

Impact 100 Metro Detroit 2020 Grant Summary
Grant Finalist: **The Lawn Academy**
Project: **New East Detroit Youth E-Learning and Development Hub**

Background: In memory and celebration of his mother, Dr. Deloris Miller, and his grandmother, Eric Miller created The Lawn Academy to provide an avenue for youth to contribute to their communities. The Lawn Academy provides a focused approach to academic achievement and character development. Youth participants are provided a wonderful opportunity to take care of elderly, veteran and handicapped/disabled residents. He believes the internal fortitude and character of youth will be further developed through their service to those in need.

A team from Oakland University Health and Sciences, led by Dr. Stevenson, spent an entire summer with The Lawn Academy, to better understand program input to impact. The Lawn Academy provides youth an opportunity to engage in the 6 Cs of Youth Development as follows: Competency - Education / Workforce Development; Confidence - Achievement of Goals; Connections - Peers, AmeriCorps Members, & Instructors; Character - Service to Community Members in Need; Compassion - Increased Empathy for Others Served; Contribution - Experience the Feeling of Giving Back

Unmet Need: Youth empowerment and increased competence through education; Family economic empowerment through youth summer employment; Community revitalization and beautification through lawn maintenance; Positive youth engagement through teamwork and a shared purpose with peers; Neighborhood security through increased youth vigilance and neighborhood police officers' support; Increased pride and sense of community of residents through landscape beautification and conversations of residents and youth; Active engagement of senior educators residing at Friendship Meadows (FM) Senior Housing Complex, who will provide tutoring to youth via E-Learning- per staff @ FM, this helps w/ loneliness and isolation of seniors; Youth affirmation and belief in the positiveness of youth through residents experiencing youth in the roles of contributor and nurturer w/ adults expressing their positive thoughts through words of encouragement and support of youth

Project Summary: A grant from Impact100 Metro Detroit would fund the New East Detroit Youth E-Learning and Development Hub that will consist of the following programming: Learning hub for after school homework assistance, financial literacy training through collaboration with JVS Human Services, and summer college readiness / workforce development through collaboration with Wayne County Community College District (WCCCD); Youth-run lawn equipment repair business; Programming to include principles of entrepreneurship through collaboration with a retired VP of Fidelity Investments, JVS Human Services (JVS), and WCCCD. The Laptop/E-Learning Lab will include computer networking instruction in collaboration with Cisco Networking Academy and an E-Learning portal established through IAssistYouth.org. The neighborhood hub will reach approx. 65 current and new youth participants and provide free lawn services for approx. 100 seniors, veterans, and people with special needs.

Outcome:

Pre-Post youth assessment improvements in the following areas:

- Youth attendance > 80%; ↑ in youth interest in learning; ↑ in youth empathy; ↑ in youth feeling supported
- Lawn care recipients' positive assessment of the following: Lawn services; Professionalism and courtesy of youth
- Implementation of the following: New East Detroit E-Learning and Development Hub; Programming from WCCCD and JVS; Video/Photo journal of seniors, veterans, etc., Mentor Michigan; 3-Year Sustainability Plan

Sustainability: 3-YR Sustainability Plan: **100% self-supported after 3 years**

Buy vs. Lease multi-room site

Ex: 11001 Whittier, 11K SQ FT, Offer \$130K

3,000 SQ FT - Class/Lab & Lunch Space

3,000 SQ FT - Equipment Storage

500 SQ FT – Future Growth

1,000 -1,500 SQ FT - Sublease

Yearly Revenue / Cost Avoidance

YR 1 - Equipment Storage @ 200/MO, \$2,400/YR, Cost avoidance

YR 2 - Connect Detroit – Become Lead Agency @ \$4,800 Admin. Offset

YR 2 - Commercial Landscape / Snow Removal Contracts @ \$7,000

YR 3 - Sublease @ \$1,100/MO, \$13,200/YR

YR 3 - Cisco Networking Academy Certification - Businesses @ \$8,000

YR 3 - Birthday Rentals (Lunch Area) @ \$3,600

Note:

The Lawn Academy is an official Cisco Networking Academy Site with the ability to provide certification classes.