

# WHERE ARE WE GOING?

## OUR WHY

Detroiters have all the talent they need, but many don't have access to all the opportunities they deserve.

## WHAT WE DO

Life Remodeled works with communities and organizations to create neighborhood revitalization that lasts.

## THE ROOT PROBLEM

As a result of our country's deep and tragic history of systemic racism, many predominantly Black communities are still not experiencing equitable access to opportunities to thrive in the areas of education, economic prosperity, and health & wellness.

## HOW WE DO IT

**Opportunity Hubs:** We repurpose vacant schools into one-stop hubs of opportunities for entire families to thrive. We fill these buildings with the best and brightest nonprofits and foster collaboration to make far greater impact together.

**Youth Programming:** We create transformative experiences for youth in the areas of leadership development, academic achievement, and career exploration.

**6-Day Project:** We mobilize thousands of volunteers over 6 days to beautify Detroit neighborhoods.

## OUR CULTURE

1. COMMUNITY FIRST
2. ALWAYS FIND A WAY
3. BOLD HUMILITY

## 10-YEAR MOONSHOT

Operate two impactful and self-sustaining Detroit Opportunity Hubs and announce the location of one Opportunity Hub in another city by 2030.

### 3-YR

#### SNAPSHOT

**Due Date:** 12/31/26

**DIS Operating Revenue:** \$1.1M

**Anchor Detroit Operating Revenue:** \$658K

**LR Donations:** \$2.5M

**Anchor Detroit Capital Campaign:** \$14.7M

- \* Prom Remodeled = \$1,000,000
- \* Corporate Donations = \$605,000
- \* Foundation grants = \$500,000
- \* Individual donations = \$400,000
- \* 20% of LR Donations are from new donors
- \* 28,000 Detroiters served by the DIS through youth programming, workforce development, and health/wellness services
- \* 17,800 Detroiters served by Anchor Detroit through youth programming, workforce development, health/wellness services, tech, and arts & culture programming
- \* 19 Employees – Right People, Right Seats
- \* Community advisory councils proactively engaging with respective Opportunity Hubs
- \* 60% of Durfee/Central students participating in DIS

- \* 80% of Opportunity Hub participants report experiencing "above and beyond" hospitality
- \* 90% of youth participants feel safe at Opportunity Hubs
- \* 80% of youth participants enjoy Opportunity Hub programs and report increased hope for the future
- \* 75% of youth participants perceive academic growth in reading, math and school attendance as a result of their experience in an Opportunity Hub
- \* 90% of tenants report significant value-added and increased collaborative opportunities
- \* Opportunity Hubs maintaining 95% occupancy
- \* DIS event and gym rentals generate \$100,000 annually
- \* Anchor Detroit auditorium and gym rentals generate \$48,000 annually
- \* 5,000 volunteers for Six Day Project

# HOW DO WE GET THERE?

## 1-YR PLAN

**Due Date:** Numbers Due - December 31, 2024 (Goals due: January 3, 2025)  
**DIS Operating Revenue:** \$1.1M  
**LR Donations:** \$1.9M  
**Opportunity Hub Capital Campaign (Committed):** \$10.1M Cumulative  
**High-Level Metrics:** New LR Donations - \$513,000  
 Corporate Donations - \$842,000  
 # Detroiters Served by DIS - 25,000  
 # Detroiters Served by Anchor Detroit - 2,670

**Goals for the Year (Due 1/3/2025):**

- |  |            |
|--|------------|
| 1. Prom Remodeled raises \$665k (gross)                          | <b>Who</b> |
| 2. 29,744 SF in signed leases at Anchor Detroit                  | <b>OT</b>  |
| 3. 500 community residents register for Homecoming               | <b>BH</b>  |
| 4. 50% of Durfee/Central students participate in DIS programming | <b>SQ</b>  |
| 5. Engage 5,000 volunteers for Six Day Project                   | <b>TG</b>  |
| 6. Break ground on Anchor Detroit new addition                   | <b>BA</b>  |
|  | <b>CL</b>  |

## QUARTERLY PRIORITIES

**Due Date:** Numbers Due - March 31, 2024 (Goals due: April 5, 2024)  
**DIS Operating Revenue:** \$264,765  
**LR Donations:** \$79,500  
**Opportunity Hub Capital Campaign (Committed):** \$700,000  
**High-Level Metrics:** New LR Donations - \$18,000  
 Corporate Donations - \$230,000  
 # Detroiters Served by DIS - 4,500  
 # Detroiters Served by Anchor Detroit - 350

**Organizational QPs (Due 4/5/24):**

- |   |            |
|---|------------|
| 1. Make \$5M in Capital Campaign asks                         | <b>Who</b> |
| 3. 29,744 SF of LOIs signed at Anchor Detroit                 | <b>CL</b>  |
| 4. 200 Durfee/Central students participate in DIS programming | <b>BH</b>  |
| 5. Secure \$200k in Six Day Project sponsorship commitments   | <b>TG</b>  |
| 6. Secure \$160k in Prom Remodeled sponsorship commitments    | <b>BA</b>  |
| 7. Establish Prom Committee of 30 couples                     | <b>OT</b>  |
|   | <b>OT</b>  |

## HOW DO WE SHARE OUR STORY

**Who is the community?** Students who attend the schools and residents who live in the neighborhoods we serve.

**What do they want?** Access to opportunities and resources. To be in control of their futures.

**How do we communicate we understand and respect their struggle?** We know that you have a history of overcoming significant challenges.

**How do we define the challenges with data?** 88% of third grade students are below grade level in reading, 80% of K-8 students are below grade level in math. Only 5% of Detroiters live in a middle-class neighborhood. 30% of Detroiters cannot access the health care they need. Black Detroiters have a life expectancy of 5 years less than their suburban peers.

**What makes us a credible partner in helping community members achieve their goals?** We've created a one-stop hub of opportunity so that thousands of Detroiters can achieve their goals and take control of their destinies.

**What can we help them achieve together?** Better Educational Outcomes. Healthier Communities. Economic Self-Sufficiency.

**What are we inviting them to do?** Experience the DIS for yourself. Take advantage of your opportunities.

**Our Tagline:** Neighborhood Revitalization that Lasts

**Who are our donors?** Individuals & families with ties to the faith community; corporations and foundations who prioritize Detroit revitalization and equity.

**What do they want?** Action-oriented solutions that lead to transformed lives.

**How do we communicate we understand and respect their struggle?** Investing resources without seeing results is frustrating.

**How do we define the challenges with data?** 88% of third grade students are below grade level in reading, 80% of K-8 students are below grade level in math. Only 5% of Detroiters live in a middle-class neighborhood. 30% of Detroiters cannot access the health care they need. Black Detroiters have a life expectancy of 5 years less than their suburban peers.

**What makes us a credible partner in helping them achieve their goals?** We ensure your donations make measurable impact.

**What can we achieve together?** Better Educational Outcomes. Healthier Communities. Economic Self-Sufficiency.

**What are we inviting our donors to do?** Schedule a Tour. Donate. Volunteer.

**Our Tagline:** Neighborhood Revitalization that Lasts