

ANNUAL



IMPACT



REPORT

**PROJECT HEALTHY
COMMUNITY**

Wellness. Education. Family.

2023 MARKED **PROJECT HEALTHY COMMUNITY'S 10 YEAR ANNIVERSARY** as an organization. Looking back at the past decade, we at Project Healthy Community are filled with gratitude for the support you have given our organization. Over the past 10 years, we have reached the following milestones:

- **2.4 million pounds of food** distributed to almost 45,000 Detroit families
- Health and wellness education programs and services provided to over **10,000 children and adults**
- Summer camp programming reaching over **700 youth**
- Over **5,000 community members** engaged through volunteer and service-learning opportunities

We could not have reached any of these milestones without the support of our loyal donors, our dedicated board, and the continuous support and leadership of our founder, Dr. Melvyn Rubenfire. Thank you.

This report acknowledges our gratitude for the support from our funders and provides an update regarding the impact of your donations. **We are particularly indebted to those donors who give directly to our operating budget, like the Danto Family, Jeff Eisenshtadt, the Forbes Family, Jo Elyn Nyman, and Dr. Melvyn Rubenfire, in addition to all of our board members.** These generous gifts support the entire organization, making all of our programs possible. Highlighted throughout this update are also numerous examples of PHC's continuous collaboration with other nonprofit partners.

PHC's programs work together to serve Detroit youth and their families at multiple levels, reaching children through in-school nutrition education and summer camps, and parents and grandparents through adult nutrition education and community gardening programs. The programs reflected in this report demonstrate this approach to health and wellness, and show Project Healthy Community's commitment to serving the "whole family."



Bernadette Doré
EXECUTIVE DIRECTOR



BOARD ARRIVALS AND DEPARTURES

PROJECT HEALTHY COMMUNITY'S BOARD, led by our president, **Stanley Finsilver**, is excited to welcome a new member. **Jeff Eisenshtadt** has been a longtime supporter of Project Healthy Community, connecting us with volunteers through the Rock Family of Companies. We are confident that he will continue to inspire the community through his dedication to the Detroit community and commitment to volunteerism.



We would also like to recognize **Joshua Cascade** for his years of service, as he stepped down in 2023 after five years on the board, including serving as our board secretary over the last year. We will miss Joshua's presence on our board, but we are confident that **Shirley Myrick** will do an excellent job as she takes over Joshua's role as secretary on the executive committee.



Project Healthy Community Executive Board at 10th Anniversary event, June 2023.

PHC's YOUTH PROGRAMMING SERVES K-12TH grade students in Detroit Public Schools, emphasizing youth growth and development through evidence-based interventions. Students explore how their actions and behaviors affect their present and future; recognizing their power to effect change improves students' happiness, health, and academic success.

In K-5th grade, we explore student empowerment by encouraging students to become healthy-eating ambassadors in their classrooms and families; as students mature, we teach them to believe that they can achieve their dreams and give them the tools to do so.



PE-NUT PROGRAM – NUTRITIONAL EDUCATION PROGRAMMING

OVER THE LAST SCHOOL YEAR, WE HAVE EXPANDED our Nutrition Education Programming in Detroit Public Schools by **85%**. Our programming has grown from serving nearly 2,700 students across nine schools, to over **5,000 students** in 11 schools supported by the Michigan Fitness Foundation..

Our youth programming consists of USDA-approved **physical activity** and **nutrition education components**, as well as a **healthy food tastings**. These programs actively engage students in their health and generate discussions about how and **why** to make healthy behavior changes. We found that after completing our program:

- **78%** of participants reported an increase in their **fruit** consumption
- **69%** reported an increase in **vegetable** consumption
- **72%** reported an increase in **physical activity**

Conversations with children and their families also let us know about the real behavior changes that have taken place. One parent reported that,

“As a family, the program has changed our lives.”

These conversations help us understand our impact, as well as guide us in adapting and improving our work.



SUMMER CAMP

OUR **SUMMER CAMP** – a two-week long, entirely outdoors camp – was held three times over the course of the summer, serving nearly **100 children**. The summer camp splits each day between **garden-based learning**, utilizing our own community garden, and organized **physical activity**. These enrichment activities are designed to spark curiosity, encourage imagination, and sustain a healthy lifestyle. The summer camp is partially staffed by outstanding counselors and junior counselors from the Northwest Detroit community, some of whom were once participants of our programming.

Yoga was a favorite activity this summer among our campers. Some went in thinking it would be easy and were surprised at how challenging it could be. The campers really enjoyed selecting poses for the entire group to do and often chose to challenge themselves rather than selecting poses they knew would be easier. They were so excited to be able to take their yoga mats home at the end of the day so that they could continue practicing at home.



SPOTLIGHT ON: SCHOOL PARTNERS – DR. KEMP

Schulze Academy for Technology and Arts has been one of Project Healthy Community's longest-running school partners—and this partnership wouldn't be possible without Schulze's principal, Dr. Angela Kemp.

Dr. Kemp's **dedication** has allowed us to introduce many programs at Schulze over the years, from after school programming, to in-school food pantries, to financial assistance to families during the heart of the pandemic.

10 years into our partnership, Project Healthy Community's nutrition education programming at Schulze has grown from serving approximately 90 1st graders to serving **679 students** across the entire school. Even with this over **600% increase** in students reached, Dr. Kemp said:

“The PHC staff still manages to prioritize the needs of Schulze families and we can't thank you enough!”

We can't thank you enough, Dr. Kemp—our programming wouldn't be possible without dedicated school partners like you!



HOPE CIRCLES

THE HOPE CIRCLES PROGRAM IS A COLLABORATION between Project Healthy Community and the Hope Circles nonprofit organization. The Hope Circles Program is a **peer-to-peer mentoring** program that helps students realize a better future through positive academic mindset training, service-learning projects, and workplace internships.

Students participate in mentorship and leadership trainings, led by a professor of Education Psychology at MSU whose cutting-edge **positive psychology** research fuels the program. Students identify their **career goals** and closely examine how their **actions** in high school can put them on the path to achieve their **dreams**. High school scholars in the Hope Circles program were invited to experience a day at **Jaffe Raitt Heuer & Weiss (now Taft/)** to learn about the everyday work-life of attorneys, paralegals, and other legal professionals.

Middle school students also benefit enormously from the program's leadership training and a growing relationship with their high school mentors. Select middle school students are also invited to gain experience as **Junior Counselors** at PHC's Summer Camp.

To aid in delivering the program virtually, PHC has developed a program website filled with relevant resources, which can be found at **hope-circles.org**. This website has many free resources, which are available to anyone who visits—please check out the site to learn more about the program.



PHC's PROGRAMS DON'T END IN 12TH GRADE. In our effort to serve the entire family, we also provide programming to the family members of the youth we serve.

Our adult-centered programs connect community members with education and resources to live a **healthy life** by meeting food insecurity needs through our Mobile Pantries and providing nutrition and fitness education.



PHC MOBILE PANTRIES - MEETING FOOD INSECURITY IN NORTHWEST DETROIT

PROJECT HEALTHY COMMUNITY CONTINUES TO RUN ONE OF THE LARGEST FOOD DISTRIBUTIONS in the City of Detroit. Delivered in partnership with Gleaners Community Food Bank and Forgotten Harvest, the two monthly mobile pantries provide over **\$150** worth of groceries to over **600 families** each month.

Our mobile pantries benefit from the support of our dedicated volunteers (approximately **40 volunteers** each month), many from Rock Family of Companies, DTE Energy, and Madonna University School of Nursing.



SPOTLIGHT ON: VOLUNTEERS – AUSTIN SALYERS

Many of our programs would be impossible to deliver without the dedicated support of our community volunteers.

Austin Salyers, a frequent volunteer at our mobile pantries and community garden, had this to say:

“At this point in my life, I think I should be giving back and helping others. Since the pandemic, we’ve grown to understand the importance of equity—everyone deserves access to resources that will allow them to live their best lives.”

Like many of our volunteers, Austin was connected to Project Healthy Community through his workplace, Rocket Mortgage. He identified the leadership at Rock Family of Companies, particularly Dan Gilbert, as being the driving force behind the company’s volunteerism

“I truly believe he wants to make a positive difference in the world, and you can’t make a difference on your own. You have to make a difference with other people.”

We’re so grateful to Rock Family of Companies (and to Jeff Eisenshtadt, our friend, board member, and CEO at Amrock Holdings, LLC) for encouraging volunteerism in the Detroit community.



THE RUBENFIRE FAMILY WELLNESS PROGRAM

THE RUBENFIRE FAMILY WELLNESS PROGRAM IS A COLLABORATIVE PROGRAM between Project Healthy Community, Authority Health (a community health medical residency program), and Brilliant Detroit (a mission-aligned nonprofit). In the 2023 calendar year, the Rubenfire Family Wellness Program is on track to serve almost **200 families**—an increase of almost **10%** from 2022.

Participants in the Rubenfire Family Wellness Program participate in zoom-based education sessions and receive one-on-one health coaching.

Over the course of the program, participants experienced the following outcomes:

- **97%** increased their daily **fruit** intake
- **94%** increased their daily **vegetable** intake
- **89%** identified an **improved relationship** with their primary care provider
- **94%** committed to continuing to make **exercise/physical activity** a part of their daily life
- **54%** of participants **lost weight**



THE RUBENFIRE FAMILY WELLNESS PROGRAM

In addition to education sessions and health coaching, participants have the opportunity to participate in the following supplemental programs:

- **“Ask the Farmer”** – participants meet with our community garden manager to learn how to sustainably grow and harvest food in their own backyards
- **“Cooking Matters”** – a nutrition and cooking class delivered in collaboration with Gleaners Community Food Bank, as well as additional cooking events run by the program’s registered dietitian
- **Walking Group** – participants meet for group fitness at the Detroit riverfront and the Northwest Activities Center
- **Group Therapy** – peer support and discussion group, facilitated by Jo Elyn Nyman, MA, LPC, our friend and board member

In the past year, PHC launched our very own **health monitoring app**, allowing Rubenfire Family Wellness Program participants to track their health progress on their phones. Participants can use the app to track steps throughout each day, weight, and blood pressure to monitor progress in their goals and notice trends in their own health.

In the year to come, the Rubenfire Family Wellness Program collaborative will continue providing high-quality **nutrition education, fitness support**, and connecting participants with **medical care**, which are all critical to shifting the health outcomes of our community members.



SPOTLIGHT ON: RUBENFIRE FAMILY WELLNESS PROGRAM PARTICIPANTS - MARILYN BOYKINS

“I learn so much—I’m learning all the time!”

Marilyn Boykins is a participant in the Rubenfire Family Wellness Program, and she recommends the program to anyone who wants to gain more knowledge about their health, nutrition, and fitness.

According to Marilyn, the program provides **motivation** for her to consider her health of high importance. Meeting with doctors through the program has also given her more confidence to talk with medical professionals,

“During the program, everybody’s patient and listening. You can really ask a doctor questions.”

The Rubenfire Family Wellness Program connects Marilyn (and almost 200 other Detroiters) with **education, resources, and opportunities** to positively impact their health.



10 YEAR ANNIVERSARY



Project Healthy Community was proud to celebrate 10 years of community impact and **honor our friend and founder, Dr. Melvyn Rubenfire**, at our **10th Anniversary Celebration** in June




We want to thank the following event sponsors:

Corey Family, Jeff Eisenshtadt (Rock Family of Companies), Finsilver Family, Gregory Moore Brooks & Clark, Korotkin Insurance/The Hartford Insurance Co., LBF Group, Lester Family, Mark Rubenfire and Family, S&S Bookkeeping, Temple Israel, Three Lyons Creative

SPOTLIGHT ON: THE RUBENFIRE FAMILY - THANK YOU

SINCE PROJECT HEALTHY COMMUNITY'S INCEPTION more than 10 years ago, Dr. Melvyn Rubenfire has been one of our greatest champions, serving as our longtime board president and now as our board's president emeritus.

Mel and Diane Rubenfire, , founded Project Healthy Community with the vision of connecting Detroiters with programming and resources to support community health. Since that time, Dr. Rubenfire and the rest of the Rubenfire family have continued to provide insightful leadership and sustainable financial commitment, particularly through the development of the Rubenfire Family Wellness Program.

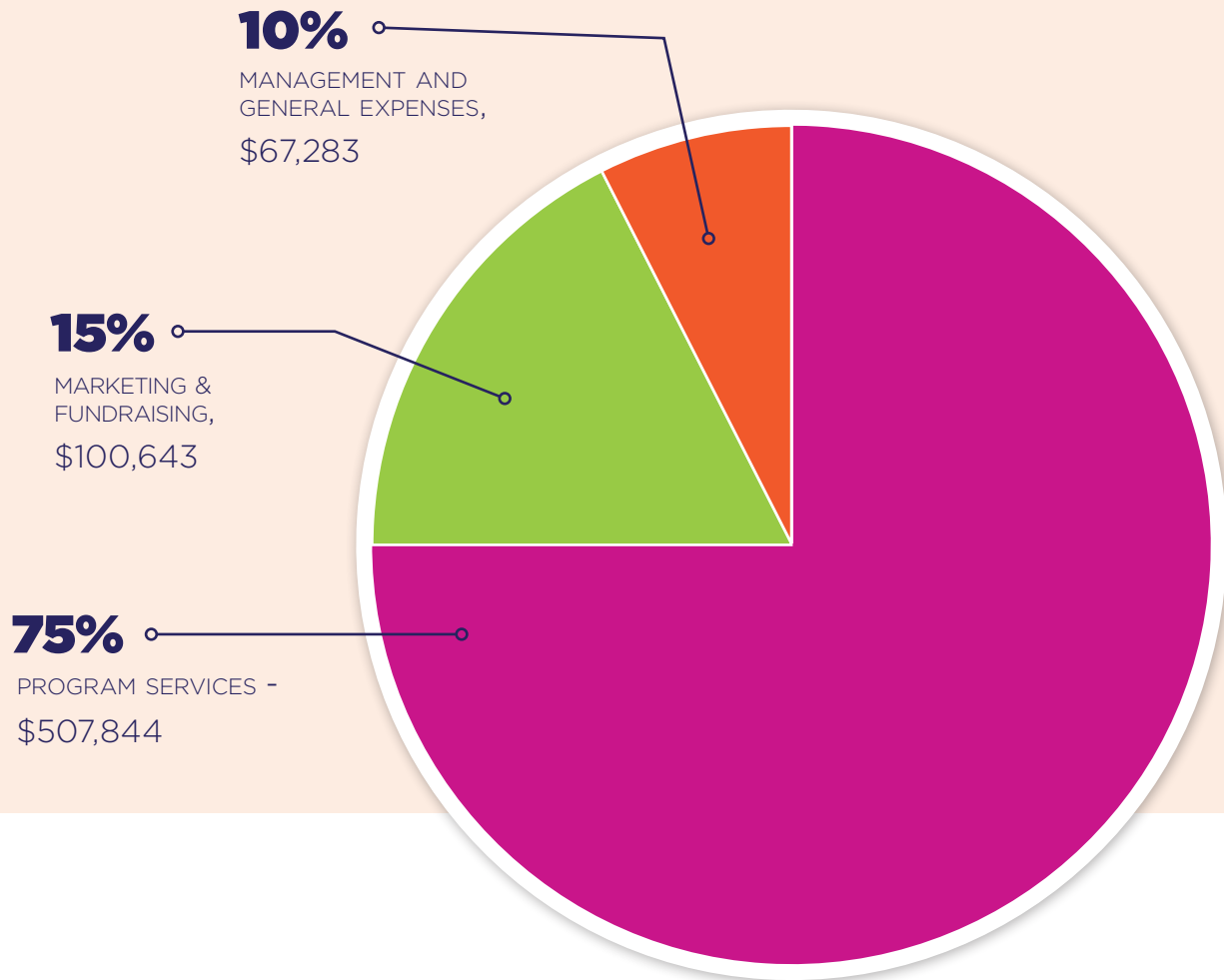
Dr. Rubenfire has described the Rubenfire Family Wellness Program as the culmination of his vision for Project Healthy Community, developed to provide **“education and nutrition that would foster health and wellness, particularly of families.”**

We are grateful for Dr. Rubenfire's leadership, and for his generous support of the Rubenfire Family Wellness Program. Dr. Rubenfire's gift of \$500,000 will ensure the continuous growth and development of this innovative health and



wellness program, which has already become a powerful resource in our community.

OPERATING BUDGET 2022-2023: \$657,770



THANK YOU FOR SERVING THE “WHOLE FAMILY” WITH US OVER THE PAST YEAR.

We want to take this opportunity to thank the following **FOUNDATIONS**, without whom our work would not be possible:

Clif Family Foundation • Community Development Block Grant • Marvin and Betty Danto Family Foundation • Michigan Economic Development Corporation • Michigan Fitness Foundation • Michigan Health Endowment Fund • Sinai Medical Staff Foundation

Special thanks to our **GENEROUS BOARD MEMBERS:**

PRESIDENT AND EXECUTIVE COMMITTEE

Stanley Finsilver, Co-founder, Friedman Real Estate Group

Larry Mathews, CFO, Hartford Memorial Baptist Church; Prof. of Accounting, OCC

Shirley Myrick, Hartford Memorial Baptist Church Trustee, Retired GM Executive

Mark Rubenfire, Partner, Taft/

Melvyn Rubenfire, MD, Professor of Internal Medicine/Cardiology, U of M

MEMBERS AT LARGE

Mindi Fynke, Founder, CEO, Ike Investments, LLC

Matt Lester, CEO, Princeton Enterprises

Jo Elyn Nyman, MA, L.P.C., Community Volunteer

Jeff Eisenshtadt, CEO, Amrock Holdings, LLC

We are also deeply grateful to our major donors, which include **Jeff Eisenshtadt**, the **Forbes Family**, **Jo Elyn Nyman**, and **Dr. Melvyn Rubenfire**. These donors, and the many donors who contribute generously to our annual fund, make our programs possible.

**2023 WAS A CELEBRATION
OF HOW FAR WE'VE COME AS
AN ORGANIZATION OVER THE
PAST 10 YEARS. WE ANTICIPATE
MOVING FORWARD AND MAKING
AN IMPACT TOGETHER IN THE
COMING YEAR—THANK YOU.**





PROJECT HEALTHY COMMUNITY provides school- and community-based **nutrition**, **fitness**, and **mental health** education and services for Detroit kindergarteners through seniors.

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