

2018



**Brilliant**  **Detroit**  
creating kid success neighborhoods

ANNUAL  
REPORT

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## Our Mission

Brilliant Detroit is dedicated to building kid success families and neighborhoods where families with children 0-8 have what they need to be school ready, healthy and stable. *We do this by establishing and operating homes in high need neighborhoods that offer proven programming to families and children.*

## From the CEO,

Detroit has been called many things from Motor City to Motown to many names that I would prefer not to list. Through this work, we call it a Kid Success City. We saw this potential with the growth of Brilliant Detroit in 2018, where the idea of having a hub in many neighborhoods really took hold across the city. By year's end, we served 3,500 people.



**At the center of all of this is listening and connection. We listen to the residents and leaders of neighborhoods before starting a hub in any community and we listen to our participants to see exactly which of our more than 80 partner programs should be offered at each hub. This is necessary because change only truly comes when it is led by the communities themselves.**

We do this work because less than 40% of kids in Detroit are ready for kindergarten and only 14% can read at grade level in third grade. We must change this. Systems have failed people, but we believe and see that people do not and will not fail each other given the right circumstances. And so we work with families and their children to participate in programming and activities that will assure their success throughout life. In this way, the communities that surround our home-based hubs become Kid Success Neighborhoods. We have a city made up of some of the hardest working and most caring individuals you can come across. A city full of people and communities that want only the best for their kids and families. A city longing for the connections to succeed. This is what Brilliant Detroit is about, and this is what we are bringing to our neighborhoods.

*With deep gratitude,*

A handwritten signature in blue ink, appearing to read 'Cindy Eggleton'.

Cindy Eggleton  
*Co-Founder and CEO*

## By the Numbers

- **Today we have provided** over 32,000 hours of evidence-based programming to more than 3,500 people with the support of 80+ organizational partners
- **These programs took place** in four house-based hubs with an additional three hubs currently underway.
- **We work across the city** through these hubs and through the newly launched 313Reads Grade Level Reading Campaign, which will assure that kids are reading at their grade level.



## DETROIT CHILDREN:

60% in poverty  
86% not reading  
at grade level

**Vanessa Vela**, Community Engagement Coordinator, Springwells location.

*We do this because:*

- **60% of Detroit children** live in poverty.
- **86% of Detroit students** don't read at their grade level by third grade.
- **There are programs out there to help** thousands of Detroiters, but too often families do not know about or cannot access them.
- **Many programs and services are offered to families**, but they are not coordinated to serve the needs of the child and family, nor are they continuous along early childhood.



Osborn summertime community event

## Osborn: A Tale of Community for Kids

The story of the Osborn neighborhood in Northeast Detroit is one of resilience and people coming together for kids. While Osborn has seen a loss of children and families over the last 20 years, neighbors have continued to stand together through a series of block clubs and community organizations. These groups join hands to board up vacant houses, renovate schools, and lift up a vibrant Osborn art scene.

Brilliant Detroit enters the story thanks to the Osborn Neighborhood Alliance and the Mohican Regent Neighborhood Association, which represents a community within greater Osborn. These organizations worked tirelessly to organize neighbors for energetic listening sessions that spoke to the hope and possibilities of our new neighbors.



**Mr. George Preston, in particular, the Chair of Mohican Regent, is a strong advocate for creating safe spaces for children and families in his neighborhood and became so excited about a Brilliant Detroit hub that he organized a group of neighbors to search for the perfect house in which to base the hub.**

After weeks of near daily messages with Brilliant Detroit staff offering ideas - and with the generous support of Clarkston Capital Partners - we opened for business at 13800 Eastburn. The house stands across Reno Street from the massive and beautiful Wish Egan Park, a Boys and Girls Club, and Trix Academy. We knew such a location would drive participation, but the turnout at Osborn has been mind-blowing.

On May 27, Brilliant Detroit hosted a Grand Opening Block Party, complete with resource tables, fitness activities, lots of food, and a surprise appearance of a trackless train for the kids and families to enjoy. Over the course of that day, the 1,242 square foot brick colonial saw around 200 people! The street was shut down and, as children ran about, we all enjoyed the kind of fellowship that makes up the core of a Kid Success Neighborhood.

When great people come together in community, great things happen. Since the open house, the Osborn team has launched programming and their Advisory Team of passionate neighbors hosted numerous community meals, and took families on a trip to Kensington Park. Our hearts are full from this excellent start and we are eager to see where this goes as neighbors continue to drive this work to success.

## More to Come: The Neighborhood Hubs To Be

Brilliant Detroit is beyond excited to have purchased houses in the following neighborhoods, which are set to open in early 2019:



### **Our Brightmoor House:** 15509 Heyden St, Detroit, MI 48223

Brightmoor has the feel of a small town where neighbors know each other and lift their community from the ground up. This grassroots, innovative community is a culturally diverse environment with homegrown art, gardening, and entrepreneurial endeavors. As a Skillman Good Neighborhood, Brightmoor was the target of a ten-year effort of child-focused initiatives. Brightmoor's biggest asset is its resilient residents, who roll up their sleeves to create community gardens, participate in block clubs and other organizations, transform vacant properties, and utilize the rolling hills and parks to gather together. Neighbors connecting with Brilliant Detroit are already eager to create a pocket park next to our corner house, which they have already designed to include a gazebo, perennial gardens, and more.



### **Our Fitzgerald House:** 16919 Prairie Street, Detroit, MI 48221

With tree-lined streets and community gardens, Fitzgerald lies within the Livernois and McNichols "Live6" corridor, giving community members access to Detroit's Avenue of Fashion and various shops, art galleries, salons, and restaurants. The Fitzgerald Neighborhood was selected by the City of Detroit for a quarter square mile revitalization project, removing blighted structures, beautifying vacant lots, and creating homes for new residents. Residents of Fitzgerald know each other and form community by sitting on their porches interacting with one another and participating in one of the three block clubs in the area. Brilliant Detroit is excited to join this community in a big new house with turrets that reminds us of a kids' palace.



### **Our Springwells House:** 9104 Rathbone Street, Detroit, MI 48209

A neighborhood within the greater Southwest Detroit community, Springwells has its own downtown strip on Vernor and Springwells where restaurants, shopping, a library, schools, faith-based organizations, and arts groups bring the nearly 17,000 residents together. Public arts projects; parks, such as the anchor Patton Park; and other amenities reflect the spirit and drive of the neighborhood distinct from the larger Southwest Detroit moniker. Brilliant Detroit is settling into a corner house on Rathbone, which had been owned by a family for generations who was eager to see it become the center of a Kid Success Neighborhood.

Year in Review

# Growth and Gratitude

Thank you for your dedication in creating Kid Success Neighborhoods!



Together we have:

- Opened sites in 4 Detroit neighborhoods
- Served over 3500 people
- Partnered with over 80 organizations to strengthen our work
- Worked with more than 500 volunteers from various zip codes, for more than 2,500 hours
- Provided 32,000+ hours of quality programs
- Raised \$2.6 million to continue reaching more families in more neighborhoods



**12:** The number of houses on our waiting list!

*"This is the first time I have felt love by an organization and it has made me grow."*  
— Parent with 5 children

*"Every neighborhood needs a Brilliant Detroit home. This has strengthened our family in ways unimaginable."*  
— Father with 4 children

*"I am learning so much on how to build my baby's brain."*  
— New Mom

*"This is my glue, it changed my life and I want to help our neighborhood with a support group."*  
— Grandparent

Current Locations



Our first little book is quite popular. Let us know if you'd like one!



Building brains because:



**90%** of a child's **BRAIN** is developed by age three.

We've been nurturing love, safety and growth since 2016



**Community Dinners:** One of the very best ways to bring people together to discuss anything – and everything.

Highlights include:

- Launched Raising A Reader family literacy effort
- Provided high-dosage tutoring in four neighborhoods
- Created a backbone for 313 Reads, with United Way, to assure kids are reading at grade level by the third grade

**313!** Reads!

**125**

is the number of families we serve each year – per location.



Making sure that more than 14% of kids are reading at grade level by third grade.

**BrilliantDetroit**  
creating kid success neighborhoods

## Financial Statements: Support, Revenue, and Expenses

### Statements of Financial Position

December 31,	Without Donor Restriction	With Donor Restriction	Total	
			2018	2017
<b>Assets:</b>				
Cash	\$ 1,235,680	\$ 550,000	\$ 1,785,680	\$ 633,172
Contributions receivable	25,951	150,000	175,951	15,000
Prepaid expenses	-	-	-	834
Property and equipment, net	241,263	-	241,263	85,324
<b>Total Assets</b>	<b>\$ 1,502,894</b>	<b>\$ 700,000</b>	<b>\$ 2,202,894</b>	<b>\$ 734,330</b>
<b>Liabilities and Net Assets</b>				
<b>Liabilities:</b>				
Accounts payable	\$ 95,344	\$ -	\$ 95,344	\$ 50,325
Accrued payroll expenses	13,844	-	13,844	7,181
<b>Total Liabilities</b>	<b>109,188</b>	<b>-</b>	<b>109,188</b>	<b>57,506</b>
<b>Net Assets:</b>				
Without donor restriction	1,393,706	-	1,393,706	560,001
With donor restriction	-	700,000	700,000	116,823
<b>Total Net Assets</b>	<b>1,393,706</b>	<b>700,000</b>	<b>2,093,706</b>	<b>676,824</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 1,502,894</b>	<b>\$ 700,000</b>	<b>\$ 2,202,894</b>	<b>\$ 734,330</b>



#### Fitzgerald location opening mid-2019 – Darnetta Banks, Community Engagement Manager: “Community Vision”

With family roots in the Fitzgerald neighborhood dating back to the 1960s, Darnetta Banks is eager to meet the needs of her community. Prior to joining the Brilliant Detroit team as Fitzgerald House Manager, she dreamed of creating homework hubs in her community, complete with structured lessons on cooking and gardening. She sees her calling as that of “supplying [children], arming them, empowering them with strategies to overcome obstacles...and become productive citizens.” Like her mother before her, she dreams of a neighborhood where the next generation has taken root in commitment to giving back to their community.



## Financial Statements: Support, Revenue, and Expenses

### Statements of Activities

Year ended December 31,	Without Donor Restriction	With Donor Restriction	Total	
			2018	2017
<b>Support and Revenue:</b>				
Contributions and grants	\$ 2,032,456	\$ 700,000	\$ 2,732,456	\$ 1,147,402
Rental income	-	-	-	35,818
Other income	8,834	-	8,834	703
<b>Total support and revenue</b>	<b>2,041,290</b>	<b>700,000</b>	<b>2,741,290</b>	<b>1,183,923</b>
<b>Expenses:</b>				
Program services	461,958	-	461,958	362,538
Management and general	750,142	-	750,142	213,117
Marketing and fundraising	112,308	-	112,308	47,514
<b>Total expenses</b>	<b>1,324,408</b>	<b>-</b>	<b>1,324,408</b>	<b>623,169</b>
<b>Other Sources (Uses) -</b>				
Release of restrictions	116,823	(116,823)	-	-
<b>Change in Net Assets</b>	<b>833,705</b>	<b>583,177</b>	<b>1,416,882</b>	<b>560,754</b>
<b>Net Assets, beginning of year</b>	<b>560,001</b>	<b>116,823</b>	<b>676,824</b>	<b>116,070</b>
<b>Net Assets, end of year</b>	<b>\$ 1,393,706</b>	<b>\$ 700,000</b>	<b>\$ 2,093,706</b>	<b>\$ 676,824</b>



#### Cody Rouge location – Tearra and George Wilburn: “A Kid Success Couple”

Ever since House Manager Crystal Humphries invited Tearra Wilburn and her children over as they walked along the street, the Wilburn family members have been enthusiastic participants at the Cody Rouge house. After attending classes and talking with his kids, George Wilburn changed his work schedule to the 4 am to 3 pm shift so he can spend more time with his family. They love the family atmosphere and are avid attendees of hustle, gardening, family movie nights, and other related activities.

## Financial Statements: Support, Revenue, and Expenses

### Statements of Functional Expenses

Year ended December 31,	Program Services		Supporting Services		Total	
			Management and General	Marketing and Fundraising	2018	2017
Personnel	\$ 112,218	\$ 368,864	\$ -	\$ -	\$ 481,082	\$ 289,761
Professional fees and contract services	88,257	267,020	88,257	-	443,534	38,102
Program expenses	52,992	35,166	-	-	88,158	79,823
Office expenses	73,725	7,038	-	-	80,763	81,618
Payroll taxes and fringe benefits	20,898	53,435	-	-	74,333	21,549
Rent	31,964	3,552	-	-	35,516	37,430
Meals and entertainment	30,515	3,391	-	-	33,906	5,639
Utilities	30,263	3,363	-	-	33,626	19,832
Advertising and public relations	-	-	-	22,851	22,851	25,525
Travel	8,228	914	-	-	9,142	270
Bank service charges	-	5,197	-	-	5,197	6,664
Telephone	4,386	487	-	-	4,873	3,499
Dues and subscriptions	891	871	1,200	-	2,962	1,872
Auto and parking	22	-	-	-	22	8,415
<b>Total expenses before depreciation</b>	<b>454,359</b>	<b>749,298</b>	<b>112,308</b>	<b>-</b>	<b>1,315,965</b>	<b>619,999</b>
Depreciation and amortization	7,599	844	-	-	8,443	3,170
<b>Total Expenses</b>	<b>\$ 461,958</b>	<b>\$ 750,142</b>	<b>\$ 112,308</b>	<b>\$ -</b>	<b>\$ 1,324,408</b>	<b>\$ 623,169</b>
<b>Percent of Total Expenses</b>	<b>35%</b>	<b>57%</b>	<b>8%</b>	<b>0%</b>	<b>100%</b>	<b>100%</b>



#### Central Detroit location – Marlyn Minus, Community Engagement Manager: “Community Connection is Key”

Marlyn came to Brilliant Detroit last year with her kids and found the place to be laid back, safe, consistent, and committed to excellence and to community. Marlyn exudes warmth and a genuine connection to all those around her and the community meals are her time to meet and deepen relationships with her neighbors. She can often be found arranging playdates between her kids and other Brilliant Detroit children.

## Financial Statements: Support, Revenue, and Expenses

### Statements of Cash Flows

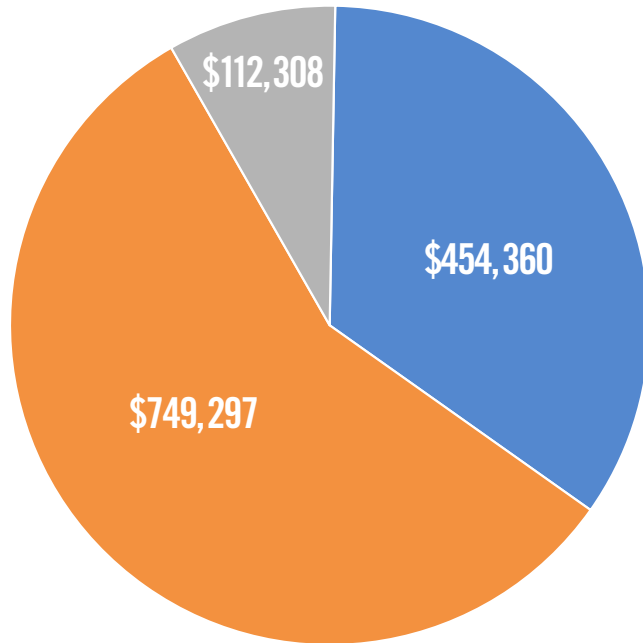
Year ended December 31,	2018	2017
<b>Operating Activities:</b>		
Change in net assets	\$ 1,416,882	\$ 560,754
Adjustments to reconcile change in net assets to cash provided by operating activities:		
Depreciation and amortization	8,443	3,170
Change in operating assets and liabilities:		
Contributions receivable	(160,951)	5,774
Prepaid expenses	834	(834)
Accounts payable	45,019	45,148
Accrued payroll expenses	6,663	265
<b>Cash Provided by Operating Activities</b>	<b>1,316,890</b>	<b>614,277</b>
<b>Cash Used in Investing Activities -</b>		
Purchases of property and equipment	(164,382)	(1,507)
<b>Increase in Cash</b>	<b>1,152,508</b>	<b>612,770</b>
<b>Cash, beginning of year</b>	<b>633,172</b>	<b>20,402</b>
<b>Cash, end of year</b>	<b>\$ 1,785,680</b>	<b>\$ 633,172</b>



#### Osborn location – Juanita Sailes-Jackson: “Ms. Juanita and Her Many Hats!”

“I like helping people – always have – friends, neighbors, even strangers.” Ms. Juanita Sailes-Jackson lives out these words every day. On top of being a part of the Brilliant Detroit Osborn house, Ms. Juanita volunteers with Maintaining a Neighborhood, Citizens Radio Patrol, Get On And Learn (GOAL), Detroit Police Citizens Academy, and Hard Court Hitters, which do everything from making sure kids arrive safely at school to patrolling the neighborhood. She wears many hats or rather, shirts with logos, and inspires us with her dedication to community!

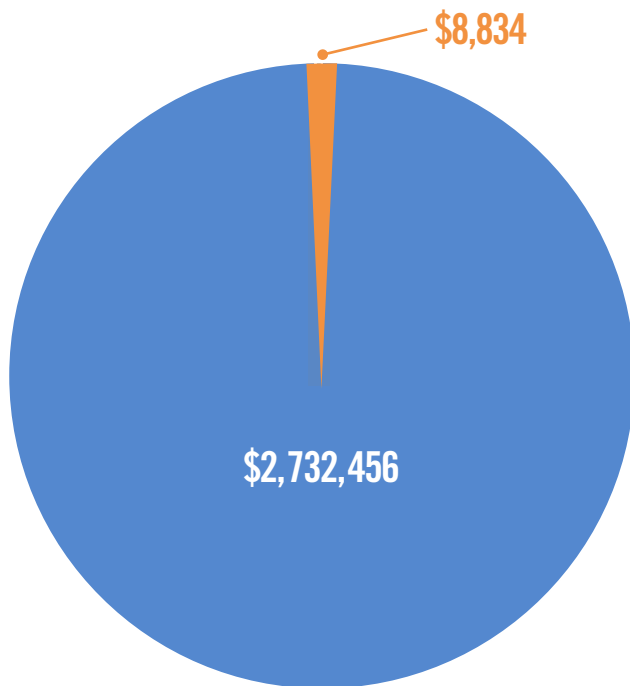
## Financial Statements: Support, Revenue, and Expenses\*



### FY2018 EXPENSES

- Program Services
- Management and General Expenses
- Marketing and Fundraising

**Total: \$1,315,965**



### FY2018 TOTAL SUPPORT AND REVENUE

- Contributions and Grants
- Rental and Other Income

**Total: \$2,741,290**

## Get Involved

At Brilliant Detroit, we believe that, with the foundations of love and safety in each of our hubs, families and communities can grow to be ready for school, healthy, stable, and connected. These connections are how communities can own their own change. These connections are how we can truly change the world.

Brilliant Detroit provides programs and activities like any other organization, but the essence of why this works is that we build community, and community is there for each other. Systems, institutions, and even organizations might fail people, but at the end of the day, people don't fail each other. With only 14% of Detroit students reading at grade level by third grade and 60% living in poverty, there is too much at stake to fail each other now. And so we won't. All is possible if we come together in community.

### There are so many ways to get involved with us and this work.

*Here are just a few options:*

- **To learn more about our work, take a look at our website:**  
<http://brilliantdetroit.org/>
- **You can keep up to date with us by following us on social media:**  
**Facebook** @brilliantdetroit  
**Instagram** @brilliantdetroit  
**Twitter** @brilliantd313
- **To find volunteer opportunities, visit this website:**  
<https://brilliantdetroit.galaxydigital.com/>
- **You can reach us by phone at (313) 483-8992**  
or via email at: [info@brilliantdetroit.org](mailto:info@brilliantdetroit.org)



LOVE



SAFETY



GROWTH

### If you're in the neighborhood(s), feel free to visit us!

**Southwest  
Brilliant Home**  
5675 Larkins Street  
Detroit, MI 48210  
313-483-8992

**Brightmoor  
Brilliant Home**  
15509 Heyden  
Detroit, MI 48223  
313-483-8896

**Central Detroit  
Brilliant Home**  
803 Hazelwood  
Detroit, MI 48202  
313-483-8988

**Fitzgerald  
Brilliant Home**  
16919 Prairie  
Detroit, MI 48221  
313-447-0165

**Cody Rouge  
Brilliant Home**  
7425 Fielding  
Detroit, MI 48228  
313-483-8991

**Springwells  
Brilliant Home**  
9104 Rathbone  
Detroit, MI 48209  
313-483-8668

**Osborn  
Brilliant Home**  
13800 Eastburn  
Detroit, MI 48205  
313-483-8993