

THE POWER OF PLACE



WOODLAWN
UNITED





OUR VISION 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.

DEAR SUPPORTERS & FRIENDS,

Reflecting on 2023, we are deeply grateful for the collective strides we've made together. This year has been marked by significant milestones, including the grand opening of Woodlawn Theatre and the 10th anniversary of the thriving Woodlawn Street Market. The connections forged during our Woodlawn Sunday Dinner have further strengthened our community bonds.

A standout story this year is the impact of Mason Music Foundation, led by CEO Will Mason. Dedicated to making a difference in Birmingham through music education, the foundation has consistently shown a heart for service. From offering free lessons to families with limited resources, teaching families with special needs, or volunteering at after-school programs in Woodlawn, Mason Music has enriched the lives of many and highlighted the powerful role of music in fostering connection and growth.

Woodlawn was also honored as Neighborhood of the Year at the NUSA annual conference, a recognition that reflects our community's dedication to revitalization and collaboration. Efforts like transforming an alley into "The Way," which features the largest woman artist mural collection in the state, underscores the collective impact of our partnerships and the strength of our community spirit.

Your support has been key to our successes. By attending events, patronizing our businesses, or backing our initiatives, your involvement has shaped our shared



achievements. Together, we've welcomed esteemed guests like U.S. Secretary of Transportation Pete Buttigieg and secured vital investments for our community's future.

The power of place is reflected in every story of transformation and hope that unfolds within our community. This report celebrates the progress we've made and looks ahead to the future we're building together. With your continued dedication, we're not just making changes; we're creating a lasting legacy of growth and resilience that will inspire future generations.

MIKE GOODRICH II
Chairman

MASHONDA S. TAYLOR
CEO



STRIVE Birmingham graduates

EMBRACING ECONOMIC MOBILITY

WOODLAWN UNITED'S VISION: We have always believed that the foundation of economic mobility lies in a strong, vibrant community. By enhancing education, fostering health, and supporting economic development, we're creating a place where dreams can take root and flourish.

SEEING YOURSELF IN THE IMPACT: The rise in homeownership has not only increased property values but has also strengthened our community. Families are thriving, local businesses are growing, and our focus on education and financial literacy is paving the way for long-term stability and success.

EMPOWERING DREAMS: INTRODUCING STRIVE BIRMINGHAM

Introducing Strive Birmingham, a program dedicated to enhancing economic mobility through workforce development.

STRIVE'S VISION:

Skills Training: Programs in trades, healthcare, and IT.

Career Counseling: Personalized guidance for success.

Job Placement: Connecting graduates with employers.

Entrepreneurship: Support for aspiring business owners.

Strive Birmingham nurtures talent and creates pathways to success, helping individuals and families thrive.

WOODLAWN THEATER GRAND OPENING:

Its opening, marked by community engagement and tiered music lessons for Woodlawn students, stands as a testament to our commitment to nurturing local talent and creativity.



Will Mason, founder of Mason Music (Pat Byington/Bham Now)



Students' first day at i3 Academy

WOODLAWN HIGH SCHOOL: With a storied football history, including legends like Tony Nathan and Karlos Dansby, Woodlawn High School now boasts a new football field. This development is more than infrastructure; it's a symbol of community pride and unity.

BLOOMBERG GRANT: Secured in 2022, the Bloomberg Grant represents a pivotal milestone for Woodlawn United, marking a significant investment in our Educational Pathway Initiative. This grant not only amplifies our commitment to fostering high-quality educational opportunities but also reinforces our vision for the long-term success and empowerment of the Woodlawn community. With this support, we are poised to expand our

impact, offering transformative programs that will shape the future for generations to come.

i3 ACADEMY: In 2023, i3 Academy expanded to eighth grade and welcomed an additional 100 students over the previous year. In December, the i3 board adopted a groundbreaking enrollment policy that gives priority in the annual lottery to families in Woodlawn and surrounding neighborhoods. This step aligns with new legislation allowing geographic priorities for charter schools. Additionally, i3 Academy earned prestigious accreditation by Cognia, underscoring its commitment to educational excellence.

BUILDING FOUNDATIONS FOR THE FUTURE



AFFORDABLE HOUSING PROGRAMS: By partnering with developers and financial institutions, we've turned the dream of homeownership into a reality for many. Through affordable housing initiatives, families are finding stability and hope for their future.

“

I chose to move to Woodlawn because the housing prices were affordable, and the neighborhood offered a quiet, safe environment. I've had no issues with crime or loitering. Being super meticulous and detail-oriented in the homebuying process, I found Woodlawn to be the perfect choice, especially with its convenience to my job.”

- ALEDRA MACKIE

FINANCIAL LITERACY AND HOMEBUYER EDUCATION:

Our workshops and counseling services are not just about numbers—they're about empowering individuals with the knowledge and confidence to achieve and sustain their homes.

DOWN PAYMENT ASSISTANCE: By breaking down financial barriers, we've opened doors for families to step into homes of their own, fostering a sense of belonging and community.

COMMUNITY ENGAGEMENT AND SUPPORT: Beyond financial aid, we've built strong community bonds through local events and support networks, nurturing a sense of connection and shared purpose.

WEST WOODLAWN PARTNERSHIPS: By partnering with The Birmingham Land Bank Authority, National Community Revitalization Coalition, and the City of Birmingham, Woodlawn United has been able to acquire key properties aimed to shape development and offer opportunities for residents to purchase homes at various income levels. Residents are also given an opportunity to participate in housing counseling classes which makes them eligible to receive down payment assistance as part of their home purchase.

Over the past decade, Woodlawn has experienced an increase in homeownership rates, a key indicator of the community's stabilization and growth. This positive trend reflects the impact of targeted revitalization efforts under the Woodlawn Urban Renewal and Redevelopment Plan, which has focused on encouraging public and private investment while supporting homeownership across various income levels. While challenges remain, stabilizing homes for existing residents through owner occupied rehabilitation, and converting vacant and blighted properties into high quality homeownership opportunities, we remain committed to work alongside residents to build a stronger, more resilient Woodlawn.

IMPACT HIGHLIGHTS



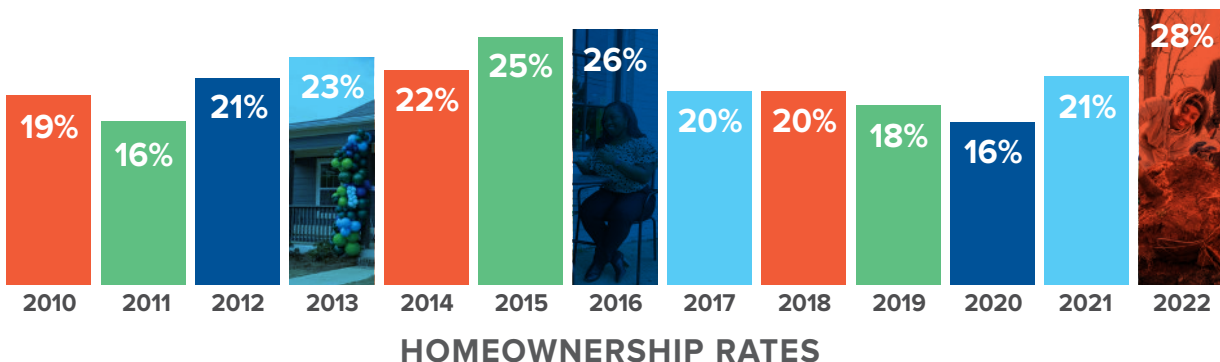
10 homes have been constructed or renovated.



The groundbreaking of i3 Homes represents our commitment to affordable housing. With five out of fifteen homes completed and a partnership with NCRC and the City of Birmingham, we are providing subsidized pricing and no down payment costs.



14 parcels were sold to the National Community Reinvestment Coalition (NCRC). 5 new homes built, with 2 sold last year. All homes were vetted by NCRC and met the city's criteria, ensuring positive community impact.



CELEBRATING OUR COMMUNITY'S MILESTONES



Our third cohort of WE Lead Fellows, including 17 graduates from the Class of 2022-2023

WOODLAWN UNITED PARTNER SOCIAL: Celebrating a decade of partnership, we invited over 70 partners to express our gratitude and share updates on new initiatives, reinforcing the strength of our collective efforts.

WE LEAD FELLOWSHIP PROGRAM: Our third cohort of WE Lead Fellows, including 17 graduates from the Class of 2022-2023, has achieved remarkable progress. Several graduates have secured new leadership roles within their organizations, with some actively seeking elected offices and others being appointed to board positions. Their stories and successes highlight the power of our collective commitment.

NEIGHBORHOOD OF THE YEAR: Woodlawn's Litter and Trash Abatement Movement earned us the Neighborhood of the Year award from Neighborhoods USA (NUSA). This recognition reflects our community's dedication to beautification and positive change.

SMALL NONPROFIT CEO OF THE YEAR: Mashonda S. Taylor's achievement is a testament to "The Power of WE." "This achievement is a testament to 'The Power of WE.' I want to express my deepest gratitude to my incomparable community, board, and team, whose dedication and hard work made this possible. Your support and collaboration are invaluable."



Mashonda Taylor, alongside her team, receiving the Small Nonprofit CEO of the Year Award

SUCCESS STORIES



PUBLIC SAFETY ENHANCEMENTS: In collaboration with the Woodlawn Business Association, Woodlawn Neighborhood Association, Alabama Power and the Birmingham Police Department, we've installed smart technology in the community, resulting in a 36% decrease in crime from 2021 to 2023. This initiative underscores our commitment to creating a safe and thriving community.

CRISI RAILROAD GRANT: In 2023, Birmingham received an \$8 million Consolidated Railroad Infrastructure & Safety Improvements (CRISI) Railroad Grant to address hazardous crossings in nearby communities, directly benefiting Woodlawn. This project, supported by Norfolk Southern, improves safety and accessibility, supporting Woodlawn's infrastructure and ongoing revitalization efforts. By resolving long-standing rail challenges, the grant helps create a safer and more connected community, paving the way for future growth.

CELEBRATING 10 YEARS OF WOODLAWN STREET MARKET:

"It's been awesome to find creative ways to promote our evolving business district, including the Woodlawn Street Market - which celebrates ten years in 2024. WSM has always been an Avenue to bring people to our community or invite folks back who haven't been in a minute. A way to contribute to vibrancy right in the middle of this community. It's long, intentional & committed work that Woodlawn deserves and will help this business district, and our community, reach its full potential."

- REBEKAH FOX



"I am excited to serve as the Director of Development and Communications for Woodlawn United. Our mission to uplift and empower the Woodlawn community is deeply inspiring, and I am honored to be part of such a dedicated team. Together, we are making significant strides in creating lasting, positive change for our residents and businesses."

- BRAD JENNINGS



"Having served as the Executive Coordinator of Woodlawn United for the past few years, I am humbled to serve alongside the residents, stakeholders and partners of Woodlawn United. I know we will continue to serve as a catalyst for impactful initiatives that have a lasting effect on the community!"

- AURIEL THOMPSON



THANKS TO OUR SPONSORS!

The 2023 Woodlawn Sunday Dinner celebrated the power of community and place. Held on October 6th, the event brought together neighbors, donors, and supporters to break bread, share stories, and foster connections within Woodlawn.



WITH ADDITIONAL SUPPORT FROM

Adams Beverages
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Brasfield & Gorrie
Cahaba Brewing Co.
Coca-Cola Bottling Company United
First Avenue Ventures
Graycorp Logistics
Junior League of Birmingham
Thank You Books
Tito's Handmade Vodka
Trustmark

STREET ART & TROLLEY TOURS: Guests explored the vibrant progress in Woodlawn through trolley tours, with live street art demonstrations adding to the event's creative energy.

CULINARY DELIGHTS: Local chefs and vendors, including 2 Dough Girlz, Bayles Catering, Dirty Red, Eugene's Hot Chicken, and Slutty Vegan, showcased their culinary talents, offering a diverse range of dishes reflecting the area's rich cultural heritage.

LIVE PERFORMANCES: The evening featured music and entertainment from Eric Essix and Shaheed and DJ Supreme, contributing to the lively and welcoming atmosphere.

FUNDRAISING IMPACT: As the signature fundraiser for Woodlawn United, the event raised nearly \$100,000, directly benefiting key initiatives like the Homeowner Rehabilitation Program and (WE) Lead Fellowship Program. These funds are critical in continuing the work of empowering the community through housing development and leadership opportunities.

COMMUNITY ENGAGEMENT: With more than 300 attendees, the event brought together a diverse group of residents, local businesses, and external supporters. This gathering reflected the strength of Woodlawn's community bonds and the shared commitment to creating a vibrant, thriving neighborhood.



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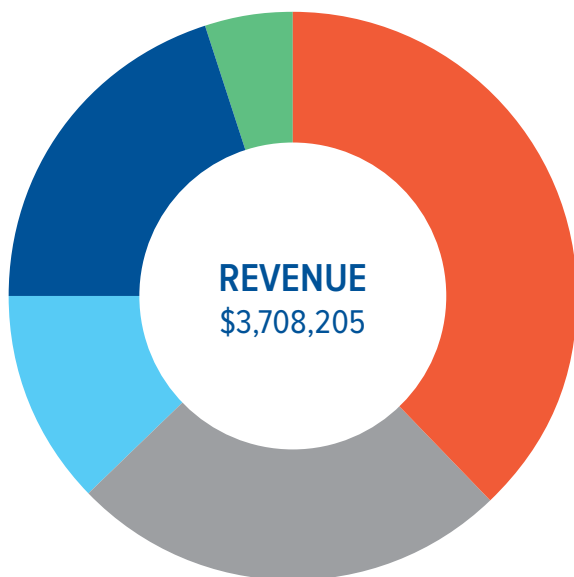
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Ralph Williams



38%

i3 Academy Capital Campaign
\$1,400,042

20%

Real Estate & Rental Income
\$746,713

12%

Foundations
\$429,645

5%

Government
\$200,000

25%

Corporate & Individuals
\$931,805

17%

Real Estate
\$635,293

18%

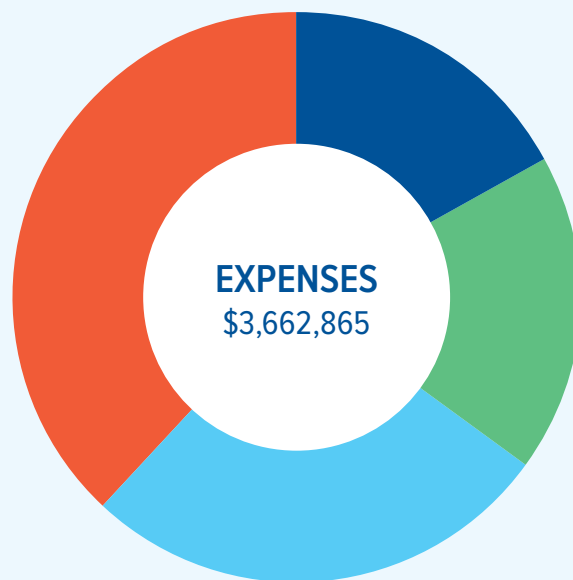
Community Development & Programs
\$649,962

27%

Operations
\$977,567

38%

Capital Campaign
\$1,400,042



EXPENSES
\$3,662,865

LOOKING FORWARD TO 2024

As we reflect on 2023's milestones, we are inspired by the progress we've made together. In 2024, we will build on this momentum, deepening our community bonds and expanding our impactful partnerships.

Our focus will be on securing further investments and ensuring that our initiatives contribute to Woodlawn's long-term growth and resilience. We are committed to helping create a lasting legacy.

Thank you for being an essential part of Woodlawn United's journey. Your support, belief, and involvement are the heart of our progress. Together, we are shaping a community where "The Power of Place" is a reality for all.

SUPPORT WOODLAWN UNITED





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