

# breaking ground

our very own library begins to take shape

#### The Vision of the Ferguson Road Initiative Must Continue A Letter from the President by Vikki Martin



About 15 years ago, 150 of your neighbors gathered at the Ferguson Road Baptist Church for a town hall meeting to talk about our community's assets and challenges. Even though there was a shared vision of our underserved and fragile community rising up to thrive again by focusing on crime prevention, public safety and community empowerment -- none of us could have known the power of what began that night. That was the seed of the Ferguson Road Initiative (FRI), which now enters its 12th

year of crime-fighting programs and award-winning services that are improving the quality of life in far East Dallas.

Since then, our visions have become reality: By 2006, crime in our original Weed & Seed neighborhoods had plummeted by 25% and residents of the Buckner/Peavy neighborhoods had joined us to win their own 2-Points Weed & Seed grant. In the last couple years, 2-Points residents have reduced crime and are nearing the completion of a Land Use Study that will plot economic development for the next two decades. Most recently, the leaders of Greater Casa View joined with us to stabilize their unique community and to support our mission collectively and collaboratively.

Along the way, we've helped our neighbors improve their finances with \$2M in tax refunds through our VITA tax-preparation program. And we've reduced drug use among our youth by sending students to the DEFY summer camp.

But perhaps the most powerful example of our community collaboration began on that first night when we decided that in addition to crime prevention, we needed to build important community amenities -- specifically a library and recreation center. In December, we broke ground for The White Rock Hills Branch Library. Our Economic Development Team continues to march towards the building of a Recreation Center.

Even with these successes, today, FRI's future is in peril.

As our federally funded Weed & Seed grant comes to the end of its funding cycle in April, we must begin transitioning the majority of our funding from federal to private dollars. We will continue to apply for other federal and private foundation and corporate monies, but the reality is that this organization that has done so much to support our community must now be supported by that community. In 2010, our Board of Directors made strategic decisions that will continue our good work. We committed to expand our circle of influence beyond far East Dallas. We engaged city leaders and civic philanthropists in conversations about the severe needs of our long-forgotten community.

Each one of the Board members committed to give \$1,000 to FRI, hoping to lead by example as we launched a Partners Campaign fund drive; executed our first-ever fundraising event; and completed our annual year-end gift drive.

I ask you to think about what this community would be like today if FRI had never been formed -- if those 150 people had not turned dreams to action, or worse, had never gathered at all. We would still be plagued by escalating crime, plummeting property values and a lack of quality economic development.

Think about the influence FRI has amassed, finally giving us a voice at City Hall and with other government officials. With a new bond campaign on the horizon, that influence is essential.

All of these good things have happened because 15 years ago, we chose to work together for our common good. It would be a crime on our part to allow that hard-won momentum to be slowed, or even lost.

Please take a moment today to visit our website at www.fergusonroad.org so that we can continue to restore and revitalize our community.

#### BOARD OF DIRFCTORS

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> Monica Smith Thompson & Knight LLP, Attorney

## In Memoriam

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## JOIN US!

Join us in our efforts to transform White Rock Hills and the Greater Casa View area into a safe, beautiful, prosperous and proud community. Complete the form below, and mail it to: P.O. Box 570417 Dallas, Texas 75357-0417.

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## **CONTACTS & CREDITS**

Weed & Seed Office: 7229 Ferguson Road, Suite 4101 P.O. Box 570417 (mail) Dallas, Texas 75357 Phone: 214.324.5116 Fax: 469.546.3622 wscoordinator@fergusonroad.org fergusonroad.org

Satellite Office: 2615 Hibiscus 214.321.3355 (phone) crimeprevention@fergusonroad.org

FRI Staff:

Alice Zaccarello: Executive Director Kerry Goodwin: FRI Weed & Seed Coordinator Edna Foster: Victim's Outreach Coordinator John Mills: Grime & Gang Prevention Specialist Lenette Burns: Victim's Outreach Volunteer Coordinator

To place an ad in FRIdays Newsletter, call 214.324.5116 or email Maria Valenzuela at MariaValenzuela@fergusonroad.org

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#### **Pictured on the Cover**

From Left to Right: Bobbi Bilnoski, Bill Coleman, Ann Bagley, Glenda Owen, Nancy Weber, Susan Walker, Vikki Martin, Councilperson Carolyn Davis

#### Volunteers Needed!

Below is a List of Other Interest Areas That Also Need Volunteer Services:

Administration Events Marketing Deliveries Fundraising Graffiti Clearing Mentoring Newsletter Production Photography Phone Bank/Alert Service Tutoring VIP Patrol VITA - Tax Services Volunteer Coordination Website

Volunteer registration, orientation, and trainings are scheduled Wednesdays, twice a month. Beginning February 9, 2011 from 6:00 p.m. to 9:00 p.m. If you are interested in volunteering time, please contact Lenette Burns at 469-531-7715 or Volunteers@fergusonroad.org.

## Our Future Is in Your Hands

by Alice Zaccarello, Executive Director



There is an important theme to our newsletter this spring: FRI has been here for 12 years and we are here to stay.

With your partnership we have reduced crime, incited development and delivered programs and services our community would otherwise lack. Throughout the newsletter you will find stories about the wide variety of work we are doing to revitalize far East Dallas. And we have much more to do!

In order to guarantee our future, we are continuing to diversify our funding sources so

that we are not over-dependent on any one. We have already made significant strides in this regard.

Our first challenge this year is to raise \$156,000 (of our \$405,000 budget) by May 1. We are an organization that does not set a plan unless we are committed to success. We know that we can meet this challenge, but just like every other project, you are the key factor. We need you to be our partner. We cannot do this alone.

There are many ways that you can partner with FRI to secure our collective future. Here are just a few:

- Make a contribution to FRI. If every person in far East Dallas gave just \$2, we would raise \$141,434. If each gave just \$6, we would raise enough to fund our entire budget with a small surplus for savings.
- Make a "stretch" contribution this year, above and beyond what you normally give.
- Ask your neighborhood association or Crime Watch to become a member of FRI.
- · If you have a business in the area, get involved with FRI.
- Shop and dine in far East Dallas and talk to the businesses and restaurants you frequent about getting involved with FRI.
- Participate in the Partners Campaign. Attend the training on April 4 or April 13 and the kick off on April 11. (Contact FRI for locations and times which were not available at press time).
- Attend our second annual fundraising event, "Everything's Comin' Up Roses", in the fall.
- · Identify sponsors for our special event.
- · Identify major donors who are leaders and philanthropists.

If you have a donor, business, restaurant or anyone else that you would like for us to contact, please do not hesitate to contact me at 214-324-5116 or alicezaccarello@fergusonroad.org.

There are so many ways that you can personally impact far East Dallas. For example, get involved in your neighborhood association and/or Crime Watch. If you do not have one, start one. We will help you do that.

There are many volunteer opportunities that will change the community or give our neighbors that need it a hand up. Check out several of the articles throughout this edition about volunteer opportunities. Call the office (214-324-5116) if you want to know more.

Yes, there is also another recurring theme in this issue of the news magazine -- We need you to help and to help more. We have been dependent on *Weed & Seed* grants and the labors of a core group for twelve years. To take the next step and continue to serve you, we need you to widen that circle.

Far East Dallas is a diverse, eclectic, beautiful community complemented by enthusiastic, devoted and involved neighborhoods. We are fortunate to live and work here. There is no other community quite like it in Dallas. If not for FRI, all the changes you have seen over the past 12 years would not have happened and we have even bigger plans for the future. Join us now to make sure we have FRI tomorrow. ■

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## The New White Rock Hills Library



Cub Scouts and Girl Scouts, City of Dallas Representatives, and other community leaders are excited about their new library

Our new White Rock Hills Library is one example of the power of community collaboration. First identified in 1995 as a community need, FRI officially began advocating for our library in 1998. In 2003 we obtained funding through the City Bond Program to purchase the land and in 2006 strategically advocated for and netted the money through the Bond for the programming and building of the facility. Our new library will be a strong educational asset and will serve everyone in our community. It's scheduled to be completed by early 2012.

#### December 11, 2010 Groundbreaking for the New White Rock Hills Library

## FRI Begins Partners Campaign

#### by Derek Smith, FRI Board Member

As you know, FRI has truly transformed our community over the past 12 years. We have decreased crime, empowered youth, developed "family friendly" spaces, strengthened neighborhoods, educated kids, created jobs, and, literally cleaned up far East Dallas. There are lots of things for us to be proud of.

In an organization like ours, the cause is always apparent, the need is always visible, and the work is never done. We owe it to this community to continue to find new ways to grow and evolve in service to this community. In order to do so, we must continue to look for funding sources that will allow us to expand our services appropriately.

That is where you come in: this spring, we will ask dozens of FRI Volunteers not only to give to the cause, but also to ask others to give. Our 2011 Partners Campaign will begin in April. The purpose of this campaign is to ask for those that recognize the value of FRI to help fund our work. We will ask that donors make personally significant contributions to FRI. Additionally, we will ask that our stakeholders share the FRI story and successes with others who may not be as aware.

Soon you will receive more details about our Partners Campaign. I hope that you will consider participating in this important FRI initiative. See the calendar on page 7 for the kick-off and training days.

I am proud to say that my family supports FRI financially and will continue to do so. The lifeblood of any community-based nonprofit is the support it receives from its stakeholders. You have an opportunity to support your very special organization. Please join me in doing so. Many thanks for your continued support of FRI and your consideration of these requests. While we have lots to celebrate, we have so much more to do...



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## Greater Casa View Welcomes New Neighbors

How a Neighborhood is Reaching Out to the Formerly Homeless to Help Provide Permanent Supportive Housing by Lee Barron, Braeburn Glen Crime Watch

When District 9 City Councilmember, Sheffie Kadane, facilitated a meeting in mid-2010 between the Greater Casa View Leadership team

and LifeNet CEO Liam Mulvaney to discuss the Dallas Housing Authority (DHA) plan to place 40 formerly homeless individuals in the Aspen Chase Apartment complex, we took a different tactic from other, similar, Dallas communities. We learned that Permanent Supportive Housing (PSH) is a federally funded program managed by DHA to help formerly homeless people with housing and other assistance as they learn to work and live normal lives again. LifeNet was chosen by DHA as the local nonprofit organization to manage the PSH clients. As a team, we decided that we would prefer to assist LifeNet in their efforts to help these people in their transition back into society rather than fighting the plan like many other areas of Dallas.

These new residents need furniture, kitchen goods, linens and other basics. The Reverend Phil Webster with The Episcopal Church of the Resurrection offered to supply space in his church to store donated items until they could be distributed to the new residents as they moved into their apartments. Amanda Buckley, Emily Anderson and Tami Beck coordinated the donation and distribution efforts.



New resident, Walter Redding, embraces volunteer Marie Blocher in appreciation for all her help to give him a proper welcome to the neighborhood.

Furniture and other household goods donations are accepted at our donation center on the back side of The Church Of The

> Resurrection, 11540 Ferguson Road, every Saturday from 9:00 am to 11:00 am. In addition to donations, we can always use additional volunteers to pick up donated items and to help when we move the PSH folks into their apartments.

> As of January 31, 2011, we have helped more than 20 people start new lives with the donated items. One very generous donor supplied beds, chairs, chests of drawers, and other items from a Best Western Motel that he is renovating.

> We still need couches, tables, chairs, and more welcome baskets for the additional 20 people that will move in over the next weeks and months. Our collection and distribution efforts will continue until all of the LifeNet clients are finally placed in their apartments.

This has been a very rewarding experience for all involved and has resulted in positive community feedback with a front page article in *The Dallas Morning News* on December 29, 2010. As a result of the DMN article, Amanda was interviewed by *People Magazine* and was featured on *Good Morning Texas.* 

#### HOW YOU CAN HELP!

We are looking for all the basic essentials one would need in their first apartment, including: laundry baskets, trash cans, soap, shampoo, conditioner, deodorant, cutlery sets, serving ware, cooking utensils, pots & pans, brooms, dustpans, paper towels, toilet paper, cleaning goods, dish soap, microwaves, shower curtains and hooks, bedding, linens, pillows, can openers, lamps, lightbulbs, nightstands, living room furniture, and MUCH MORE!

For a progress update and complete donation list, please check out the Casa View Haven Neighborhood Association website (www.casaviewhaven.org), which contains pictures, contact information and status updates.



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## Community Calendar

VITA Services: Monday thru Saturday New Hope Community Church, M, T, W, F, S 2835 Peavy Road Shiloh Terrace Baptist Church, Thursday 2914 Oates Drive - 214.978.6681	Jan. 29-Apr. 15 M-F 4-8 pm Sat. 10 am – 4 pm
Senior Safety Day Episcopal Church of the Good Samaritan 1522 Highland Road	March 1 10 am to noon
<b>Kids Vision Fest 2011</b> Cathedral Shrine of the Virgin of Guadalupe 2215 Ross Avenue	March 15 10 am to noon
Ferguson Road Initiative Spring Clean Up Pancho Medrano Post Office parking lot 8624 Ferguson Road (at Lakeland)	March 19 Tentative 9 am
Greater Casa View Area Land Use Study Town Hall Meeting Episcopal Church of the Resurrection 11540 Ferguson Road	March 22 7 to 9 pm
White Rock East (2-Points Weed & Seed) Neighborhood Land Use Study Town Hall Meeting	March 26 10 am – noon
Bayles Elementary School Kite Day Roger Perry Athletic Complex 9401 Ferguson Road	March 26 (rain day Apr 2) 9 am - noon
FRI Partners Campaign Training White Rock Church of Christ 9220 Ferguson Road	April 4 & 12 6 pm to 7:30 pm
Mayoral Candidates' Forum White Rock Church of Christ	April 5 7 pm
FRI Steering Committee Meeting Includes Partners Campaign Kick-Off White Rock Church of Christ, Fellowship Hall 9220 Ferguson Road	April 11 7 pm
<b>Crime Prevention Through Environmental Design</b> <b>(CPTED)</b> - Crime Prevention Program in partnership with National Crime - Prevention Council and DPD Dallas Police Department HDQ, 1400 South Lamar, Media Room	April 12 & 13 9 am to 4 pm
Sexual Assault Vicitm's Impact Panel White Rock Church of Christ, Fellowship Hall 9220 Ferguson Road	April 16 8:30 am - 12 pm
Operation Take Back (partnership with DEA/DPD) Effort to Return Expired Prescription Drugs	April 30
City Council Election Day	May 14
Partner's Campaign Wrap-Up Celebration White Rock Church of Christ 9200 Ferguson Road	May 26 6 pm - 7 pm

Some locations & times not available at press time. Contact FRI at 214-324-5116 for details.

#### Ferguson Road Initiative's November 6, 2010 "Everything's Comin Up Roses" Fundraiser & Benefit is a Big Success

An evening of sparkle and a night of surprises marked our inaugural fundraising event at the Filter Building on White Rock Lake. This first-ever fundraiser/ benefit celebration for the Ferguson Road Initiative was a smashing success, earning more than \$26,000 for our nonprofit community service advocacy organization. For more photos, go to the Ferguson Road Initiative's web-site www.fergusonroad.org or visit our Facebook page.



As leaders in community service, New Hope Community Church was recognized by the City of Dallas and Mayor Tom Leppert for the Church's many programs to improve the quality of life for community children and seniors. Accepting the award were Oscar Benavides Director of LINK with the Lutheran Church (right) and former Pastor Mark Couser (center).



Ferguson Road Initiative awarded its first Community Service Award to Doctors Hospital at White Rock Lake. Vikki Martin, president of FRI presents the award to Dr. William "Gerry" Jones, chairman of the Governing Board, and Scott Manis, CEO of the hospital. Doctors Hospital has provided FRI with board leadership and assistance as they continue to enrich the lives of patients and promote healthy lifestyles not only for the residents of far East Dallas but ALL of Dallas.



Susan Walker, VP Board of Directors of FRI was recognized by City of Dallas Mayor Tom Leppert. When asked how she felt, Walker replied, "I am very appreciative and speechless;" a strange occurrence for the usually talkative Walker.

GRIFOL

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## Bayles Trip to Aquarium

Field Trips Mean Better Students, Better Parents, Better Schools By John Mills

The Ferguson Road Initiative and Bayles Elementary School collaborate annually to provide a fun and educational family field trip for Bayles' students and their families. This year's trip was to the Dallas World Aquarium.



The purpose of the trip was to strengthen relationships between parents/ guardians, teachers, administrators and

community – and at the same time, establish an avenue for family input and involvement within the school community. The Episcopal School of Dallas' National Honor Society provided lunch and volunteer support.

The event was a huge success. The students along with their parents had a wonderful time and they are looking forward to the next family field trip in 2011. ■

## **DEFY** Art Workshop



Drug Education for Youth (DEFY) students had fun at the Episcopal School of Dallas learning about ecosystems through art in preparation for a field trip to the Trinity River Audubon Center. Providing wholesome educational opportunities as an alternative to gangs and drugs is one goal of the DEFY program.





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The Y makes strengthening our community our cause.

By offering swim lessons to children through FRI, we work side-by-side to make a difference.

#### DEFY Celebrates Holidays, Plans Big 2011 By John Mills

The Drug Education for Youth (DEFY) group met December 18, 2011 to wrap gifts for a family in need. This community service project is just one way youth are learning about leadership.

The DEFY youth were very proud to help a needy family have a joyous Christmas, an important step in becoming a positive influence in their communities. This is just one of many DEFY community service projects conducted in 2010.

DEFY looks forward to a very productive 2011. Recruitment for new members will begin in March, and we look forward to another good group. We thank all the volunteers and FRI affiliates for making 2010 a very successful year, and we look forward to your continued support.







#### Come worship with us!

### Schedule of Services

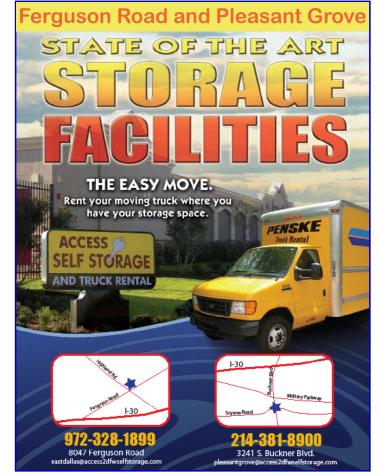
<u>Sunuay</u>
BIBLE CLASS
Worship & Children's Worship
Worship & Children's Bible Hour

#### **Wednesday**

10:30 a.m.Ladies/Men's Bible Classes<br/>(September through April)7:15 p.m.Bible Classes & Devotional

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#### Look at All We've Accomplished! Weed & Seed Report

By Kerry Goodwin



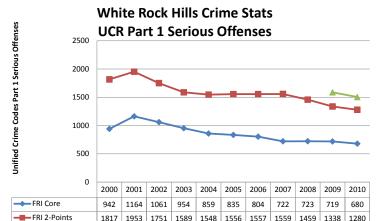
When you're having fun, who's counting? Well, I guess just about everyone. 2011 will mark the end of our FRI 2-Points five year *Weed & Seed* cycle with the United States Department of Justice. We've accomplished much more than many thought possible, dreamed or predicted. And by the end of this year we will have accomplished even more. However there is much more to do, and the coming few months will be some of our busiest ever.

Many projects have been started. Many objectives have been met and there are many yet to be met.

I have kept detailed records of our serious Part 1 crime throughout the past 10 years. In 2001, we had 1,953 serious offenses (primarily felony crimes). In 2010, this critical number dropped to 1,280.

We've seen a steady decline in crime rates in the past three years. This is amazing considering where we started. In 2003, the USDOJ rated our community as one of the toughest, most dangerous sectors in the City, the State and even the country. While 1,280 crimes is still a significant number, we have had 752 fewer victims of violent and other serious offenses since our leaders began working together to take back our streets.

This, my friends, is significant. 752 fewer of our neighbors were victims of serious crimes and that's just in our 2.3 square miles of 2-Points *Weed & Seed*.





I was asked recently what are some other accomplishments? Wow, what a list:

- 1. We've broken ground on our new 18,000 square foot, \$8,000,000 library.
- 2. We've purchased land for our proposed new recreation center,
- 3. We've built and opened a state-of-the-art Spray Ground,
- 4. We've built and opened Dallas' first Skate Park,
- We've built paved walking tracks for seniors around two of our parks,
- 6. We've added a Community Prosecutor and Code Enforcement Specialist to our staff,
- We've added a Victim's Outreach Specialist to our team through partnership with the Texas Attorney General's Office,
- We've realized over \$2,000,000 in refunds to several thousand taxpayers through our Volunteer Income Tax Assistance (VITA) Program, including many in financial literacy training,
- 9. We've had some of Dallas' biggest drug busts in decades and have curtailed drug trafficking through our neighborhoods,
- We've expanded our outreach to the Juvenile Probation Department assisting in the rehabilitation of hundreds of troubled teenagers,
- We've trained hundreds of neighborhood leaders and police officers in Crime Prevention through Environmental Design (CPTED) techniques in partnership with the National Crime Prevention Council,
- We authored and published a nationally recognized "how-to" booklet on establishing, running and maintaining successful neighborhood Crime Watch groups,
- 13. In partnership with the Lions Club, we collected over 7,000 books for G.W. Truett Elementary School's library,
- We annually collect and dispose of hundreds of pounds of litter, paint-out graffiti and engage in numerous neighborhood restoration projects,
- 15. We have brought hundreds of new jobs and services to our community, and
- 16. Later this spring, we will present our community with a major Area Land Use Development Study that will help lead our community into the future.

Yet, there is so much more to do:

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- 1. We still need to strengthen and enhance our schools,
- 2. Attract new businesses, and
- 3. Clean up run down and poorly maintained apartments.

It is our belief that everyone has a right to a safe, decent, clean place in which to live, raise our families, work and recreate. 85.3% of us believe that we, as neighbors, can solve our problems by working together. That's an amazing statistic. Another fantastic statistic: in a recent community survey, 78.4% of us feel that our community has become a "Very Safe" or "Somewhat Safe" place most of the time. This is up from 70% in 2009.

Yes, we have challenges, but we've learned how, as a united neighborhood, to solve our problems. Congratulations to us all.

Greater Casa View

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#### **All I Want For Christmas is PEACE**

Celebrating Life After Trauma with Lavinia Masters By Edna M. Foster



The FRI Victim's Outreach Program goal for 2011 is to continue embracing victims on a more personal level by providing community events and presentations that will empower victims of abuse and violence. In addition, we will strive to empower victims to reclaim their lives by learning from other abuse survivors.

To begin reaching that goal, FRI Victim's Outreach Program collaborated with the S.A.V.E. (Sexual Assault Victims Empowerment) Ministry, which is a nonprofit organization that empowers victims of sexual abuse/

assault, rape, incest, molestation, and domestic violence through spiritual guidance, mentoring, counseling referrals, organized support groups, conferences, retreats, and campaigns. The S.A.V.E. Ministry was founded by Lavinia Masters, a female survivor of sexual assault, who has dedicated her life to helping women overcome their abuse and find some type of solitude in their recovery process.

Holidays are considered one the most difficult times for abuse victims. To embrace all victims of abuse and provide a pillar of support, FRI Victim's Outreach Program collaborated with the S.A.V.E. Ministry and presented the event, "All I Want for Christmas is PEACE: Celebrating Life after Trauma with Lavinia Masters."

There were 20 participants in attendance. Presenters for the day included Masters, female survivor Gloria Jasso and male survivor Lenny Harner. This event exuded empowerment and victory in the lives of the victims who were present. This program is a great beginning for what is to come in 2011!

For more information on the S.A.V.E. Ministry visit www.saveministry.org. Also, if you are a victim, or know someone who is a victim, and you need assistance, please feel free to contact Edna M. Foster, FRI's Victim's Outreach Coordinator. Her contact information is 214-727-0511 or ednafoster@ fergusonroad.org.



Left to right: Lavinia Masters, Edna Foster, Lenny Harner

#### New Volunteer Coordinator of Victim's Outreach Program

Originally from New Orleans, Lenette 'Nettie' Burns has made Dallas and Ferguson Road Initiative's Victim's Outreach Program her new home, taking the position of Volunteer Coordinator. Her experience includes administration in education, legal, legislative, office management and event marketing and management in the private and public sectors. She has worked on fiscal grants management for state, federal and externally funded grants.



Nettie has been actively involved in community outreach, and has coordinated supportive services, programs and events for organizations and the families impacted by the Education of Children and Youth in Transition Program.

Nettie welcomes the opportunity to prepare volunteers with the appropriate training needed to uplift and empower the lives of victims. She is up for the challenge and encourages you to become a volunteer involved with the Victim's Outreach Program as we help the local community. Contact Lenette Burns to volunteer at 469.531.7115, Volunteers@fergusonroad.org.



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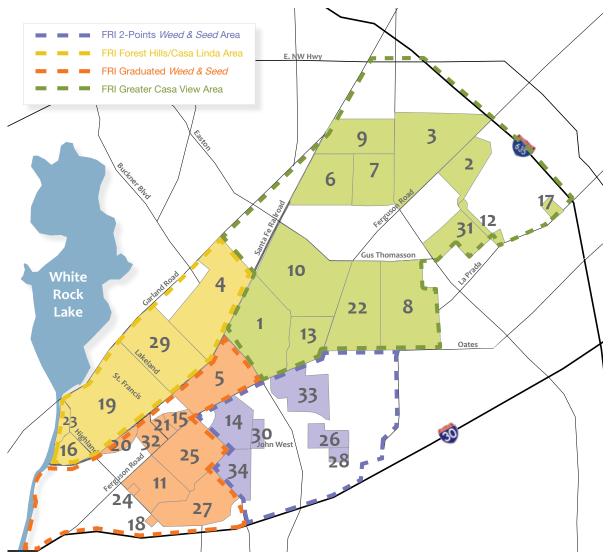


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