



2024 ANNUAL REPORT

PREPARED BY :

Vikki Martin
Executive Director

*Community members
advocate at City Hall for the
White Rock Hills
Recreation Center*



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Pictured below: Staff and Board members strategize the future of FRI at the annual Board and Staff retreat



VISION AND MISSION

Families from White Rock Montessori School spend a Saturday cleaning St. Francis Park in the FRI Annual Litter Clean Up

VISION

Far East Dallas is strong and vital

MISSION

The mission of the Ferguson Road Initiative (FRI) is to engage and empower a community of advocates to advance a safe, beautiful, prosperous and proud community in Far East Dallas.



OPERATIONAL HIGHLIGHTS

Board of Directors

Hunter Bickford, Grove at White Rock Hills Resident

Sam Downey, Assistant VP/Corporate Banking, Frost Bank

Melanie Flinn, White Rock Medical Center, VP Operations, Enclave @ White Rock, Resident

Gary Garcia, Dallas Foundation, VP Philanthropic Relations, Claremont Addition
Neighborhood, Resident

Jared Greco, President, Oncor

Gary Hasty, Heroes House, Veteran's Housing

Hayden Hanson, Lynn Pinker Hurst & Schwegman-Attorney

Brian Harper, Treasurer, Lone Star Credit Union, CFO

Christopher Jackson, Vice-President, Wynne-Jackson, Principal

Daniel Ortman, Citigroup, Forest Hills N.A. Resident

Carmen Parra, CMIT Solutions, President

Marcy Phillips, Lone Star Credit Union, President

Christopher Rebuck, Bishop Lynch High School, President

Steven Spooner, Bank of America Private Bank, VP

Dr. Eddie Tealer, Dallas College @ Eastfield Campus, President

Karl Zavitkovsky, Director Economic Development, City of Dallas, Retired

*Pictured above: Board members strategize the future of FRI at the
annual Board and Staff retreat*

OPERATIONAL HIGHLIGHTS

Staff

Vikki J. Martin: Executive Director

Maria Valenzuela: Director of Finance & Operations

Susan Hopper: Director of Communication & Marketing

Zitziki Sanluiseno: Membership & Special Projects Administrator

Desi Tanner receives the Obelisk Award for his commitment to FRI as a long-time volunteer and leader of the Truett Crime Watch





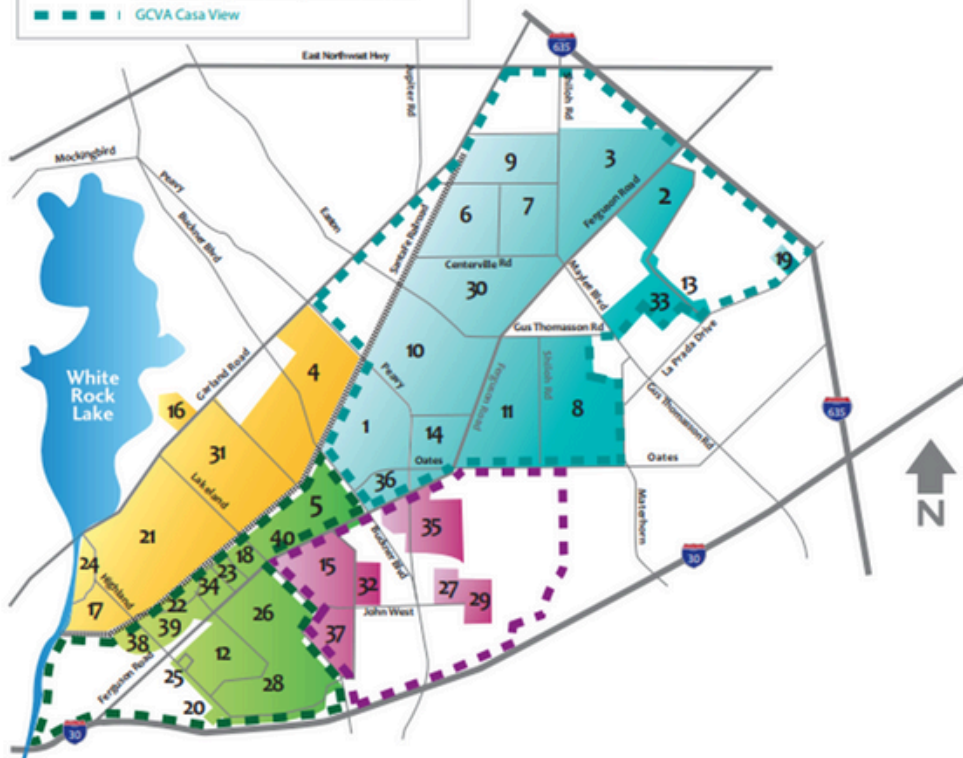
SERVICE AREA

Find Your Neighborhood, and Get Plugged In!

Use the map below and contact your Neighborhood Association (NA), Homeowners Association (HOA), or Crime Watch (CW) and start making a difference in your neighborhood today!

Far East Dallas Communities

- FRI White Rock Hills
- FRI White Rock East
- FRI Forest Hills/Casa Linda/Emerald Isle Area
- GCVA Casa View



Far East Dallas Neighborhoods

- 1 - Alger Park/Ash Creek NA (1153)
- 2 - Braeburn Glen CW (1132)
- 3 - Briarwood NA (1258)
- 4 - Casa Linda Estates NA
- 5 - Casa Linda Forest NA
- 6 - Casa View Heights CW (1129)
- 7 - Casa View Heights CW (1130)
- 8 - Casa View Heights CW (1156)
- 9 - Casa View CW (1115)
- 10 - Casa View Haven NA (1135)
- 11 - Casa View Oaks NA
- 12 - Claremont Addition NA (1199)
- 13 - Club Manor NA
- 14 - Crestview Park NA
- 15 - Eastwood Hills NA
- 16 - Emerald Isle NA
- 17 - Enclave at White Rock HOA
- 18 - Estates at Forest Hills HOA
- 19 - Fairway Estates HOA
- 20 - Forest Creek HOA
- 21 - Forest Hills Association
- 22 - Forest Meade NA
- 23 - Forest Oaks NA
- 24 - Highland on the Creek
- 25 - Highlands Apartments CW
- 26 - Hillridge CW
- 27 - Hillview Terrace NA
- 28 - Lakeland Hills CW
- 29 - Light Pointe Place HOA
- 30 - Little Casa View
- 31 - Little Forest Hills NA
- 32 - Skyline Heights CW
- 33 - St. Andrews CW
- 34 - Stonegate at Forest Hills
- 35 - Truett CW
- 36 - White Rock Forest NA
- 37 - White Rock Village CW
- 38 - Tenison Hills
- 39 - Grove at White Rock Hills HOA
- 40 - Villas at Ash Creek HOA

Pictured above: Bike riders explore the beautiful Trinity Forest Spine Trail



KEY PROGRAM

COMMUNITY BUILDING

Ferguson Road Initiative (FRI) takes a holistic approach to neighborhood restoration, revitalization, and community development. As a backbone, participatory organization, FRI plays a critical role in aligning a common agenda rooted in our mission and vision—ensuring that every initiative contributes to long-term, collective impact.

The diagram illustrates our strategic framework:

Outer Circle: The seven key program activities represent the core focus areas of our work. These activities guide, support, and amplify the efforts of our partner organizations, ensuring that community needs are met with coordinated, effective solutions.

Center Circle: The roles of a backbone organization—such as convening stakeholders, mobilizing resources, and driving strategic alignment—demonstrate how FRI facilitates outcomes that lead to measurable, sustainable change.

This model reflects our commitment to being a community-builder—we are a connector, a communicator, and a catalyst for transformation in Far East Dallas.





STRATEGIC PILLAR

ADVOCACY

To develop partners to deliver programs, services, amenities, and research that improves the quality of life in Far East Dallas neighborhoods.

Outcomes

Education Outcomes

Reading Partners: (www.readingpartners.org) For the sixth consecutive year, FRI has helped recruit and mobilize volunteers for the educational nonprofit Reading Partners of Dallas program at Bayles Elementary School. The mission of Reading Partners is to help children become lifelong readers by empowering communities to provide individualized instruction with measurable results. This year FRI increased our impact by providing 5 volunteers, serving 9 students with an economic impact of \$3,952. [FRI.pdf](#)

Book Drive for Kids: (www.Bookdriveforkids.com) In 2024 FRI celebrated the third year of our partnership with Book Drive for Kids, a nonprofit dedicated to creating a culture of literacy by providing books for disadvantaged children for independent reading. FRI's role identifies area funding to support free book fairs and recruits volunteer organizations to help distribute the books in Far East Dallas elementary schools. This year FRI helped provide book fairs to 7 Far East Dallas schools, serving 4,211 students with free books.

pictured above: Dallas Cowboy mascot, Rowdy, cheerleaders, FRI, and Book Drive for Kids bring a free book fair to students at Reinhardt Elementary School

Community Resources

Dallas Police Department (DPD) Safety Fair: On April 11, 2024, FRI participated in the DPD Safety Resource Fair. The primary purpose of this fair is to strengthen the bonds between the police and community by providing residents with free, valuable resources and information from public safety, health, and social service organizations, as well as opportunities to build relationships with police officers. FRI sees DPD hosted fairs as a tool for crucial community outreach, fostering trust, and developing a sense of partnership between FRI and our constituents.

Ferguson Road Initiative works with multiple partners and agencies to help them accelerate their mission and outcomes. FRI works closely with Owenwood Farm & Neighbor Space (www.owenwood.org) with special events they host to promote community. This year FRI participated in a community-wide Back to School backpack fair at Owenwood. This fair not only distributed supplies to area school children, but also resources to equip families (Eng/Sp) with important information. [2024_Resource_Fair_Owenwood.jpeg](#)

Disaster Relief

On June 1, 2024, four days after severe storms and excessive winds caused damage and power outages city-wide, a pre-scheduled City of Dallas Community Event for the White Rock East community area of FRI was transitioned into a Multi-Agency Resource Center (MARC) disaster relief event benefiting children and families attending Truett Elementary School (pictured below). Food, water, and other disaster relief were provided to 1008 families serving a total of 2055 individuals. Most of the families served came from 75228 and 75227 zip codes. FRI staff was in attendance offering a helping hand and providing our informative and easy to read Resource Directory (in English and Spanish) so families can be informed of the programs and services that exist right here in their own neighborhood that can provide them with assistance now and in the future.





March 2024 NewsFlash

VOTE
May 4th

Dallas Bond Program!
PROPOSITION B



**White Rock Hills
Recreation CENTER**

*Early Voting
April 22nd -
April 30th*

There is more to a Litter clean up than free donuts and picking up trash! (Although the donuts are a sweet attraction). The volunteers that show up have a purpose in mind. Dan Ayala was driving down Ferguson Road Saturday morning with his wife and two children when his daughter saw a Litter Clean up sign and asked his dad if they could help. While Dan had other ideas in mind of how to spend his Saturday, he obliged his daughter and the family tidied up Ferguson Park.

Chandra Henson cleans John West Rd. every year with her two grandchildren and models for them to take pride in their community. White Rock Montessori freshened up St. Francis Park with over 25 volunteers training our youngest citizens what civic responsibility looks like. The Claremont Neighborhood Association is a strong neighborhood with volunteers who reach out beyond their own neighborhood and demonstrate a commitment to Far East Dallas. Lone Star Credit Union has cleaned the lower years. Each year they provide an effort to make our

Dallas Residents Hear City's Plan to Address Traffic Safety on Ferguson Road



STRATEGIC PILLAR

COMMUNICATION

Communicate vital information regarding strategic progress, access to quality programs and/or services, and instilling community pride in Far East Dallas.

Outcomes

The Ferguson Road Initiative uses a comprehensive mix of communication channels to ensure that residents, partners, and stakeholders remain informed, engaged, and connected. Each platform is designed with a specific audience and purpose in mind, working together to amplify FRI's mission of improving the quality of life in Far East Dallas.

Digital NewsFlash (Monthly Email)

Our monthly Digital NewsFlash is a targeted email newsletter that reaches subscribers with consistent updates on FRI's work. Each edition highlights current initiatives, upcoming programs, and ways the community can get involved. The NewsFlash serves as both an information hub and a call to action—keeping stakeholders informed about progress in areas like crime reduction, park development, infrastructure improvements, and educational opportunities.

Community Resource Fairs (As Scheduled)

FRI attends Community Resource Fairs (pictured below), in-person events designed to connect residents directly with a wide range of service providers. These gatherings create a one-stop hub where individuals and families can access vital support for housing, healthcare, workforce development, and educational needs. By bringing services together in a single, accessible location, Resource Fairs transform communication into immediate action, ensuring that residents not only learn about available resources but also receive help on the spot

Community Resource Directory Community Resource Directory (Continuously Updated)

FRI also publishes a Community Resource Directory—a trusted guide to local nonprofit and service organizations. The directory includes vital information on food assistance, healthcare, job skills training, rental support, senior services, and more. By curating these resources in one accessible tool, FRI strengthens the safety net for residents and ensures that help is never out of reach.

The Ferguson Road Initiative (FRI) engages Far East Dallas through a blend of digital, print, and in-person communications. From social media, newsletters, and the annual FRIdays Magazine to Townhall Meetings and Community Resource Fairs, FRI ensures residents stay informed, connected, and empowered. Together, these platforms build trust, strengthen partnerships, and move the community from awareness to action.

Zitziki Sanluiseno
Membership Administrator
& Event Coordinator

Vikki Martin
Executive Director

Maria Valenzuela, Director
of Finance & Operations

Susan Hopper, Director of
Communications & Marketing



FRIdays

FERGUSON ROAD INITIATIVE
SERVING FAR EAST DALLAS

FALL 2024
ISSUE 41

FRIdays Magazine (Annual, Mailed to 18,000+ Households)

The FRIdays annual magazine is mailed directly to more than 18,000 households across Far East Dallas. This professionally designed, full-color publication tells the larger story of community transformation—spotlighting major projects, volunteer contributions, and showcasing neighborhood partnerships. It provides residents with a tangible, lasting piece that reflects both the vision and the measurable impact of FRI's work.

Social Media – Facebook & Instagram

Facebook and Instagram allows FRI to share timely updates on community projects, public safety initiatives, upcoming events, and volunteer opportunities. Social media also provides an interactive space for residents to celebrate area successes, ask questions, and engage directly with FRI staff and volunteers.

Community Connection Townhall Meetings (Semi-Annual)

Twice each year, FRI hosts Community Connection Townhall Meetings that bring together residents, city departments, nonprofits, schools, faith leaders, and business owners in one collaborative space. These gatherings provide an opportunity to share progress on parks, safety, infrastructure, and public spaces while also surfacing neighborhood-specific needs and aligning available resources. Townhalls serve as a hub for recruiting volunteers and building coalition partnerships, and they give residents direct access to decision-makers for open dialogue, Q&A, and problem-solving. More than just meetings, these events function as the community's feedback loop in action—transforming information into collaboration, accountability, and measurable impact.

Pictured above and below: FRIdays Magazine is mailed annually to 18,000+ households in late August.

Our Turn

A Commitment to Crime

Prevention and Personal Safety p. 4

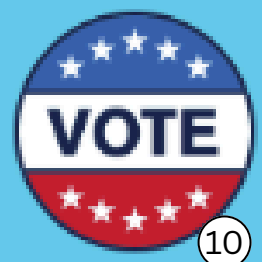
FRI Explores Becoming
Public Improvement District p. 5

Personal Safety &
Awareness p. 8

Change of Scenery p. 12

DISD Creates Opportunities p. 13

New East Dallas School Raises
Expectations for Education p. 14



STRATEGIC PILLAR

CONNECTION

Engage community advocates in opportunities to connect and improve the community and neighborhoods in Far East Dallas.

Outcomes

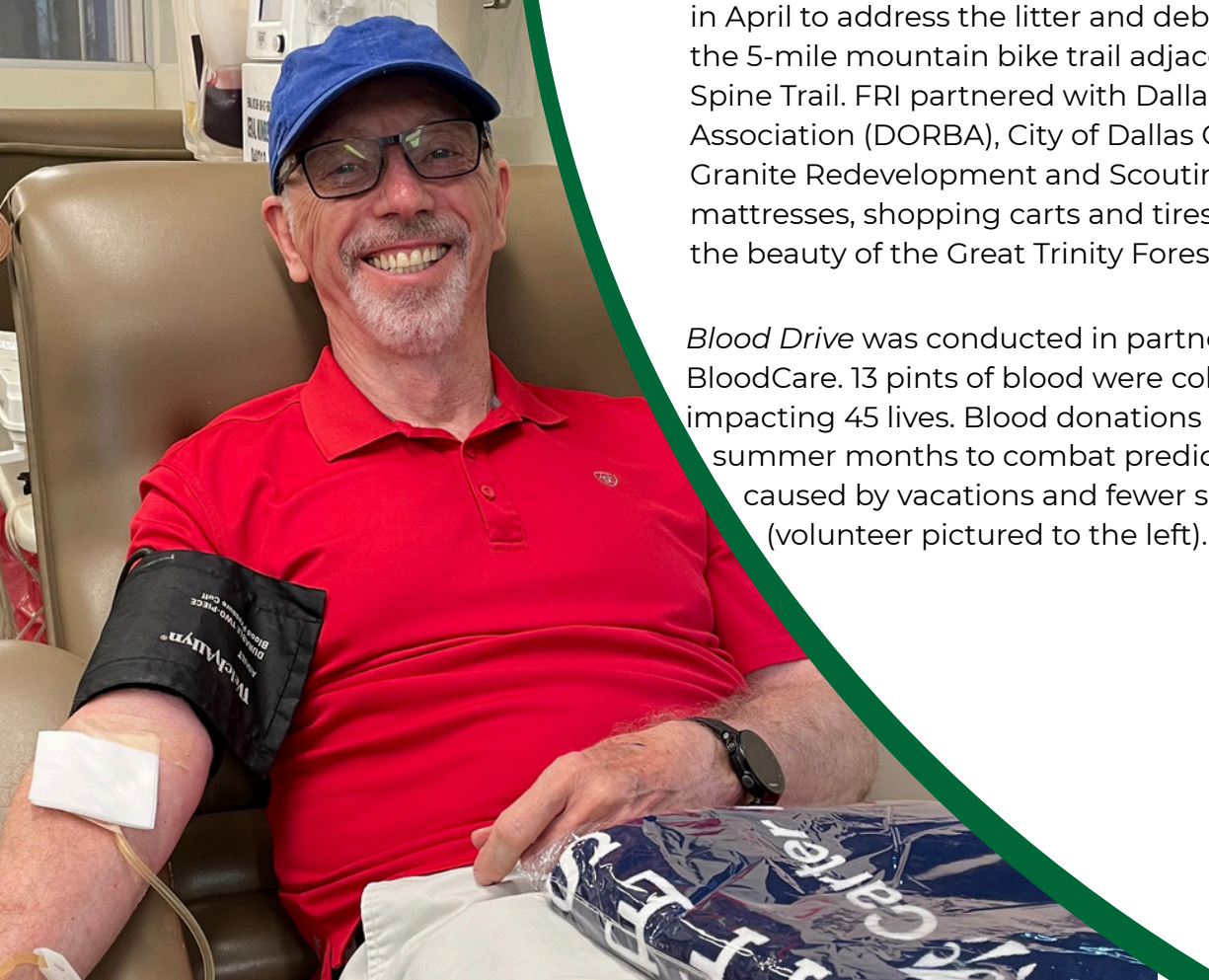
FRI provides community service opportunities that connect our residents, businesses, schools, nonprofit agencies, faith communities, and civic/service organizations to strengthen Far East Dallas. (2,478) hours of community service were donated by 466 volunteers valued at \$78,800 in 2024!

Operation Beautification Litter Cleanup Event celebrated its 12th consecutive year of service making our community a more beautiful place to live.

- 156) volunteers representing 12 neighborhoods, 3 schools, 12 businesses/nonprofits, and 8 city/civic/service organizations.
- (216) lbs of food was collected in support of our nonprofit partner, White Rock Center of Hope. This food is distributed back into our Far East Dallas community.

CreekSide Bike Park Cleanup Event (pictured left) was held in April to address the litter and debris that exists within the 5-mile mountain bike trail adjacent to the Trinity Forest Spine Trail. FRI partnered with Dallas Off Road Biking Association (DORBA), City of Dallas Code Compliance, Granite Redevelopment and Scouting America to remove mattresses, shopping carts and tires that negatively impact the beauty of the Great Trinity Forest.

Blood Drive was conducted in partnership with Carter BloodCare. 13 pints of blood were collected from 20 donors impacting 45 lives. Blood donations are crucial in the summer months to combat predictable drops in supply caused by vacations and fewer school-based drive (volunteer pictured to the left).





STRATEGIC PILLAR

CRIME PREVENTION & PUBLIC SAFETY

Educate and engage community leaders to increase public safety and decrease crime in Far East Dallas.

Outcomes

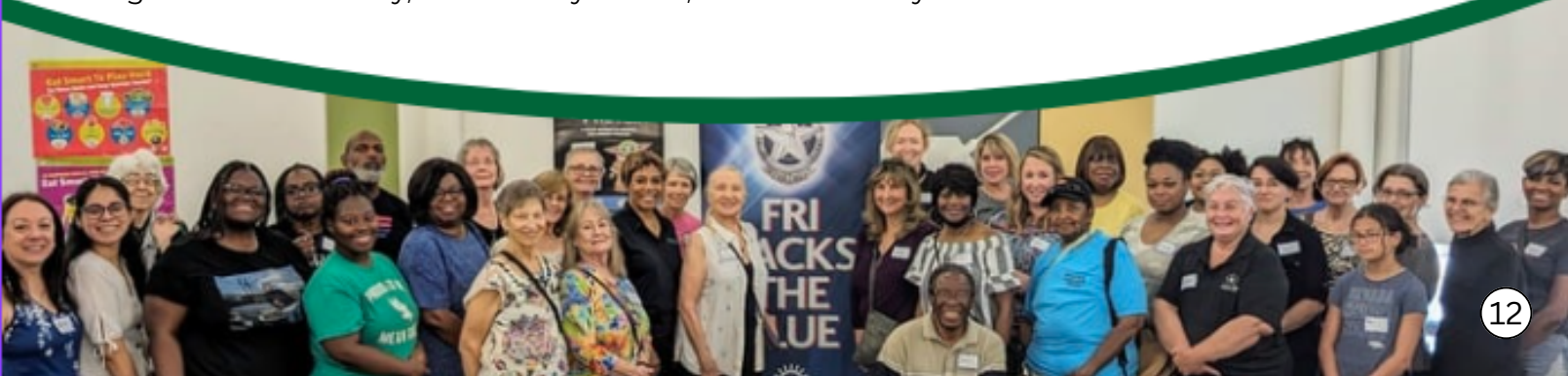
FRI was established in 1998 to address escalating violent crime that was poisoning the Far East Dallas community. From 200-2011 FRI received federal funding to combat crime and promote public safety through the Department of Justice Weed & Seed program. This program was highly successful in significantly reducing crime in targeted areas.

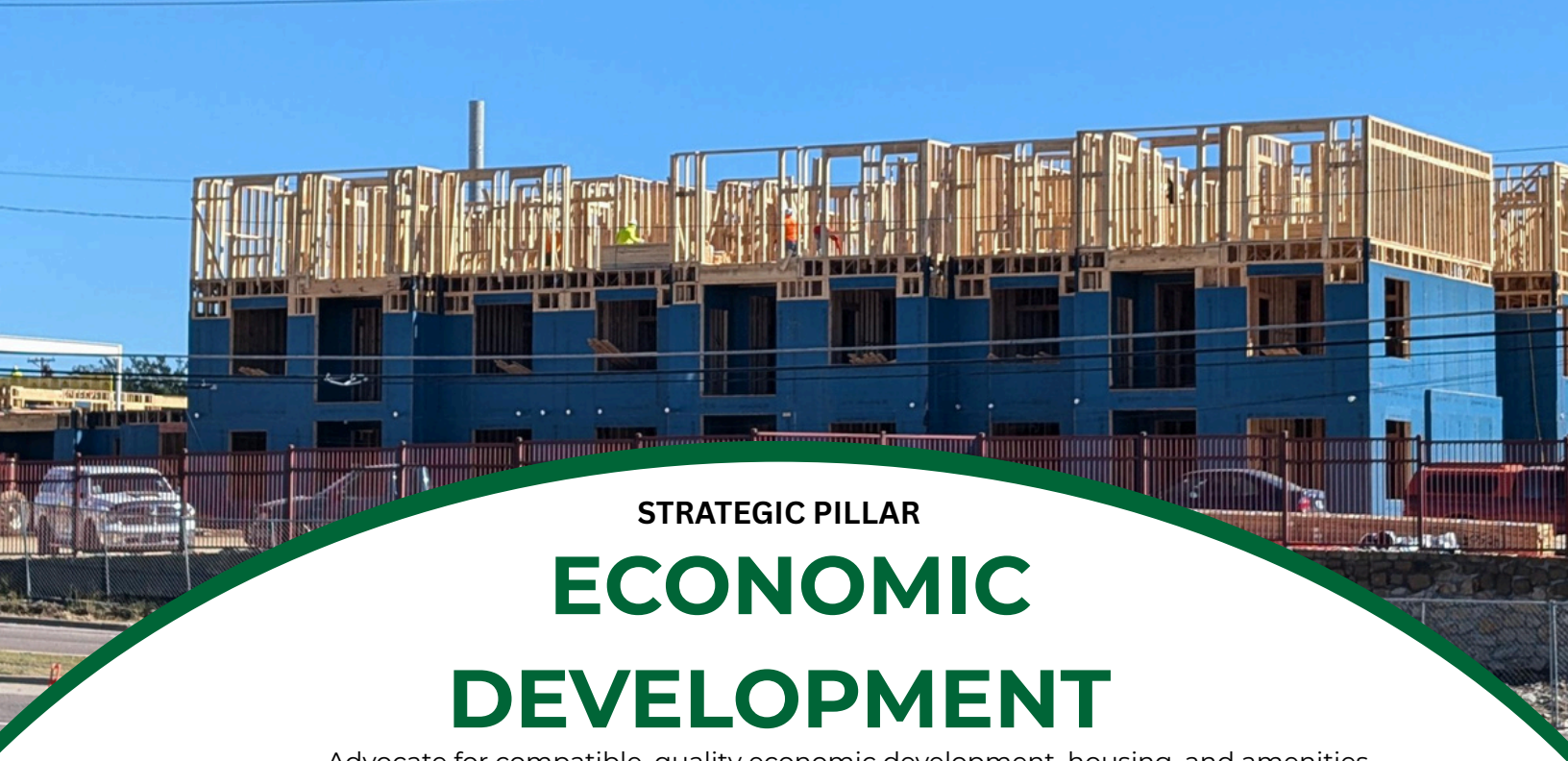
FRI continues to build upon these efforts by providing support for the following:
Semi-annual Community Connection Townhall Meetings (February and September) where crime statistics are presented by the Dallas Police Department that track crime in the (4) areas that make up Far East Dallas: Forest Hills/Casa Linda, Greater Casa View, White Rock East and White Rock Hills. These meetings provide opportunities for residents to build positive relationships with police and to learn ways to promote safety in their home and neighborhoods.

Crime Task Forces (2) to monitor and address crime along the lower Ferguson Road corridor and the Buckner Blvd. and Peavy intersections. These Task Forces assemble leaders from neighborhoods, businesses, schools, faith communities, and the Dallas Police Department. City Department heads also attend these meetings and make reports as crime is tracked and measured (pictured above).

Women's Sense of Awareness Personal Safety Workshop offered tips to 32 women, ages ranging from 14 to 80 on how to be safe in their home and community. In a survey conducted after the workshop, 97% of the participants reported they increased their awareness about personal safety. They left the workshop being more aware of their surroundings, where they put their purse/personal belongings in public, and needing to change some habits when walking to their cars (pictured below),

Truett Area CrimeWatch, a quarterly meeting for residents living in the White Rock East neighborhoods. Meetings typically include information provided by the Dallas Police Department, Code Compliance, Integrated Public Safety, Community Courts, and Community Prosecutor's Office.





STRATEGIC PILLAR

ECONOMIC DEVELOPMENT

Advocate for compatible, quality economic development, housing, and amenities to revitalize Far East Dallas and facilitate opportunities with partners and investors.

Outcomes

Housing and Development

Generation Housing Partnership broke ground on Estates at Ferguson (9220 Ferguson Road), a 164-unit senior housing apartment-style community (pictured above). FRI's work involved convincing the developer to reduce its density from 4 to 3 stories and 210 to 164 units. Our efforts ensure that our area's public schools will not be overcrowded, and the property will provide housing for our growing senior population.

Karrington Realty purchased the former Bethel Baptist Church property at 9314 Ferguson Road and FRI worked with neighborhood leadership to support the future development of a 53-unit single-family townhome development, slated to break ground in 2025.

FRI worked with a proposed multi-family developer at 2671 John West Road to consider a condominium project. The hope is to build a 43-unit condominium development by 2026.

Amenities

In 2024 Dallas voters approved \$18.1 million to design and construct the White Rock Hills Recreation Center (CENTER) (2131 & 2165 Highland Road). FRI advocacy ensured this project was included on the bond program during this highly competitive process. The CENTER (schematic from 2017 pictured below) will be the final component in completing FRI's efforts to bring recreation amenities to an area that has been designated a recreation desert for decades. The CENTER will be part of the CreekSide Ash Creek Urban Reserve that includes parks, greenspace, trails and safe connectivity to neighborhoods, parks, and schools.





STRATEGIC PILLAR

FINANCIAL LITERACY

Provide Volunteer Income Tax Assistance (VITA) services and financial literacy education to low-income community residents.

Outcomes

FRI wrote the first IRS funded Volunteer Income Tax Assistance (VITA) program in Dallas in 2005. It's a powerful example of local leadership driving national impact. VITA and Earned Income Tax Credit (EITC) programs are cornerstones of economic support for Dallas families.

VITA is a program supported by the IRS and offers free tax preparation for people earning \$60,000 or less. This program helps people with disabilities, limited English speakers, and elderly taxpayers by using IRS-certified volunteers to ensure accurate filing and access to credits like the EITC and Child Tax Credit (CTC), protection from predatory tax preparers, maximized refunds which can be the largest annual cash inflow for many families.

The Earned Income Tax Credit is one of the most effective anti-poverty tools in the U.S. It supplements income for working families, can provide refunds of several thousand dollars, and has a proven track record of lifting millions out of poverty each year. 2024 VITA outcomes included the following:

- 980 families served, saving an average of \$170 per taxpayer
- \$1.3million in refunds
- 245 financial education hours provided
- 767 volunteer hours provided valued at \$25,688
- \$29,660 in Adjusted Gross Income (AGI) for families served
- \$434,161 EITC
- \$305,318 Child Tax Credit
- \$38,570 Education Credit
- \$1,514 average refund
- Over 17,900 free income tax preparation services with over \$30 million in refunds since 2005

pictured above: VITA volunteers

“I have been doing my taxes for several years here and the service and money they save me is just great. I will continue to use this service (VITA)” Pamala N.



STRATEGIC PILLAR

LEADERSHIP

Provide visionary leadership to the constituents of Far East Dallas and develop strong community leaders.

Outcomes

At FRI, we believe in the transformative power of one. Since 1998, we've nurtured leaders who drive change in Far East Dallas—whether by spearheading coalitions, serving on committees, leading crimewatch programs, or simply showing up with purpose. Our ongoing grassroots recruitment and training efforts ensure that leadership is not just a title, but a lived commitment to community.

Leading Economic Development

In May, FRI applied to include two of our neighborhoods (White Rock East and White Rock Hills) in a Public Improvement District (PID)—a strategic move that could bring transformative benefits to our community. PIDs are vital tools for urban growth, offering a dedicated funding mechanism to:

- Enhance infrastructure and public spaces
- Boost Property values
- Expand law enforcement and public safety initiatives
- Foster a distinct community identity
- Attract economic development
- Empower residents with local control over improvements
- If approved by the Dallas City Council in 2025, these areas will receive targeted investments that go beyond what general city funding can provide.



If approved by the Dallas City Council in 2025, these areas will receive targeted investments that go beyond what general city funding can provide.

Building Community Leadership

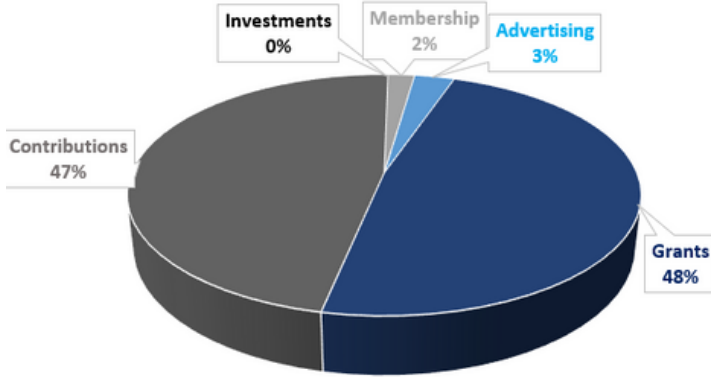
- To ensure the PID process remains focused and timely, FRI has assembled a team of volunteer experts in urban planning, finance, and community development. This group meets weekly to guide the initiative, align with city requirements, and advocate for the needs of our neighborhoods.
- After more than a decade without organized neighborhood leadership, FRI played a pivotal role in reigniting civic engagement in the White Rock Village community of White Rock East. Through dedicated mentorship and coaching, FRI supported residents in re-establishing an active CrimeWatch organization (pictured below), fostering a safer and more connected neighborhood. FRI's key contributions included:
 - Guiding residents in building effective partnerships with the Dallas Police Department and local stakeholders
 - Helped develop a neighborhood database to support communication and coordination
 - Mobilized community members around key crime prevention initiatives
 - Provided training in meeting facilitation, strategic communication, and reports
 - Identified and encourage emerging leaders to take on sustainable roles within the organization

This initiative not only strengthened public safety efforts but also laid the groundwork for long-term community resilience and leadership development.



FINANCIAL STABILITY HIGHLIGHTS

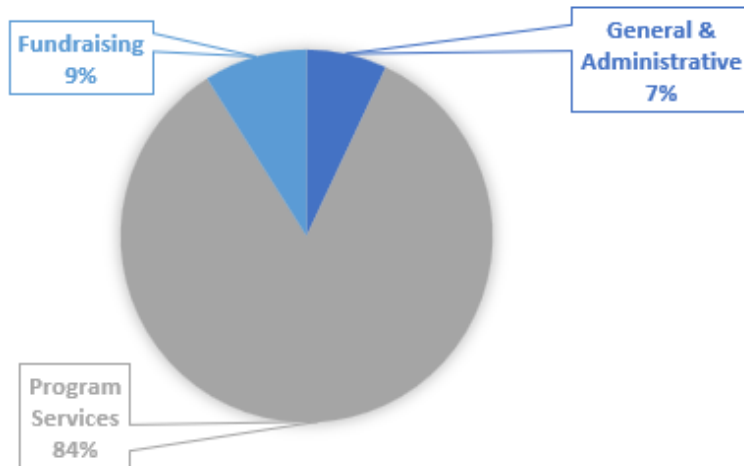
2024 REVENUE - \$363,705



Insight: The 65% increase in grant revenue reflects growing institutional confidence in FRI's strategic initiatives, especially around public safety, **advocacy efforts**, and infrastructure.

Narrative: Nearly half of FRI's funding came directly from community support, reinforcing its role as a trusted grassroots organization.

2024 EXPENSES \$254,706

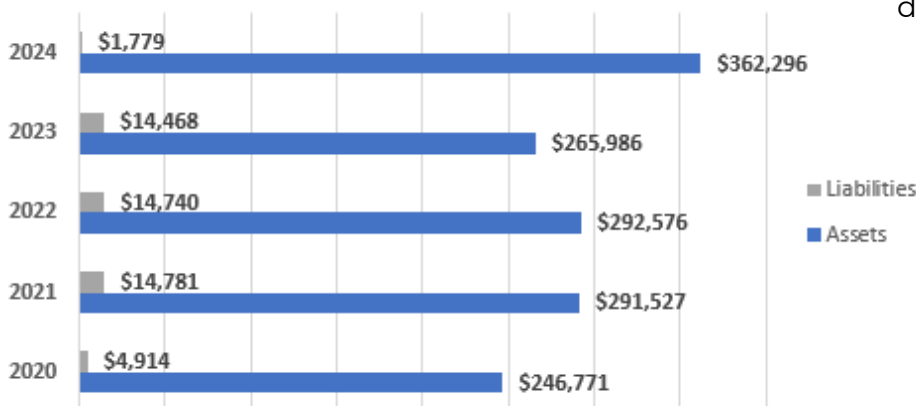


Trendline: Consistent upward trajectory in revenue signals strong financial health and strategic growth.

Looking Ahead

- CENTER Project Funding Strategy: Continued collaboration with city partners and grantmakers.
- PID Development: Exploring sustainable funding models for long-term infrastructure investment.
- Community Engagement: Expanding donor base and membership outreach.

2020 - 2024 FIVE YEAR BALANCE SHEET





AWARD WINNING

FRI has been actively involved in advocacy, crime prevention, economic development, and leadership training across Far East Dallas. Our work has not only earned accolades from major institutions like the Department of Justice and IRS, but also from local powerhouses such as the Greater East Dallas Chamber of Commerce and the Dallas Historical Society.

These awards reflect a broad spectrum of excellence. We are proud to be an organization recognized by both federal agencies and grassroots community groups, which speaks volumes about FRI's versatility and credibility.



CHALLENGES AND LESSONS

The Ferguson Road Initiative made meaningful progress in strengthening its revenue base in 2024, reflecting growing confidence in our mission and impact. While we did not yet secure the full capital needed to onboard a full-time Executive Director with a proven fundraising background or a dedicated Marketing and Communications Director, these roles remain part of our strategic growth plan. We also recognize the value a part-time grantwriter would bring in amplifying our funding capacity. With continued momentum and community support, we are well-positioned to pursue these key investments in organizational leadership and infrastructure—ensuring that FRI can scale its impact and serve Far East Dallas with even greater reach and effectiveness.

pictured above: Mounted Patrol Declan Fur and her partner Earthquake made a visit to the FRI offices at Owenwood Farm & Neighbor Space while patrolling areas of Far East Dallas

LOOKING AHEAD: A VISION FOR PROGRESS

- *Sustained Fundraising:* We will continue to build financial resilience through strategic fundraising efforts that support long-term sustainability.
- *Expanded Safety Initiatives:* Our crime prevention and public safety campaigns will grow in scope and impact, fostering safer, more connected communities.
- *PID Process Completion:* We are focused on finalizing the Public Improvement District (PID) process, a critical step in unlocking resources for neighborhood enhancement.
- *Recreation Center Realization:* We will chart measurable progress toward the development of the White Rock Hills Recreation Center—transforming vision into reality for Far East Dallas.

Together, these efforts reflect our unwavering commitment to community empowerment, safety, and quality of life.

As we approach the new year, FRI remains committed to advancing our mission with renewed energy and purpose. Our key priorities include:

pictured to the right: Chuck Kobdish, Chairman East Dallas Chamber of Commerce presents FRI with a gift of support

