

GROW
WITH
US!

THIS IS US!

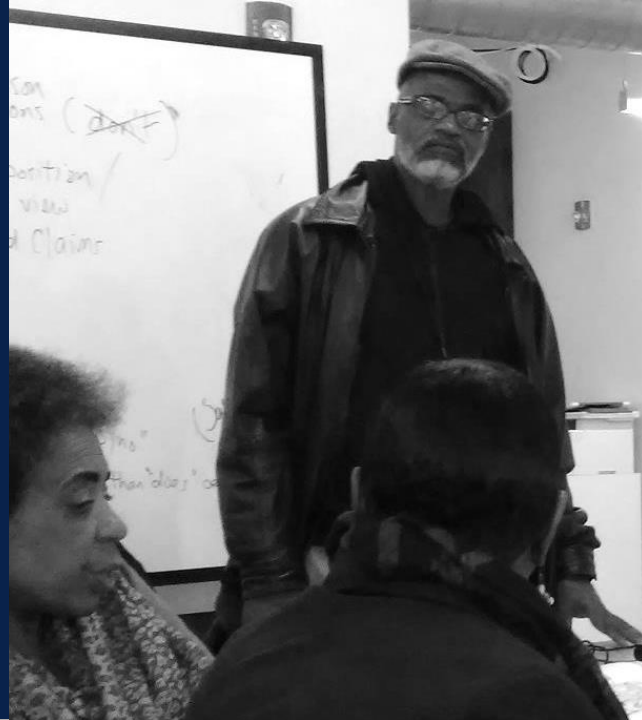
Genesis**HOPE**

[From The Executive Director](#)

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RACIAL EQUITY AND EQUITABLE DEVELOPMENT

[Real Estate Industry](#)

[Community Development](#)



ISLANDVIEW HEALTHY COMMUNITY

[What? and Why?](#)

A Healthy Community Initiative

[Promote Healthy Living](#)

[Empower Financial Health](#)

[Provide Affordable Housing
& Open Green Space](#)





I invite you to come...
GROW WITH US!

Seanine Hatcher

A MESSAGE FROM THE **EXECUTIVE DIRECTOR**

My dad bought his first home in Islandview with his GI Bill. So, I grew up in Islandview Village during the 60s and raised my family here in the 90s. There was a home on every lot on every block. There was little blight and few vacant lots. Children played on the sidewalks, riding bikes, skating and playing ball. Men, like my dad, mowed the lawn on Saturdays and talked across the fence when they were done. Mack Avenue was lined with African American owned businesses intermingled with bakeries, breweries, and we cannot forget Kresge and Sanders ice cream. Sorry I digressed. I love ice cream. But today, the experiences of living in an environment plagued with blighted buildings and vacant land, hunger, and widespread poverty greatly impacts the health and wealth outcomes for people and neighborhoods. Our young people and seniors are especially vulnerable. GenesisHOPE is clear as we think of children that have no context of a healthy neighborhood. We have set the direction of our course of action:

- **Promote Healthy Living**
- **Empower Financial Health**
- **Provide Affordable Living and Open Green Spaces**

Our theory of change for the **Islandview Healthy Community Initiative** is based on the [County Health Ranking Model](#) of population health. Our strategies emphasize the many factors that, if improved, can help make communities healthier places to live, learn, work and play!

CORPORATE OVERVIEW & MANAGEMENT

Genesis Harbor of Opportunities Promoting Excellence (GenesisHOPE) is an emerging community development organization. Our mission is to first meet the needs of the people, and then community, to eliminate poverty, blight and powerlessness -- *improve the quality of life for those living and working in Islandview Village*. Our vision is to be recognized as a community development corporation that strives for sufficient sustainable livelihood for all. Our focus is youth, community and economic development in Islandview Village, a near eastside neighborhood in Detroit, MI. We carry out our mission to achieve the vision based on five strategic directions set by the Board:

- Build Community Power, Health & Wealth
- Develop Future Leaders
- Strive for Organizational Excellence
- Foster Innovation & Collaboration
- Care for the Environment



Jeanine C. Hatcher
Executive Director

“Genesis is a Harbor of Opportunities Promoting Excellence (GenesisHOPE). Therefore, my role is to provide opportunities for people to excel and strive for excellence!”

Jeanine Hatcher was one of the founders and has led the organization for 10 years. She has over 30 years of experience in the business and nonprofit sectors and “brings an entrepreneurial view” to the social justice mission. Jeanine started a marketing firm, ImageSetter, in 1984 which she still operates today. She and her husband owned and operated the first African American Midas franchise in MI. And, Jeanine was the Vice

President of First Impressions, a hospitality staffing agency in Detroit and Atlanta. For 10 years Jeanine served as the Marketing Information Manager for Dykema, a national law firm. Prior to Dykema, as a licensed REALTOR®, she served as the Marketing and Relocation Director for Century 21 Elegant Homes. She earned SDA certification for Sales and Sales Management during her tenure as the Sales and Marketing Support Manager at Kelly Services. Jeanine currently serves on the Metropolitan Health Foundation’s Board of Trustees, and the Board of Directors for Acts In Common and Community Development Advocates of Detroit (CDAD).

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DEVELOPMENT FOCUS AREAS

Youth
Economy
Community
Food Systems

ENVIRONMENTAL STEWARDSHIP AWARDS

Governor’s Award of
Excellence, Recycling
Education, 2016

Detroit Green Taskforce
Award of Excellence,
District 5, Recycling
Education, 2016

BOARD OF DIRECTORS

Executive Director

Jeanine C. Hatcher

Chairman

Roland Chandler

Supervisor, Lowe's and
Genesis Lutheran Church,
Member

Vice Chairman

(Vacant)

Secretary & Treasurer

Patrick Costyk

Property Accounting Manager,
Hayman Company

Bryan Cook

Architect & Project Manager,
Berardi+Detroit

Jackie Dunn-Bell, LSW

Social Worker, Franklin Wright
Settlement and
Genesis Lutheran Church,
Member and Resident

Ken Grant, PhD

Pastor, Genesis Lutheran
Church and Professor,
University of Detroit Mercy

Daisy Jackson

Self-Employed, Home Care
Field Street Block Club,
Member and Resident

Robin McCants

Assistant to the Bishop
SE MI Synod of ELCA and
Genesis Lutheran Church,
Member

Pam Marbly

Resident Member At-Large

Cassandra Mitchum

Self-Employed, Home Care

Maria Thomas

Organizer, Souladarity
Field Street Block Club,
Member and Resident



Staff

Executive Director
Jeanine C. Hatcher

Community Relationships
Jennine Spencer

Healthy Community
Tamaya Wilkins

Nutrition Educator
Micah Wilson

Office Administration
Nishay Husband





Covenant House Academy East

7200 Mack Ave

Great Mt. Council Missionary...

WHY ISLANDVIEW?

PEOPLE | PLACE | MOMENTUM



ISLANDVIEW

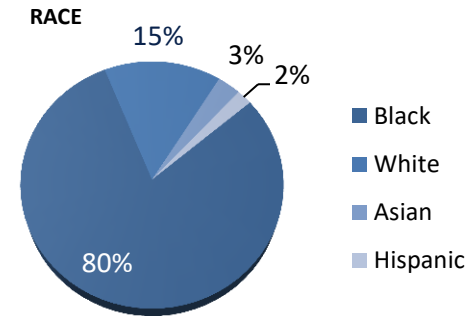
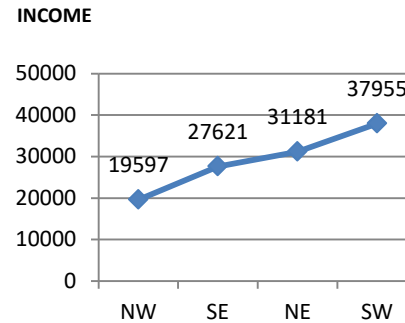
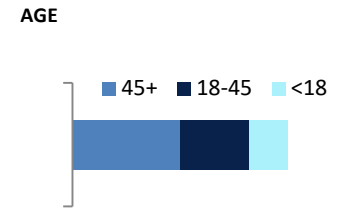
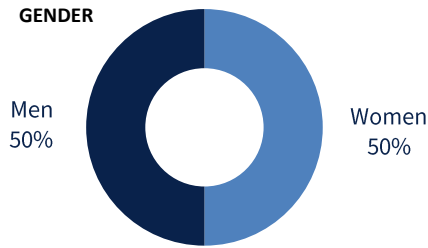
VALUE PROPOSITION

The Island in Our... *Backyard*

Gateway to Belle Isle State Park

Only 2 Miles to Public Waterfront

Emerging Residential and Retail
Market Near West Village



LET'S TALK ABOUT PEOPLE

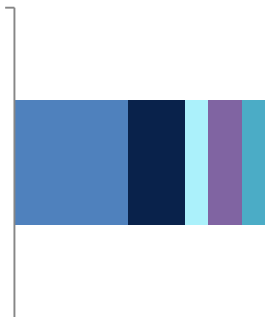
A total of **7,134 people** reside in Islandview. The median age is **42**, however, a significantly high percentage (**20%**) are seniors **>65**.



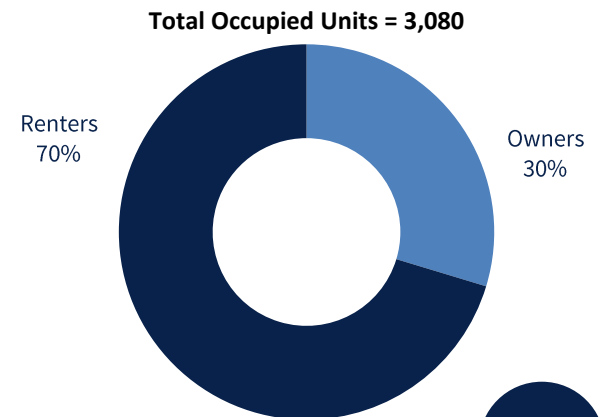
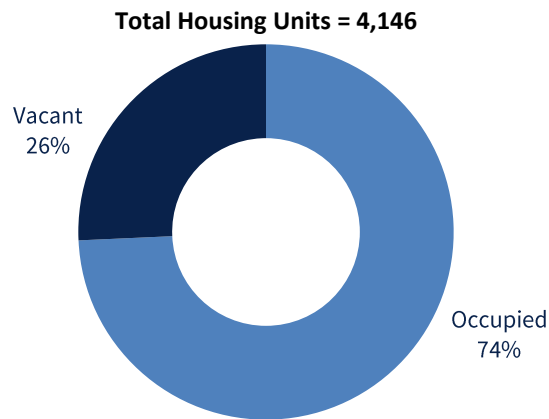
NOW THE PLACE

Islandview is primarily a residential “family” oriented community. A total of 6,241 people reside in households, and the remaining population lives in group quarters (13%). There is a total of 4,146 housing units and a very large percentage (70%) are occupied by renters. Approx. 15% of vacant land available for development.

- Residential
- Institutional
- Commercial
- Green Spaces
- Brownfields



OPPORTUNITY | Increase density: number of renters/home owners



PUBLIC-PRIVATE

INVESTMENTS

The Commons

Commercial rehab provides needed amenities on Mack Avenue: laundry mat, coffee shop and public green space.

MACC Garage

Commercial rehab provides service amenity on Mack Avenue: auto repair facility.

D&D Resale Shop

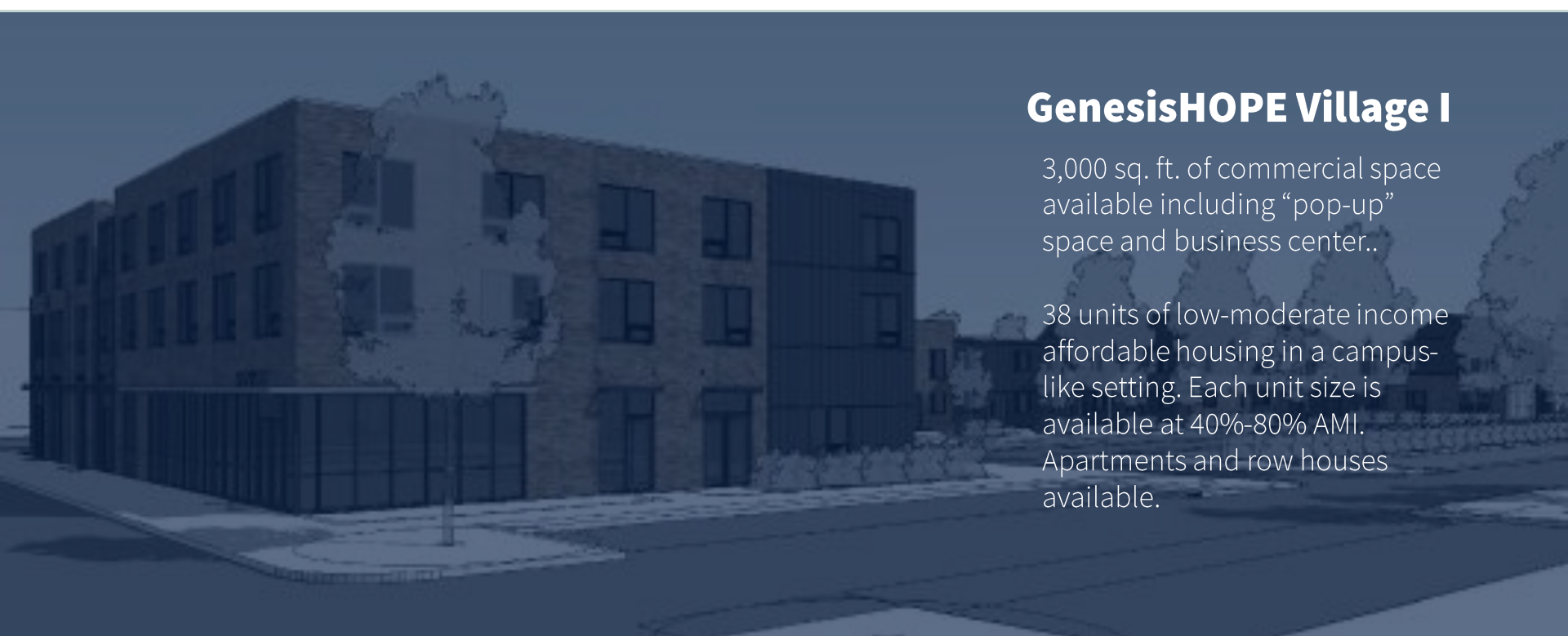
Added purpose storage facility provides retail amenity on Mack Avenue: furniture resale shop.

City Plans

Infrastructure resurfacing, stripping and repairs improve drivability along Mack Avenue.

PUBLIC-PRIVATE

INVESTMENTS



GenesisHOPE Village I

3,000 sq. ft. of commercial space available including “pop-up” space and business center..

38 units of low-moderate income affordable housing in a campus-like setting. Each unit size is available at 40%-80% AMI. Apartments and row houses available.

ISLANDVIEW HEALTHY COMMUNITY INITIATIVE

LIFESTYLE | FINANCES | HOUSING

HEALTHY COMMUNITY INITIATIVE

Improve Urban Life

Determinants of health are lifestyle-based properties affected by broader social, economic and political forces that influence quality of personal health. GenesisHOPE's "Healthy Community" initiative is an inclusionary growth strategy to create social and physical environments, in a neighborhood, that promotes good health. Our objectives are to enable low and moderate income residents to actively participate in the revitalization of community and address social determinants that impact health outcomes. Specifically, the "Healthy Community" initiative addresses open spaces, affordable housing, personal finances and physical health barriers to improve health outcomes.



Islandview Village Healthy Community Initiative

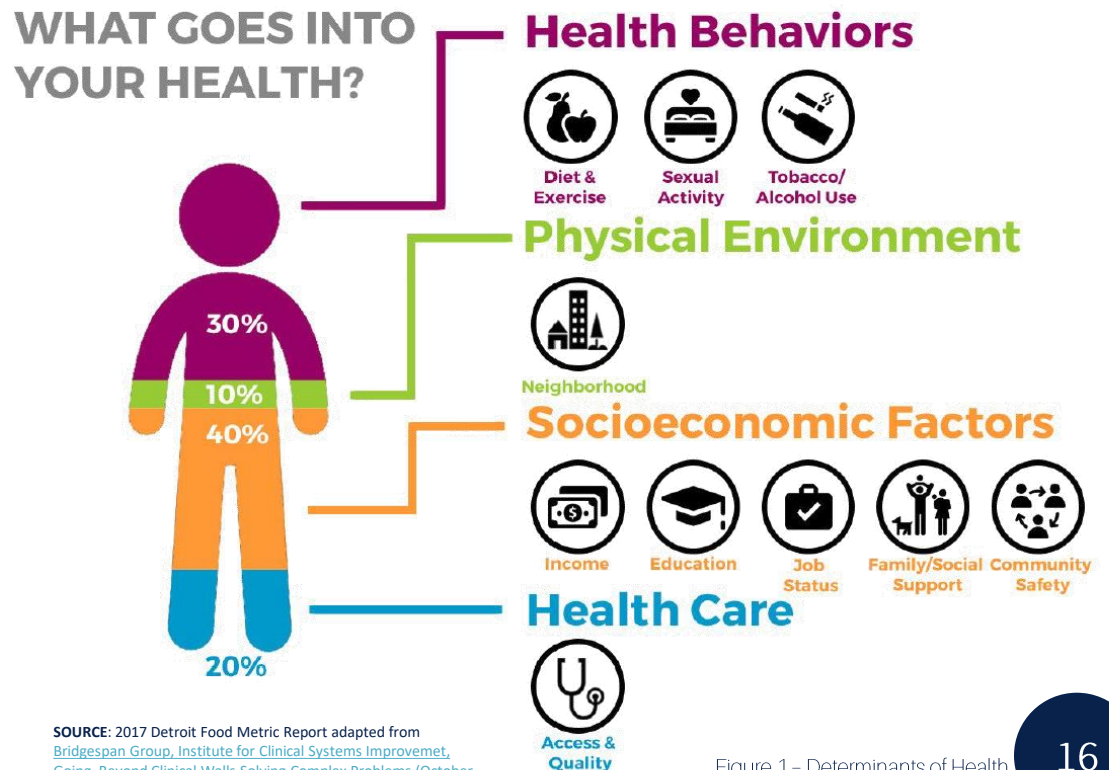
Why a Healthy Community Initiative

Our theory of change is based on the [County Health Ranking Model](#) of population health that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work and play. The 2017 Detroit Food Metric Report illustrates the various determinants that impact health outcomes quite well (Figure 1). The report concludes that “the food we eat impacts our day-to-day health and well-being. Food provides our minds and bodies with the fuel to think!” This is a fundamental principal for GenesisHOPE: *A healthy community begins with food!*

Today’s experiences of living in an environment plagued with blighted buildings and vacant land, hunger, and widespread poverty greatly impacts the health and wealth outcomes for people and neighborhoods. Our young people and seniors are especially vulnerable. GenesisHOPE is clear as we think of children that have no context of a healthy neighborhood. We have set the direction of our course of action:

- **Promote Healthy Living**
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Our strategies emphasize the many factors that, if improved, can help make communities healthier places to live, learn, work and play!



SOURCE: 2017 Detroit Food Metric Report adapted from Bridgespan Group, Institute for Clinical Systems Improvement, [Going Beyond Clinical Walls Solving Complex Problems](#) (October 2014)

Figure 1 - Determinants of Health



“ Youth development is our core, and we will continue to engage young people in healthy lifestyle programming, and community and economic development.



PROMOTE HEALTHY LIVING

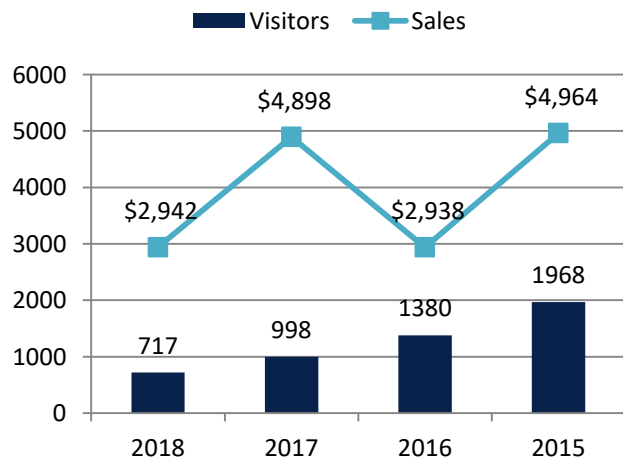
The Enterprise Opportunity360 report reveals extremely low Economic Security and Health & Well-Being index scores ranging from a mere 1-2 percentile for health in 3 of the 4 Islandview Village census tracts (5152, 5153, 5163) to only 15 percentile in one census tract (5164). A large percentage of the combined total population suffers from food-related diseases that correlate with Opportunity360 indicator as “USDA Low Access to Grocery Tracts” and high levels of concentrated poverty, as well as The 2017 Health Risk Behaviors Within the State of Michigan findings of an extremely low percentage (only 14.4%) of Michigan adults reported consuming fruits and vegetables 5 or more times per day. And, people of color and lower income groups are significantly more likely to consume fruits and vegetables less than 1 time per day. GenesisHOPE concludes there is a need for behavior and access interventions. Our primary research confirmed that African American youth from low income households consumed fruit less than once per day and vegetables at least once per day. GenesisHOPE partners with the **Michigan Fitness Foundation** to conduct SNAP Ed (health and nutrition education). GenesisHOPE’s health and nutrition education (SNAP ED) program participants increased consumption of fruits and vegetables by 21%, and green salads by 80%. While these gains are significant for a cohort of 30 participants, a gap remains.



Islandview Farmers Market

The open-air marketplaces operated by the youth are community gathering spaces that increase social capital. But more importantly, they are places that foster happy and healthy lives for people in the community.

The Islandview Marketplaces connect consumers with a variety of local businesses in community gathering spaces that promote healthy lifestyles and fill a need for retail offerings, while empowering youth to work towards a sustainable future. Healthy lifestyle programming increases awareness of choices that impacts participants' health.



GenesisHOPE empowers youth to become independent and work together as agents of change. Youth are provided an opportunity to organize community events, connect people to healthy food, and create marketplaces for businesses to thrive.

Islandview Village Healthy Community Initiative | **PROMOTE HEALTHY LIVING**

ISLANDVIEW FARMERS MARKET



EMPOWER FINANCIAL HEALTH

GenesisHOPE has been able to leverage Kresge funding to further the financial health objective of the Healthy Community Initiative. We expanded our relationship with **MSU Extension**, who has been a key partner for GenesisHOPE's workforce development program for the last 10 years. Internships and entrepreneur opportunities coupled with workforce readiness and other on-the job training opportunities provided through the partnership improves participants' basic business skills and competencies such as social skills, conflict resolution, team work, decision-making and communication skills. Fundamental financial planning and management training on budgeting and income requirements and managing credit empowers participants to take charge of their financial health. Participants of GenesisHOPE's Money Matters program decided after completing the program, they would plan to track the money they earned and spent. Participants in the 2018 cohort, also plan to save a portion of the money they earn and look for the best deals when shopping.

71%

plan to track money
earned & spent
by 2018 cohort

70%

plan to save a
portion of
money earned
by 2018 cohort

70%

plan to look for
best deals
by 2018 cohort





Service Learning

RIGHT SIZE LIVING

GenesisHOPE continues conversations with Chase, Cheimcal Bank and Wayne County CRA Association to partner on a "Right Size Living" program. "Right Size Living" is key to managing one's financial health. GenesisHOPE's homeownership workshops enable participants to make sound decisions on solutions that best fit their needs, and credit repair sessions assist participants with achieving their financial goals.

HOUSING & RESOURCES FAIR

GenesisHOPE and the Housing & Revitalization Department hosted a 2nd annual Housing & Resources Fair with 10 vendors. Over 50 participants attended this year. Tax foreclosure prevention, down payment assistance programs, and senior home repairs and property maintenance assistance ensures people can enjoy a quality home.

WeCARE

GenesisHOPE is proud of our new WeCare program and community fund designed to address the needs of our senior population. We served nearly 20 seniors this year from moving items out of a basement to lawn care to furnace repairs.



Clean, Safe & Beautiful

Clean, safe and beautiful neighborhoods. That's what we all want and deserve. The Villages CDC, MACC Development and GenesisHOPE collaborate with the City of Detroit for the **Motor City Makeover** where we focused on infrastructure in 2018. Tons of debris, trash, furniture and the likes from illegal dumping were removed from 4 alleys.

The 1st annual **Belle of the Block** neighborhood clean-up/board-up and home showcase was a success. GenesisHOPE and B3, MACC Development's missionaries, were greeted by residents that worked alongside each other to clear away tons of overgrown vegetation that was a real safety concern for the widow that lived next door.. We even had a visit from the Mayor of Detroit, Mike Duggan. Thanks Chelsea Nesbitt, city of Detroit for partnering with GenesisHOPE!



PROVIDE AFFORDABLE LIVING & OPEN GREEN SPACES

Locally, in neighborhoods where nearly 50% of the population lives in poverty, revitalization plans and renewed neighborhood investments inadvertently gentrify neighborhoods and displace low income people. It is imperative that we learn from previous examples such as Midtown Detroit. Community change is a tricky line to walk. As more people move into a neighborhood, long-time residents can be affected in both negative and positive ways. Some residents may be forced to move as a result of higher rents and/or property taxes, while others may experience displacement as landlords may want to start making additional income on their properties. Transformational change has already taken root in Midtown Detroit, and “Stay Midtown” is an example of a short-term intervention program to help current residents meet the rising costs of rent in the popular and increasingly expensive neighborhood. Long-term investments like the GenesisHOPE’s Healthy Community Initiative increases low income and affordable housing options that can help eliminate the need for short-term anti-gentrification interventions in neighborhoods deemed more vulnerable like Islandview Village.

Inclusive growth strategies and public policies are needed to ensure equitable development occurs in neighborhoods like Islandview Village. The Healthy Community Initiative plans to engage and collaborate with other community and social justice agencies to explore and advocate for policies that address institutional and spatial racism, and foster more inclusive developments that are fair and impartial, and that also provide community benefits that empower and enable low income populations to “actively” participate in the development of the community they call home. The Enterprise Opportunity360 report has helped GenesisHOPE establish baseline metrics by which growth, and specifically inclusive growth, occurs. The report provides a framework for capturing real-time metrics and tools for capturing community voice. The pathways to opportunity indicators provide insight into interventions that create thriving and vibrant communities. The report provided data and insights for the Healthy Community Initiative and will be used to measure the impact of changes for low to moderate income households.



Several new “high end” multimillion dollar mixed use projects and infrastructure improvements are underway in Islandview. The public and private investments diversify race, age and income levels, but are not inclusive (or provide opportunities) for the current low income population. Real estate development that provides low and moderate affordable living is one of several objectives of the Healthy Community Initiative.

Cinnaire, Capital Impact Partners and Enterprise Community Partners are real estate development partners that are aligned to build GenesisHOPE’s capacity to *create thriving, sustainable social and physical environments that are inclusive and promote good health:*

- Places with fresh local food access and open green spaces with storm water management and landscaping;
- Places with business development attraction and retention strategies that create jobs with employee retention & training programs;
- Places that are water and energy efficient with recycling, reusing and reducing waste practices; and
- Places where real estate developments must, at a minimum, achieve Enterprise Green Communities certification which embraces integrative design, sustainability (water + energy), health & well-being and resiliency principles and practices.





Kresge's operating support for staffing enabled GenesisHOPE to apply and receive membership into the first cohort of Capiatl Impact Partner's **Equitable Development Initiative**. The 2-year membership, which includes training, mentorship and funding, builds GenesisHOPE's capacity to develop real estate. As a result, GenesisHOPE is partnering with **Cinnaire Solutions** to co-develop low-moderate affordable housing and mixed use commercial space at Mack and East Grand Blvd.

GenesisHOPE and **Cinnaire Solutions** contracted **Christian and Hurrettiene** design firm and **Ethos Consulting** with an anticipated construction date of April 2020. The design team has conducted four community and stakeholder meetings: two stakeholder meetings with the Genesis Lutheran Church congregation and two community meetings. Here's a [snapshot](#) of what we heard and here's a little [deeper dive](#) into the aspirations and expectations of Islandview residents and stakeholders. These findings have shaped the initial [site plans](#).



Grand-Mack Square Project Overview

The transformation of a 3.11 acre site into the Grand-Mack Square destination begins with the development of GenesisHOPE Village I, a mixed-use / mixed income project for low-moderate income and working families. GenesisHOPE Village I is phase 1 of 3 on a pathway to create thriving, sustainable social and physical environments that are inclusive and promote good health. Phase II creates additional low-moderate income and affordable housing with frontage on the historic East Grand Blvd., and phase III is rehabilitating the existing church building to enhance and enlarge community space.

GenesisHOPE Village I Project Site | 7200 Mack Ave., Detroit, MI



GenesisHOPE Village I

Goals

- Create a mixed-use and mixed-income community as an anchor of inclusive development.
- Include authentic community engagement and neighborhood voice as part of an integrative design process and operations.
- Respect the location and neighborhood fabric and design site improvements that benefit the surrounding neighborhood and general public.
- Embrace all principles of sustainability – energy, water, waste and resiliency – to build, operate and maintain healthy social and physical environments.

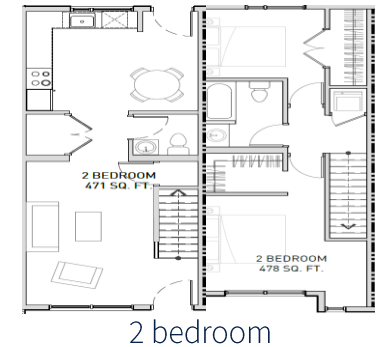
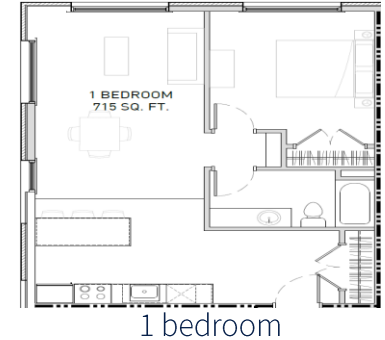
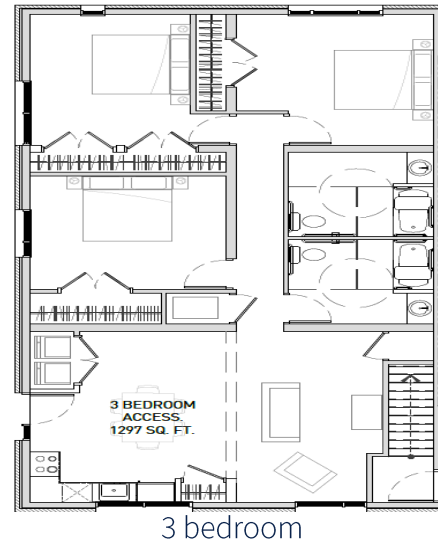
Scope

- 3 Story Mixed-Use Building and Row Houses
- 38 units ranging from One, Two and Three Bedroom Apartments @ 40% - 80% AMI
- 3,000 sq. ft. of Retail/Commercial
- On-Site Parking
- Food Access / Farmer's Market
- Green Stormwater Infrastructure
- Public Good Infrastructure Improvements



GenesisHOPE Village I

Preliminary designs presented to the community for feedback were well received with minor changes to be reflected in final designs.



PRELIMINARY PROFORMA

DEVELOPMENT

Sources

Debt Capacity	\$ 3,149,588	25%
Equity (9% LIHTC)	10,246,873	81%
Non Servicable	0	0%
GAP (Contingency)	(678,756)	-5%
Total	\$ 12,717,705	100%

Uses

Acquisition	\$ 210,000	2%
Site Improvements	500,000	3.9%
Construction	7,791,457	61%
Professional Fees	3,040,251	24%
Construction & Perm		
Finance	744,913	6%
Other Soft Costs	138,370	1%
Reserves	292,714	2%
Total	\$ 12,717,705	100%

OPERATING

Gross Rentable Revenue	\$ 511,670
Effective Rental Income	\$ 456,933
Total Operating Expense*	\$ 203,400
Net Operating Income	\$ 253,533

Debt Service

Senior Debt @ 85% LTV, 6%, 30 YRS	\$ 190,627
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Cash Flow

Year 1	\$62,906
Year 7	\$112,989

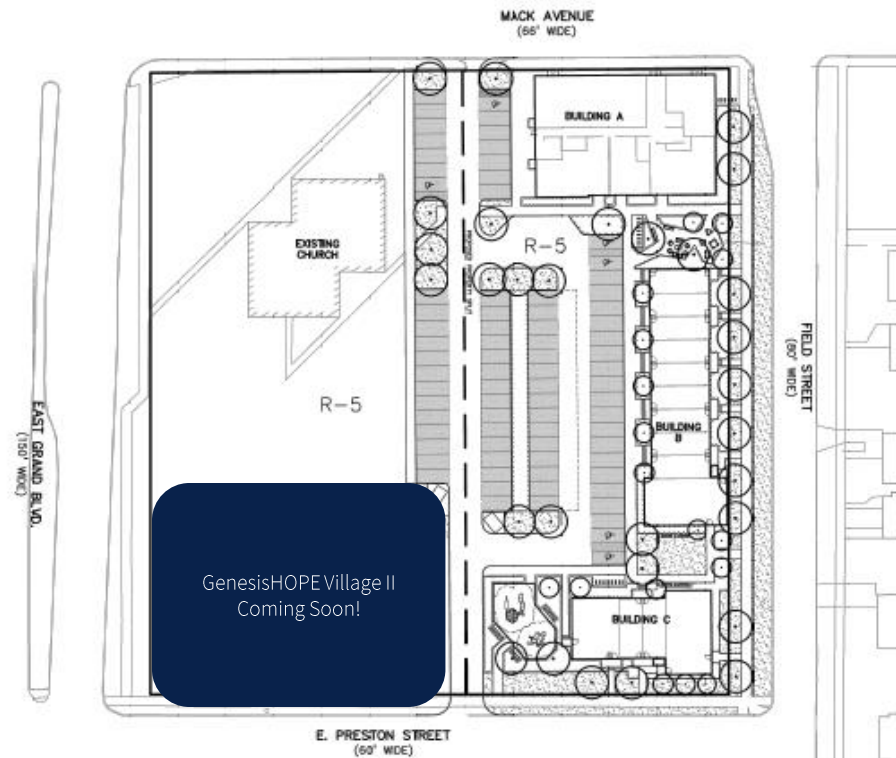
DCR	1.33
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*including reserves and other expenses

GRAND | MACK

Live. Shop. Play.

GenesisHOPE Village I



The Development Team



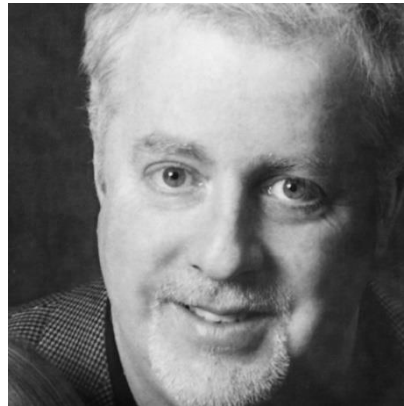
Jeanine Hatcher
GenesisHOPE



Ed Potas
Cinnaire Solutions



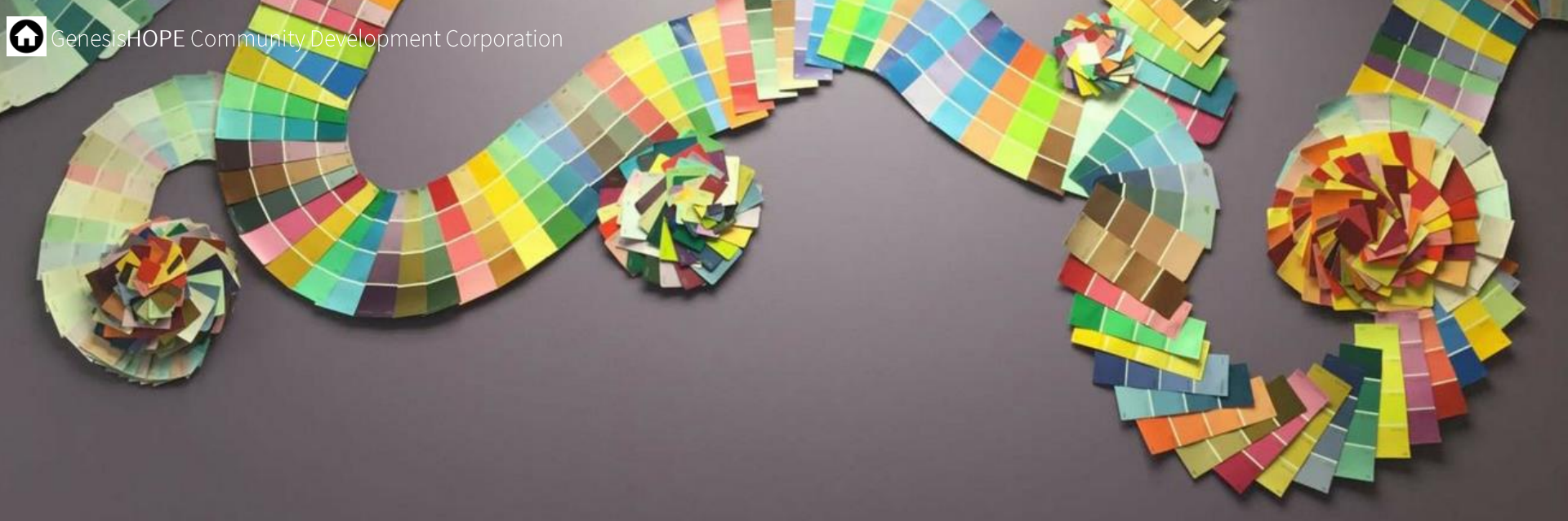
Liliana Gonzalez
Cinnaire Solutions



Joe Heaphy
Ethos



Brian Hurttienne
Christian Hurttienne Architects



Racial Equity and Equitable Development

Community Development

Kresge's 3-year investment in operating support provides some level of stability and training opportunities to increase our awareness of the principles of racial equity and how best to introduce and integrate these principles into our work. The support we receive is allocated to general operating and community engagement through a lens of racial equity. The staff has and will continue to participate in racial equity training, workshops and coalitions such as The People's Platform and NCRC. A long-term resident is contracted to manage organizing residents, both long-term and new as well as businesses and institutions. And, the community and stakeholder engagement sessions for the real estate development project created a Neighborhood Advisory Committee. Our organizer will work with the community and the committee to introduce and integrate [Race Forward's Equitable Toolkit Assessment](#) tools into our work. The tools will be introduced at the first committee meeting to be held in Feb/Mar 2019. The plan is to also deploy the toolkit at the February sustainability design charrette which will touch a great number of folks representing a variety of businesses and organizations that may not have considered the racial impact of decision making.



Racial Equity and Equitable Development

Real Estate Industry

Nationally and locally, minority developers are often underrepresented in the broader real estate development industry. In fact, Capital Impact Partners realized that of the \$152 million it loaned in Detroit between 2006 and 2015, projects led by minority developers received approximately 1/10th of that financing.

Investing in GenesisHOPE addresses several of the real estate development industry racial inequities - gaps and barriers - often faced by minority nonprofit developers as well as positive and healthy social impacts for low income and working families (40% - 80% AMI).



2018 Highlights

KEY SDG OUTCOMES & IMPACTS

50

WORKFORCE DEVELOPMENT
INTERNS
(13-19 yr olds)



80%

increase in the consumption of
GREEN SALADS
BY 25 YOUTH



16
PARTNERS



3,840
SUMMER MEALS SERVED



16
MARKETPLACE
VENDORS

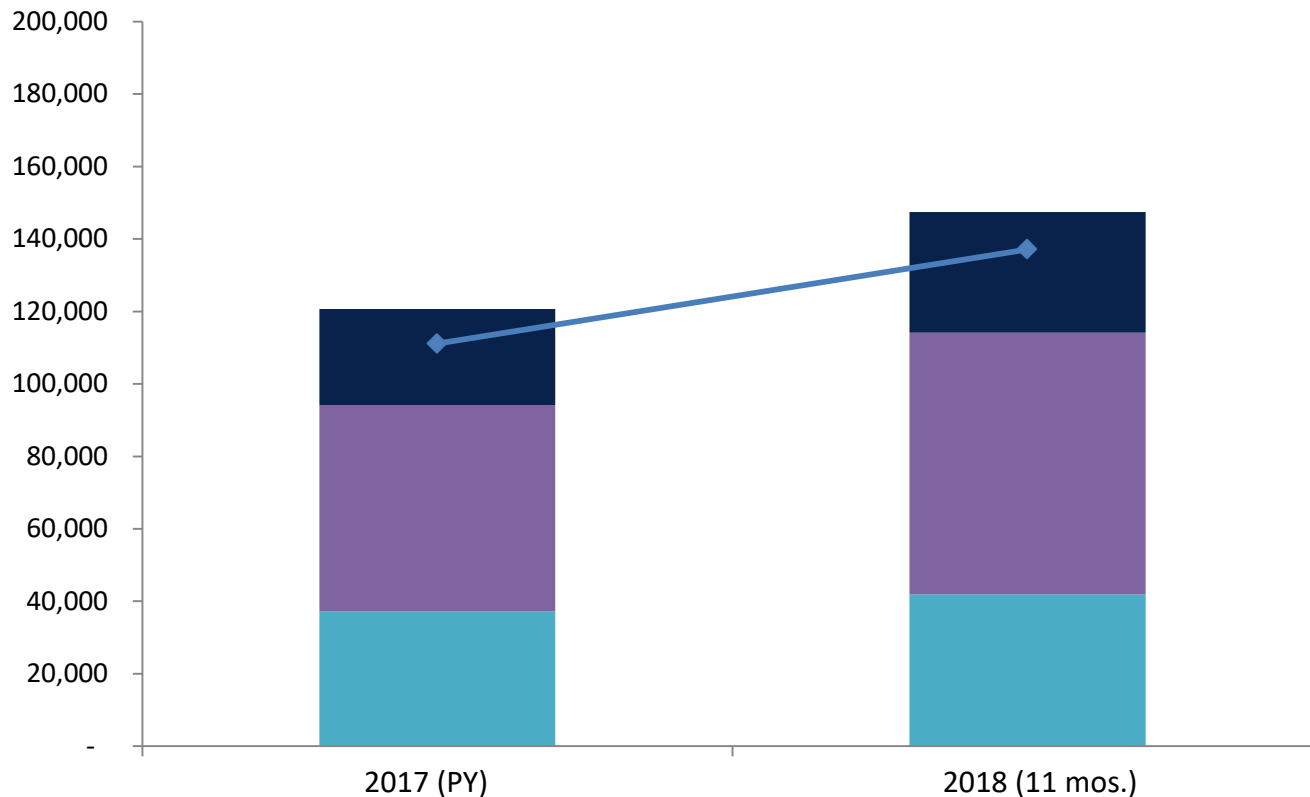


FINANCIAL HIGHLIGHTS

Fiscal Year-Over-Year Comparison

Profit & Loss

Contractors Programming General Income

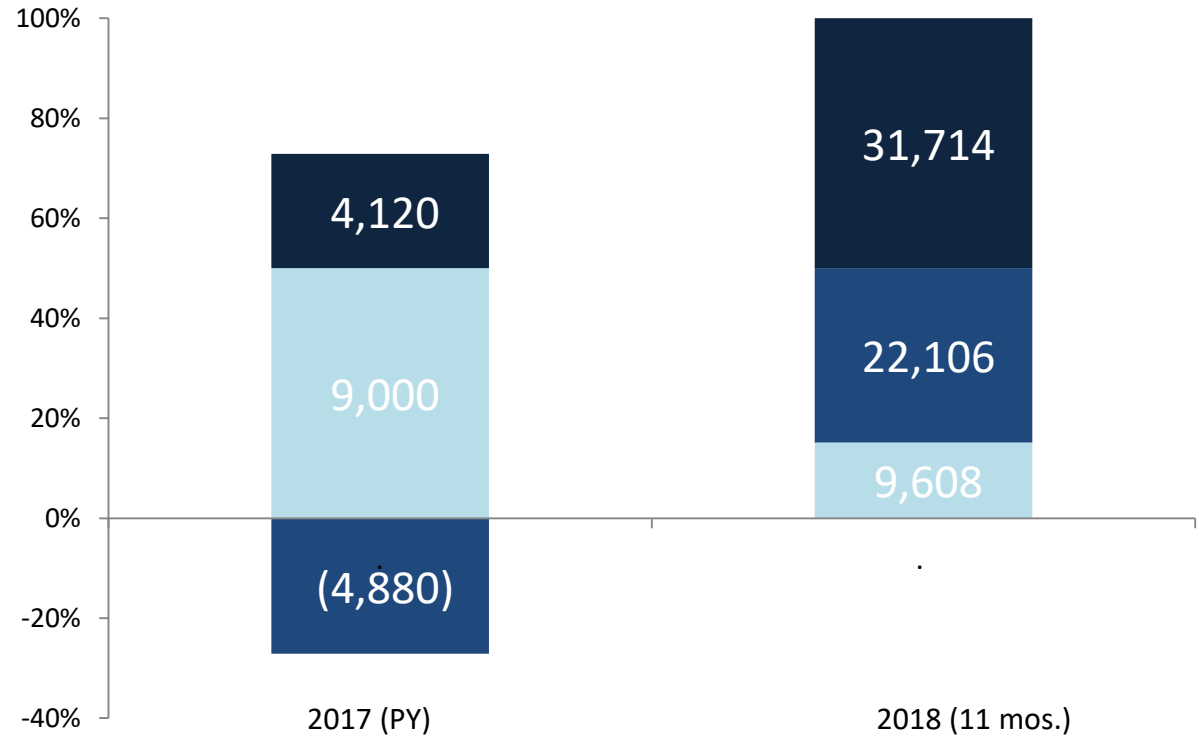


*Invest in
GenesisHOPE
for healthy positive
social impacts for
low income and
working families.*

FINANCIAL HIGHLIGHTS

As of January 28, 2019*

Balance Sheet



* Fiscal year ends January 31st

 Liabilities  Equity  Assets

*Invest in
GenesisHOPE
to alleviate
real estate
development
industry
racial inequities
- gaps and barriers -
often faced by
minority nonprofit
real estate
developers.*

Capacity Building

GenesisHOPE currently leverages contract staff and volunteers to deliver youth, community and economic development programs aimed at creating a healthier neighborhood. **Human Resources/Staff** is needed to strengthen the overall capacity of the organization.

Adding full-time salaried staff, re-aligning the organizational structure and filling gaps in skillsets will enable the organization to not only improve and expand programming to effectively meet the most pressing needs of people residing in Islandview, but it positions the organization for long-term sustainability. The most significant gap for the organization is working capital to transition from a volunteer/contractor-based staffing model to a stable employee-based infrastructure and funds to manage cash flow.

*Transition to Full-Time Staffing Model,
Re-Align the Organizational Structure and
Fill Gaps in Skillsets*

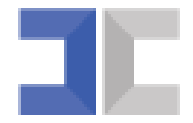


FINANCIAL HIGHLIGHTS

Partners and Supporters



Charles Jones



CAPITAL IMPACT PARTNERS



Portfolio Management Systems LLC



GENERATION WITH PROMISE

Move More. Eat Better. Change Lives!



GROW
WITH
US!