

CEDAM: Community Economic Development Association of Michigan



Above: CEDAM Member Communities First, Inc. broke ground at the Coolidge Park Apartments site in Flint on September 7, 2018. The former school site will include a mix of retail space, a community center and 54 units of housing.

20 18

Annual Report

Financial Empowerment

Michigan Communities for Financial Empowerment (MCFE) is a network for local leaders working to integrate financial empowerment with core public and nonprofit services. MCFE members help Michigan residents reach financial stability through financial education and counseling, access to affordable financial products and services, opportunities to save and build wealth and consumer protections.

Show Me the Money Day

38

events across
30 communities

CEDAM supported these community-led events resulting in more than **2,450** participants, **145** free financial empowerment workshops and **504** vendors. **Seventy-two** percent of attendees reported feeling more hopeful about their financial situation after attending Show Me the Money Day.

Michigan Children's Savings Account Network

9,254

Michigan students enrolled in a CSA program as of the end of 2018

CEDAM oversees the Michigan Children's Savings Account Network which provides statewide policy advocacy for asset building, as well as technical assistance and collective problem solving for new and emerging CSAs. There are six CSA initiatives in Michigan, **two of which were started in 2018 in Buchanan and Newaygo County.**

Advocacy & Engagement

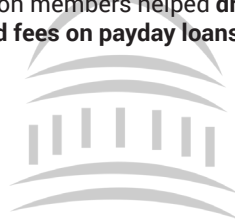
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legislative luncheons

CEDAM hosted three legislative luncheons around the state to provide opportunities for members to engage with local legislators.

Michigan Coalition for Responsible Lending

CEDAM continued to grow the Michigan Coalition for Responsible Lending (MCRL) with local and statewide organizations. Coalition members helped **draft a bill** that was introduced which would **cap interest and fees on payday loans at 36%** statewide.



Rural Council

The Michigan Rural Council (MRC) is a bridge between leaders and communities that works to revitalize and enhance rural Michigan communities. The MRC connects and educates community leaders, provides expertise and advocates for policy and projects to impact rural Michigan.

142

rural leaders came together

at the 14th annual Small Town & Rural Development Conference

MRC provided nine grants to support small-scale projects in rural communities that will serve as a catalyst for future investment. Funding was awarded to:

\$7,200

grant dollars awarded

- City of Marlette
- Grand Haven Main Street
- Lakeshore Food Club
- Community Foundation for Oceana County (2)
- Village of DeTour
- Village of Homer
- Open Arms Child Advocacy Center
- Village of Roscommon

Housing Policy Report

In October, CEDAM hired a housing policy associate to organize housing stakeholders and review current housing policy in Michigan. The work started in 2018 will result in an official report and policy recommendations to help increase the availability and access to safe and affordable housing for low- and moderate-income individuals and families.

Tax Preparation

The Michigan Economic Impact Coalition (MEIC) unites individuals, organizations and local initiatives committed to supporting tax credit and asset building opportunities for Michigan families through improved access to free, quality income tax preparation assistance.

20

active practitioner members with

145

free tax preparation sites

The MEIC supports its members and free tax sites across Michigan through training opportunities, resource sharing and advocacy. **Seventy** members attended the annual State & Local Tax Training, helping equip Volunteer Income Tax Assistance (VITA) preparers and **44** members attended the annual Learning Exchange, bringing together VITA sites to share knowledge and collaborate.

These members served more than **46,750** Michigan households, saving taxpayers more than

15.4M

in tax preparation fees

They helped more than **14,775** households claim more than **\$1.8 million** in home heating assistance.

Resources & Training

CEDAM produces and hosts numerous resources and trainings that complement specific programs and appeal to the industry at large. In addition to the items below, CEDAM is active in promoting our members on social media and maintaining our resource library.

41 featuring member initiatives, CEDAM events, policy updates, best practices and leaders in the community economic development industry.
blog posts

9 **480** featuring a range of topics designed to engage members from a distance and bring industry leaders to the table to discuss topics and policy related to the community economic development industry.
webinars **participants**

14 **Real Estate Development Boot Camp graduates**
equipped with the knowledge and fundamentals needed to develop affordable housing in Michigan.

170 **Developing Vibrant Communities participants**
featuring 20 professional development sessions on topics including equity in development and employment, real estate development, communications, fund development, children's savings accounts, Community Reinvestment Act and more.

143 **Low Income Housing Tax Credit (LIHTC) Workshop participants**
learned how to submit a great LIHTC application and working with the new Aualified Allocation Plan (QAP).

Poverty Simulations

7 **simulations with members**
CEDAM hosts unique and interactive experiences of what it's like to live in poverty. In the poverty simulation, participants go to work, take care of their family, grocery shop and look for resources to keep their family afloat for the month. Poverty simulations help participants look at poverty from different angles, understand the realities of poverty and discuss potential change in their local communities or workplace.

AmeriCorps

CEDAM managed two AmeriCorps programs in 2018, the Rural Opportunity VISTA program and the Michigan Financial Opportunity Corps (MFOC). The VISTA program places members in rural communities to fight poverty by creating new or expanding existing programs at the organization. MFOC members support their community's financial well-being through direct-service and Show Me the Money Day events.

26 **MFOC members at** **18** **host sites**

In 2018 the average MFOC member facilitated financial education classes to **46** individuals, assisted **20** at-risk homeowners with foreclosure prevention, recruited **ten** volunteers for their host site and hosted **one** Show Me the Money Day resource fair.

9 **VISTA members at** **9** **host sites**

The average VISTA member raised **\$12,879** in funds for their host site and recruited **51** volunteers who gave **653** hours of service.

Community Development Fellowship

In 2018, CEDAM received funding from the Michigan Economic Development Corporation (MEDC) to develop and manage a new fellowship for Project Rising Tide (PRT). PRT, an initiative of Michigan's Talent & Economic Development Department (TED), provides additional capacity and technical assistance to one community in each of Michigan's 10 prosperity regions, with the goal of helping the communities develop a strong foundation for community, economic and talent development. Fellows work with a local steering committee, state partners and technical assistance consultants to support communities in pursuing Redevelopment Ready Communities certification and implement projects to catalyze community economic development.

10 **Community Development Fellows placed in** **11** **Rising Tide Communities across Michigan**

The communities are: Adrian | Albion | Beaverton/Gladwin | Eaton Rapids | Hamtramck | Ionia | Manistee | Marlette | Ontonagon | West Branch

From Trainees

to Trainers



CEDAM member feature: Community Housing Network



About twenty years ago, Marc Craig, president of CEDAM member Community Housing Network (CHN), went through CEDAM's annual Real Estate Development Boot Camp training. This training equips people and organizations with the tools and knowledge needed to develop affordable housing in Michigan.

Today, Community Housing Network is a leading affordable housing developer in Michigan. They have a large portfolio of homes and rental residential communities serving our state's most vulnerable people. They provide homes for people facing homelessness, with disabilities, with low income and others in Southeast Michigan.

CHN is not only a powerhouse developer, but an organization helping to train the next generation of affordable housing developers in Michigan. Kirsten Elliott, VP of Development at CHN, CEDAM board member and Boot Camp graduate, has been CEDAM's lead trainer at Real Estate Development Boot Camp for the past two years. Kirsten brings passion, humor and experience to training and participants she trained have gone on to bring affordable housing developments to fruition.

Village of Lawrence Community Assessment Made Possible by Consumers Energy Grant



In December 2018, CEDAM conducted a Community Assessment in the Village of Lawrence. The assessment was made possible through a grant from Consumers Energy. We met with community leaders and stakeholders to look at both the challenges and the assets of the community. As a result of the assessment, the Village received a report with resources and recommendations to address challenges and capitalize on their strengths.

Partnerships Prove Key to Growing Children's Savings Account (CSA) Programs in Michigan

2004

Oakland Livingston Human Services Agency in Pontiac enrolls Head Start students in a quasi-experimental research program, MI SEED, Michigan's first non-529 CSA program

2012

C.S. Mott Foundation provides grant support to CEDAM to pursue financial empowerment and CSA program development in Michigan

2014

The City of Lansing, with support from CEDAM, launches Lansing SAVE, **Michigan's first universal and automatic enrollment CSA program** serving Lansing Public School District students

2016

CEDAM member Barry Community Foundation launches Kickstart to Career, a countywide CSA that enrolls **800 kindergarteners** per year

2017

Sanilac County Community Foundation launches Sanilac Promise, enrolling **500 kindergarteners** across Sanilac County

More than 2,000

Michigan students are now enrolled in a CSA program

More than 4,000

Michigan students are now enrolled in a CSA program

The 2018 Impact

CEDAM hosts second MI CSA Network meeting and introduces a shared communication and document platform to **increase connectivity among existing and emerging CSA programs**

CEDAM provides grant funding and technical assistance to Lapeer County and the City of Garden City to begin developing and implementing local CSA programs

Two MI CSA Network members launch CSA programs—Kickstart to Career in Newaygo County and The Buchanan Promise Kickstart to Career

CEDAM hosts the third MI CSA Network meeting where members explore **CSA policy priorities to pursue in 2019**

CEDAM launches the **Michigan CSA Network** to inform, support, involve and empower new and existing stakeholders to expand the presence of CSAs in Michigan

Madison District Public Schools launches **Michigan's sixth CSA program**, Jim Myer K2C Fund

More than 9,000 Michigan students are now enrolled in a CSA program

What are CSAs?

CSAs automatically enroll Michigan students into post-secondary education savings accounts.

An AmeriCorps Success Story

I facilitated a budgeting and credit workshop using the Money Smart curriculum to a group of women in their early twenties. There aren't many resources for young adults in the area, so it was great to see a turn out in this community. Being a few years older than the women in my class, I was familiar with the intimidating transition into adulthood—particularly when it came to finances. Most of the women felt overwhelmed by student loans or were struggling to get approval for their first credit card or car loan. Having just faced these obstacles myself, I felt a particular connection to this group. The class ran over the time I had expected because there was lot of participation and engagement. By the end, I could sense a real change of attitude within the group. Instead of avoiding financial responsibilities, all women appeared to have a new outlook, were downloading the Mint application onto their phone or trying to pull their credit report for the first time. Not only was it amazing to see a change in this group, but they suggested to their friends to come to a class. I will be teaching a group of their peers in the next coming weeks! It's pretty incredible what AmeriCorps has provided my hometown; the resources they offer the community are essential, especially in such a rural area where they aren't usually accessible.

- **Jessica Webster, Northern Homes CDC AmeriCorps member**



Single mom relies on free tax preparation

The MEIC Scan and Go Tax Service links people needing help preparing and filing their taxes with VITA sites across the state. Holly M. has been using the service at the Vernon Public Library since 2016. She works for a local school district helping blind students with their reading assignments but when the school year is over, so too is a regular paycheck. Holly, a single mom, relies on the savings in tax preparation fees and her refund to pay the bills over the summer until the next school year starts.

“Without the program, I wouldn’t know about all the credits and things for which I am eligible and need to cover my bills over the summer. Last summer, knowing that all my summer bills were covered, I was able to pay for my son and I to go on his school trip to Chicago. It was the first time, in a long time, we were able to go someplace, and it felt so good to be able to share that with him!”

- Holly M.

Letter from Our Board Chair

Dear Members, Supporters and Friends,

The past year represents another positive year of progress through our work. As a collective, we made a significant impact on MSHDA’s Qualified Action Plan (QAP), utilizing a committee of members to offer feedback and suggestions. Our training offerings were well received by the field and helped to educate those at all levels of community economic development.

Our new relationship with the Ford Foundation gave us a renewed focus on housing and quite a bit to look forward to in the coming year. We have a new diversity and inclusion initiative that will lead to increased opportunities for those who are currently underrepresented in community economic development, knowing that we can’t move the sector forward without ensuring that equity is at the forefront.

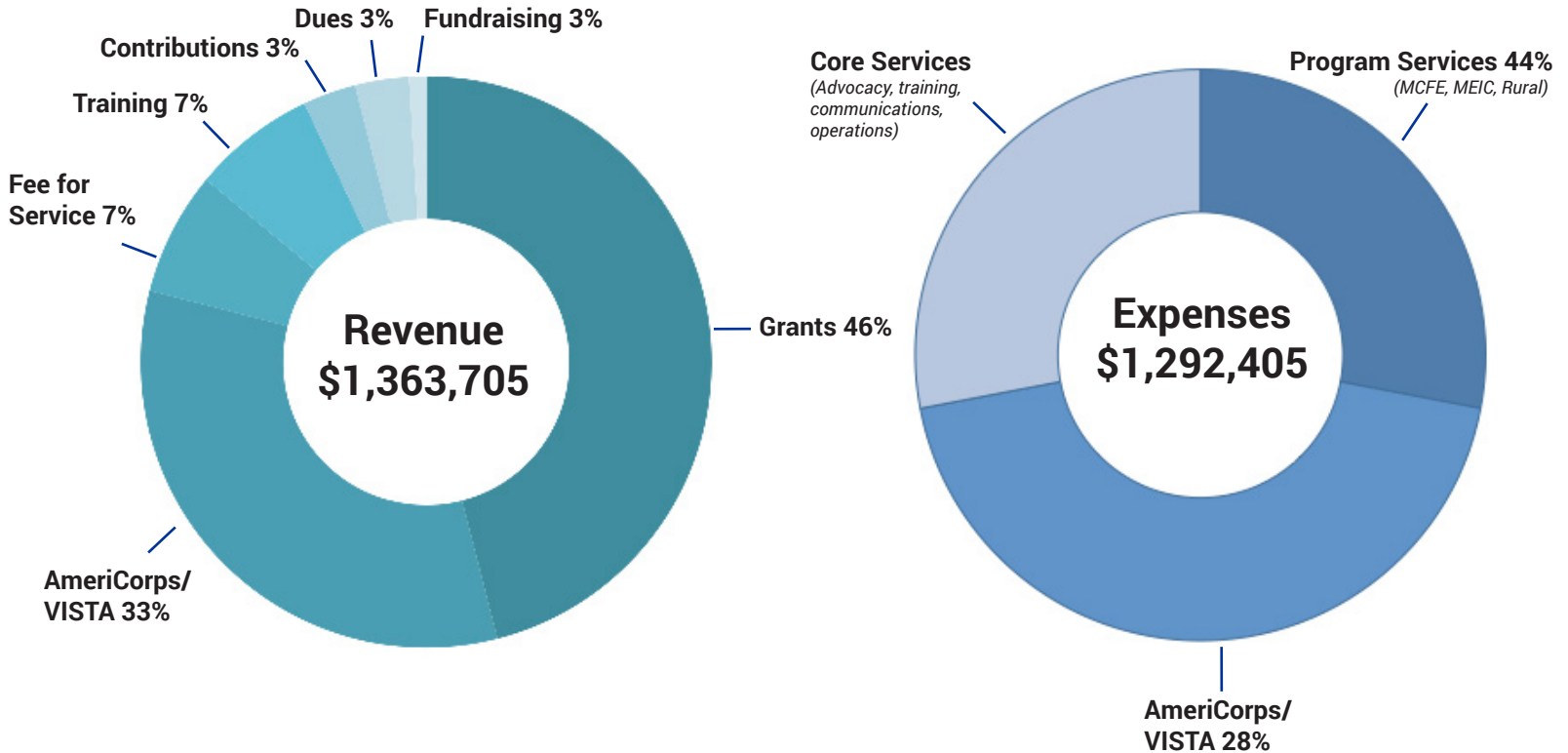
CEDAM is fortunate to have such engaged board members and staff. I am grateful for their commitment and contributions to the organization and sector. I look forward to all that the future holds and am thankful for the opportunity to lead this vital work.

Best,

Glenn Wilson
CEDAM Board President



Financials



Thank you to our Funders

Thank you for supporting our mission and helping to further community economic development in Michigan. With out you, our work is not possible.



Without our supporters, CEDAM would not be able to celebrate more than 20 years of service to the community economic development industry.

Photo: CEDAM & CDAD host their annual event at the Allen Neighborhood Center (ANC) in Lansing.

Letter From the Executive Director: Jamie Schriner



From comprehensive trainings to policy advocacy, CEDAM has worked to support the community economic development industry for more than 20 years.

I am nothing short of proud and inspired by the work you—our members—continue to accomplish. You have implemented creative and innovative programs, developed quality affordable housing, provided critical financial empowerment and free tax preparation services, supported small businesses and local entrepreneurs, thoughtfully engaged with your communities and so much more.

CEDAM is honored to continue to support you with resources, training and advocacy. Thank you for your work to create vibrant and inclusive communities across Michigan and allowing us to serve you.

Jamie Schriner
Executive Director

Membership & Contact Information



227
members
statewide



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