



# END HUNGER | GROW URBAN AGRI-BUSINESSES



# End Hunger

## WHO WE ARE

An introduction of our origin, vision, mission and strategic directions as well as our accomplishments.







GenesisHOPE 2009 Summer Enrichment Program Participants

**Genesis Harbor of Opportunities Promoting Excellence (GenesisHOPE) Community Development Corporation**, a 501(c)(3) tax exempt MI charitable corporation founded in 2009. The emerging community development corporation is dedicated to building community.

GenesisHOPE seeks to meet the needs of people and communities in the Metropolitan Detroit Area to eliminate poverty and powerlessness.

Our vision is to be recognized as a community development corporation that strives for ***sufficient sustainable livelihood for all.***

We carry out our mission by focusing on three areas of service:

- youth development
- community development
- economic development

In advancing *sufficient, sustainable livelihood for all*, GenesisHOPE will:

**1. Build Community Power, Health & Wealth**

Organize community to increase public power for food justice, and offer a broad range of food awareness, food access and food industry economic development programs.

**2. Develop Future Leaders**

Train, educate and provide opportunities for the development of future leaders.

**3. Foster Innovation and Collaboration**

Develop innovative, collaborative approaches for building sustainable communities and the local economy.

**4. Care for the Environment**

Live and work within the bounds of the planet's capacities for present generations without compromising the ability of future generations, and prevent and reverse environmental destruction.

**5. Strive for Organizational Excellence**

Attract, retain and mentor a diverse board of directors, staff, volunteers and community leaders, and improve the effectiveness and efficiency for utilizing resources to sustain all mission programs.



LONG TERM  
OUTCOMES

Sustained  
Economic Life

Sufficient  
Physical Health

Just  
Public Policies

Sustainable  
Environment



Genesis**HOPE** has identified several problems plaguing the people and the City of Detroit where Lutheran congregations are located and serve – *impoverished people and place*.

- **Hunger & Poverty Challenges**

On average, 34% of the people live in poverty, 17% are unemployed, 36% receive SNAP/food stamp benefits.

- **Food & Health Challenges**

“Fast food and other fringe food outlets are everywhere, yet there are *comparatively* few quality grocery stores where fresh and healthy foods can be purchased.” Residents are “statistically more likely to suffer or die prematurely from a diet-related disease”

- **Youth & Poverty Challenges**

Over 77% of the students in Detroit Public Schools are economically disadvantaged. And, 80% of the students participated in the free lunch program.

- **Vacant Land & Vacant Property Challenge**

Detroit has nearly 20 sq. miles of vacant land and buildings, and 30% is located on the lower eastside.

**SOURCE:** Mari Gallagher Research Consultants, Examining the Impact of Food Deserts on Public Health in Detroit







GenesisHOPE 2009 “I Dream A Garden” Community Event

LONG TERM  
OUTCOMESSustained  
Economic Life

Over the last three years in advancing the mission, GenesisHOPE has:

- **Improved employability skills for over 500 youth and Increased awareness of healthy lifestyle choices.** Provided 300+ hours per year of nutritional education, food system, business, marketing and leadership skills training; and employed over 100 youth and 25 youth as food entrepreneur interns.

Sufficient  
Physical Health

- **Increased access to fresh healthy food.** Over 3,000 lbs. of produce was harvested from the SeedsGROW Farm and sold at our Islandview Farmers Market and at Detroit Eastern Market; and approximately 1,000 lbs. of food freely distributed to the community.

Just  
Public Policies

- **Increased public power and social capital.** Collaborated with 10 community development partners, reached thousands of residents, and facilitated the co-creation of the community data driven land use and re-densification Lower Eastside Action Plan (LEAP) and The Villages Communities Stabilization Plan as part of Detroit Future City community engagement.

Sustainable  
Environment

- **Improved the physical environment** by removing 30 tons of trash and ensuring nearly 100 vacant open and dangerous properties were secured.



LONG TERM  
OUTCOMESSustained  
Economic LifeSufficient  
Physical HealthJust  
Public PoliciesSustainable  
Environment

This year, to advance the mission, GenesisHOPE:

- **Improved employability skills for 50 youth and employed 20 youth**

Provided 8 hours of job readiness and employability skills training for 50 youth, and 32 hours of banking basics, civic engagement and leadership training for 20 youth. Employed 5 youth managers, 10 youth assistants and 6 youth as entrepreneur interns.

- **Improved basic business, marketing and leadership skills for 12 youth, and increased awareness of healthy lifestyle and environmental choices for 90 youth.**

Provided 300+ hours of environmental and nutritional education, food system, business, finance, marketing and leadership skills training. Entrepreneur interns created business plan and pitched idea for youth owned and operated food enterprise.

- **Increased access to fresh healthy food while supporting over 10 local entrepreneurs, and increased social capital.** Over 1,500 lbs. of produce was harvested from the SeedsGROW Farm and sold at various Detroit Community Markets. The Islandview Farmers Market supported 13 local vendors, and provided a forum for sharing information to benefit the community as well as numerous activities for the enjoyment of all.

- **Collaborating to Improve the physical environment**  
Participating in public-private collaboration for the Pulte Detroit Blight Authority, a Green Zone work group and the advancement of the Detroit Environmental Agenda.





# End Hunger

## **PROGRAMMATIC STRATEGIES**

Collaborative initiatives, programs, services, products and projects to address the root causes of hunger and health-related diseases.

# METRO DETROIT FOOD *Spirit*

*A collaborative food security initiative*



Click [here](#) to view Prezi presentation





Food is a basic necessity for everyone. Therefore, food is a human right of every human being . The mission of GenesisHOPE of **sufficient, sustainable livelihood for all** begins with **food security for all**. Youth development is our core service, and is the central focus that guides all of GenesisHOPE's work. GenesisHOPE's urban agri-business products, services and programs are designed to create a culture of health, wellness and economic empowerment. We believe that a sustainable local economy driven by community-based urban agri-businesses will provide food security for all. GenesisHOPE has a suite of programs, services, products and businesses to facilitate it's creation and demonstrate a food ecosystem in an urban agricultural park setting.



Young Sprouts  
& GREENCorp



SeedsGROW Farm



Islandview  
Farmers Market



Our KitchenSYNC







# Young Sprouts

Food Entrepreneur Internship Program

# Young Sprouts

## Food Entrepreneur Internship

The Young Sprouts Food Entrepreneur Internship program is designed to make a positive impact on a major problem of the relatively small number of African American owned food production and processing businesses in Southeast Michigan. The program addresses the social determinants of how inner city youth view food and nutrition, land and energy, and exposes inner city youth to hands-on practical application of food production and retail food operations.

Internship is a method of on-the-job training to gain work experience for professional careers and business ownership. An internship consists of an **exchange** of services for experience between the student and GenesisHOPE.

The interns (age 13-18) participate in a one year program that consists of a series of training, practical application, networking and marketing opportunities focused on agriculture, the environment, the food system, and business, marketing and leadership development. The goal is to provide youth with experiential work and life skills experience to increase the participants' knowledge of agri-business ownership, and career and community food movement opportunities.

Some of the expected outcomes are:

- Increased employability skills and business ownership aspirations.
- Improved financial literacy and business management skills.
- Increased awareness of the impacts of food and nutrition on individual and public health outcomes.
- Increased awareness of the environment and sustainable practices.











Youth Working for a GReen Economy for Eastside Neighborhoods

## PROGRAM | YOUTH ENVIRONMENTAL LEADERSHIP DEVELOPMENT

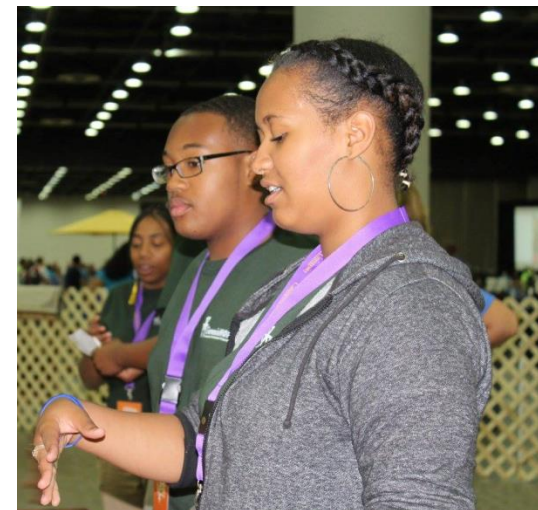


Most youth in the City of Detroit are exposed to an unhealthy natural environment, and therefore do not understand the scientific, social, economic and health impacts of environmental issues. Many youth currently lack an appreciation for the environment, and do not have a voice in the civic process. We believe this is primarily due to a lack of

knowledge regarding civic responsibilities, the skill set to advocate for social change, but most importantly, a connection to the natural environment.

From June through August, the GREEN Corp Interns (age 16-24) experience healthy environments, discuss the comparisons and identify critical issues. As the interns become leaders, they have the opportunity to mentor others. The interns teach an environmental curriculum known as FLOW (Food, Land Ozone and Water) to middle school age youth, and the interns engage the community to advocate for change in conjunction with service learning projects. During the school year, interns facilitate afterschool programs one to two times per week.

As a result of the program, GREENCorp interns take the knowledge they have gained to implement more environmentally friendly projects at school, in their communities and in their own lives.



the soil makes the sprout come up  
and a garden causes...

# Seeds to Grow



so the Sovereign LORD will make  
righteousness and praise spring up before all nations.

Isaiah 61:11 (NIV)





*"the soil makes the  
sprout come up and  
a garden causes  
SEEDS TO GROW..."*

# SeedsGROW Farm

The **SeedsGROW Farm** is currently located at Genesis Lutheran Church, 7200 Mack on the SE corner of E. Grand Blvd. The production garden is 1/8<sup>th</sup> of an acre and has been in operation for three years. The farm was owned and operated by Genesis**HOPE**'s Young Sprouts Food Entrepreneur Interns (age 13-17) for two years and served primarily as an instructional market garden. In 2013, the market garden has been redesigned as a for profit production garden for the corporation as part of the **Metro Detroit Food & Spirit** Lutheran food initiative pilot.

**MISSION:** SeedsGROW Farm produces a variety of fruits, vegetables and herbs for distribution in the Metropolitan Detroit Area and promotes healthy lifestyles and environments through hands on education about the production and consumption of natural locally grown food.









# ISLANDVIEW



## farmers market

EVERY

### WEDNESDAY

4PM - 7PM

JUNE thru SEPTEMBER

Fresh Local Food | Artisans | Kid's Corner | Entertainment

Youth Operated Community-Based Farmers Market

# ISLANDVIEW



## farmers market



GenesisHOPE's Islandview Farmers Market is located at Mack Ave. and Field Street in the parking lot of Genesis Lutheran Church, 7200 Mack on the SE corner of E. Grand Blvd. For the last two years, the site has operated as a farm stand. As part of **Metro Detroit Food & Spirit**, the stand expanded to a farmers market, and is a member of the [Detroit Community Markets](#) network organized by the **Detroit Eastern Market Corporation**.

**Mission:** The mission of the Islandview Farmers Market is to provide a variety of “good food” and artisans to consumers in an environment that fosters social and community connections, and supports entrepreneurial opportunities.



“Good food” is healthy, green, fair and affordable as defined in the Michigan Good Food Charter.









OUR  
KITCHEN  
SYNC





Provides a supportive and collaborative space for food entrepreneurs to develop, launch and grow their business, and community to gathering.

**Our KitchenSYNC** provides fully licensed and equipped commercial kitchen facilities and support services, to empower primarily low-income women and people of color to change their economic status where community is welcomed. We value: **culinary craftsmanship** and strive to provide a space where remarkable culinary experiences and collaborations happen; **regional agriculture** and commit to buying local; **sustainability** by making decisions that will have a positive environmental, social and economic impact; and **learning** by offering internship programs, business training, and cooking classes. The network of kitchens are located in Lutheran congregations across Metropolitan Detroit Area.