

# Community Foundation

FOR SOUTHEAST MICHIGAN

# REPORT

Volume 31 / Issue 2  
November 2017



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**EDITOR:** Colin Bowyer  
**CONTRIBUTING WRITER:** Becca Rueble  
**PHOTOGRAPHY:** Ali Lapatina pp. cover, 13; Chuk Nowak pp. 3, 11; Paul Engstrom pp. 2, 3, 4  
**COVER:** NEIdeas winner Lush Yummies Pie Co. bakes their famous Lemon Butta Pies, a fourth-generation recipe made with local ingredients.

**Community Foundation**  
 FOR SOUTHEAST MICHIGAN

333 W. Fort Street \ Suite 2010 \ Detroit, MI 48226-3134 \ 313.961.6675 \ www.cfsem.org

A little over three years ago, Detroit was just beginning to emerge from this country's largest municipal bankruptcy settlement, Michigan's unemployment rate was over 7 percent, and the Dow Jones was hovering around 17,000. Currently, while experiencing a great economic and cultural resurgence, Detroit is considered a "comeback city." The state unemployment rate is dropping and the stock markets, as of the time this was written, are still setting records for the year. Though great challenges still exist in our region and country, it is important to recognize positive progress.

At the Community Foundation, our job is to improve the quality of life for all who live, work, and play in southeast Michigan. Therefore, we often focus more on the work that still must be done. We know that many in our community have not benefitted from the resurgence and that keeps us working even harder. But it is important to take the time to highlight the success of those we support.

In this newsletter, we share stories about some of the exciting projects and activities that are having an impact on our community. Several stories describe new ventures for the Community Foundation. For example, through *On the Table*, we encouraged everyone to pause on a single day to share ideas about how to make southeast Michigan a great place for young people to thrive. We continue to gather the ideas generated at these conversations and will be reporting back soon. Hearing ideas from around the seven counties is always welcome, but the notion that setting aside one day and encouraging individuals to meet face to face, in this era of digital communication, is an important way to continue to build the civic strength of this region.

The Community Foundation and our partners, the John S. and James L. Knight Foundation and the Ford Foundation, believe that having informed citizens who are engaged in civic life is important for the future of our democracy. Together, we developed the Detroit Journalism Engagement Fund which will support quality journalism that reflects the perspectives of our diverse constituents. In this newsletter, we detail the results of a first-of-its-kind regional scan of the journalism landscape in Detroit, as well as describe a new grants program to support quality local journalism.

Other stories highlight the Community Foundation's work from supporting leaders in Detroit's Brightmoor community to supporting public art installations in Southfield. In the news section, don't miss the latest updates from the State of Play youth sports initiative and the New Economy Initiative's NEIdeas project. The activities highlighted in this issue of *The Report* are only a few examples of the many organizations and programs we support.

With your help, we can do much more to continue to make a difference in the lives of all in this region. During this season of giving, we hope that you will consider how the Community Foundation can help you fulfill your vision of what will make our region a better place. We appreciate your support and please feel free to give us a call to discuss your charitable legacy. Together, we can create a more enriching and better place to live both now and for generations to come.

Mariam C. Noland  
 President

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# INVITING ALL VOICES TO THE TABLE

On October 4, 2017, more than 2,000 residents of southeast Michigan participated in *On the Table*, a new initiative of the Community Foundation. Over breakfast, lunch, snacks, or dinner, people gathered to discuss how to make their communities places where young people can grow and thrive. More than 200 conversations were hosted in all seven counties of southeast Michigan. Conversations were held:

- In **living rooms**, on porches, and in yards across the region.
- At **youth centers**, such as River Rec Teen Center in Marine City and the Downtown Boxing Gym in Detroit.
- In **schools**, including Farmington Public Schools, Grosse Pointe Academy, Hartland Public Schools, and Brighton Area Schools.
- At **universities**, including Eastern Michigan and the University of Michigan – Dearborn.
- At **museums** such as the Detroit Institute of Arts, the Detroit Historical Museum, and The Henry Ford.
- At the **offices of regional nonprofits** such as the YMCA of Metro Detroit, Autism Alliance of Michigan, and Boys & Girls Clubs of Southeast Michigan.
- At **local nonprofits** like the Osborn Neighborhood Alliance in Detroit and Literacy & Beyond in Port Huron.
- At **businesses**, including American House Senior Living Centers, Plante Moran, and La-Z-Boy.
- At **health-focused organizations**, including the American Heart Association and Beaumont Health.
- At **religious organizations**, such as the First Presbyterian Church of Birmingham, The Well, and the Masjid Wali Muhammad mosque.



Huron River Watershed Council in Ann Arbor

La-Z-Boy Inc. in Monroe



The Community Foundation reviewed immediate feedback from hosts, which showed that education, safety, mentoring, and transit were the top issues raised around the region. Several hosts expressed a desire to keep meeting and discussing. They also noted the importance of including youth, who made up more than 30 percent of the conversation participants. Some of the comments included:

*"Listening to young people is ESSENTIAL to Detroit's future — thank you, and please do this again!"*

*"It was great brainstorming with other students."*

*"I enjoyed getting to know the youth we work with and learning about the topics that matter to them."*

*"The students loved having a voice! They shared enthusiastically and had much to say!"*



Noble Elementary School in Detroit

Hosts generally found it easy to conduct a conversation. Eighty-eight percent of those who provided feedback said they would host an *On the Table* conversation again. People also saw *On the Table* as a vehicle to address the challenges of regionalism and create connections between communities that typically don't interact. Organizations and individuals alike expressed enthusiasm for this idea and agreed the Community Foundation is uniquely positioned to play a role in driving this approach in the future.

Every participant who provided an email address received a survey from the Institute for Policy & Civic Engagement at the University of Illinois – Chicago. Respondents are reporting their concerns and ideas for the region, and sharing their feelings about civic engagement more broadly. The survey is supported by the John S. and James L. Knight Foundation, which also supported *On the Table* events in eight other regions this year.

Once the data is received later this year, the Community Foundation will write and disseminate



Clark Park Coalition in Detroit

an *On the Table* report for southeast Michigan. The report will be widely distributed in early 2018 and potentially guide the Community Foundation's programmatic focus areas for the year to come. Thank you to the thousands of southeast Michigan residents who took part in this special initiative." ■

Sign up to be the first to know about *On the Table* next steps at [onthetable.cfsem.org](http://onthetable.cfsem.org)

Association of Chinese Americans in Madison Heights; photo courtesy of Charles & Hans Liu



# BUILDING BRIGHTMOOR COMMUNITY LEADERS

The nonprofit sector exists to build and support healthy, vibrant, and engaged communities. Therefore, it has become important to invest in the advancement of skills in employees of nonprofit organizations, who are key leaders in their communities.

In early 2017, the Community Foundation, in partnership with the Max M. & Marjorie S. Fisher Foundation, announced a three-year investment in capacity-building for individual neighborhood leaders and nonprofits serving the Brightmoor neighborhood in northwest Detroit. The goal of the **Supporting Brightmoor Leaders** program was to provide training and professional development resources for people and organizations in Brightmoor. Capacity-building is often the first thing to be eliminated from tight nonprofit budgets. This program made staff development a priority, which benefited the individual, the organization, and the community.

Following the announcement of the program, Community Foundation staff held technical assistance sessions in the neighborhood to help residents design capacity-building projects that would address the needs of the community. Additionally, the Foundation hired a consultant to help people draft and finalize competitive application materials that increased the likelihood of funding. With capacity-building resources, Brightmoor residents and organizations will be better positioned to achieve their missions.

The awarded grants supported leaders who oversee a myriad of community-focused projects, including arts and humanities, economic development, environmental and urban affairs, and early childhood education. For instance, Sidewalk Detroit, a grassroots community arts presenting organization, was able to bring in Lisa Hoffman, director of the Alliance for Artist Communities and an expert in artist-residency programs, to provide program-based development training. ■

The Brightmoor neighborhood organizations that were awarded grants are:

- Brightmoor Alliance
- Brightmoor Artisans Collective
- Brightmoor Maker Space
- Brightmoor Redford Aldersgate
- Children of the Rising Sun Empowerment Center
- City Covenant Church
- City Year – Detroit
- Cody Rouge Community Action Alliance
- Crystal Swann Child Care
- Development Centers
- Don Bosco Hall
- Everybody Ready
- Greening of Detroit
- Kristy's Early Childhood Development Centers
- Leland Community Affairs
- Michigan Community Resources
- Neighbors Building Brightmoor
- Sidewalk Festival of Performing Arts
- St. Paul of the Cross Passionist Retreat Center
- Sidewalk Festival of Performing Arts
- Urban Links Village
- Village of Shiny Stars
- Voices for Earth Justice



# SUPPORTING QUALITY JOURNALISM IN THE REGION

Journalism gives people the information they need to make better decisions about their livelihoods. When citizens are more informed, they are better able to enact change in their community and civic institutions.

With changes in how people access news and information, traditional newspaper readership and revenue have fallen for several decades. According to a U.S. Bureau of Labor Statistics report released in April 2017, the news industry employed more than 411,000 people in 2001; in September 2016, that number fell to fewer than 173,000 people. Without journalists to pursue vital objective facts, citizens become less informed.

In the Detroit area, media outlets have a rich history of excellence — including numerous Pulitzer Prizes and other awards. Yet local media in southeast Michigan,

much like the national media, are struggling to find sustainable business models, with legacy newspapers in particular. The *Detroit Free Press* and *The Detroit News*, while still prominent in the community, work with a fraction of their former staff due to steep declines in advertising revenue. The *Detroit Free Press* went from a staff of 350 journalists in 1995 to 300 in 2005, to approximately 120 journalists in 2017.

The Community Foundation recognizes the critical role the local media play in the dissemination of information to residents, as well as the value of engaging consumers to better understand the needs of the community. The **Detroit Journalism Engagement Fund** at the Community Foundation seeks to increase the quality, outcomes, and reach of journalism in the region, with an emphasis on engagement, innovation, and the equitable recovery

of Detroit. The Fund, through its grantmaking program, will seek to advance quality journalism while reflecting the perspectives of diverse constituencies including people of color, women, and low-income communities. The Fund was launched in 2017 as a partnership of the John S. and James L. Knight Foundation, the Ford Foundation, and the Community Foundation.

The first step in advancing the purpose of the Detroit Journalism Engagement Fund was retaining Debra Adams Simmons, a 30-year newspaper reporter and editor who is now an executive editor at *National Geographic*, to conduct a scan of the area's media landscape. The scan reviewed various media platforms, including print, digital, radio, and television. This information helped in understanding the status of southeast Michigan's media outlets, as well as identifying the strengths and weaknesses.

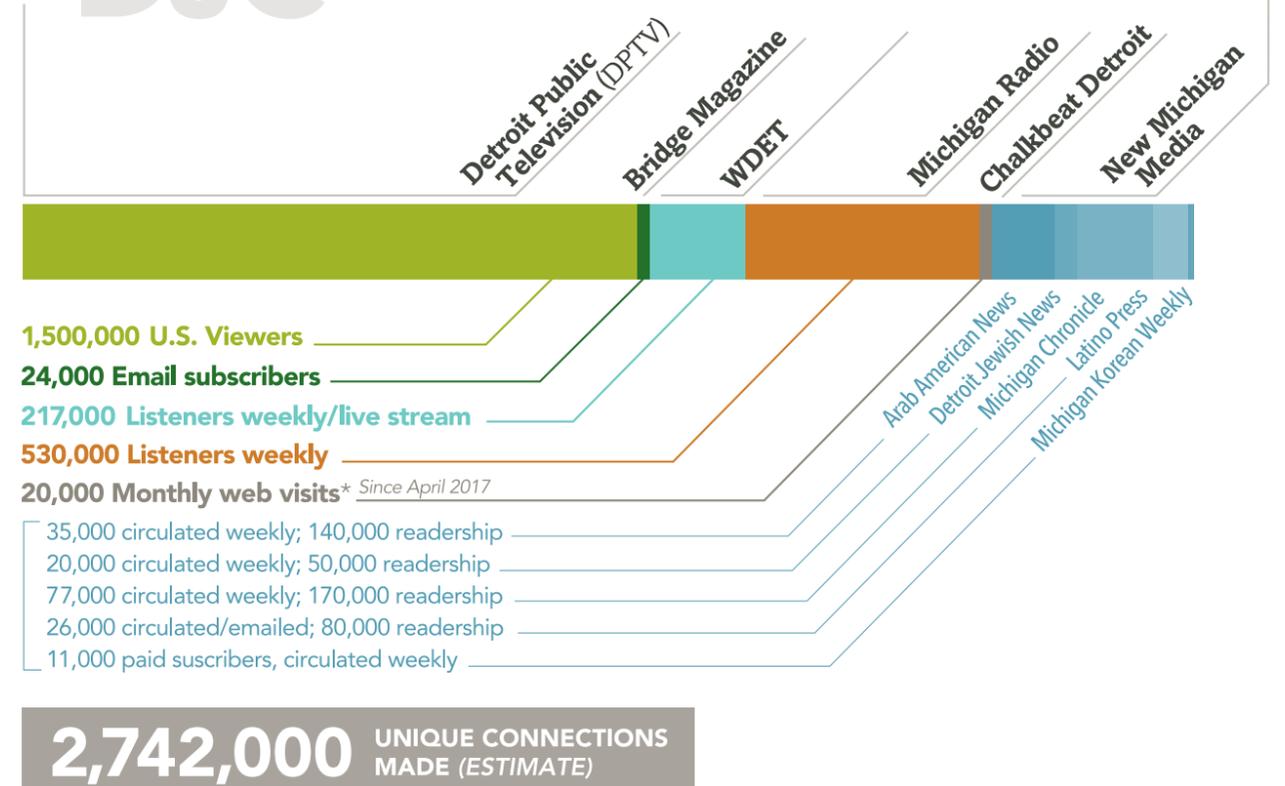
In addition to noting the rich history of journalism excellence in the region through such papers as *The Detroit News* and the *Detroit Free Press*, Simmons' scan pointed out that Detroit also has an important tradition of robust ethnic and community news providers. Among them are the *Michigan Chronicle*, *Latino Press*, the *Detroit Jewish News*, *The Arab American News*, and *The Michigan Korean Weekly*. Together, the organizations have created a working consortium called New Michigan Media. These outlets also face financial, staffing, and technology challenges. They are now working with a larger group of nonprofit media organizations in a unique larger consortium, The Detroit Journalism Cooperative. Together, all of these platforms have a significant regional reach.

## Local Content, Local Accountability SERVING A DIVERSE DETROIT

*There is demand for more*



## Detroit Journalism Cooperative



# INVESTING IN PUBLIC SPACES WITH ART

Data and interviews found that as the media industry is changing and shrinking, citizens are concerned that Detroit's most critical news stories are under-covered. They believe the coverage disproportionately focuses on the revitalization of Detroit's downtown at the expense of the rest of the city and the diversity of the population. Among Simmons' findings was the belief that many metro Detroit news consumers do not see themselves reflected in the print content or in the demographic makeup of the newsrooms.

At the same time, with the declining number of journalists in southeast Michigan, there are concerns about the capacity to provide relevant, contextual coverage of the metro area at the quality that Detroiters expect and deserve. Also, while news organizations are expected to bring objectivity and credibility to reporting, Simmons points out that anxiety exists about the future role of journalists, as people are relying more on social media channels like Twitter and Facebook for their news.

The report made numerous observations and pointed out opportunities. For example, the report noted that

it is important for journalists to interact more with their consumers in order to be aware of and recognize opinions and viewpoints of communities that feel underrepresented, as increased engagement can yield higher-quality journalism and trust between journalists and the citizens they serve. The report indicated there is an opportunity to build additional, mutually beneficial partnerships with large legacy media, such as *The Detroit News* and *Detroit Free Press*, and digital journalism. Finally, the region can also capitalize on the existing network of freelance and independent journalism, as well as young, diverse new talent.

The findings of the scan provided a framework for the three foundations, through the Detroit Journalism Engagement Fund, to advance quality journalism while reflecting the perspectives of diverse communities. Key to this effort is bolstering engagement among news producers and news consumers. To advance these goals, a grants program was publicly announced in September 2017. Grant awards and the programs to be supported will be announced in December 2017. ■

For more information on Simmons' findings, please visit [cfsem.org/journalism](http://cfsem.org/journalism).



Dynamic public spaces are critical components to active and growing communities. Art can be a key tool in the activation of social spaces and help reflect the historical character of the surrounding community, creating a sense of belonging for all residents. The Community Foundation recognized the **City of Southfield's** efforts in creative placemaking with a recent grant of \$15,000 to support the transfer of art from the Northland Center into community spaces.

Built in 1952 and designed by notable Austrian architect, Victor Gruen, the Northland Center was once the region's epicenter for commercial development and shopping. At the time, Gruen wanted to create a new type of town square, where pedestrians and traffic were separated, and stores and restaurants were interspersed with open spaces and community congregation points. The mall developer of the Northland Center, the J.L. Hudson Co., had been collecting art and set aside a significant sum designated specifically for art installations.

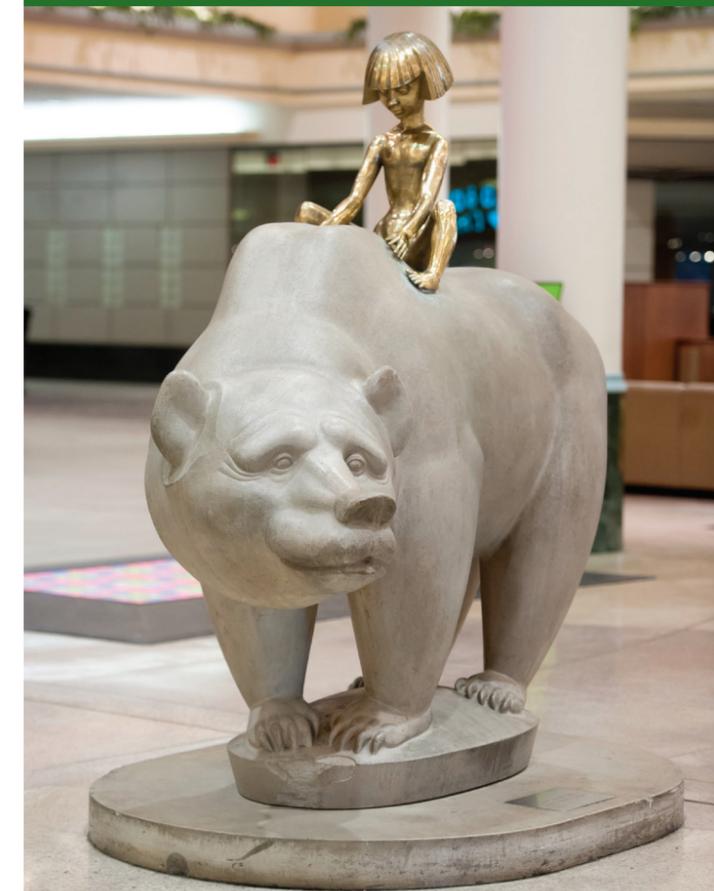
The closure of the Northland Center in April 2015 marked the passing of the nation's first modern shopping mall. In an emergency effort to protect the art amidst the sale of the Northland Center, the Southfield Public Arts Commission, part of the City of Southfield, immediately began a process to purchase the mall's 14-piece art collection, with the goal of placing the art in the community for public good. The collection was quickly removed and placed in storage. In 2016, an additional four pieces were saved after they were discovered in the basement of the mall during the clean-out process.

The Arts Commission has been raising funds to formally purchase, refurbish, and relocate the art, one piece at a time. It started with Marshall Fredericks' iconic limestone and bronze sculpture, "The Boy & Bear." The Community Foundation invested in the overall fundraising campaign to buy "The Boy & Bear," as well as the other pieces. "The Boy & Bear" has since been relocated into the Southfield Public Library entrance rotunda.

"The city leadership is so grateful for the significant level of community support throughout this effort," says Ken Siver, mayor of Southfield. "As a result, over the next few years, the community will be able to view all 18 pieces of the Northland Center's distinguished art collection in their neighborhoods. The placement of art in public spaces will be a social and economic catalyst for Southfield's resurgence as an arts and culture hub in southeast Michigan."

As of today, the Arts Commission is in the process of restoring five Pegasus statues that were located in one of the Northland Center's outdoor courtyards. In the coming months, three of the pieces will be relocated along the new Northwestern Highway walking and biking path, between Civic Center and Lahser Road, and the other two will go to the north entrance of the Civic Center District. Additionally, an unnamed metal sculpture by Sorel Etrog will soon be placed in front of City Hall. ■

The Boy & Bear is now located in the Southfield Public Library.



AP Photo/Detroit News, David Guralnick

## CHARITABLE PLANNING AND POSSIBLE TAX REFORM

Now is a good time to discuss with your professional advisor the possible impact of tax reform on your charitable planning for 2017 and beyond. Some of the tax reform provisions may significantly raise the after-tax cost of supporting your favorite charitable cause. While it is not certain what changes might ultimately be made into law, there are several proposals under discussion that could affect charitable giving if enacted.

### Tax rates

It is proposed in the initial House of Representatives bill that the current seven personal income tax brackets be reduced to four brackets. Depending on what new tax bracket applies to you, you could see the after-tax cost of your charitable gift go up.

The dollar amounts below reflect a married couple, filing jointly with \$150,000 in gross income and other itemized deductions equal to the proposed new standard deduction.

Gift	\$10,000
Savings at current 25% rate	\$2,500
Savings at proposed 12% rate	\$1,200
Increase in after-tax cost of gift	\$1,300 or 13%

### Increase in standard deduction and elimination of certain itemized deductions

Another proposed change is to increase the standard deduction. Some studies suggest with that change the percent of households that itemize their deductions, which includes charitable deductions, will go down from 30 percent to 5 percent. Further, the elimination of other itemized deductions, such as the deduction for state and local income taxes, will result in fewer people claiming itemized deductions. That means there may be no after-tax benefits to you for making a charitable gift in the future if you are one of the taxpayers who will no longer be claiming itemized deductions.

### Other tax ideas being discussed

Some discussions — though this proposal is not in the initial House bill — are being held to limit the value of a gift of long-term appreciated marketable securities to cost basis, rather than fair market value. There is a raft of other items under consideration that could significantly impact the decisions behind making a charitable gift and the amount one can afford to give.

### What to do now?

Contact your professional advisor and discuss what might be the best giving strategy for your charitable gifts. You may want to contact a member of the Community Foundation's Philanthropic Services department (313.961.6675) to discuss options as well. It might be wise to accelerate some of your future charitable gifts into a donor advised fund in 2017 and lock in those tax deductions before tax reform goes into effect. The challenge is that no one knows for sure what tax reforms will ultimately go into effect, but a thoughtful consideration of the options is warranted.

## LEADERSHIP MATCH PROGRAM

The Community Foundation is pleased to announce a special matching gift program to encourage building endowment that will meet current and future needs in southeast Michigan. The highest priority is to build endowment that provides flexibility to meet changing needs and opportunities. Thanks to a generous gift, for a limited time, the Community Foundation has up to \$2 million available to match new gifts.

This match is for new gifts for endowed unrestricted, field of interest, and donor advised funds. Based on the type of gift there are several different incentives.

Generally, for gifts of \$25,000 or more to unrestricted or broad field-of-interest endowments, there is a \$1 match for every \$2 of gift value. For gifts of \$50,000

or more to an endowed donor advised fund, there is a \$1 match for every \$3 of gift value. Eligible donor advised funds have advisors for up to 25 years and become unrestricted at the end of the 25-year term. We encourage you to contact the Community Foundation to discuss how to capture these matching funds and multiply the impact of your gift.

Please contact a member of Philanthropic Services at 313.961.6675 to learn more about this matching gift program.

## CATAPULT PITCH COMPETITION

Girls Rock Detroit participates in the Catapult Pitch Competition.



The Community Foundation created Catapult to encourage civic engagement among young entrepreneurs throughout southeast Michigan. To learn about the community and support change, Catapult volunteers facilitated a small grants program for emerging nonprofit organizations. Eight finalist organizations with impactful solutions to address challenges in our region participated in the Catapult Pitch Competition. Each group had three minutes to tell the audience how a grant to their organization would "catapult" them to the next level. All of the finalist organizations were recognized for their projects. Four organizations received grants of \$7,500 to \$10,000 with the remaining organizations receiving smaller operational grants.

## RECORD AMOUNT OF GRANTS AWARDED from the Detroit Auto Dealers Association Charitable Foundation Fund

Grants totaling \$534,660 from the Detroit Auto Dealers Association (DADA) Charitable Foundation Fund were awarded to a diverse group of 16 nonprofit organizations that provide services to children and youth throughout the region. This year's total is a new record from the fund, and grants ranged from \$10,000 to \$50,000. The DADA Charitable Foundation Fund was established in 1998 by DADA, a trade association composed of more than 200 automobile dealers in metropolitan Detroit. The fund represents a lasting legacy of DADA's charitable commitment to southeast Michigan.

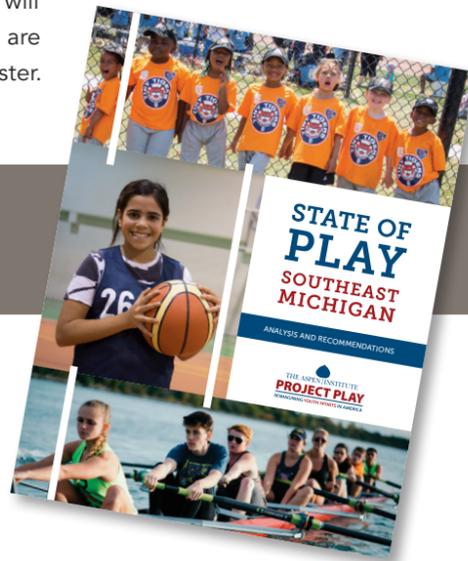
Organizations that received grants are:

- |   |                                     |
|---|-------------------------------------|
| Ann Arbor Hands-On Museum                   | Leadership Macomb Inc.              |
| Beaumont Foundation                         | Mosaic Youth Theatre of Detroit     |
| Boys and Girls Clubs of Troy                | National Society of Black Engineers |
| Campaign for Black Male Achievement         | Neutral Zone                        |
| Chaldean American Ladies of Charity         | Ozone House                         |
| Henry Ford Learning Institute               | Racquet Up Detroit                  |
| Junior Achievement of Southeastern Michigan | Student Advocacy Center             |
| Leaders Advancing and Helping Communities   | Vista Maria                         |

## STATE OF PLAY COMMUNITY CONVERSATIONS

In December, the Community Foundation, in partnership with the Ralph C. Wilson, Jr. Foundation and The Aspen Institute, will host three community conversations about the recommendations outlined in the recently released *State of Play in Southeast Michigan* report. The report is a comprehensive scan of the status of youth sports in southeast Michigan and will serve as a basis for the discussion portion of the event. Physical education administrators, school athletic coaches, parents, public health providers and community leaders are invited to participate in half days of conversation and collaboration. Events will occur on December 4, 6, and 7 across southeast Michigan. If you are interested in attending, please visit [cfsem.org/stateofplay](http://cfsem.org/stateofplay) to register.

To view the full *State of Play* report and register to attend, please visit [cfsem.org/stateofplay](http://cfsem.org/stateofplay)



Bel Air Luxury Cinema



Fa Show Lawn N' Home Care

## WINNERS OF NEIDEAS

The New Economy Initiative recently announced the winners of the fourth annual business challenge, known as NEIdeas. Nearly 700 local business owners from Detroit, Hamtramck, and Highland Park applied for grants to grow their business. Since 2014, NEIdeas has awarded a total of \$1.9 million to 118 businesses for their ideas for growth. That number includes this year's 22 winners, who were recognized at a special gala on November 2 in Eastern Market's Shed 5. They represent a variety of sectors, including service, retail, manufacturing, entertainment, food, creative, medical, and more. This year, 80 percent of NEIdeas winners are minority-owned businesses and 65 percent are owned by women.

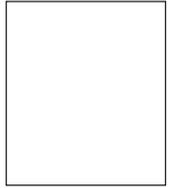
The 2017 winners are:

- |           |  |
|-----------|--|
| \$100,000 | Bel Air Luxury Cinema                  |
|           | Vaughan Industries                     |
| \$10,000  | 1 Step 2 Fitness                       |
|           | All of My Children                     |
|           | Beau Bien Fine Foods LLC               |
|           | Blessed Beginnings Learning Center LLC |
|           | Bon Bon Bon                            |
|           | Crystal Clear Images.com, LLC          |
|           | El Asador Steakhouse                   |
|           | ESI Hardware Store                     |
|           | Everyday Super Discounts               |
|           | Fa Show Lawn N' Home Care              |
|           | Lush Yummies Pie Co.                   |
|           | Nandi's Knowledge Café                 |
|           | Naturalicious                          |
|           | Nikki's Ginger Tea LLC                 |
|           | Pages Bookshop LLC                     |
|           | Painexx Corp.                          |
|           | Taqueria El Nacimiento                 |
|           | The Food Exchange Restaurant           |
|           | Trinosophes                            |
|           | Vernor Chiropractic Clinic             |

## Community Foundation

FOR SOUTHEAST MICHIGAN

333 W. Fort Street  
Suite 2010  
Detroit, MI 48226-3134  
313.961.6675 \ [www.cfsem.org](http://www.cfsem.org)



## The Community Foundation for Southeast Michigan is here to permanently support our region.

We promote and facilitate permanent change in the seven counties of Wayne, Oakland, Macomb, Monroe, Washtenaw, Livingston, and St. Clair, and we help donors invest in organizations they care about nationwide.

We do this by:

- Making strategic investments in programs and organizations that benefit the region
- Equipping organizations and the public with knowledge and information that will lead to positive change
- Building endowment — community capital — to meet our region's needs today and tomorrow, and
- Providing expert assistance to donors and their advisors in their charitable planning.