

WOODLAWN UNITED



WOODLAWN FOUNDATION
2020 Annual Impact Report



2020 put our mission
to the test, but the support from
OUR DONORS MADE ALL THE DIFFERENCE

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OUR MISSION > Breaking the cycle of generational poverty
in the Woodlawn community.

DEAR WOODLAWN UNITED FRIENDS,

2020 was the year that revealed our community's weakest vulnerabilities, deepest inequities, and widest gaps. As our nation faced an increase in unemployment from 4.4% in March to 14.8% in April, the Woodlawn community's unemployment rate skyrocketed to 16.3%. When local school systems sent students home to learn virtually, children in Woodlawn were met with challenges far worse than adapting to online learning – our students needed access to food, the internet, and a safe place to do their school work.

The challenges emerged quickly. But donations from supporters like you made it possible for the Woodlawn United team to respond to each challenge with resources and a plan. We were able to quickly pivot and meet the various needs of our residents by:

- convening 20 community partners to form the Woodlawn Area Food Insecurity Collaboration which has served 1,200+ meals per week since its inception;
- launching the Woodlawn United Community App – ensuring a safe space for residents to report crime and stay up-to-date on public health announcements;
- and facilitating Zoom trainings to assist neighborhood leaders with the transition from in-person to virtual meetings.

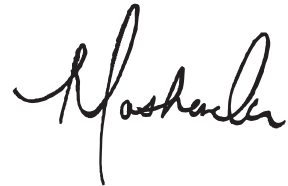
Despite COVID-19 restrictions and uncertainty, we also stayed the course and completed construction on I³ Academy – a K-5 Alabama Public Charter School that serves 420 Birmingham students. In 2020, our mission to break the cycle of generational poverty in the Woodlawn community was put to the test. But, with our residents as our focus and our three pillars as our guide, we finished the year stronger and more determined than ever before.

As we look back on the progress that we made in 2020, we want to say thank you. It was your financial commitment that made all of the difference and we hope that you'll continue your support in 2021. We have so much more work to do, and we need your help to do it.

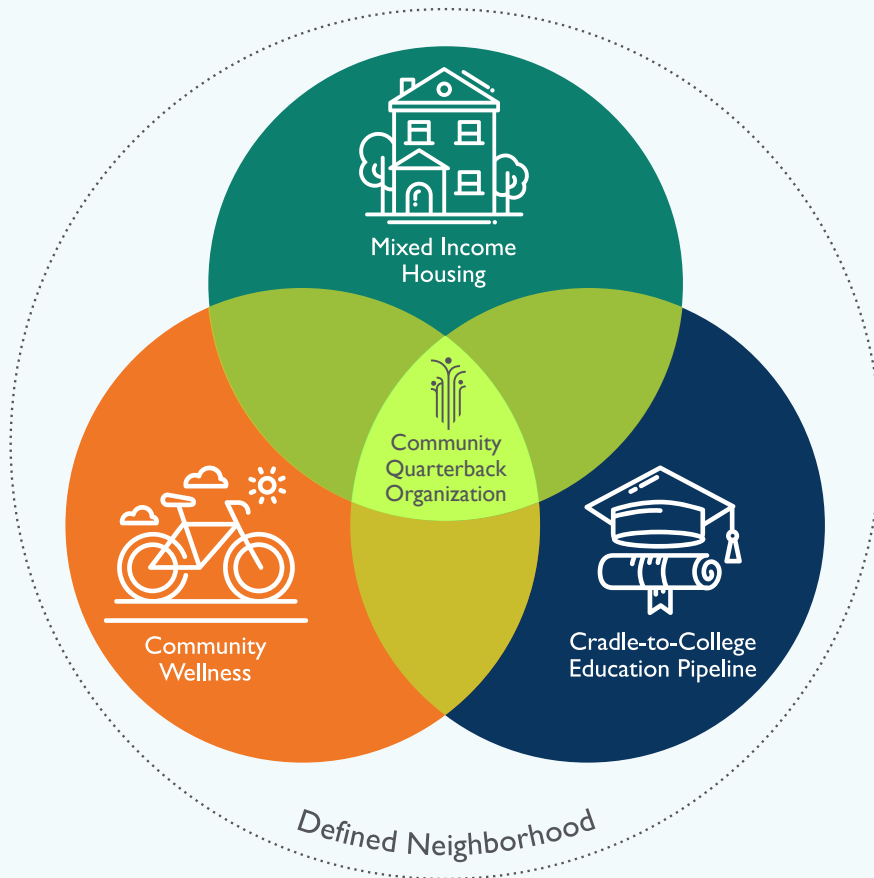
Sincerely,



MIKE GOODRICH
Chairman



MASHONDA TAYLOR
Executive Director



Racial equity, health outcomes, and economic mobility are central to our approach and that of our Network. Tackling such complex, deeply-rooted issues as intergenerational poverty, unsafe environments, high crime, and failing schools presents many challenges.

Our solution—and the basis for the **Purpose Built Communities** model—is a coordinated holistic approach based on quality and focused on sustainability.

Our holistic approach grew from the knowledge that it's not enough to improve or replace a single aspect of a struggling neighborhood.

DEFINED NEIGHBORHOOD

Neighborhoods are the unit of change that can have the greatest impact on people's lives, changing life trajectories for the lowest-income residents, creating greater racial equity, economic mobility and health outcomes.

COMMUNITY QUARTERBACK

Independent non-profit organization solely dedicated to the ongoing revitalization of the neighborhood. Aligns partners and resources from all sectors—including neighborhood residents—and sets strategy for the overall effort based on the community's vision.

MIXED-INCOME HOUSING

Safe, high-quality housing serving residents at all income levels with a high percentage designated to preserve long-term, permanent affordability in the neighborhood.

CRADLE-TO-COLLEGE EDUCATION PIPELINE

High-quality, neighborhood-serving continuum for student growth, learning, and achievement at every level starting at birth and through college and beyond.

COMMUNITY WELLNESS

Community-specific mix of facilities, programs, and services that honor local history, reflect the priorities of residents, promote healthy lifestyles, create jobs, and reduce crime.

This year, we are celebrating ten years of impact in the Woodlawn community of Birmingham, Alabama.

Since we first began, we have had the honor of leading Woodlawn United. This alliance of partners is committed to breaking the cycle of poverty in Woodlawn. It is because of this collaboration that the Woodlawn community is becoming a more vibrant and sustainable community where residents are connected to opportunities that help them thrive.

COMMUNITY QUARTERBACK

Working alongside residents and local stakeholders, Woodlawn Foundation identifies high impact projects and initiatives and leverages resources to implement them.

By modeling a holistic approach to community revitalization established by Purpose Built Communities, Woodlawn Foundation earned the status of 'community quarterback' acting as the catalyst and facilitator of the revitalization efforts that are transforming the Woodlawn community.

The three main pillars include: a cradle-to-college/career education pipeline; high-quality mixed income housing; and community wellness programs. Likewise, they are the three main pillars on which the vision of Woodlawn Foundation stands.

OUR VISION

The Vision of the Woodlawn Foundation is to grow a safe and healthy community where children learn and play, families live in quality housing, parents work in stable jobs, businesses thrive, and everyone contributes to the growth of Greater Birmingham.

STRATEGY & OPERATIONS

Charting the Course

Working with Purpose Built Communities consultants, board members, and staff we kicked off strategic planning for the next 5 years of work in the Woodlawn community. Over the past decade, we've tracked data from every one of our projects and initiatives and we'll use this data to inform our work as we continue moving our mission forward in the Woodlawn Community. We can't wait to share our 2021 + Beyond Strategic Plan with all of our partners and friends when it is completed in the Summer of 2021.



Mashonda Taylor
Executive Director

“

In 2020, the Woodlawn Community like so many communities, faced challenges. But our residents are resilient and with each obstacle they rose to the challenge and forged forward. At Woodlawn Foundation, we are so inspired by our residents and are energized every time we see them push through and show all of Birmingham what we're made of.



Auriel Thompson
Executive Coordinator

“Even though my work at Woodlawn Foundation is considered to be behind-the-scenes, I feel that it is impactful to the greater good. I joined the team at a time that was unprecedented due to COVID, so being able to aid in moving things forward so soon has been great.”



Leigh Hancock
Community and
Development Associate

“Since our inception, we have made data-driven decisions based on strategic direction from our board of directors and feedback from the community we serve. It's because of them that we've come this far and it's also because of them that we have the strength and resolve to continue.”

EDUCATION

“I have three lovely children who are my greatest motivation. My second motivation is being able to serve in my community...It gives me a boost in my spirit and greater confidence knowing that Woodlawn WORx is behind me in this process.”

Woodlawn WORx

Woodlawn WORx, our workforce development program, is designed to holistically address the economic mobility needs within the Woodlawn Community. By building key partnerships among best-practice providers, Woodlawn WORx creates an insulated pipeline of services to serve as an on-ramp for residents of Woodlawn, putting them on a path to success. In 2020, our education department faced challenges due to the COVID-19 pandemic; however, we were able to revise the Woodlawn WORx Initiative to ensure continued access to quality educational opportunities for our residents. We launched three new workforce development programs including the Childcare Development Associate, Construction Trades, and IT Help Desk Support programs. These three new programs created five new career pathways. In 2020, we also saw the conclusion of the year-long Certified Medical Assistant Program in partnership with Christ Health Center.

SHAWNEE LEGGITT
Woodlawn WORx Participant



Derrick Billups
Director of Education



“

The most difficult aspect of the work is the development and execution of strategic plans designed to address the systemic ills and challenges facing our residents. I believe that my investment in the lives of children and families may not readily yield the immediate returns that I so often anxiously anticipate, but with patience and perseverance I have learned that it will always have lasting impact!

FAST FACTS:

42

students participated in Woodlawn WORx Initiative programs in 2020.

\$131,000

was committed to facilitating these programs serving 22 students.

50%

of students accepted employment offers from local healthcare providers upon successfully completing the program at the close of 2020.

83%

Student performance on the certification exam reflected an 83% passage rate, which was 60% higher than the rate recorded by our initial cohort of 2018-2019.

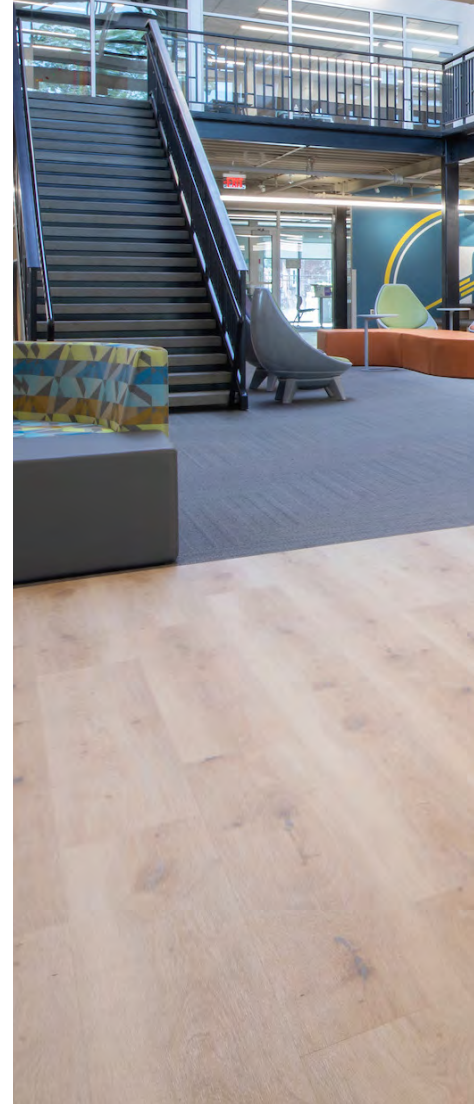
EDUCATION PARTNERS:

I³ Academy

On August 20, 2020, in partnership with Woodlawn Foundation, I³ Academy opened its doors in the Woodlawn community. At this same time, the state of Alabama was experiencing another peak in COVID-19 cases, forcing many schools to reschedule start dates for teachers and students to return. I³ Academy's staff worked diligently to create a plan of action to ensure that students would have access to an excellent education while remaining healthy and safe. The school opened on time, offering three unique settings:

- Remote learning, a combination of asynchronous and synchronous lessons through Zoom and at-home projects and activities.
- Hybrid learning, allowing students to attend school two days per week while studying at home for the remaining three days.
- In-person learning, wearing masks and following strict COVID-19 protocols while attending classes on campus each day.

I³ Academy now serves as one of the most vital programs in the education pillar of Woodlawn Foundation's strategic plan, offering a new opportunity for high-quality education to 420 students from the Birmingham area. Its mission: to empower learners to become agents of change who solve the problems they see in their world.





James Rushton Early Learning

The COVID-19 pandemic forced the closure of learning centers across the globe. For the first time since opening in 2017, the James Rushton Early Learning Center (JRELC) closed its doors and did not reopen until June 2020. With COVID-19 safety protocols in place, the center's main focus was on providing care for the children of essential workers. Police officers, firefighters, and healthcare professionals were eligible. The 16,000 square-foot facility was able to accommodate 81 students, ages six weeks to five years old, with enrollment priority given to Woodlawn families. Today, the JRELC has resumed normal operations, still keeping CDC guidelines as a top priority. Tuition is based on need, with scholarships available to those meeting the criteria. We continue to partner with the James Rushton I Foundation in providing a high-quality early learning center in Woodlawn that acts as the foundation to a comprehensive child development system.

COMMUNITY WELLNESS

“Food is so much more than just feeding- it is connection and community. Each pound of produce we donate makes an impact in someone’s life and we are able to make that happen because of WAFIC.”



ANNA EGGARS

Operations Assistant,
Jones Valley Teaching Farm



David Liddell

Director of Strategic Partnerships

“

The strength and heart of our community and the ingenuity of our partner organizations continue to make every day at Woodlawn Foundation inspiring.

PARTNERSHIP SPOTLIGHT: Woodlawn Area Food Insecurity Collaboration (WAFIC)

In April 2020, in response to the economic impact of the COVID-19 pandemic, we convened a group of twenty community partners for a weekly roundtable now known as the Woodlawn Area Food Insecurity Collaboration (WAFIC). The purpose of this group is to monitor needs, facilitate connections, and troubleshoot challenges arising in the area of food insecurity for Woodlawn families. Together, the direct-service partners in the collaboration have served more than 1,200 families on a weekly basis since the pandemic began, offering access to fresh produce, dry and frozen goods, and prepared meals.



Slutty Vegan

On December 23, 2020, restaurateur and philanthropist Pinky Cole closed on a building on 55th Place in Woodlawn, marking the first location outside of Georgia for her famed vegan restaurant, Slutty Vegan. Slutty Vegan's presence in Woodlawn will offer another accessible food option for Woodlawn residents. The restaurant's move to Woodlawn is a direct result of our continued partnership with REV Birmingham to promote equitable entrepreneurship in Woodlawn. Opening in early Summer 2021, this new destination restaurant and its cult following are sure to fit right in with our already vibrant and growing community.

IN 2020, WAFIC GRANTEES PROVIDED:



100

meals delivered weekly
to at-risk seniors on
Birmingham's east side



3,578

vegetable seedlings
distributed to
organizations and
families



334,543

pounds of produce and
dry goods provided
to food assistance
providers and families

COMMUNITY ENGAGEMENT

“It is important to not only prepare the community table but make sure every person knows they are invited to it...Then we must encourage everyone to take ownership of their place in this work for themselves.”



REBEKAH FOX
Woodlawn Resident Urban Main



Jason Meadows
Director of Community
Engagement

“

With community engagement, the most difficult aspect is sustaining a harmonious effort from all community stakeholders. I’m convinced we all want the same thing but, sometimes we vary on the approach. However, I’m most inspired by the ability to create pipelines and build bridges. I believe the answer is “We.” And when “We” all work together solutions are readily available and the loftiest of goals seem obtainable.



Morgan Montiel,
Data Manager/App Developer

“The driving force behind creating the app was leveraging technology to connect and empower the community and partner organizations.”

Woodlawn United Community App

In 2020, we launched the official Woodlawn United Community app. The purpose of the app is to provide our residents with COVID-19 Updates and Resources, information about community partners and services, a calendar with up-to-date events, and a safe space to report public safety concerns to the Birmingham Police Department.



Team Up 2 Clean Up

Team Up 2 Clean Up was launched in 2020 and is a Woodlawn United collaborative effort to help keep Woodlawn clean. In 2020, as we communicated with partners, we discovered the cleanliness issue was a concern for everyone. Each entity was having the conversation within their circles. We created the Team Up 2 Clean Up initiative to bring our residents, businesses, and community partners together with one shared goal – to make Woodlawn a cleaner place to live and work.

OUR APP:



164

APP DOWNLOADS
*(doesn't include
progressive web app)*



1,100+

UNIQUE VISITS



2,300+

SESSIONS



8,000+

PAGE VIEWS

REAL ESTATE

“While patrolling the Woodlawn community, I observed the living conditions were not the same as the other surrounding communities. Out of compassion for those that needed help, I took it upon myself to give back. I am honored to share the mission and vision of the Woodlawn Foundation by helping to improve this community.”



OFFICER LANE HARPER
Birmingham Police Dept.
Construction Site Security



Joe Ayers
Director of Real Estate

“

The most difficult aspect of my work is creating quality housing opportunities for residents whose incomes are inadequate to cover the current cost of homeownership. The part of the work that most inspires me is being able to connect residents, who may have limited resources, to opportunities that in turn raises their quality of living. This could be in the form of a housing repair, a social program that meets them wherever they are in life, or working alongside of them to do whatever's needed to make their community better.

Cottages on Georgia Road

In 2020, we continued the delicate work of creating mixed-income housing opportunities while preventing the displacement of Woodlawn's existing residents. With this mission always top-of-mind, we moved forward with plans to develop the Cottages on Georgia Road. The development will be comprised of homes that serve low-income families and individuals. Twelve units will be market rate for-sale at price points affordable for first time homebuyers, and eight cottages will be available to rent at price points affordable for extremely-low-income individuals and families.



Homeowner Rehabilitation Program

In spite of the COVID-19 pandemic, Jason Meadows and Joe Ayers worked to enhance the quality-of-life for eight families through our Homeowner Rehabilitation Program (HRP). The real estate team also continued to facilitate redevelopment of commercial property to meet the needs of the community, ensure productive use of space and catalyze development.



22

additional properties purchased
from the Birmingham Land Bank
Authority



\$80,000

in home renovation assistance
through the Homeowner
Rehabilitation Program.



\$121,000

invested to buy properties near I³
Academy – these properties are
slated for redevelopment and new
construction.



\$15.6M

construction completed on
I³ Academy. This property
now anchors the westside
of Woodlawn spurring new
investment in the neighboring
community.

DEVELOPMENT



Woodlawn Sunday
Dinner 2020



Precious Freeman,
Director of Development
& External Relations

“

The most difficult part of my work is communicating the magnitude of our impact. I'm here on the ground seeing the residents' lives transform and it is so inspiring. I'm trying my best to share our story in a way that gives our donors the opportunity to also be inspired.



WOODLAWN SUNDAY DINNER

In October 2020, we welcomed 250 ticketholders into our community to see our progress and experience great food from a few of Woodlawn's most popular food vendors. This pandemic-friendly event would not have been possible without our incredible sponsors.

OUR SPONSORS

PRESENTING SPONSOR:

Medical Properties Trust



WOODLAWN COMMUNITY TICKET SPONSOR:

Regions Financial Corporation

OFFICIAL SPONSORS:

Commercial Metals Company • BBVA

ROUTE SPONSOR:

Rives Construction Company LLC

TICKET PARTNERS:

Bradley • Barnes and Associates,
Realtors • Cadence Bank • Junior League
of Birmingham

PARTICIPATING FOOD VENDORS:

Bayles Catering • Eugene's Hot Chicken
Naughty but Nice • Post Office Pies
Simply Sonequa Pound Cakes

SIGNATURE DRINK SPONSOR:

Tito's Handmade Vodka

THANK YOU TO OUR PARTICIPATING PARTNERS:

I³ Academy • The Park at Wood Station
Christ Health Center • The James
Rushton Early Learning Center

SAVE THE DATE: Woodlawn Sunday
Dinner 2021 is tentatively scheduled for

10.10.2021

FINANCIALS

EXPENSES \$2,803,374



44.3%

Depreciation
and Interest
\$1,241,631

36.5%

Community
Engagement
and Operations
\$1,022,622

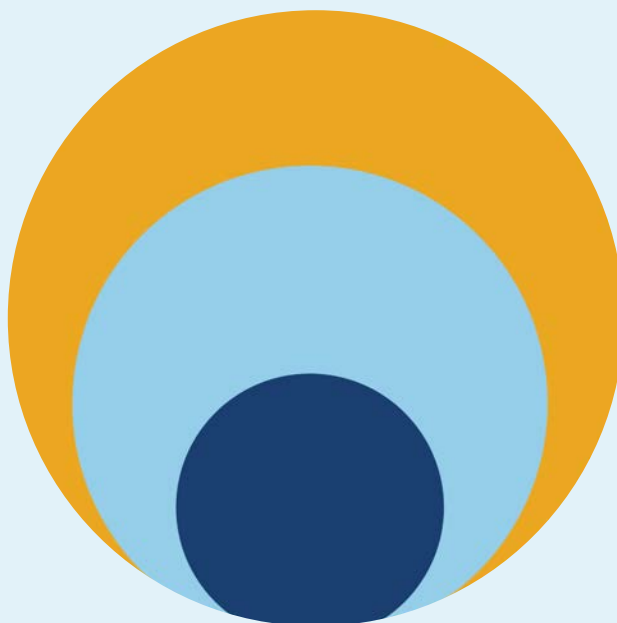
14.1%

Real Estate
\$396,298

5.1%

Grant Expenses
\$142,823

REVENUE \$2,368,726



10%

Grants
\$237,774

31.6%

Contributions
and Donations
\$748,973

58.3%

Real Estate
\$1,381,979



Dr. Anthony Hood

“What has always excited me about the work of the Woodlawn Foundation is the Community Quarterback model it follows and its potential to be replicated in other communities throughout the city of Birmingham. I support the Woodlawn Foundation because I want to see this life changing work replicated in the West, North and South sides of town.”

BOARD OF DIRECTORS:

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Regions Financial Corporation

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Division CEO
Synovus

Ms. Kate H. Cotton

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Leadership Alabama

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WOODLAWN FOUNDATION

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