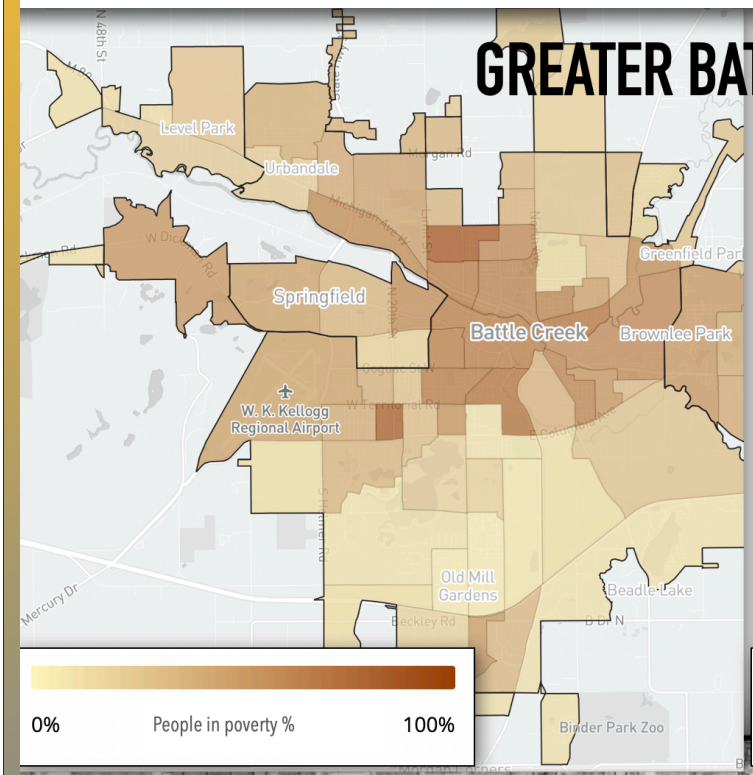
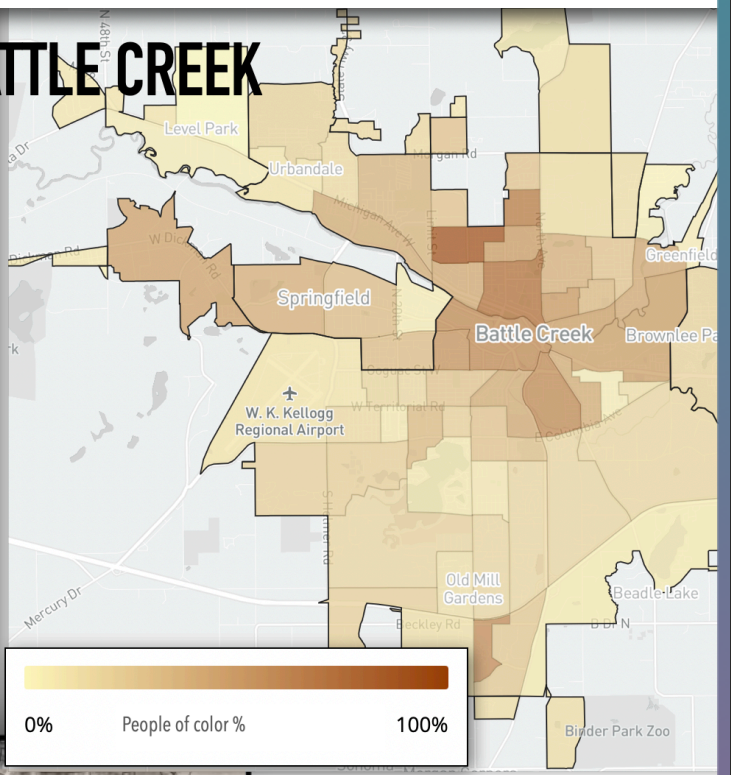
SEED Growth Labs

WE SPECIALIZE IN CULTIVATING POTENTIAL

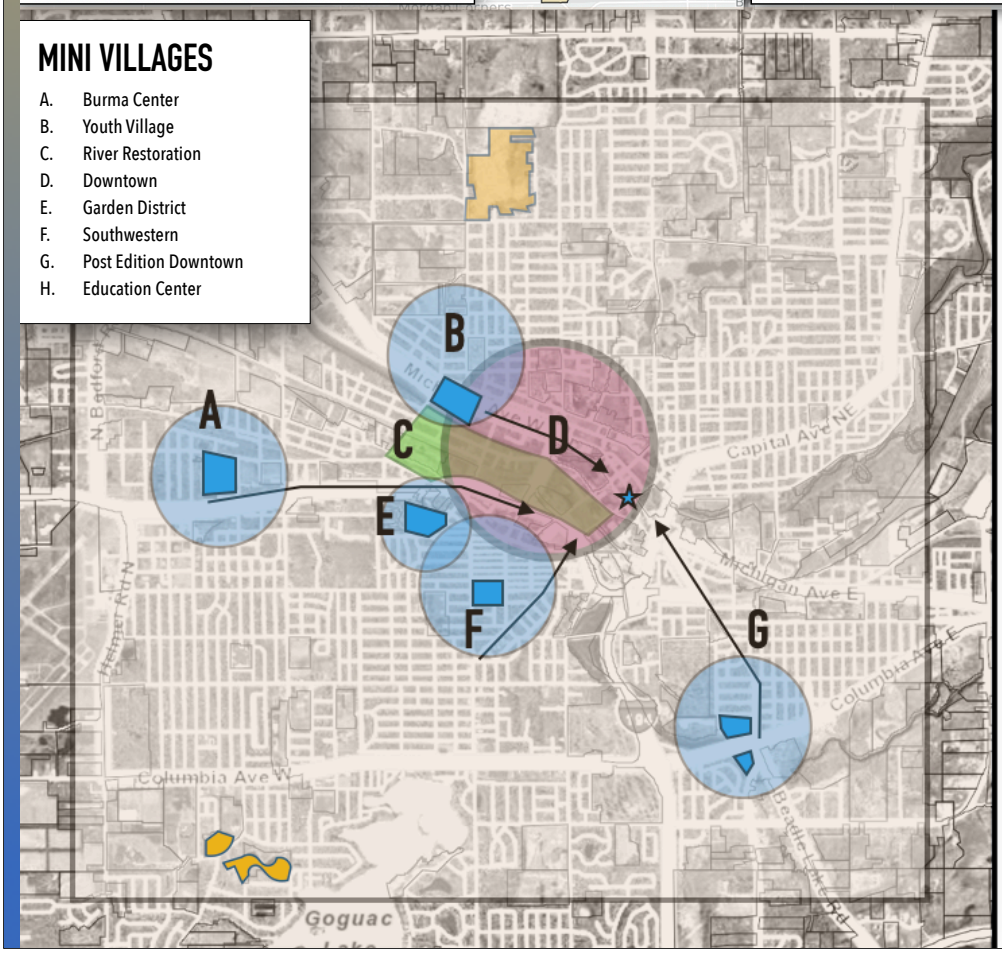
GREATER BATTLE CREEK





MINI VILLAGES

A. Burma Center
B. Youth Village
C. River Restoration
D. Downtown
E. Garden District
F. Southwestern
G. Post Edition Downtown
H. Education Center



What is the "Village"?

The word village comes from a French term referring to a group of buildings. Usually, a village is also assumed to be small. However, we prefer the term "deeply integrated" as opposed to small. Thus, when we refer to the word "village", we are speaking of the community of African-Americans, Burmese, and Latinos in Battle Creek that are deeply integrated in purpose and vision, embrace each others interdependence, and work on behalf of the community to reemerge a more resilient community together.

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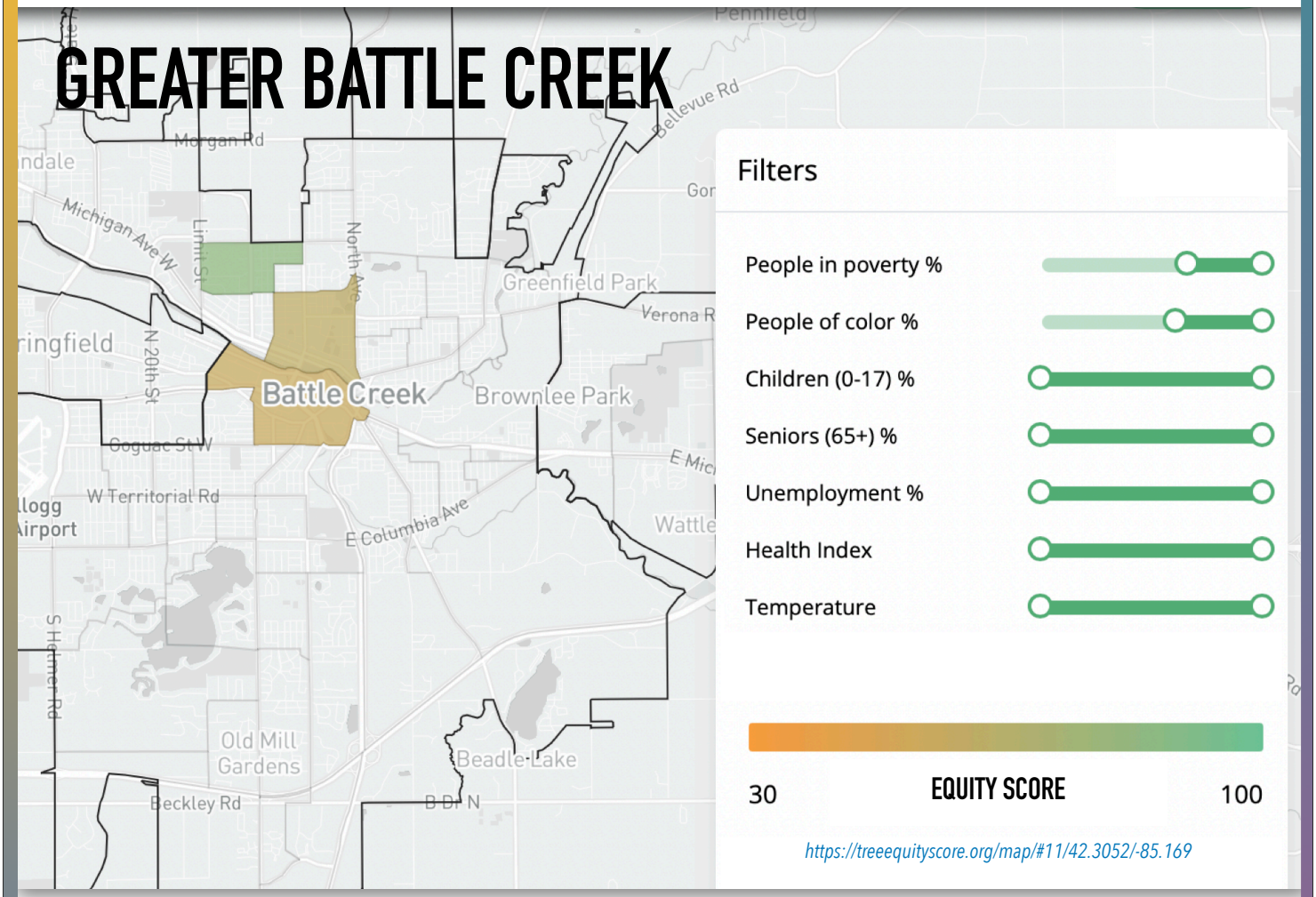


Census Tracts with Greater Than

65%

In Poverty

Census Tracts with Greater Than

60%

People of Color

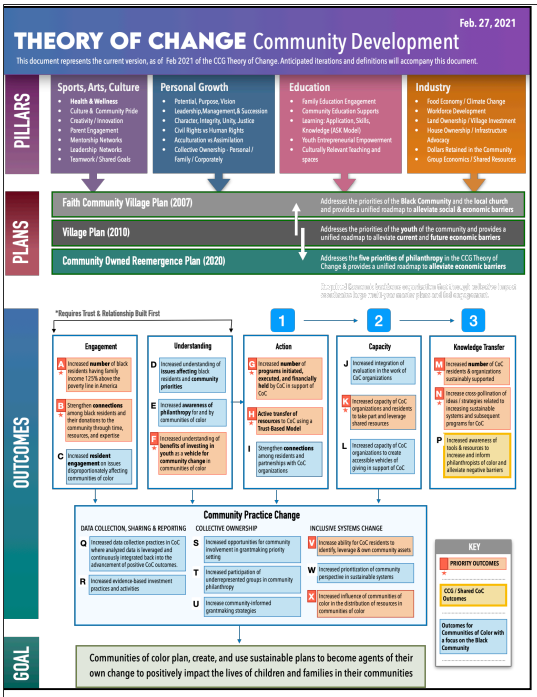
PARTNERSHIP

LEADERSHIP

CAPACITY

- LAND
- RENOVATION
- EDUCATION
- HEALTH / WELLNESS
- SPORTS / ARTS / CULTURE
- ECONOMIC DEVELOPMENT

ENGAGEMENT



Theory of Change

Economic Development	
5	Southwestern - Multicultural Center
4	Downtown - Multicultural Center
3	Village Early Learning Center
4	Green Energy Research Center
Workforce Hubs	
5	HQ - 450 W. Michigan
	Org. Satellite Centers
4	• VOCES
0	• Urban League
2	• RISE
3	• Burma Center
1	• Truth in Action
Food Market Workforce Hubs	
3	Village Food Market - Washington Heights
4	Main Street Food Market - Post Edition

Education	
5	Southwestern - Multicultural Center
5	Downtown - Multicultural Center
3	Village Early Learning Center
4	Green Energy Research Center
Education Hubs & Programs	
6	Washington School
	Org. Satellite Centers
6	• VOCES
6	• Urban League
3	• New Level Sports
4	• Burma Center
1	• Truth in Action
Adult Education Hubs	
5	450 West Michigan Ave.
6	Kellogg Community College

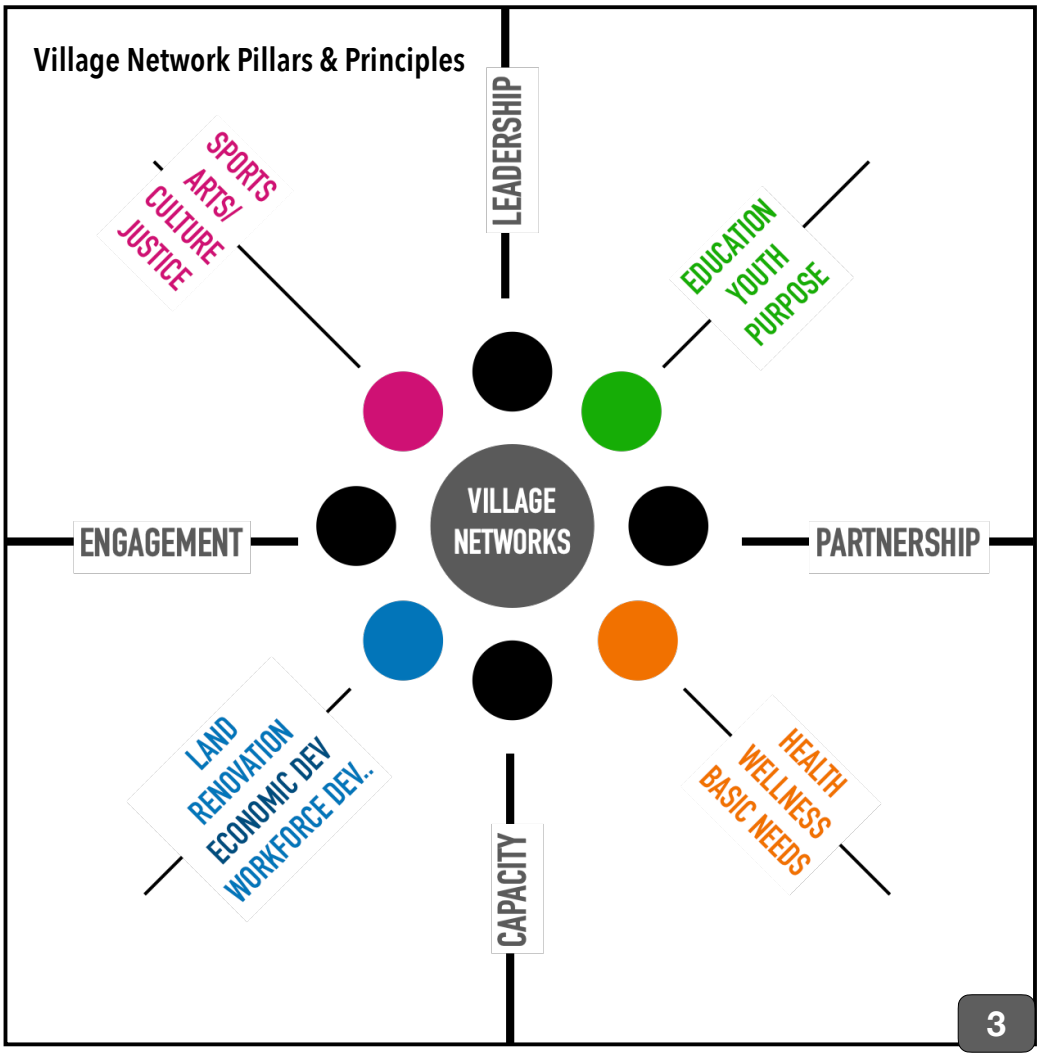
Food Systems & Environmental Justice	
1	Southwestern - Multicultural Center
1	Downtown - Multicultural Center
1	Village Early Learning Center
3	Green Energy Research Center
Food Hubs & Programs	
5	HQ - 373 W. Michigan
	Org. Satellite Centers
5	• Heritage Farms
0	• Urban League
1	• RISE
0	• Burma Center
1	• Truth in Action
Food Market Centers	
3	Village Food Market - Washington
3	Main Street Food Market - Post Edition

Housing Developments	
1	Southwestern - Multicultural Center
1	Downtown - Multicultural Center
1	Youth Village Housing / Retail
3	Washington School
Housing Hubs & Programs	
5	• VOCES
5	• New Level Sports
0	• Urban League
1	• RISE
0	• Burma Center
1	• Truth in Action
Additional Housing Initiatives	
3	Old Kmart Site
2	Dolliver

Arts / Health/ Sustainability / Youth Voice	
3	Southwestern - Multicultural Center
1	Downtown - Multicultural Center
1	Village Early Learning Center
2	Green Energy Research Center
Sustainability / Youth Voice Hubs	
4	Mildred's
5	• New Level Sports
5	• Urban League
2	• RISE
3	• Burma Center
1	• Truth in Action
Sustainability / Youth Voice Partners	
5	School Districts
5	Kalamazoo Community College

Capacity & Technical Assistance	
5	Southwestern - Multicultural Center
5	Downtown - Multicultural Center
2	Village Early Learning Center
1	Green Energy Research Center
Capacity & Technical Assistance Needs	
5	• VOCES
2	• New Level Sports
1	• Urban League
4	• RISE
0	• Burma Center
1	• Truth in Action
Capacity & Technical Assistance Partners	
2	Village Food Market - Washington
2	Main Street Food Market - Post Edition

Priority Projects Model



Feb. 27, 2021

THEORY OF CHANGE Community Development

This document represents the current version, as of Feb 2021 of the CCG Theory of Change. Anticipated iterations and definitions will accompany this document.

PILLARS

Sports, Arts, Culture
- **Health & Wellness**
- Culture & Community Pride
- Creativity / Innovation
- Parent Engagement
- Mentorship Networks
- Leadership Networks
- Teamwork / Shared Goals

Personal Growth
- Potential, Purpose, Vision
- Leadership,Management,& Succession
- Character, Integrity, Unity, Justice
- Civil Rights vs Human Rights
- Acculturation vs Assimilation
- Collective Ownership - Personal / Family / Corporately

Education
- Family Education Engagement
- Community Education Supports
- Learning: Application, Skills, Knowledge (ASK Model)
- Youth Entrepreneurial Empowerment
- Culturally Relevant Teaching and spaces

Industry
- Food Economy / Climate Change
- Workforce Development
- Land Ownership / Village Investment
- House Ownership / Infrastructure Advocacy
- Dollars Retained in the Community
- Group Economics / Shared Resources

PLANS

Faith Community Village Plan (2007) — Addresses the priorities of the **Black Community** and the **local church** and provides a unified roadmap to **alleviate social & economic barriers**

Village Plan (2010) — Addresses the priorities of the **youth** of the community and provides a unified roadmap to alleviate **current** and **future economic barriers**

Community Owned Reemergence Plan (2020) — Addresses the **five priorities of philanthropy** in the CCG Theory of Change & provides a unified roadmap to **alleviate economic barriers**

OUTCOMES

*Requires Trust & Relationship Built First

1 → 2 → 3

Engagement
- A ★ Increased **number** of black residents having family income 125% above the poverty line in America
- B ★ Strengthen **connections** among black residents and their donations to the community through time, resources, and expertise
- C Increased **resident engagement** on issues disproportionately affecting communities of color

Understanding
- D Increased understanding of **issues affecting** black residents and **community priorities**
- E Increased **awareness of philanthropy** for and by communities of color
- F ★ Increased understanding of **benefits of investing in youth** as a **vehicle for community change** in communities of color

Action
- G ★ Increased **number** of **programs initiated, executed, and financially held** by CoC in support of CoC
- H ★ **Active transfer of resources** to CoC using a **Trust-Based Model**
- I Strengthen **connections** among residents and partnerships with CoC organizations

Capacity
- J Increased integration of evaluation in the work of CoC organizations
- K ★ Increased capacity of CoC organizations and residents to take part and leverage shared resources
- L Increased capacity of CoC organizations to create accessible vehicles of giving in support of CoC

Knowledge Transfer
- M ★ Increased **number** of CoC residents & organizations sustainably supported
- N ★ Increase cross-pollination of ideas / strategies related to increasing sustainable systems and subsequent programs for CoC
- P Increased awareness of tools & resources to increase and inform philanthropists of color and alleviate negative barriers

Community Practice Change

DATA COLLECTION, SHARING & REPORTING
- Q Increased data collection practices in CoC where analyzed data is leveraged and continuously integrated back into the advancement of positive CoC outcomes.
- R Increased evidence-based investment practices and activities

COLLECTIVE OWNERSHIP
- S Increased opportunities for community involvement in grantmaking priority setting
- T Increased participation of underrepresented groups in community philanthropy
- U Increase community-informed grantmaking strategies

INCLUSIVE SYSTEMS CHANGE
- V Increase ability for CoC residents to identify, leverage & own community assets
- W Increased prioritization of community perspective in sustainable systems
- X Increased influence of communities of color in the distribution of resources in communities of color

KEY
- ★ PRIORITY OUTCOMES
- CCG / Shared CoC Outcomes
- Outcomes for Communities of Color with a focus on the Black Community

GOAL

Communities of color plan, create, and use sustainable plans to become agents of their own change to positively impact the lives of children and families in their communities

THEORY OF CHANGE Community Development

Feb. 27, 2021

Outcome Definitions

This document represents the current version, as of February 27, 2021, of the CCG Theory of Change. Anticipated iterations and definitions will accompany this document.

Engagement

A ★ Increased **number** of CoC residents having family income 125% above the poverty line in America

Theory: Increasing the **number** of black residents having family income 125% above the poverty line in America creates the platform for barriers to be removed and a sustainable economic system

B ★ Strengthen **connections** among CoC residents and their donations to the community through time, resources, and expertise

Definitions: Connections is defined as CoC communications, collaborations, shared resources, and bidirectional CoC learning

Definitions: Philanthropy for CCG is defined as community giving through time, expertise, and resources. Healthy and sustained philanthropy is executed in the following order: time, expertise, and resources

C Increased **resident engagement** on issues disproportionately affecting communities of color

Definition: Community is always prioritized in the following order: residents,.workers in locale, organizations in locale. Thus, community engagement must always focus on residents first. The most important residents are our youth because they are a community's future.

Understanding

D Increased understanding of **issues affecting** black residents and **community priorities**

Definition: Community is always prioritized in the following order: residents,.workers in locale, organizations in locale. Thus, community engagement must always focus on residents first. The most important residents are our youth because they are a community's future.

E Increased **awareness of philanthropy** for and by communities of color

Definition: Awareness of philanthropy is an engagement strategy that explains the benefits and power of philanthropy as a mechanism to create a network of systems change agents.

F ★ Increased understanding of **benefits of investing in youth** as a **vehicle for community change** in communities of color

Theory: Investment in Youth will create a healthy economic pipeline which in turn will create more CoC of philanthropists, more financially stable CoC residents, less CoC city attrition, improved house ownership ratios, and eventually increased future family engagement in early learning, K-12 aptitude.

Action

G ★ Increased **number** of **programs initiated, executed, and financially held** by CoC in support of CoC

Theory: There are three distinct phases to create programatic success and they are as follows: Initiation (CoC engagement and philanthropy), Execution (Capacity and Leadership Development), Fiscally Owned (Solidarity, Resilience, and Generational Legacy)

H ★ **Active transfer of resources** to CoC using a **Trust-Based Model**

Definition: Trust-based Model addresses the inherent power imbalances between foundations and nonprofits. Simply, Trust-based philanthropy is about redistributing power–systemically, organizationally, and interpersonally–in service of a healthier and more equitable nonprofit sector.

I Strengthen **connections** among residents and partnerships with CoC organizations

Capacity

J Increased integration of evaluation in the work of CoC organizations

Theory: Integrated evaluation will increase learning, increase local, regional, and national funders, and will transform areas where the work is being done into classrooms where other locales are inspired and encouraged to implement the work.

K ★ Increased capacity of CoC organizations and residents to take part and leverage shared resources

Theory: The used of shared resources will strengthen the CoC network, increase CoC capacity, and accelerate the positive outcome timeframe.

L Increased capacity of CoC organizations to create accessible vehicles of giving in support of CoC

Theory: CoC organizations by creating accessible vehicles of philanthropy will create a regenerative system of philanthropy that is perpetually own by the CoC.

Knowledge Transfer

M ★ Increased **number** of CoC residents & organizations sustainably supported

Definition: Organizations is defined as the following entities: community collaboratives, community organizations, and businesses.

N ★ Increase cross-pollination of ideas / strategies related to increasing sustainable systems and subsequent programs for CoC

Theory: Sustainable systems are the result of regenerative economic a social planning and strategy.

Theory: Cross-pollination of ideas / strategies catalyzes trust which is the basis for unified corporate vision. It also accelerates leadership development, solution refinement, and fortifies network resiliency.

P Increased awareness of tools & resources which increase and inform philanthropists of color and alleviate negative barriers

Theory: There is a positive correlation between increased CoC philanthropy, CoC ownership of negative barriers, CoC action, and discovery of resilient solutions.

Definition: Resiliency is defined as the positive ability of a communit to adapt & recover. Also, can thought of as CoC elasticity.

Community Practice Change

Q Increased data collection practices in CoC where analyzed data is leveraged and continuously integrated back into the advancement of positive CoC outcomes.

Theory: Integration of data collection practices into CoC organizations and initiatives will result in analyzed data that will inform CoC organizations' strategic and implementation plans for the attainment of future positive CoC outcomes.

R Increased evidence-based investment practices and activities

Theory: Community philanthropic investment practices will yield quantifiable CoC positive impact which will result in a measurable Return on Investment (ROI).

S Increased opportunities for community involvement in grantmaking priority setting

Theory: Setting CoC grantmaking priority will engage, align, and unify CoC.

T Increased participation of underrepresented groups in community philanthropy

Theory: Representation of underrepresented CoC groups will increase participation if CoC corporate vision, strategy and implementation.

U Increase CoC-informed grantmaking strategies

V ★ Increase ability for CoC residents to identify, leverage & own community assets

Definition: Community Assets definition is linked to the following forms of engagement: identify (Navigation), leverage (Utilization), and Ownership (Solidarity, Power, Generational Wealth).

W Increased prioritization of community perspective in sustainable systems

Theory: Consistent bidirectional feedback from CoC will augment and strengthen sustainable systems.

X ★ Increased influence of communities of color in the distribution of resources in communities of color

Theory: Distribution of resources by and for CoC will strengthen CoC leadership resident engagement and will transfer power and influence from funders to CoC leadership and organizations.

KEY

★ PRIORITY OUTCOMES

CCG / Shared CoC Outcomes

Outcomes for Communities of Color with a focus on the Black Community

Priority Projects Model

SEED Growth Labs

Economic Development

5	Southwestern - Multicultural Center
4	Downtown - Multicultural Center
3	Village Early Learning Center
4	Green Energy Research Center

Workforce Hubs

5	HQ - 450 W. Michigan
	Org. Satellite Centers
4	• VOCES
0	• Urban League
2	• RISE
3	• Burma Center
1	• Truth in Action

Food Market Workforce Hubs

3	Village Food Market - Washington Heights
4	Main Street Food Market - Post Edition

Education

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Food Market Centers

3	Village Food Market - Washington
3	Main Street Food Market - Post Edition

Housing Developments

1	Southwestern - Multicultural Center
1	Downtown - Multicultural Center
1	Youth Village Housing / Retail
3	Washington School

Housing Hubs & Programs

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5	• New Level Sports
0	• Urban League
1	• RISE
0	• Burma Center
1	• Truth in Action

Additional Housing Initiatives

3	Old Kmart Site
2	Dolliver

Arts / Health/ Sustainability / Youth Voice

3	Southwestern - Multicultural Center
1	Downtown - Multicultural Center
1	Village Early Learning Center
2	Green Energy Research Center

Sustainability / Youth Voice Hubs

4	Mildred's
5	• New Level Sports
5	• Urban League
2	• RISE
3	• Burma Center
1	• Truth in Action

Sustainability / Youth Voice Partners

5	School Districts
5	Kalamazoo Community College

Capacity & Technical Assistance

5	Southwestern - Multicultural Center
5	Downtown - Multicultural Center
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1	Green Energy Research Center

Capacity & Technical Assistance Needs

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2	• New Level Sports
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Capacity & Technical Assistance Partners

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2	Main Street Food Market - Post Edition