



2015 Annual Report

Working together for the greater good!

Vikki J. Martin, President
Ferguson Road Initiative

Printing sponsored by:



Ferguson Road Initiative (FRI)

Tel (214) 324-5116
Fax (469) 546-3622

P.O. Box 570417
Dallas, TX 75357

info@fergusonroad.org

Table of Contents

| | |
|---|----|
| To Our Members and Stakeholders | 1 |
| About Us | 2 |
| Financial Summary (IRS 990 Data) | 10 |
| FRI Accomplishments – <i>by the numbers</i> | 12 |
| Contact Information | 13 |
| Mailing Address | 13 |

To Our Members and Stakeholders

Strategic Highlights

2015 is a year of great accomplishments! After 18 years of perseverance, the Dallas Park and Recreation Board of Directors approved the White Rock Hills Community Recreation Center Feasibility Study and Master Plan for implementation via a Public Private Partnership. This partnership will raise \$35 million to design, build, and operate the facility. This community recreation center will serve youth, adults, families, and seniors of Districts 7 and 9 in Far East Dallas for decades to come.

Financial Highlights

FRI successfully transitioned from a 95% federally funded organization to a thriving membership organization. Over the last three years we've achieved a 116% increase in net assets and 94% decrease in liabilities. Since 2010, contributions increased 166%, including memberships, foundations, individuals and businesses. Overall, we are in a very sound financial position and a sustainable, lean business model to achieve our shared vision.

Operating Highlights

2015 brought some much needed technology upgrades. We increased the efficiency of our membership database and bookkeeping, streamlining and integrating them in Salesforce. We currently have two pro bono offices to meet our needs and a stellar part-time staff and contractors who work effectively to communicate with members and stakeholder, as well as manage and oversee grants.

Looking Ahead

We are now firmly on track towards Vision 2020 and the opening of phase one of the White Rock Hills Community Recreation Center. The board is extremely engaged and providing exemplary leadership and fiscal advice to sustain our good work. And thanks to our many members, and supports who remain at the heart of our mission!

*White Rock
Hills
Community
Recreation
Center
APPROVED!*

•
116%

*increase in
net assets*

•
94%

*decrease
in liabilities*

•
166%

*increase in
contributions,
including
memberships,
foundations,
individuals and
businesses*

Integrity*Community**Stewardship**Leadership**Respect***FRI**

About Us

Ferguson Road Initiative (FRI) is a 501(c) 3 nonprofit, community-based, umbrella organization. Founded in 1998, the primary operations of FRI was to make the community safer. That included management of Crime Watch/public safety activities, securing much needed social services and economic development initiatives in Far East Dallas. We work ardently to “weed out crime and seed in” the resources to improve the lives of people 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. Together we are mastering the art of fusing probono volunteer skills and talents of our volunteers and civic leaders and discovering entrepreneurial ways to reshape and restore our community! Now we are actively growing the economy and unifying the businesses and residents in the area to keep looking forward and to advocate for our community and our people!

VISION Complete economic revitalization and a 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**
- 1) **Integrity:** 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.
 - 2) **Community:** We believe that one person can make a difference and that together we can improve the quality of life for people in our community.
 - 3) **Stewardship:** 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.
 - 4) **Leadership:** We act courageously and take responsibility for our choices and their consequences and persevere through challenges and barriers.
 - 5) **Respect:** We honor individuality and demonstrate compassion and respect for ourselves, others, and those with whom we do business.

“FRI stands as a model for all communities who wish to improve their standard of living through hard work and dedication.”

John Cornyn,
U.S. Senator

FRI Board of Directors

Jerry Clancy, Treasurer
Lone Star Credit Union,
President

Bill Coleman Secretary
Casa Linda Forest
Neighborhood
Association Resident

Gary Hasty
Karrington & Co.
Business Owner

Erica Hefner
Lakeland Hills Crime
Watch, Resident

Doug Hunt
Access Self-Storage,
Business Owner

Dr. William “Gerry” Jones, Vice President
Forest Hills Neighborhood
Association Resident

Ethan Joubran
Lakewood Neighborhood
Association Resident

Jay Krishnaswamy
Doctors Hospital at
White Rock Lake,
Director of Business
Development

Vikki J. Martin, President
Claremont Addition
Neighborhood
Association Resident

Daniel Ortman
Forest Hills Neighborhood
Association Resident

Debbie Van Zant
Casa Linda Estates Neighborhood
Association Resident

Kurt Watkins
Office of Cultural Affairs,
District 7, Appointee

FRI Staff

Maria Valenzuela, Office Manager (Part-time)

Gary E. Lawler, Special Projects (Contract)

Mari Madison, News Magazine (Contract)

Kerry Goodwin, E-Blast (Contract)

JBH Communications, Web Manager (Contract)

*"Thanks FRI ...
for the Operation
Beautification
event!"*

*All the residents
appreciate the
clean-up of the
wall by the
Primrose Senior
Apartment
community.*

*WOW, what a
difference the
view is from the
3rd floor now! The
view of the
serene woods is
so much better
with the trash all
gone!*

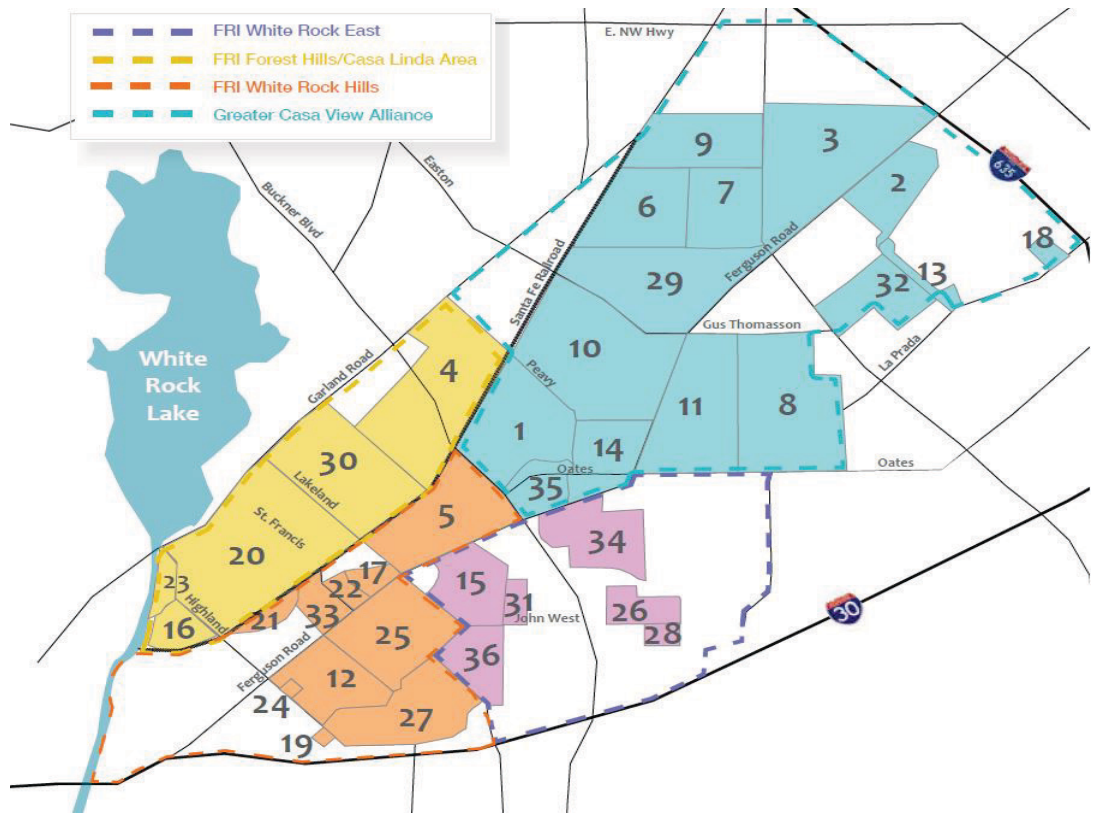
*All the seniors at
Primrose very
much appreciate
your act of
kindness and
they LOVE IT!"*

**Mary Sparks,
FRI resident &
Senior Affairs
Commissioner**

FRI Service Area

Boundaries: describe FRI service area boundaries

- o 91,256 residents
- o 36,542 households
- o 2500+ businesses



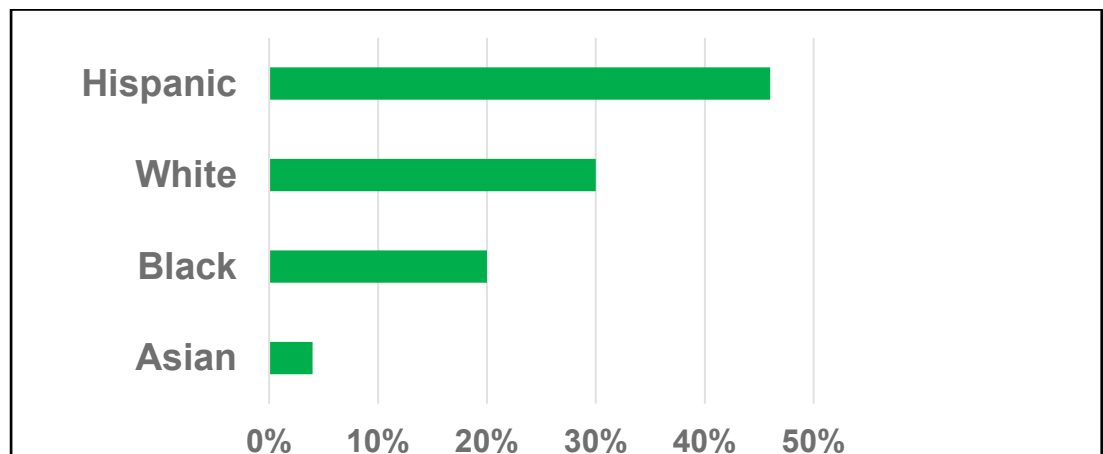
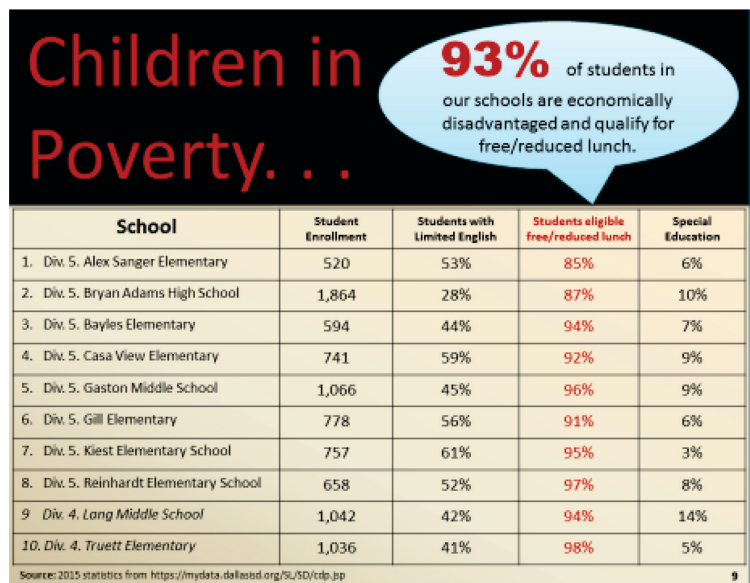
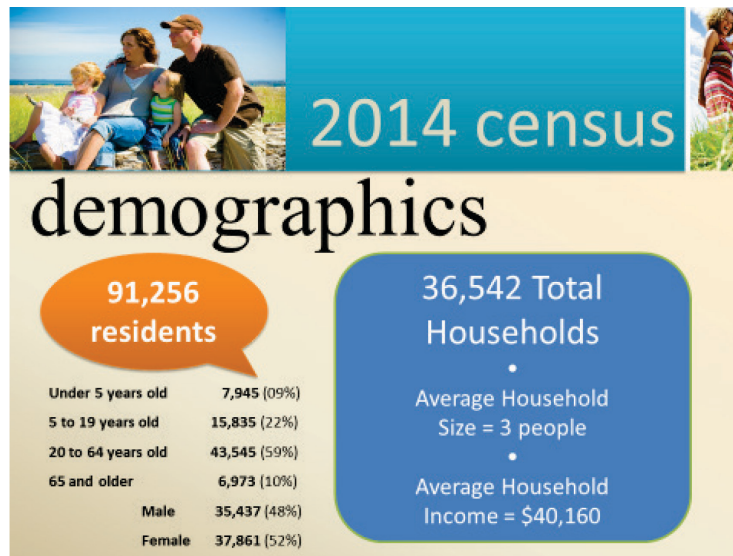
Far East Dallas Neighborhoods

- | | | |
|-----------------------------|-----------------------------|-------------------------------|
| 1. Alger Park/Ash Creek | 13. Club Manor | 25. Hillridge |
| 2. Braeburn Glen | 14. Crestview Park | 26. Hillview Terrace |
| 3. Briarwood | 15. Eastwood Hills | 27. Lakeland Hills |
| 4. Casa Linda | 16. Enclave at White Rock | 28. Light Pointe Place |
| 5. Casa Linda Forest | 17. Estates at Forest Hills | 29. Little Casa View |
| 6. Casa View Heights (1129) | 18. Fairway Estates | 30. Little Forest Hills |
| 7. Casa View Heights (1130) | 19. Forest Creek | 31. Skyline Heights |
| 8. Casa View Heights (1156) | 20. Forest Hills | 32. St. Andrews |
| 9. Casa View | 21. Forest Meade | 33. Stonegate at Forest Hills |
| 10. Casa View Haven | 22. Forest Oaks | 34. Truett |
| 11. Casa View Oaks | 23. Highland on the Creek | 35. White Rock Forest |
| 12. Claremont Addition | 24. Highlands Apartments | 36. White Rock Village |

"I believe it is the responsibility of every business to actively support the community they are in. FRI is community minded, but also encouraging of business in the Far East Dallas area."

It is a goal of Access Storage to find organizations like FRI to partner with to help build a stronger community for both residents and businesses. That's why I'm a proud member of the FRI board of directors."

Doug Hunt,
FRI Board,
Access Storage
Owner



“As a lieutenant stationed at DPD Northeast Division, I worked closely with the FRI leadership.

It was clear from day one that this was a group that sincerely wants to improve their community and make a difference in the lives of their residents.

By taking a stand to “weed out crime” and promote public safety, Far East Dallas is now seeing quality economic development return to the area after more than two decades of serious blight and decline.”

Chief David Brown,
Dallas Police Dept.

Strategic Goals and Program Outcomes

1. GOAL 1: Increase community safety, decrease crime, and promote communication.

PROGRAM: Crime Prevention through Communication

OUTCOMES:

- 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.
- 2,500 people received the FRI digital newsletter twice a month— the FRI NewsFlash.
- 18,000 households received the FRI days news magazine 2 x per year.
- FRI continues to update and refresh its Web site making it more “user friendly” and promoting and marketing our area businesses.
- FRI has strengthened its partnership with Speakeasy social media and has a presence on Facebook and Twitter.

2. GOAL 2 Beautify and maintain the whole community.

PROGRAM: Neighborhood Clean-up Operations

OUTCOMES:

- FRI, in partnership with our key sponsor, Young Chevrolet, held an annual Operation Beautification Litter Clean-up Event on May 16. Key partners were State Representative Eric Johnson (District 100) and Walgreens (Lakeland/Ferguson). Our key friends were For the Love of the Lake, McDonalds, Ferguson Donut, and Signage Systems. Our 46 volunteers represented 7 neighborhoods, 8 schools, 2 apartments, and the Dallas County Juvenile Department. More than 60 bags of trash were collected along Highland, St. Francis, Graycliff, Ferguson, Peavy, Gross, and Rustown Streets. Hillside Park was cleaned.
- FRI continued to effectively communicate City sponsored clean-up opportunities throughout the year to our 35 neighborhoods.

3. GOAL 3: Provide social services, education, and recreation opportunities.

PROGRAM: Community and Family Service Programs

OUTCOMES:

- 1,564 families received free income tax assistance through our 2014 VITA program resulting in a combined total of just under \$2,615,020 in tax returns in Far East Dallas. FRI’s 8-year track record of providing VITA has helped

"I applaud the work FRI has done over their two-decade history of supporting public education and learning. Building a library has served a tremendous need in this community.

Thank you FRI for being a great champion for positive change in Far East Dallas."

*Royce West,
State Senator*

facilitate a total of \$10,873,064 in earned income tax credits -- this helps the community and the local tax payer by helping them avoid a predatory service.

- 12 Financial Education Network (FEN) students graduated with financial literacy skills through FRI's partnership with the IRS, Foundation Communities (Austin, TX), Wells Fargo Foundation, and the National Urban Technology Center.
- 4 families received free A/C units through FRI's partnership with an anonymous foundation, totaling \$1,285.12 in the form of an in-kind gift.
- 20,000 people received information about the Affordable Care Act through FRI's partnership with Be Covered Texas.
- 200 families were enrolled in health insurance coverage on January 31, 2015 at Doctors Hospital at White Rock Lake, an event promoted and attended by FRI.
- The White Rock Hills Library, which opened in 2012, now reports that more than 1,500 children and their families use this amenity on a weekly basis. Being one of the busiest libraries in the city, hours were increased to 7-day a week service in January 2015.
- FRI partners with Dallas Coalition for Hunger Solutions and 12 agencies in a collaborative effort to enroll qualified senior citizens living in the 75228 zip code in the Supplemental Nutrition Assistance Program (SNAP).
- 141 Far East Dallas students were tutored through the Reading Partners program by 169 tutors. FRI collaborated with Reading Partners to communicate community service needs and to recruit reading tutors.

4. GOAL 4: Lead and advocate for economic revitalization.

PROGRAM: Community Connection

OUTCOMES:

- 197 FRI Community Connection memberships received, thus sustaining FRI operations. This is a 5.9% increase from 2014.
- 197 FRI volunteers donated 4,484 hours of service to neighborhoods and businesses in Far East Dallas.

PROGRAM: Founder's Circle

OUTCOMES:

- 37 Founder's Circle Members made a 3-year pledge of support, providing \$60,000 annually for 3 years, thus contributing to the sustaining of FRI operations.

“Our community is stronger, our streets are safer, and our future is brighter because of the work of the people at the Ferguson Road Initiative.

What they have accomplished stands as a shining example to every neighborhood in Dallas and throughout our state.

I am proud to support their work and I am glad to be counted among their many supporters.

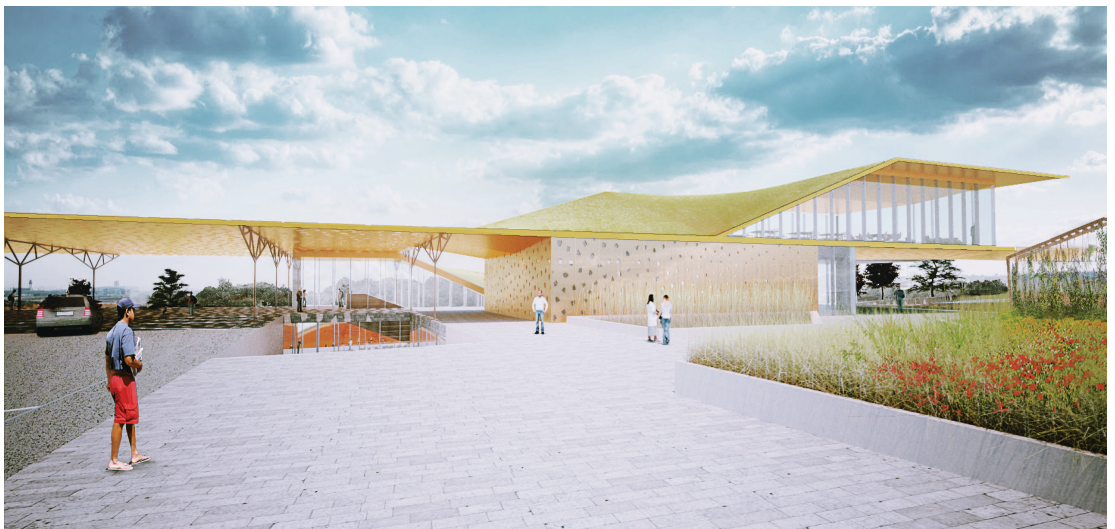
State Representative
Eric Johnson

PROGRAM: White Rock Hills Recreation Center (CENTER)

OUTCOMES:

- September 2014-September 2015, FRI successfully helped the City of Dallas Park and Recreation Department and Jacobs Engineering Group complete a 12-month long \$125,000 feasibility study and master plan for the White Rock Hills Community Recreation Center (CENTER).
- This 35,000 sq. ft. CENTER will be located at 2229 Highland Road and cost \$35MM.
- April 2015, FRI forged a partnership with a agricultural nonprofit dedicated to increasing food security by creating urban farms, as interim partners on the CENTER site.
- September 2015, FRI community approved the CENTER feasibility study and master plan.
- December 2015, the City of Dallas Park Board unanimously approved the CENTER feasibility study and master plan, including the potential to create an urban farm for interim use.

2015 was a pivotal year for FRI — we successfully completed the Feasibility Study and Master Plan for the White Rock Hills Community Recreation Center. It was presented to the community in September and unanimously approved by the City of Dallas Park Board in December.



"FRI is making things happen in Far East Dallas!"

The gathering of key community participants at FRI Community Connection Townhall meetings, as well as key City of Dallas players, say a lot about how folks regard FRI.

I am really impressed by the strength of the Volunteer Income Tax Assistance (VITA) program.

Far East Dallas is now on the map as a positive and growing community and the role that FRI plays in that resurgence cannot be denied."

*Tom Bransford,
VP & Treasurer,
National Urban
Technology Center,
NY, NY*

Park Board approval of the White Rock Hills Community Recreation Center means that FRI is now ready to create a strategic Fundraising Plan that will include writing a Case Statement, building a Leadership Committee, hiring a Fund Development Consultant, creating Design & Construction Documents, and securing program partners and a management partner, while maintaining our day-to-day operations.



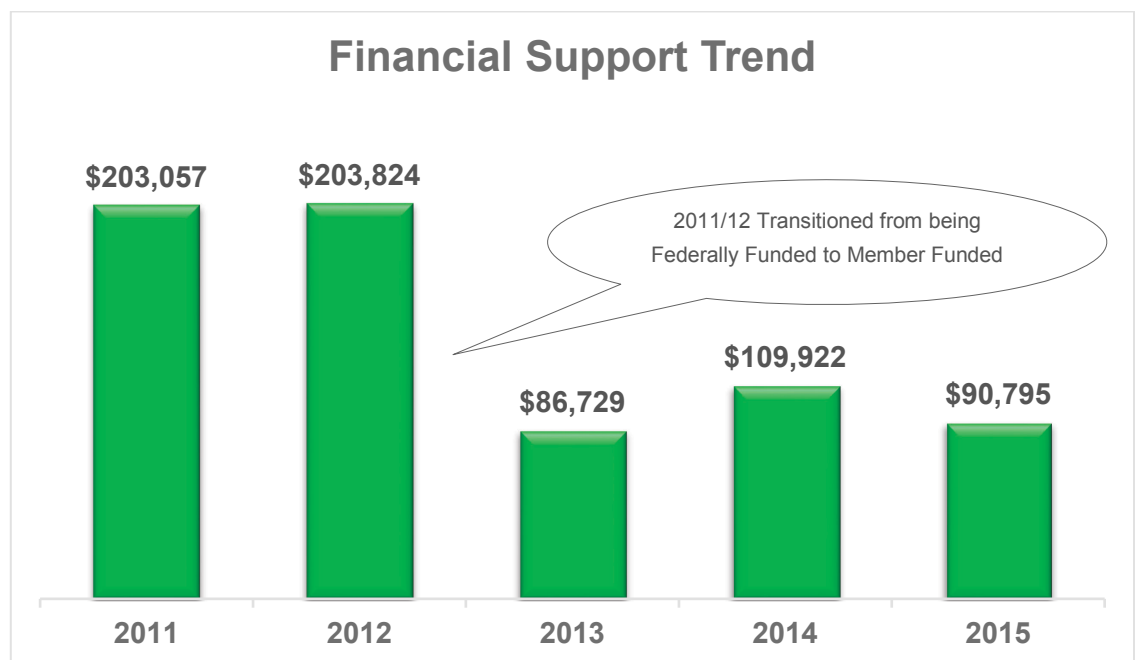
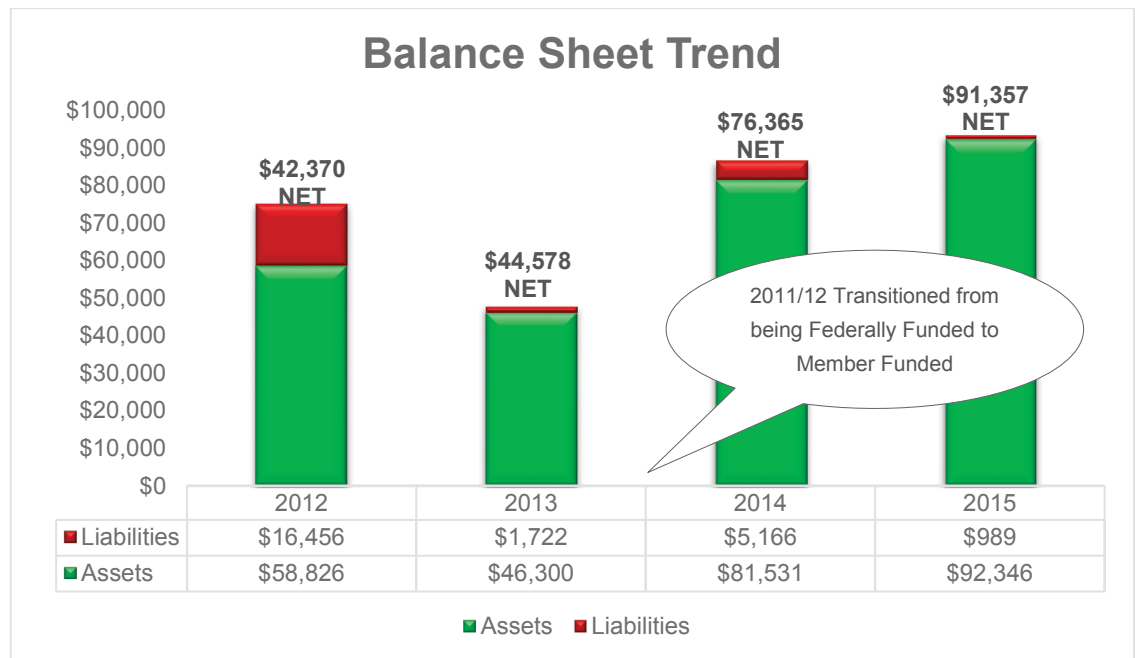
In 2015, FRI focused building our capacity through our FRI Community Connection Membership Program and securing a partnership that will provide an urban farm on the White Rock Hills Community Recreation Center site.



“One of the accomplishments we are most proud of is our transition from an organization dependent on federal funding to one that is self-sustaining and supported by the community.”

*Bill Coleman,
FRI Board Member*

Financial Summary (IRS 990 Data)



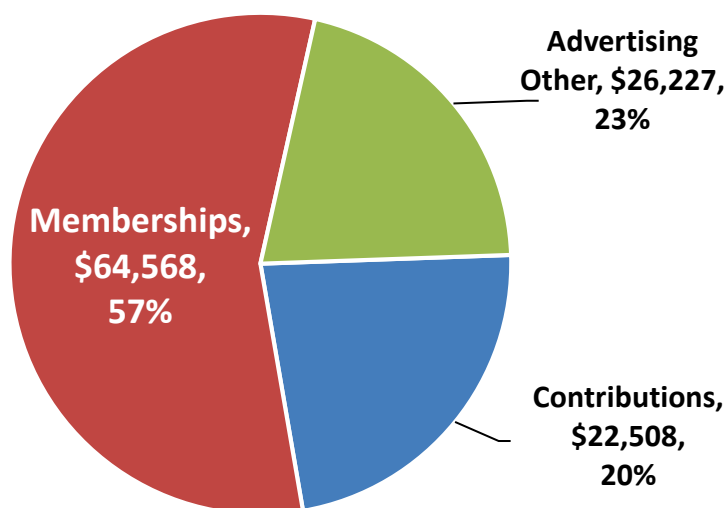
57%
of revenue
comes from
**membership
support!**

23%
of revenue
is from
advertising to
support our
**FRIdays
magazine.**

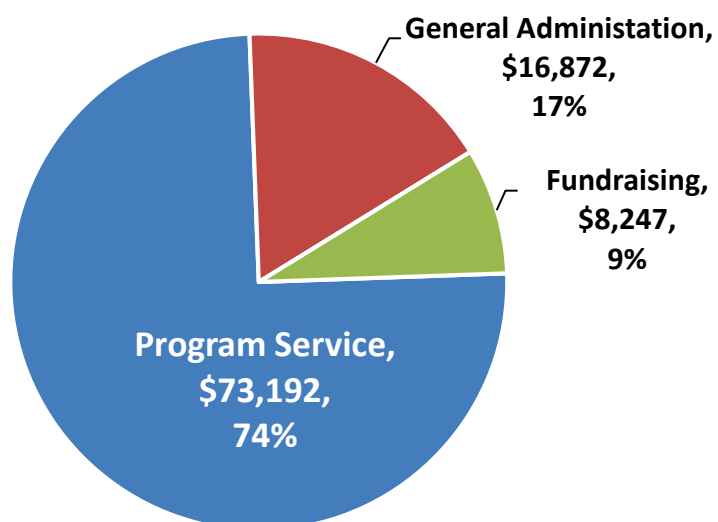
74¢
of every dollar
contributed
goes directly
**to programs
and services!**

Statement of Income (Revenue and Expenses)

2015 Revenue \$113,303



2015 Expenses \$98,311



*Congratulations
on receiving the
Volunteer
Community
Leadership
Award presented
at the Dallas
Historical Society
event for
Excellence in
Community
Service.*

*You have
tirelessly offered
your time and
support to East
Dallas and
deserve the
recognition.*

*All of us that own
property and
investments in
the area have
benefited from
your efforts.*

*Mark Wolcott,
Wolcott
Development,
White Rock Hills
Townhome
Apartments*

FRI Accomplishments – *by the numbers*

AWARDS

- 1...Community Volunteer Leadership Award from the Dallas Historical Society
- 1...Community Service Leadership Award from the Department of the Treasury and IRS

FINANCIAL

- 12student graduates from the Financial Education Network financial literacy program
- 30advertisers helped support publication of the FRI days news magazine
- 1,564families served in Volunteer Income Tax Assistance Program
- \$10,000matched by the FRI community through a Doctors Hospital at White Rock Lake challenge grant
- \$7,475raised on North Texas Giving Day for FRI thanks to FRI supporters!
- \$2,615,020returned to Far East Dallas families through assistance provided in filing for income tax refunds
- \$35MM,estimated cost of the planned WRH Community Recreation Center

MEMBERS

- 37FRI Community Connection Founder's Circle Members
- 197.....FRI Community Connection Members

PARTICIPATION & COMMUNICATION

- 2 FRI Community Connection Town Hall Meetings conducted
- 2 FRI Interns and 1 VISTA volunteer engaged with FRI this year
- 2 City of Dallas Candidate Forums hosted by FRI for Districts 7 & 9
- 3 Steering Committee meetings held for the WRH Community Recreation Center
- 60 Bags of litter were collected during FRI's Operation Beautification Litter Clean-Up event sponsored by Young Chevrolet
- 169 Reading Partner volunteers tutored 141 students in Far East Dallas public schools
- 1,025 Support signatures collected for the WRH Community Recreation Center petition and presented to the Park Board
- 2,000 People participated in the WRH Community Recreation Center Feasibility Study and Master Plan
- 4,484 Community Service hours donated to the Far East Dallas area by 197 people
- 20,000 People received information about the Affordable Care Act

QUALITY OF LIFE

Lowest crime in Far East Dallas since 2000!

- 1 Community Recreation Center Feasibility Study and Master Plan completed
- 1 East Dallas Senior Coalition group formed
- 4 Residents received free A/C units
- 27 People impacted by 2 fires were helped by the Ferguson Road Initiative in December

Contact Information



Vikki J. Martin

President

vjmrdb@aol.com

Tel (214) 324-5116

Mailing Address

Ferguson Road Initiative (FRI)

P.O. Box 570417

Dallas, TX 75357

Tel (214) 324-5116

Fax (469) 546-3622

www.FergusonRoad.org

