Mary Ruth and Charles Caldwell
Aimee Castro
Matt C. Christopher
Faye and Bill Clark
Michelle Clemmon
CMC Steel Alabama
Margaret and Archie Cobbs
Margaret and Luther Cochrane
Cheryl and Charlie Collat
Community Foundation of Greater Birmingham
Anna M. Conley
Chloe Cook and Josh Vasa
Katherine and Allen Corey
Kate and John Cotton
Ronald Crowell
Emily and Greg Curran
The Daniel Foundation of Alabama
Bill and Lyndra Daniel
Jennifer Davis
Marquita F. Davis
Mary Todd and Jimmy Davis
Sara Lynn and Fox DeFuniak
Patricia D. Dreher
Betts and Felix Drennen
Charlette and Alan Drennen
Nancy Dunlap and John Johns
Dunn-French Foundation
Suzanne Durham
EBSCO Industries, Inc.
Lisa and Alan Engel
Estate of James Hughes Hancock
Estelle and Charles Campbell
Charitable Foundation
Cassandra J. Ferguson
Dana and Will Fernany
David and Brooke Fleming
Forte Corporation
Precious and Biko Freeman
Jane French
Jo Anne and Nick Garce
Louise and Boots Gale
Sally P. Garner
Peggy and John Gay
Lee and Jimmy Gewin
Johnie W. Gieger
Karla and Hollis Gieger
Jeri and Billy Gober
Ali and Charles Goodrich
Bebe and Thomas Goodrich
Fran and Bill Goodrich
Grace Goodrich
Mary and Branton Goodrich
Mike and Gillian Goodrich
Alison and Jim Gorrie
Suzanne and Mike Graham
Sydney and Mike Green
Melanie and Jay Grinney
Martha and Chip Grizzle
The H. Evan Zeiger, Jr. & Margaret Zeiger Charitable Foundation
Brenda and Morris Hackney
Susan and Grayson Hall
Leigh and Jim Hancock
Bill L. Harbert, Jr.
Kathryn and Raymond Harbert
Margaret and Holman Head
Meghan Ann Hellenga
Nancy Hendrix
Suzanne Henley and James Cole
Donna and Wood Herron
Ronne and Donald Hess
Connie Hill
Mr. and Mrs. William L. Hinds, Jr
Patricia A. Hoban-Moore
Housing Affordability Trust
Hugh Kaul Foundation
Jan and Jim Hughley
Barbara and Bobby Humphrey
Myeisha Hutchinson
Richard and Orlan Hydinger
Ellen Jackson
James Milton and Sallie R. Johnson Foundation
Anna and Don James
Roy Johnson
Gilbert E. Johnston, Jr.
Cathy and Paul Jones
Walker and Bill Jones
Joseph S. Bruno Charitable Foundation
Junior League of Birmingham
Kendra Key
Sheryl and Jon Kimerling
T. Marie King
KPS Group, Inc.
Sheri and Jimmy Krell
Sherrell Kuhns
Landing
Barbara W. Larson
Faye and Robert Levin
Debbie and Rick Liddell
Linda C. Lucas
Luke 6:38 Foundation
Alice S. Marks
Rosaland and Danny Markstein
Cecilia C. Matthews
Dawn and Joe McCarthy
Melissa McGill
Clay McElhinny
McKinney Capital
Catherine and Emmett McLean
Maegan and Rich McRoberts
Heather and Phillip McWane
Medical Properties Trust
Marishon Michel
Mike and Gillian Goodrich
Foundation
Sylvia Mooney
Steven Mote
Kathy and Mike Mouron
Edward Murray, Jr.
Susan and Alex Nading
John P. North, Jr.
One Stop Environmental
O’Neal Industries
Allene and Fooots Parnell
Barrette and Michael Patterson
Raquel Patterson
Emily Penfield
Shar and Charlie Perry
Randi Pink
Dede and David Pittman
Diana and Gray Flosser
Samantha Plumb
Margaret and Kip Porter
Sallie and Bill Pradat
Protective Life Corporation
Evelyn C. Puckett
Beverlie and John Puffer
Neil Rafferty
Regions Bank
Joan and Jim Rein
REV Birmingham
Rives Construction Company, LLC
Robert R. Meyer Foundation
Laura Susan and Tommy Roberts
Robins & Morton
Kim and Bruce Rogers
Ronne and Donald Hess Foundation
Shiit
Becky and Bill Smith
Elizabeth and Clyde Smith
Garland and Lathrop Smith
Harton C. V. Smith
Lynnette and Thomas Smith
Nancy and Murray Smith
Nancy W. Smith
Jeffrey R. Sokol
South State Bank
Linda and Alan Speaker
Lynne and Steve Spencer
Camille Spralting
State Farm
State of Alabama Jefferson Co.
Community Service Fund
Stephens Foundation
Carol and Rusty Stewart
Linda and Jeff Stone
Toody and Jim Sullivan
Susan Mott Webb Charitable Trust
Synovus
Elizabeth Barberes Tasker
Mashonda S. Taylor
Shay Taylor
Lora and Bill Terry
The Thompson Foundation
Andrea Thompson
Barbara and Charlie Tickle
Cheryl and Sam Uphurch
Barbara and Bill Viar
Alison and Clark Virden
Cameron and Scott Vowell
Vulcan Materials Company
Anne and Mike Warren
Wells Fargo Foundation
Lee and Rusty Whately
Dwayne White
Rhonda and Chris White
Wendy and Rew White
Lattresa Wilson
Michelle and Seth Wolden
The Women’s Foundation of Alabama
Sally V. Worthen
Whitney Chen Wright
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 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
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

Jason Meadows
Director of Community Engagement

Morgan Montiel
Data Manager

Auriel Thompson
Executive Coordinator
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.

BY THE NUMBERS

ECONOMIC MOBILITY & EDUCATION

SUCCESS

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

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.
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.

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 ABC 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.

PHASE 1 BY THE NUMBERS

- 7 Properties
- 4 Structures renovated
- 3 New homes
- 13 Lots slated for Phase II

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

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.
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:**

**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.

**COMMUNITY WELLNESS**

**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.
“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

FINANCIALS

EXPENSES
$4,065,955

2022 BOARD OF DIRECTORS:

John D. Johns (Chairman)
Retired Executive Chairman, Protective Life Corporation

T. Michael Goodrich (Past Chairman)
President, Timberline Holdings

Gillian W. Goodrich (Vice Chairman)
Community Volunteer

K. Wood Herren (Secretary)
Partner, Bradley Arant Boult Cummings, LLP

Leroy Abrahams
Executive Vice President - Community Affairs, Regions Financial Corporation

Jason Avery
Program Director III, University of Alabama at Birmingham School of Public Health

Nelson S. Bean
Division CEO, Synovus

Kate H. Cotton
Executive Director, Leadership Alabama

Dr. Marquita F. Davis
Deputy Director, Early Learning-U.S. Programs, Bill & Melinda Gates Foundation

Mike Goodrich II
Principal, First Avenue Ventures

Myeisha D. Hutchinson
Chief of Staff, Birmingham City Council District 5, City of Birmingham

Kendra Key
Senior Vice President, Community Development Manager, Citi

Eveitt Payne
VP, District Retail Executive, PNC Bank

Deakins F. Rushton
President, JRI Foundation

Robert A. Simon
President, Corporate Realty Companies

Steven R. Spencer
Retired President, Economic Development Partnership of Alabama

Ralph Williams
Governmental and Community Affairs Manager, Birmingham Division, Alabama Power Company

REVENUE
$4,481,659