-income individuals and families pathways out of poverty.

And when Maria Vazquez passes her last certification test, she'll be back at the academy for job placement as she continues on that path.

Maria Vazquez trains as a nursing assistant at the Goodwill Careers Academy.

Photos by Alan Warren