

FY 2013

Annual Report

**Vikki J. Martin, President
Ferguson Road Initiative
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About the Ferguson Road Initiative

Ferguson Road Initiative (FRI) is a 501(c) 3 nonprofit, community-based, umbrella organization. Founded in 1998, the primary operations of FRI include management of Crime Watch/public safety activities, social services, and economic development initiatives in Far East Dallas. Our success results from partnerships with, local, state, and federal government, neighborhood and Crime Watch Groups, local businesses, faith communities, and foundations.

Vision:	Complete economic revitalization and better quality of life for all people in Far East Dallas.
Mission:	Transform Far East Dallas into a safe, beautiful, prosperous and proud community by inspiring hope and working together to achieve a shared vision.
Values:	<ol style="list-style-type: none">1) Integrity: <i>Our goal is to integrate ethical values into the way we conduct ourselves. This demands absolute honesty and trust with one another and with ourselves.</i>2) Community: <i>We believe that one person can make a difference and that together we can improve the quality of life for people in our community</i>3) Stewardship: <i>We vow to take good care of the resources entrusted to us and to properly utilize and develop the talents of our staff and members.</i>4) Leadership: <i>We act courageously and take responsibility for our choices and their consequences and persevere through challenges and barriers.</i>5) Respect: <i>We honor individuality and demonstrate compassion and respect for ourselves, others, and those with whom we do business.</i>

FRI Board of Directors:

Eric Boon

Doctors Hospital at
White Rock Lake,
Dir. of Business Dev.

**Dr. Kenneth Cantrell,
Secretary**

East Dallas Veterinary Clinic,
Veterinary Medicine

Jerry Clancy, Treasurer

Lone Star Credit Union, President

Bill Coleman

Casa Linda Forest N.A.
Resident

Doug Hunt

Access Self Storage,
Business Owner

Dr. William "Gerry" Jones

Forest Hills N.A.
Resident

Ed Leyden

Bishop Lynch High School,
President

Vikki J. Martin, President

Claremont Addition N.A.
Resident

Monica Smith

Smith Downs Group, Attorneys

Ed Snyder

Lakeland Hills Crime Watch
Resident

J.T. Walker

Claremont Addition N. A.
Resident

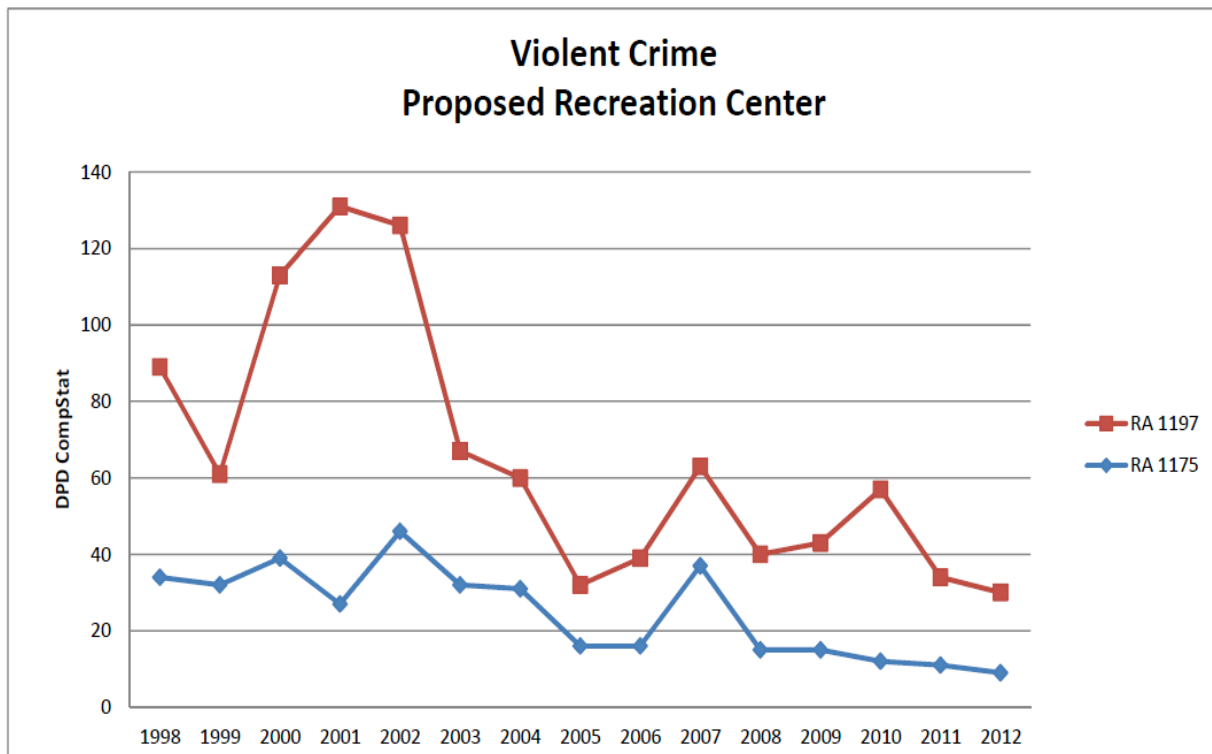
**Susan Walker,
Vice-President**

Lakeland Hills CrimeWatch,
Resident

I. Strategic Goals and Program Outcomes

1. Increase community safety & decrease crime.	
Program	Outcomes
Crime Prevention through Communication	<ul style="list-style-type: none"> • 35 neighborhoods and Crime Watch organizations were served by FRI Community Connection Townhall semi-annual meetings. • FRI has maintained a 61% reduction in violent crime and a 25% reduction in overall crime in targeted areas since 2011. We continue to seek funding for public safety initiatives.
2. Beautify and maintain the whole community.	
Program	Outcomes
Neighborhood Clean-up Operations	<ul style="list-style-type: none"> • Although there were no FRI sponsored Clean-up operations this year, we focused on effectively communicating City sponsored clean-up opportunities to our 35 neighborhoods
3. Provide social services, education, and recreation opportunities.	
Children and Youth Education Programs	<ul style="list-style-type: none"> • More than 100 hours of after school tutoring and homework help at Enchanted Hills Apartments.
Children and Youth Recreational Programs	<ul style="list-style-type: none"> • A total of 1360 children and youth served by Sprayground at Ferguson Park (400), Skatepark at Lakeland Hills Park (400), Send a Kid to Camp (160), and Bayles Kite Day (400).
Community and Family Service Programs	<ul style="list-style-type: none"> • 1,280 families received free income tax assistance through our 2013 VITA program resulting in a combined total of just under \$2,328,928 in tax returns in Far East Dallas. FRI's 7 year track record of providing VITA in far East Dallas has resulted in a total of 4,991 returns completed and a record \$8,258,044 in refunds. • This means that money went back into our community, businesses, and churches. • 2,500 people received the 2 x per month FRI digital newsletter — the FRI NewsFlash. • 18,000 households received the FRIdays news magazine yearly. • FRI updated and refreshed its Web site making it more “user friendly” and helping to promote and market our area businesses.
4. Lead and advocate for economic revitalization.	
Community Connection	<ul style="list-style-type: none"> • 158 FRI Community Connection memberships received, thus sustaining FRI operations. • 99 volunteers donated 5,554 hours of service to neighborhoods and businesses in Far East Dallas.
Founder's Circle	<ul style="list-style-type: none"> • 30 Founder's Circle Members made a 3-year pledge of support, providing \$38,000 annually for 3 years, thus contributing to the sustaining of FRI operations
White Rock Hills Recreation Center (CENTER)	<ul style="list-style-type: none"> • FRI successfully lobbied and advocated for the allocation of \$125,000 by the City of Dallas Parks Department to conduct a feasibility study and master plan for the White Rock Hills Recreation Center (CENTER), a long-time project goal of FRI • FRI identified the Dallas Arboretum and Botanical Society as a potential partner to share the land identified for our CENTER to include the support of a Horticulture and Education Center.

The chart below illustrates the drastic reduction in crime surrounding the future site of the White Rock Hills Recreation Center. It is a perfect example of the effectiveness of the Department of Justice's *Weed & Seed* program — to target an area with high crime, a lack of community amenities and social services, run down businesses and focus coordinated Crime Watch efforts there to “Weed out crime”, then begin “Seeding in social service programs and economic development”. The site of our future Center (2229 Highland Road) was once the Rosewood Apartments, which the community worked hard to have torn down in 1996 due to drug dealing, prostitution and crime. As you can see, crime is at an all-time low and our efforts have succeeded.





FRI Service Area

The FRI service area covers serves than 73,290 residents, 26,980 households and 2,000 unique business entities.



11



demographics

73,298
residents

Under 5 years old	6,945 (09%)
5 to 19 years old	15,835 (22%)
20 to 64 years old	43,545 (59%)
65 and older	6,973 (10%)
Male	35,437 (48%)
Female	37,861 (52%)

26,986 Total
Households

Average Household
Size = 3 people

2012 community tour guide 17

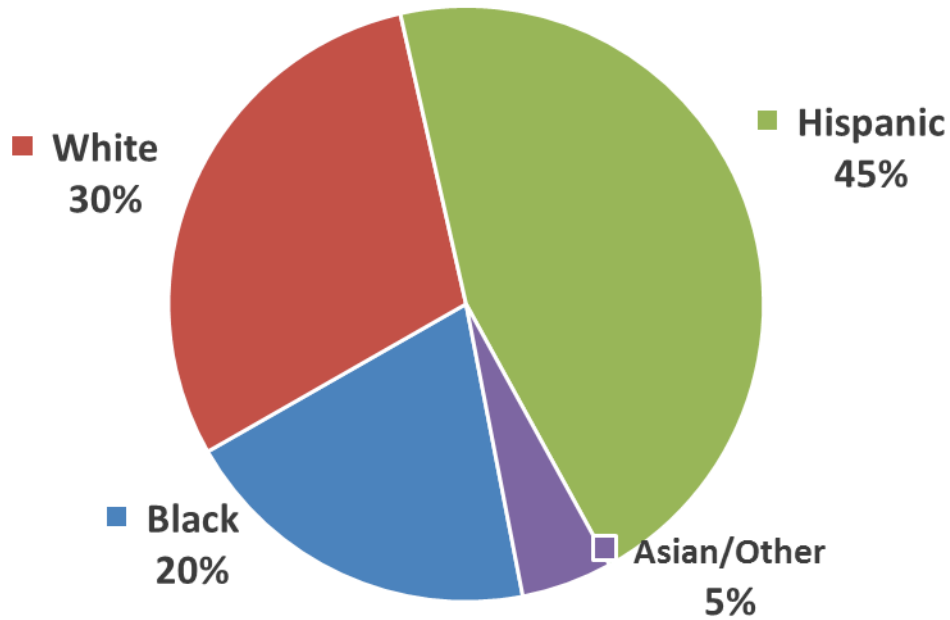
Children in Poverty...

92% of students in our schools qualify for free/reduced lunch

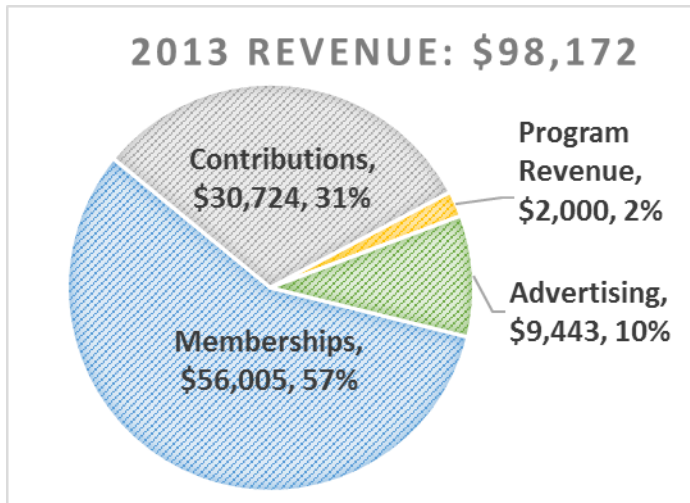
School	Student Enrollment	Students with Limited English proficiency	Students eligible free /reduced lunch	Special Education Students
Alex Sanger Elementary	469	50%	86%	5%
Bayles Elementary	611	46%	96%	9%
Casa View Elementary	766	59%	95%	8%
Charles A. Gill Elementary	764	54%	92%	4%
S.S. Conner Elementary	643	32%	96%	8%
George W. Truett Elementary	1,052	38%	96%	7%
Harold W. Lang Middle School	1,367	23%	85%	12%

POVERTY

Community Demographics

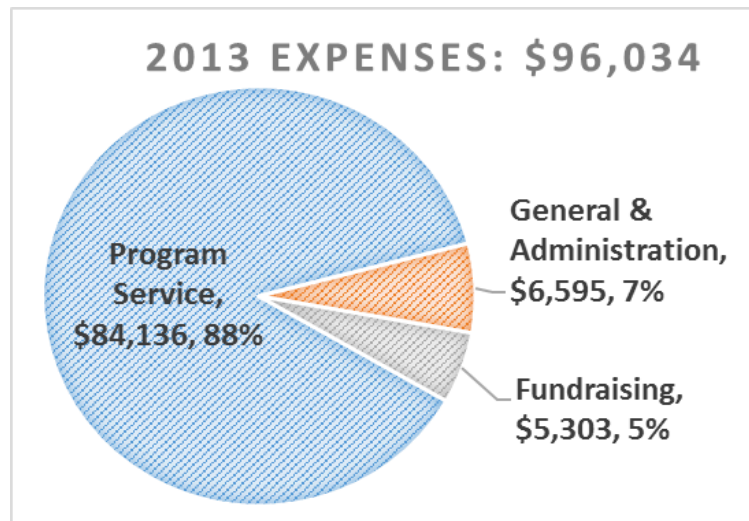


FRI Financial Overview (Data from 990 filed with IRS)

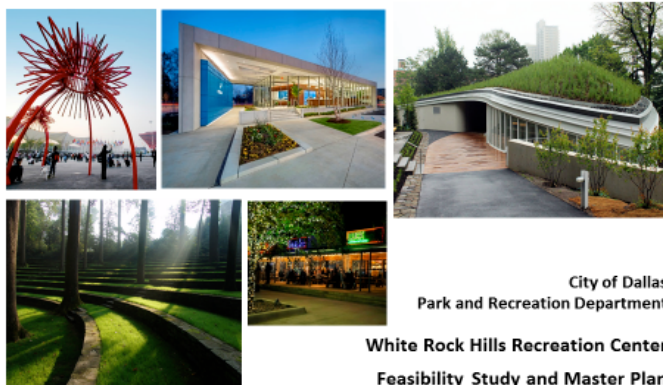


2013 was a milestone year for FRI — we continued to successfully transition from being a federal funded service provider to a sustainable, membership-based, community organization.

We focused our efforts on core community programs to maintain our success, reduced operational costs, right-sized our staff and engaged our board and volunteers to help deliver programs, services and community projects.

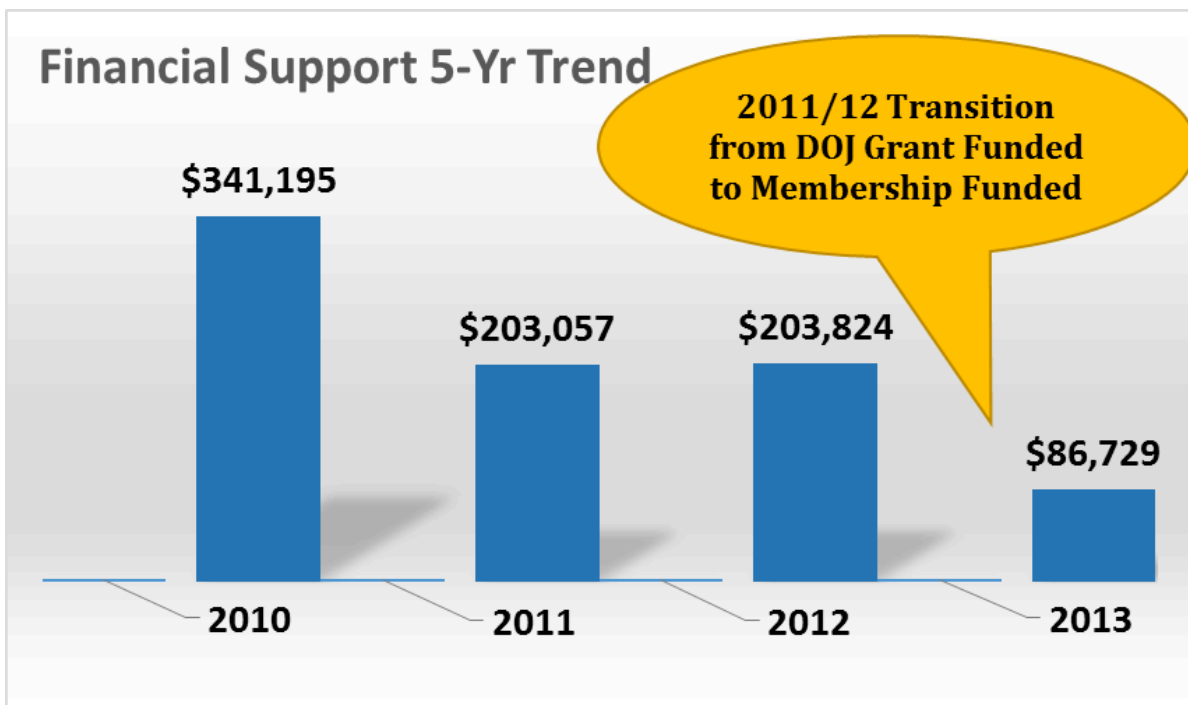
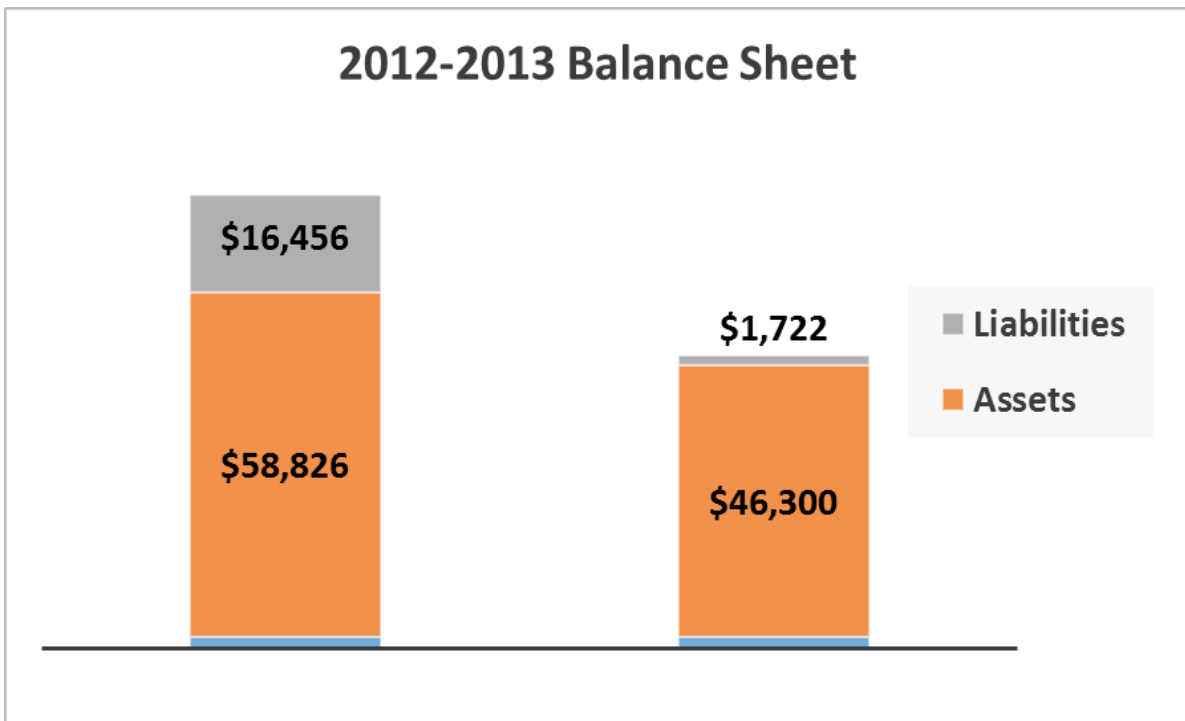


In 2013, FRI focused on advocacy that helped convince the City of Dallas to allocate funding to begin a Feasibility Study and Master Plan for the new White Rock Hills Recreation Center for all people in Far East Dallas.



City of Dallas
Park and Recreation Department
**White Rock Hills Recreation Center
Feasibility Study and Master Plan
Steering Team Meeting**

Dallas, Texas
December 6, 2014



FRI is committed to remaining a sound investment for Far East Dallas. We administer fiscally responsible services that meet our community’s needs. We work together with other charities, city departments, churches, health groups, individuals and civic groups to form collaborative relationships in response to the needs of our community.