



**WOODLAWN
UNITED**

WOODLAWN UNITED

2021 Annual Impact Report

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

Cover photo: “Maxwell’s World” by Nico Cathcart

Marking the importance of place-making in Woodlawn, we partnered with Blank Space Bham and Jason Avery to present Magic City Mural Festival in October 2021. This festival featured an all-female artist lineup, showcasing the strength, grace, and resiliency that defines our neighborhood. “Maxwell’s World” by Nico Cathcart, a painter and muralist from Toronto, Ontario, speaks to our ties to the earth now and what our actions will leave for the next generation. This piece features a child from a multiracial family surrounded by critically endangered species that are local to the Birmingham Area, including the Cahaba Lily, the Alabama Sandstone Oak, and the recently extinct Bachman’s Warbler.

DEAR SUPPORTER & FRIEND,

2021 was a year of momentum for Woodlawn United. Seven new market-rate homes were built. Nine new small businesses opened, and several others were remodeled. Even the First Lady of the United States took note of our dynamic success during her visit to Woodlawn.

Our progress in 2021 served as a new beginning for us and this community as we finalized our strategic priorities for the next five years. We reached the critical conclusion in our strategic planning process that, in order to reverse the cycle of generational poverty in Woodlawn, we must create even more pathways to prosperity for our legacy residents and Woodlawn’s small business community.

Keeping upward economic mobility top-of-mind, we broadened our approach to not only maintaining but strengthening our strategic partnerships through quarterly partner meetings, expanding our cradle-to-career education pathway with the addition of i3 Academy Middle School, and creating leadership development opportunities through the WE Lead Fellowship Program.

As we reinforced our commitment to the community through our new strategic plan, we reimagined our brand. Our goal has always been to work alongside Woodlawn’s residents and business owners. As Woodlawn United, our brand better represents this mission and the four neighborhoods we work with every day.

While we celebrated community in every sense of the word in 2021, we saw the conclusion of Mike Goodrich’s successful tenure as the Chairman of the Board of Directors. Thankfully, Woodlawn United’s



Dr. Jill Biden visits with students and faculty at the James Rushton Early Learning Center in April 2021 Photo Credit: Anna Moneymaker/Pool/AFP

governance remains strong and in good hands as we enter the next chapter of the Woodlawn United story with John D. Johns as Chair and Mike continuing to serve as Past Chair and active Board member.

The movement in Woodlawn is tangible. You can feel it the moment you step foot in our community. Our progress illuminates the fact that our mission is bright. We will continue working alongside residents, nonprofit partners, and business owners to create the vibrant, sustainable neighborhood they envision. That’s why we’re here.

Sincerely,

MIKE GOODRICH
Chairman

MASHONDA TAYLOR
Executive Director



ENVISIONING A COMMUNITY WHERE RESIDENTS AND BUSINESSES THRIVE

Since 2010, Woodlawn United has served as the community quarterback, leading an alliance of partners committed to breaking the cycle of poverty in Birmingham's historic Woodlawn community.

Our holistic approach to community revitalization follows a model established by Purpose Built Communities, an organization that helps communities across the country implement proven and effective strategies to end concentrated poverty.

Working alongside residents and local stakeholders, we help to prioritize initiatives and leverage resources across three main pillars: a cradle-to-college/career education pathway, high-quality mixed income housing, and community wellness programs.

The Vision of Woodlawn United 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.

OUR TEAM



Mashonda S. Taylor
Executive Director



Joe Ayers
Real Estate Director



Emily Clark
*Development and Communications
Strategist*



Precious Freeman
*Director of Development &
External Relations*



Leigh Hancock
*Community & Economic
Development Associate*



David Liddell
Director of Strategic Partnerships



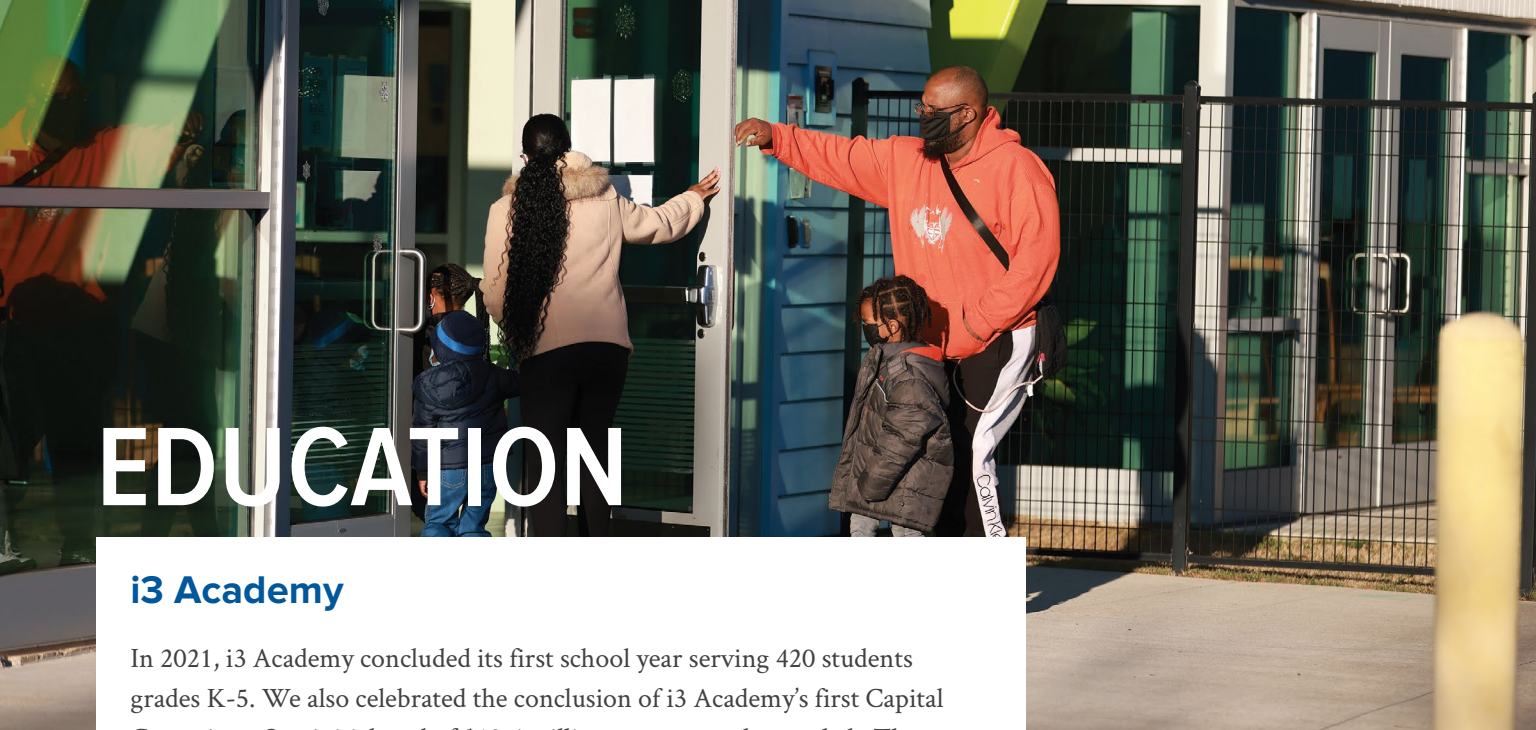
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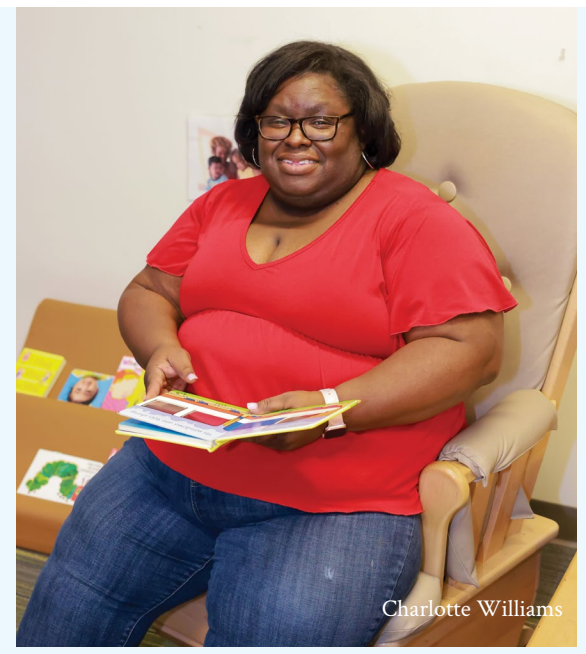


EDUCATION

i3 Academy

In 2021, i3 Academy concluded its first school year serving 420 students grades K-5. We also celebrated the conclusion of i3 Academy's first Capital Campaign. Our initial goal of \$10.6 million was met and exceeded. The additional funds raised were used to continue building our education pathway, in partnership with i3 Academy. After a successful first school year, the public charter school expanded to sixth grade in August, bringing total enrollment to 520.

James Rushton Early Learning Center



Charlotte Williams

Woodlawn WORx

Building a solid cradle-to-career education pathway, including workforce development, is a critical component of a thriving neighborhood. In response to this need, in 2018 we launched our adult education initiative Woodlawn WORx. Collaborators currently include workforce program partners, recruiting partners, and employers, including Jefferson State Community College, Lawson State Community College, UAB, CEFA, James Rushton Early Learning Center, Christ Health Center, Dunn Construction, Oak Tree Ministries, YWCA, and East Lake Initiative.

Charlotte Williams completed the Child Development Associate Program in Spring 2021. She is currently employed at the James Rushton Early Learning Center (JRELC) in Woodlawn and working on her Associate's Degree in Early Childhood Education. Charlotte's goal is to open an early learning facility and to complete a Doctoral Degree in Education with a focus on Early Childhood Education. Through the Woodlawn WORx program, Charlotte was able to attend classes in Woodlawn after hours, directly across the street from JRELC.



WOODLAWN WORx
PROVIDING TOOLS + OPPORTUNITY

Woodlawn WORx Portal

In 2021, the Community Foundation of Greater Birmingham approved a grant proposal to build out the Woodlawn WORx Online Portal. Once launched, the portal will provide a communication platform for our Woodlawn WORx adult education program participants, employers, and partners. The platform will also allow participants to monitor their career readiness progress.

SUCCESS BY THE NUMBERS

- 15 Families Impacted
- 4 Students completed the IT Help Desk Certification
- 4 Students completed the Child Development Associate Program
- 7 Students completed the Administrative Medical Assistant Program

WE Lead Civic Engagement Fellowship Program

In 2021, we launched our inaugural 14-week WE Lead Civic Engagement Fellowship Program thanks to the support of the Community Foundation of Greater Birmingham.

Led by Woodlawn resident and Woodlawn United founding board member Myeisha Hutchinson, WE Lead offers leadership development opportunities for Woodlawn Area residents who desire to improve their community and give voice to traditionally underrepresented community members.

As a cohort, participants partake in initiatives to address current issues impacting Woodlawn and engage in weekly training to learn from political, business, and community leaders.



After serving a twenty-year prison sentence, Timothy Lanier returned to Woodlawn with a passion for community and criminal justice reform. Since beginning the program, he has attended 100% of the sessions and has been empowered to continue his leadership development journey. Timothy has begun the steps to launch a nonprofit with the mission of helping other former inmates develop the leadership skills needed to re-enter and make contributions to society.



REAL ESTATE

Seeking a diverse, well-connected community close to downtown, newlyweds Ben and Stella Ward chose to call Woodlawn home. For Ben, a software consultant, and Stella, a nurse, the neighborhood caught their eye as they were driving through because they saw a community they could relate to — young, friendly, and open.

They were especially drawn to the new construction on 59th Place, and in May they bought one of 29 single-family market rate houses that Woodlawn United developed in partnership with ARC Realty, Design Initiative, and Drake Homes.

Stella and Ben enjoy attending community events such as the Woodlawn Street Market and community yoga classes as well as spending time with their neighbors and watching the neighborhood grow. As they begin their life together in Woodlawn, they look forward to growing their family here and becoming long-term residents of the community.

Real Estate Development

In 2021, we signed an MOU with the National Community Reinvestment Coalition to build 30 units of housing in Woodlawn.



30

Units



<\$200K

Average sales price



25 of the 30 units are targeted to reach families who fall in the moderate-income range.

PHASE 1 BY THE NUMBERS

7

Properties

4

Structures renovated

3

New homes

13

Lots slated for Phase II

Woodlawn Community Council

In 2021, we formed the Woodlawn Community Council as a part of our commitment to the legacy homeowners of the Woodlawn Community. The Council is a collaborative effort between the four Woodlawn Community Neighborhood Associations, The Woodlawn Business Association, and Partner Organizations to address community-wide issues.

2021 Outcomes:



6

Meetings held



1

Comprehensive Public Safety Strategy created



Increased communication with Birmingham Jefferson County Transit Authority around the BRT project.



Homeownership Workshop Series



8

Workshops



8

Families



1

Home Purchased

The Homeowner Workshop Series builds a pathway for future homeowners to cross the finish line of homeownership. Credit specialists, realtors, mortgage loan officers, real estate investors, and first-time homeowners lead sessions to educate and empower participants.



STRATEGIC PARTNERSHIPS

(L-R) Pastor Perry Macon, First Baptist Woodlawn; Pastor Chris Stewart, Divine Faith Missionary Baptist; Jamilah Arrington, HABD Campus of Hope; Jason Meadows, Woodlawn United; Chauna McKinney, Christ Health Center; Demetri Carpenter, Christ Health Center; David Liddell, Woodlawn United; and Precious Freeman, Woodlawn United

In 2021, Woodlawn United, worked with Birmingham Education Foundation and other nonprofit and community partners in the Birmingham Coalition for Student Mental Health to develop a Policy Playbook derived from more than 1,000 survey responses from across the school district. The Playbook is comprised of five recommendations for expanding access and quality of mental health supports for Birmingham students. Policy Recommendation 1, to create a strong mental health support team on every Birmingham City Schools (BCS) campus, was adopted as a result of the school-based mental health model that Woodlawn United developed, funded, and coordinated in partnership with BCS from 2014-2019. In response to the Coalition's advocacy, Mayor Randall Woodfin committed \$1,000,000 in city funding to support the expansion of student mental health supports within BCS.

OTHER NOTABLE PARTNERSHIPS:



WORD UP! - We partnered with The Flourish Alabama to bring their innovative 12-week Word Up! integrated slam poetry curriculum to Woodlawn High School's senior art students. Classes will conclude in early 2022.



ENRICHMENT CAMP – In partnership with Hayes K-8, SAIL, the YMCA, and six program providers, we offered a week-long Enrichment Camp to 15 students during Birmingham City Schools' first ever Intersession Week.

COMMUNITY WELLNESS

MAGIC CITY MURAL FESTIVAL



Woodlawn resident and Woodlawn United Board Member Jason Avery co-organized the Magic City Mural Festival with Blank Space Bham to recapture old, unused spaces in the neighborhood and turn them back into something

the community can love and enjoy.

In October 2021, seven female artists from Birmingham and across North America created six larger-than-life public art displays in the alley between 55th Street North and 55th Place North during the first ever Magic City Mural Festival. The festival celebrated the women of Woodlawn who have embodied strength and resilience, even during the neighborhood's decline.

As the presenting sponsor, Woodlawn United was proud to help create vibrant areas where people want to live, work, and play.

COMMUNITY AFTER COVID-19

Early in the COVID-19 pandemic Woodlawn United provided health, economic, and e-learning resources for the Woodlawn community.

By collaborating with community partners, we organized and promoted COVID-19 vaccine pop-ups for Woodlawn residents. Additionally, to encourage Woodlawn residents to wear masks in response to COVID-19, we promoted the #StayCoveredTogether awareness campaign alongside Purpose Built Communities.

The group that came together in April 2020 as the Woodlawn Area Food Insecurity Collaboration (WAFIC) has evolved into a weekly Partners'

Roundtable. While the group continues to see high demand for food assistance, partners expressed interest in expanding the focus of the group to a broader frame of Woodlawn-area organizations working together to serve residents and avoid duplication across sectors. The Partners' Roundtable provides an ongoing space to connect and problem-solve on priority issues including education support and vaccine engagement.

We also partnered with Neighborhood Housing Services on the Woodlawn Rental Assistance Program (WRAP). WRAP assisted Woodlawn and East Lake residents who needed rental assistance as a result of the COVID-19 pandemic.

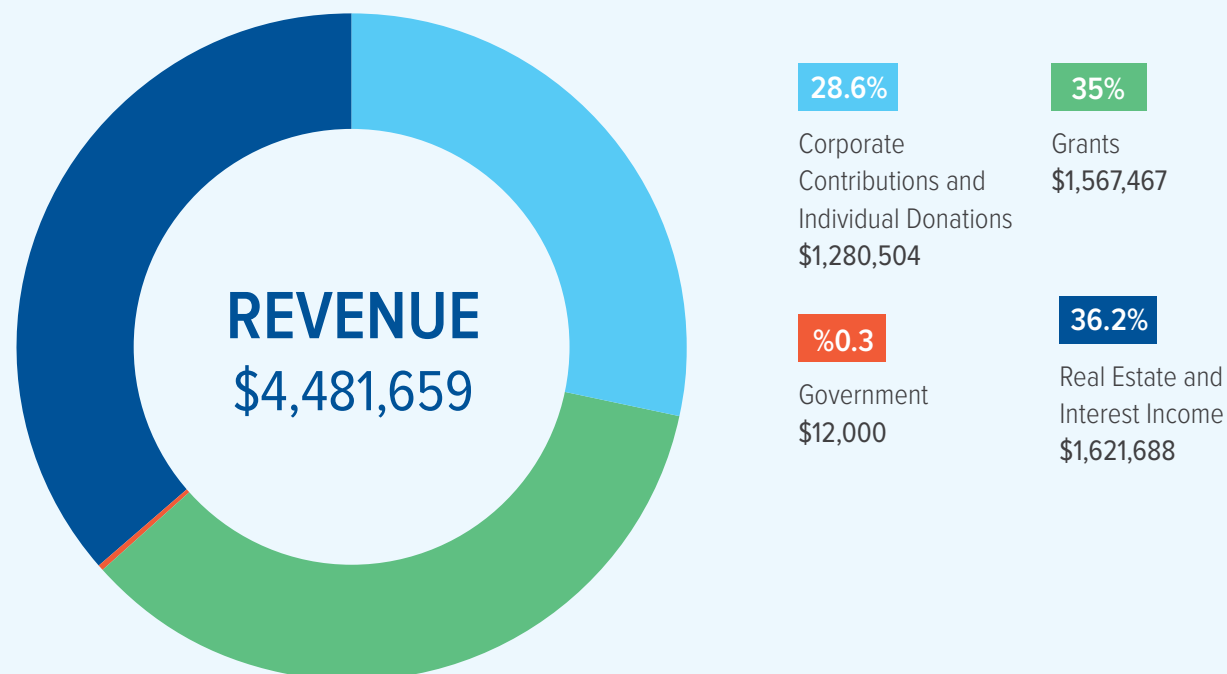
To support students during the transition to remote learning, Woodlawn United provided 300 iPads for use in e-learning. We also worked with Bayles Catering to provide 1,100 lunches for Woodlawn students.

Moving forward, we will continue to help our residents navigate the effects of the pandemic by providing adult education opportunities relevant to the changing labor market, homeownership workshops and pathways, and by continuing our efforts to make the Woodlawn community clean and safe for all.

COVID-19 VACCINATION EFFORTS

In the Summer of 2021, we hosted a Pfizer Vaccine Pop-Up at Marks Village at the Campus of Hope in partnership with the Housing Authority Birmingham District (HABD), Christ Health Center, Oak Tree Ministries, and Holy Rosary Catholic Church. During the two-part event, 24 members of the community received their first and second doses of the Pfizer COVID-19 vaccine. Christ Health Center personnel also spent time answering questions for residents with apprehensions about being vaccinated.

FINANCIALS



“Y’all are awesome - so well connected to the community and doing work that will change the lives of residents forever! And that work is grounded in respect like never before. That is beautiful to see!”

- ANONYMOUS DONOR

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