



GreenLight Fund | Detroit

DukeEngage Detroit
Summer 2021

DonoVaughn Tulloch & Tenzin Choeyang



What is GreenLight Fund?

Helps transform the lives of children, youth and families in high-poverty urban areas by creating local infrastructure and a consistent annual process:

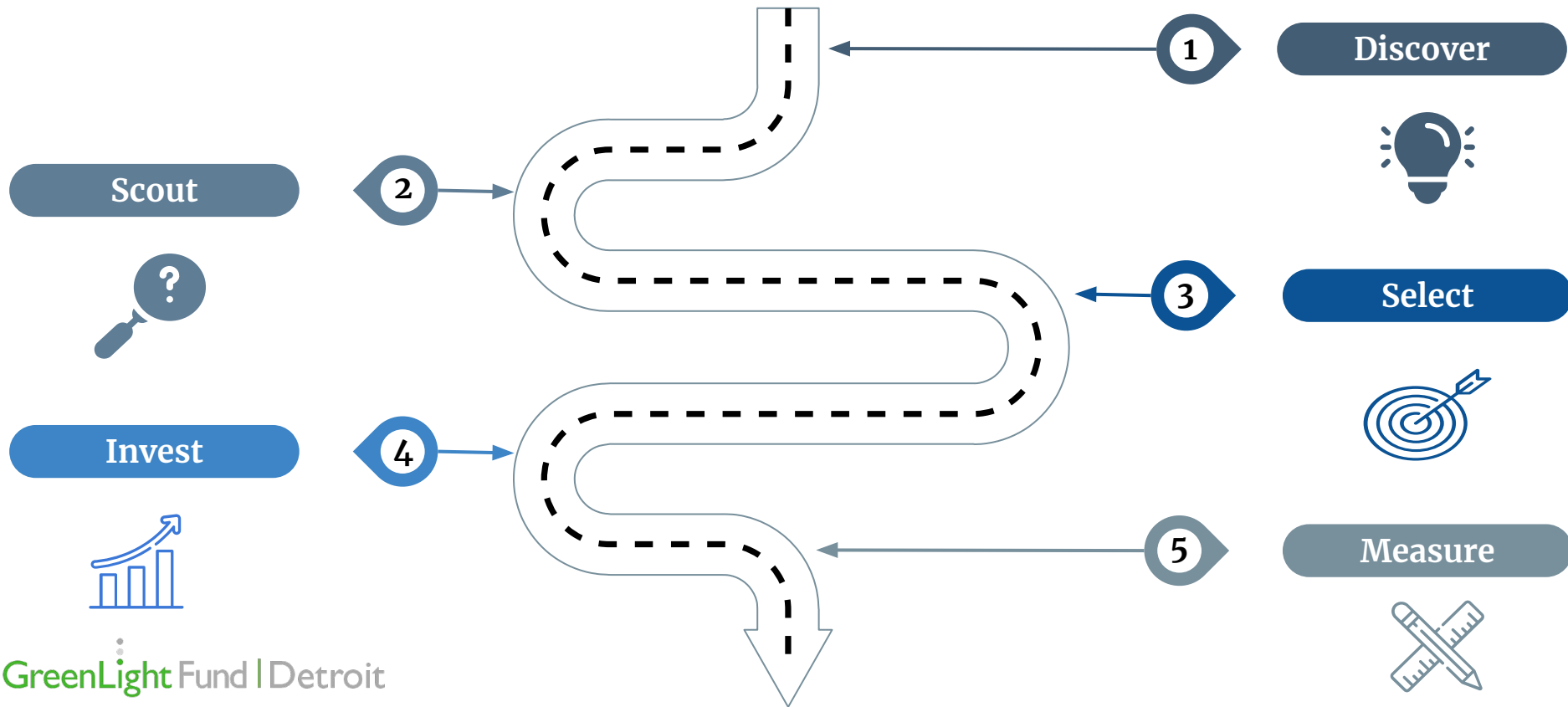
- Identify a critical need
- Select and invest in a highly effective national program that complements the local landscape
- Galvanize local support to ensure that the program is sustainable and makes a social impact

Core Values:

- ❖ Collaborative, Committed to Excellence, Diversity, Equity and Inclusion
- ❖ Focused on Sustainability, Innovation, and Rooted in Community



The GreenLight Method





GreenLight Fund Detroit

Primary Narratives

- Equitable opportunities for Detroiters
- Transition to civilian workforce
- Teacher retention & Support
- Training initiatives
- COVID & child education funding
- learning loss & family engagement



**Center for
Employment
Opportunities**



**NEW TEACHER
CENTER**





Racial Equity Focused Selection Process

Selection Advisory Council

Majority of people of color with Black women most frequently represented

Residential Advisory Council

Black-led across multiple neighborhoods

100%

Black Women

Portfolio Org Leader

100%

People of Color

Staffing (local)

~90%

Black Residents

Participants served (local)



Overview of Key Tasks

PROJECT OBJECTIVES:

1. Support landscape analysis, programming, and fundraising process by identifying and cataloging prospective partners, supporters and local networks in Detroit
2. Partner with current staff on various projects to develop external relations content

OUTCOMES MET:

- Augmented database of new supporters and organizations
- Recommendations for partners based on network mapping and research
- Active external relations channels with new content and increased exposure



Lifting the Narrative Overview

Communications Research

- Conference events
- Webinars
- Podcasts
- Channels
- Press
- Social media graphics

Partner/Prospect Research

- Investors, SAC Members, & Portfolio Organizations
- Group/Individual Involvement
- PR Channels
- Narrative Overlap
- Engagement Topics



Lifting the Narrative - Partners Tab

Partners - SAC &	Community Members							
SAC Members	GLF Listed As Partner in Bio?	GLF Listed on LinkedIn?	Group/Individual Involvement	Primary PR Channels	PR Channel Topics	Narrative Overlap	Relevant Partners	Additional Reference(s)
Alice Thompson	No	No	CEO at BFDI Educational Services Inc. Chair of Wayne University's School of Social Work Board of Visitors Third Vice President of the Detroit Branch of the NAACP Board member of Detroit Future City Board member of New Detroit	- BFD Twitter (Active - 284 followers) - BFD: Main page	Employee spotlights, Events,	COVID & child education development, performance and student gains, learning loss	- BFD: Executives List - In School Collaborative Partners (listed on bottom of page) - BFDI Executive Leadership	
Amy Peterson	No	Yes	CEO and Co-Founder of Rebel Nell Board Member of GreenLight Fund Board Member of EntryPoint T.E.A. (Teach. Empower. Achieve.): Nonprofit arm of Rebel Nell	- Rebel Nell - Blog		Women owned businesses, returning citizens, employment	- Detroit Tigers - Red Wings - Ilitch companies - Rebel Nell Team	
Brian Demkowicz	No	Yes	Chairman, Managing Partner and Co-Founder of Huron Capital Detroit Athletic Club, 2021 President University of Detroit Jesuit High School, Development Committee Member, Former Trustee Detroit Regional Chamber, Board Member and Investment Committee Member GreenLight Fund, Director and Founding Trustee The Catholic Foundation of Michigan, Founding Trustee and Strategic Planning Committee Member	- Huron Capital - Media (Active)	Industry specific news		- Huron Capital - Portfolio Companies List - Albireo Energy - Aquamar Holdings - Atlantic Beverage - B&B Roadway Security Solutions	
Cheryl Johnson	Yes	No	CEO of Coalition on Temporary Shelter Certified Integral Life Coach at CPI Consulting Group	- COTS Detroit Home Page - Mailing List		Education, Job training, Employment	- Central City Integrated Health (CCIH) - CTO Leadership & Board - COTS PTS Partners - IFF's Detroit-based real estate services team	Cheryl P. Johnson Executive Biography
Chris Rizik	No	No	CEO of Renaissance Venture Capital Fund Chair of Executive Committee at TechTown Publisher at SoulTracks.com Member of the Board of Directors at Invest Detroit Member of the Board of Trustees at Mount Elliot Cemetery Association Member of the Board of Trustees at Community Foundation of Southeast Michigan Chairman of Investment Committee at Invest Detroit Ventures National Advisory Board member at University of Michigan Office of Technology Transfer Steering Committee member at New Economy Initiative Investment Committee member at Houston Exponential Investment Committee member at Cintrifuse Investment Committee member at	- Renaissance Venture Capital: Impact - Twitter (Active - 1k+ followers)	DEI & Venture Capital, Industry specific news,	Funding opportunities	- RenVCF: Investments	



Lifting the Narrative - Partners Tab

Engagement Topics

SAC Members				
Alice Thompson				
Article Highlights:	Publication Date	Info Use Status	Location of use (link)	Notes
Thompson commented on a poll article which stated that 83% of Michigan parents want state leaders to address learning loss stemming from the pandemic & ensure all students catch up to current grade level (w/ free in person summer school).	January 2021			
Government, business leaders of New Detroit coalition continues fight for racial justice.	July 2020			
Amy Peterson				
Article Highlights:	Publication Date	Info Use Status	Location of use (link)	Notes
T.E.A. offers workforce development, financial training, business edu., life-coaching, housing resources, legal assistance & career development for Rebel Nell's employees, all women who are transitioning from homeless shelters, returning citizens, refugees or LGBTQ+.	June 2021			
Amy Peterson has created coupon books that has more than 35 Detroit small businesses that are all women owned.	May 2021			
Rebell Nell partnered with Motown Museum to unveil a new collection in tribute of the life and work of Berry Gordy (social entrepreneur).	May 2021			
Brian Demkowicz				
Article Highlights:	Publication Date	Info Use Status	Location of use (link)	Notes
Demkowicz discusses acquisitions, best practices for integration, and strategies for sourcing at the Add-Ons panel of Mergers & Acquisitions' event.	May 2021			
Huron Capital Partners announced that Jim Mahoney will be managing Partner alongside Demkowicz as part of the management succession plan.	February 2021			
Cheryl Johnson				
Article Highlights:	Publication Date	Info Use Status	Location of use (link)	Notes
Partnership between COTS and Central City Integrated Health (CCIH) , allows families who receive housing from COTS to have access to the CCIH health programs.	October 2020			
COTS provides education & job training, career & employment development, and helps families achieve financial freedom.				



Network Mapping / Board Listings

Overview

- Mapped social and professional networks:
 - Funders/Investors
 - Influencers
 - Foundations
 - Nonprofits
 - Top African American owned businesses
- Listed board membership information:
 - Respective names
 - Organizations
 - Current roles





Prospect Briefings / Research

Overview

- Goal: Ensure that the prospects are representative of the community that GreenLight Fund Detroit serves
- Listed prospect information:
 - Current & previous roles
 - Updated board memberships
 - News related to individuals & their organizations
- Researched if the prospect had any connections to Detroit





Twitter Graphics

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“

My role is to make sure we're incorporating **resident voice** into development — and **resident experience, perception, and values**. And there is a lot of that not happening...

MARIA SALINAS

Advisor
GreenLight Fund Detroit



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After all, literacy affects learning, which affects job opportunities, which affects earnings.

PUNITA THURMAN

Advisor
GreenLight Fund Detroit



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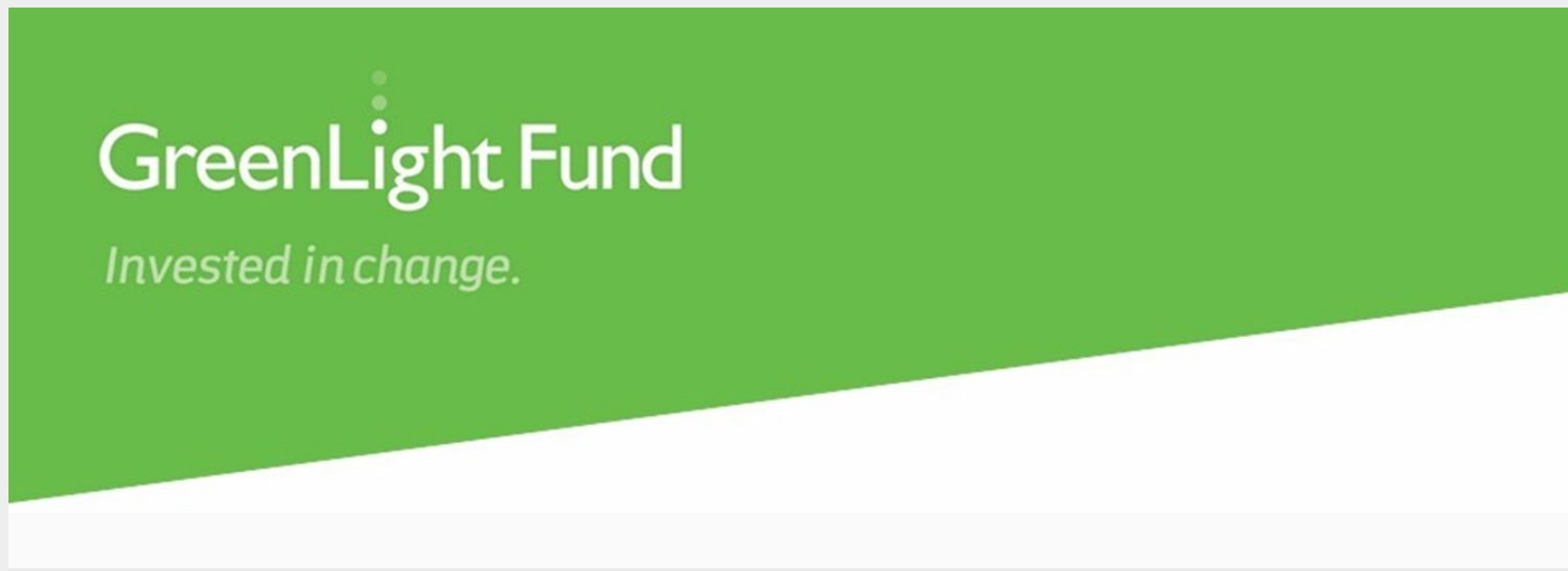


The Cody Rouge Youth Council advises community leaders on the unique youth perspective & collaborative initiatives to improve the neighborhood.



Newsletter Header Designs

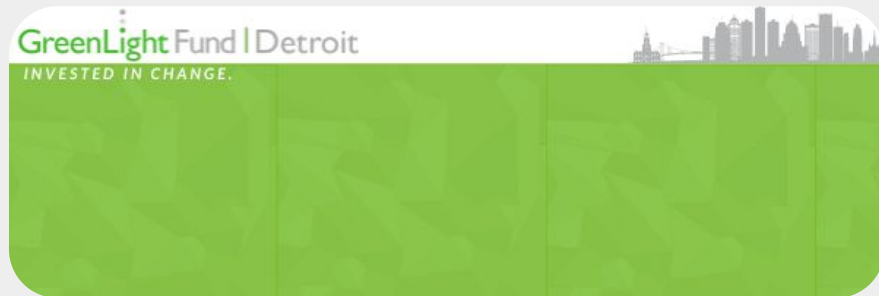
Previous Newsletter Header Design:





Newsletter Header Designs

Created new graphics to replace the previous newsletter header design:





Strategies for ↑ Newsletter Open Rate

Tip #1

Find the optimal time for your newsletter



Tip #2

Format for mobile devices



Tip #3

Be intentional about subject line and headline



Tip #4

Beat the spam filters





Final Takeaways

01

Fundraising

02

Willingness to Learn

03

Presentation

04

Professionalism



Key relationships | Representation | Process

Deliberate action | Self growth | Versatility

Graphics & Excel workbook layout

Networking | Culture & Context | Punctuality

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Thank you for a great Summer!

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