



## Fiscal Year 2012 Annual Report

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## About FRI

**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 activities, social service 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 and foundations.

<b>Vision:</b>	<b>Complete economic revitalization and better quality of life for all people in Far East Dallas.</b>
<b>Mission:</b>	<b>Transform Far East Dallas into a safe, beautiful, prosperous and proud community by inspiring hope and working together to achieve a shared vision.</b>
<b>Values:</b>	<ol style="list-style-type: none"> <li><b>1) Integrity:</b> <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></li> <li><b>2) Community:</b> <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></li> <li><b>3) Stewardship:</b> <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></li> <li><b>4) Leadership:</b> <i>We act courageously and take responsibility for our choices and their consequences and persevere through challenges and barriers.</i></li> <li><b>5) Respect:</b> <i>We honor individuality and demonstrate compassion and respect for ourselves, others, and those with whom we do business.</i></li> </ol>

## FRI Board of Directors

### Eric Boon

Doctors Hospital at  
White Rock Lake,  
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East Dallas Veterinary Clinic,  
Veterinary Medicine

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Bishop Lynch High School,  
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### Vikki J. Martin, **President**

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Resident

### Santos Martinez

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YMCA, WR Branch  
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### Derek Smith

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### 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**

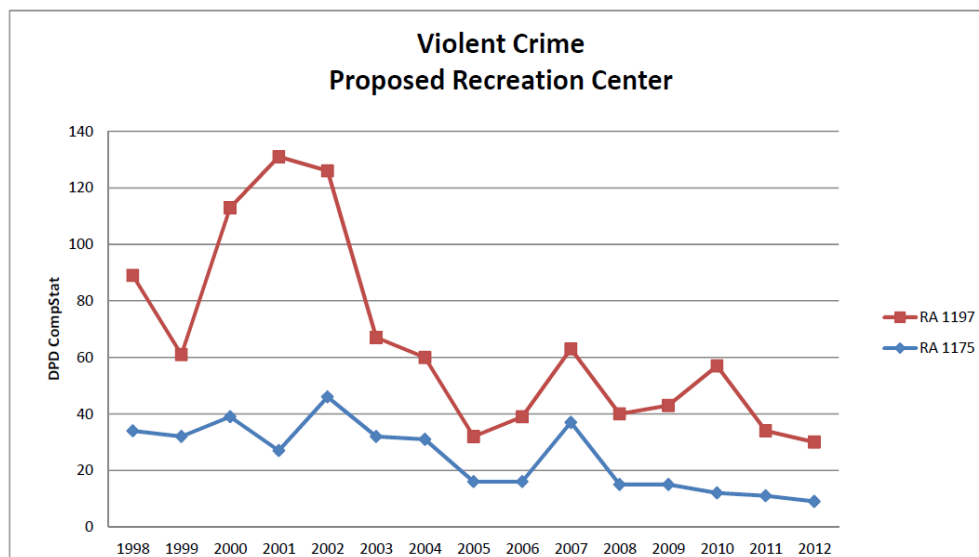
Lakeland Hills Crime Watch,  
Resident

## I. Strategic Goal and Program Outcomes

1. Increase community safety & decrease crime.	
Program	Outcomes
1) Crime Prevention through Communication	<ul style="list-style-type: none"> <li>35 neighborhoods and Crime Watch organizations were served by FRI Community Connection Townhall bi-annual meetings.</li> <li>FRI has achieved a 61% reduction in violent crime and a 25% reduction in overall crime in targeted areas. We continue to seek funding for public safety initiatives.</li> </ul>
2) National Crime Prevention Council Workshop.	<ul style="list-style-type: none"> <li>5 neighborhoods and Crime Watch organizations were served by FRI Community Connection Townhall bi-annual meetings.</li> <li>Our NCPC workshop recorded 55 participants from 17 surrounding Dallas Metroplex municipalities including representatives from high schools, colleges, community prosecutors and 5 neighborhood associations from Far East Dallas.</li> </ul>
3) Drug Education for Youth Program	<ul style="list-style-type: none"> <li>5 students from Far East Dallas participated in DEFY in 2012.</li> </ul>
2. Beautify and maintain the whole community.	
4) Spring Community Clean Up Event	<ul style="list-style-type: none"> <li>More than 150 volunteers from neighborhood organizations, schools, faith communities and local businesses joined in this effort.</li> </ul>
3. Provide social services, education, and recreation opportunities.	
5) Children and Youth Education Programs	<ul style="list-style-type: none"> <li>Over 100 children/youth were served directly by FRI programs</li> <li>More than 567 hours of after school tutoring and homework help. Hundreds more students were served indirectly by FRI Partners.</li> <li>FRI also worked with an anonymous donor to revitalize the children's computer lab at Enchanted Hills Apartments, including 6 new computer workstations.</li> </ul>
6) Children and Youth Recreational Programs	<ul style="list-style-type: none"> <li>Over 1000 children and youth served by Sprayground at Ferguson Park, Skatepark at Lakeland Hills Park, Send a Kid to Camp, and Bayles Kite Day.</li> </ul>
7) Adult Education Programs	<ul style="list-style-type: none"> <li>Over 200 adults were served by FRI Programs and Partners, including an apartment complex.</li> <li>10 computers using Rosetta Stone language training software targeting a Burmese refugee community,</li> <li>Two labs, with 6 computers each, were placed at 2 area low income apartment complexes in 2011 and maintained in 2012,</li> <li>One lab with 10 computers was placed at an area church.</li> <li>A total of 36 computers were provided by a private anonymous donor in 2011 and 6 more in 2012.</li> </ul>
8) Community and Family Service Programs	<ul style="list-style-type: none"> <li>100 people served in the FRI Victim's Outreach Program.</li> <li>1,026 families received free income tax assistance through our 2012 VITA program resulting in a combined total of just under \$2M in tax returns in Far East Dallas. FRI's 6 year track record of providing VITA in far East Dallas has resulted in a total of 3,711 returns completed and a record \$5,929,116 in refunds.</li> <li>This means that money went back into our community, businesses, and churches.</li> <li>2,464 people received the FRI monthly digital newsletter — the FRI Newsflash.</li> <li>18,000 households received the FRIdays news magazine twice a year,</li> <li>FRI updated and refreshed its Web site making it more "user friendly" and helping to promote and market our area businesses.</li> </ul>

4. Lead and advocate for economic revitalization.		
9) Community Connection	<ul style="list-style-type: none"><li>144 FRI Community Connection memberships received.</li><li>258 volunteers donated 3,635.5 hours of service to our neighborhoods and businesses in Far East Dallas.</li></ul>	
10) Founder's Circle	<ul style="list-style-type: none"><li>20 Founder's Circle Members are making a 3-year pledge of support , providing \$27,000 annually for 3 years</li></ul>	
11) Street and Infrastructure Improvements	<ul style="list-style-type: none"><li>\$3 million in Bond Funds advocated by our Bond Committee were netted this year to target land erosion and the building of a new road on Highland from Ferguson Road to the railroad tracks. This will be a major component in our plan for the area, providing access to the planned regional recreation center, incentives for economic development, and much needed pedestrian safety for senior citizens living at the Primrose at Highland Meadows and for the school children living in the apartments along Highland Road.</li></ul>	
12) White Rock Hills Branch Library	<ul style="list-style-type: none"><li>\$8.5 million dollars secured in bond funds in 2006 for programs &amp; design.</li><li>On June 16, 2012 Far East Dallas celebrated the grand opening of the library with more than 800 attendees!</li></ul>	
13) Regional Recreation Center	<ul style="list-style-type: none"><li>In 2006 land was purchased at 2229 Highland Road with bond funds from 2003. In 2006 \$5 million dollars in bond funds were secured for programs &amp; design. In 2010 the FRI community voted to direct the Parks Department to purchase additional parcels of land that will enhance the size of The Center.</li></ul>	
14) Diverse Community Housing	<ul style="list-style-type: none"><li>More than \$ 200 million has been invested in the FRI target area since 1998.</li></ul>	

The chart below illustrates the drastic reduction in crime surrounding the future site of the Regional 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 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.



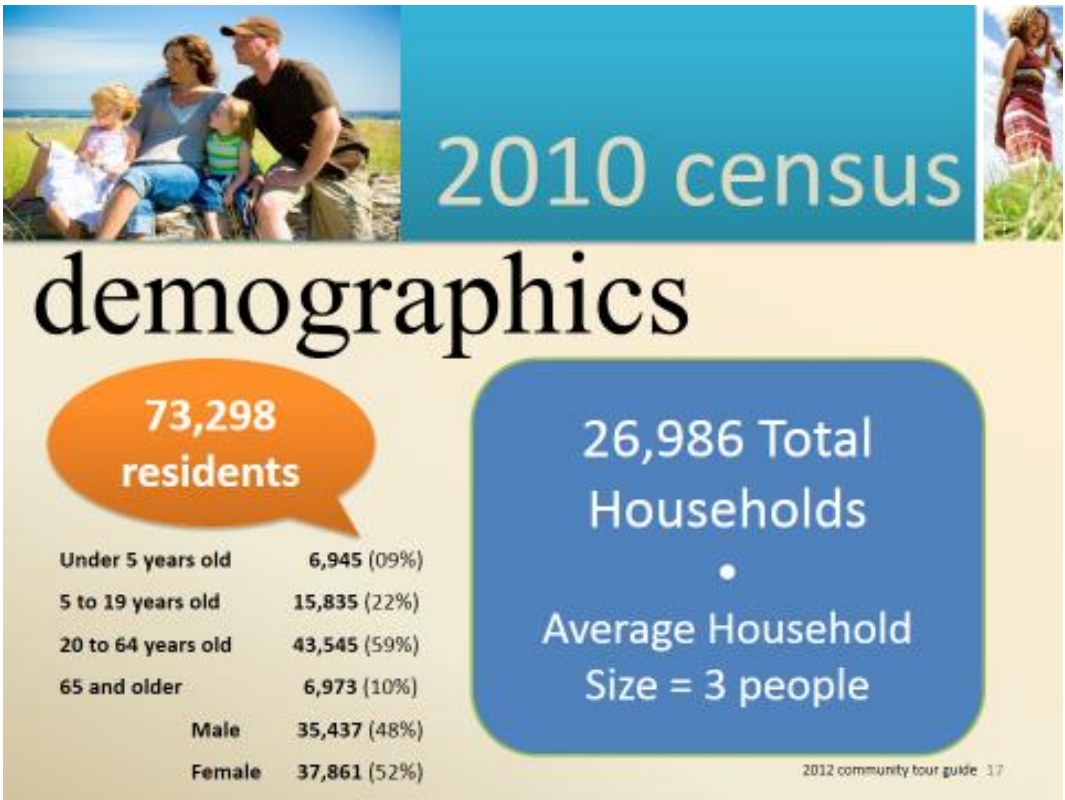


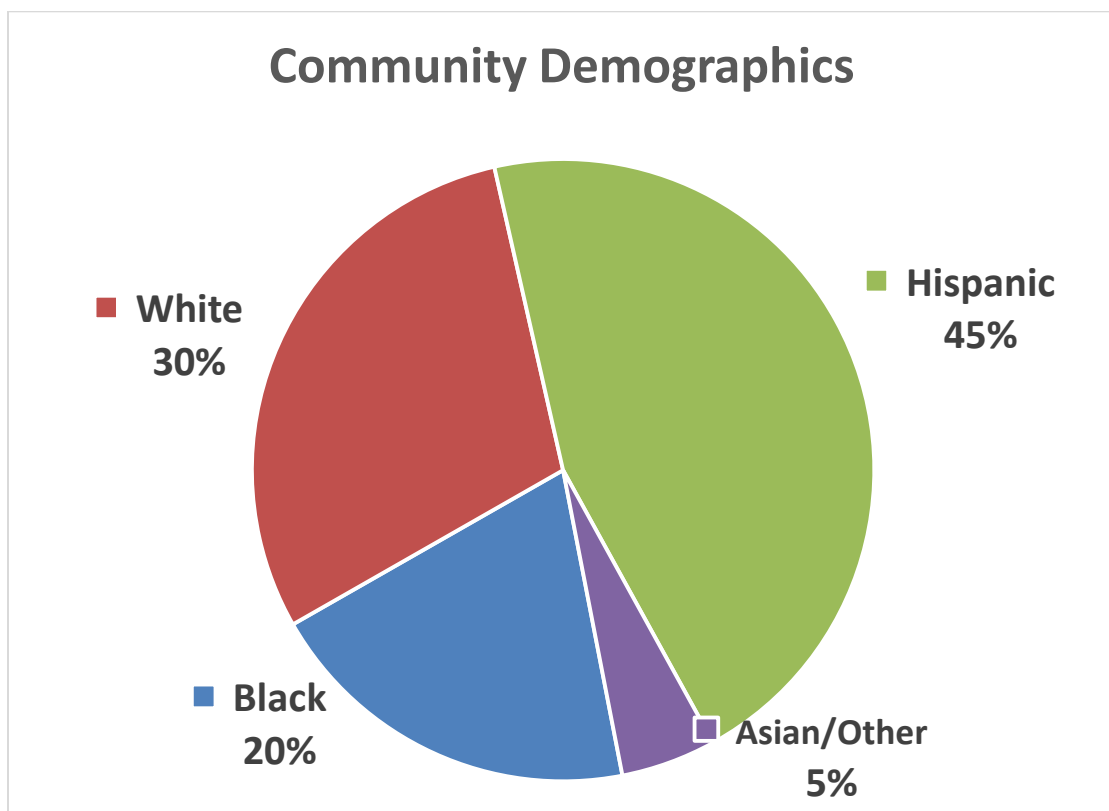
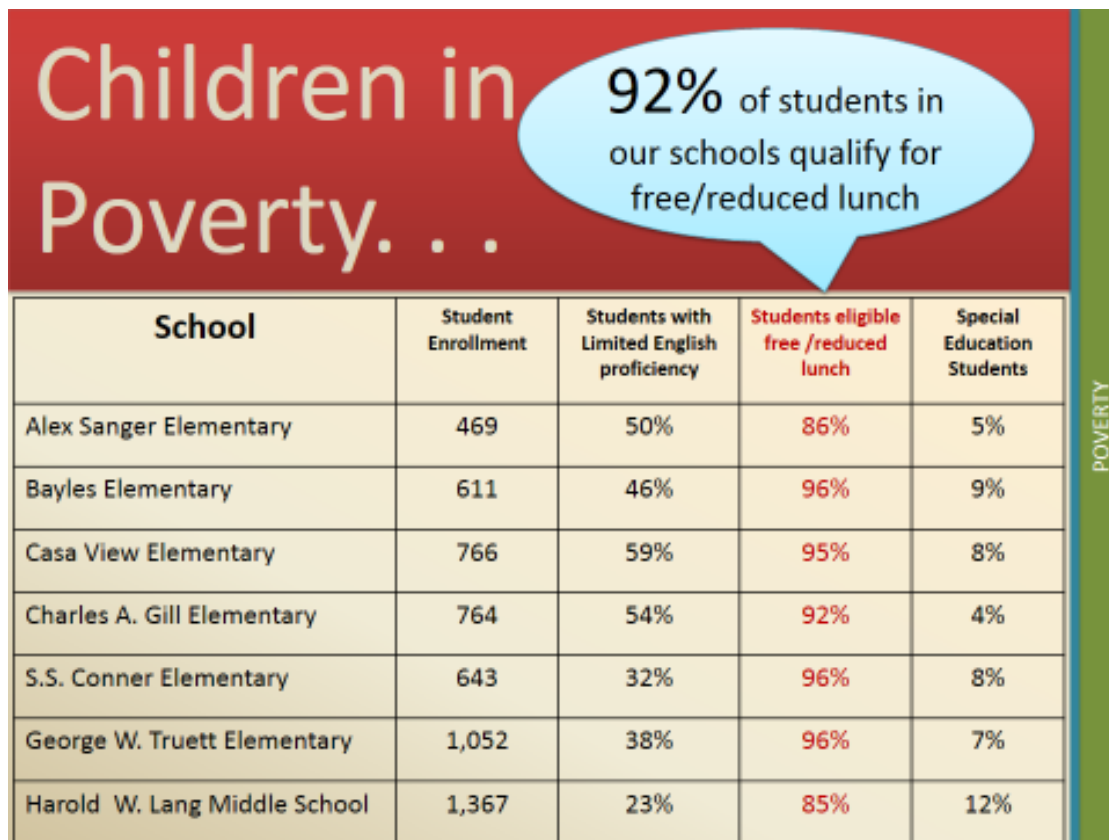
## FRI Service Area

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



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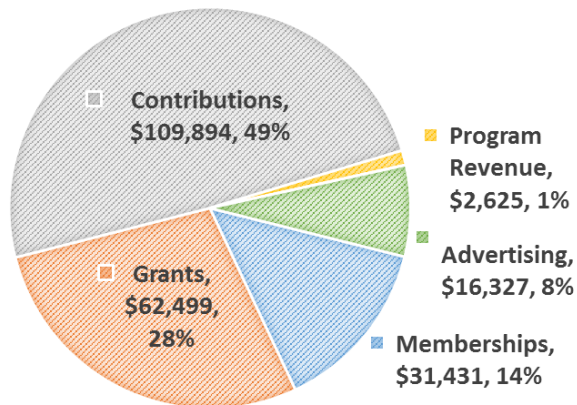






## II. Financial Overview (Data from 99 filed with IRS)

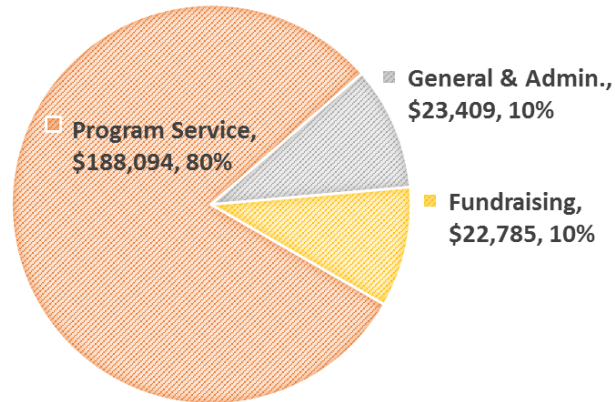
### 2012 REVENUE: \$222,814



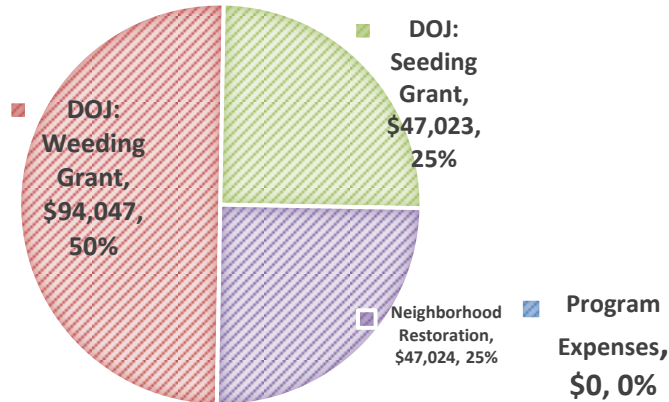
*2012 was a milestone year for FRI — we made a successful transition from a being a federal funded service provider to a sustainable, membership-based organization.*

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

### 2012 EXPENSES: \$234,288

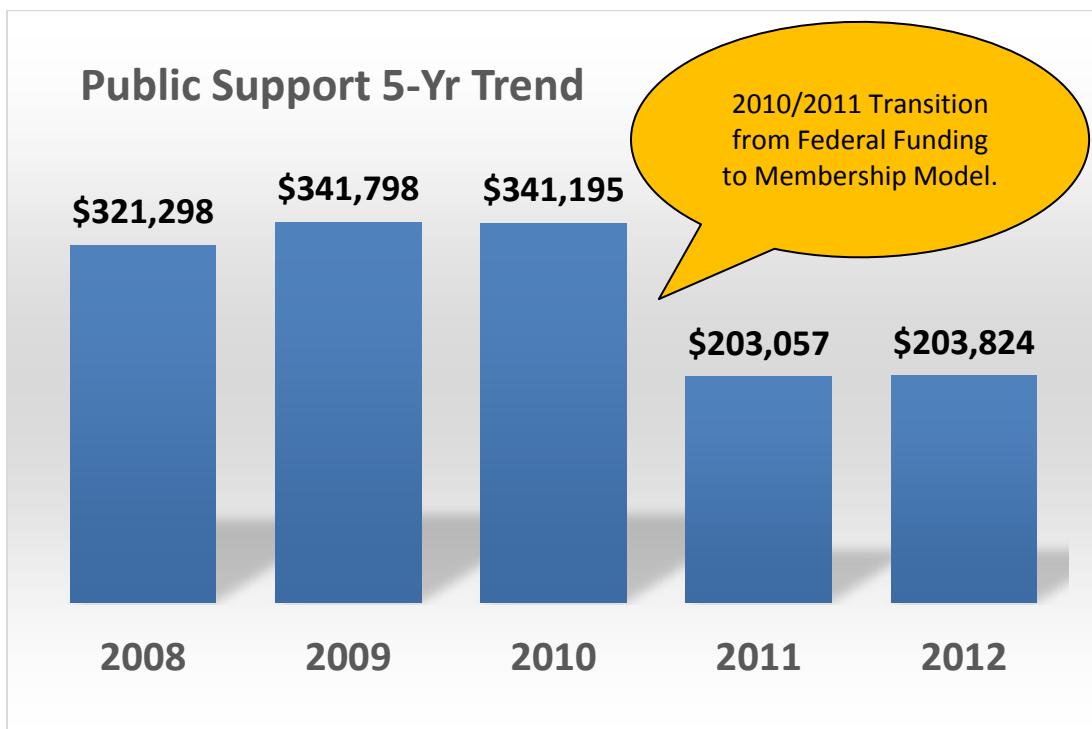
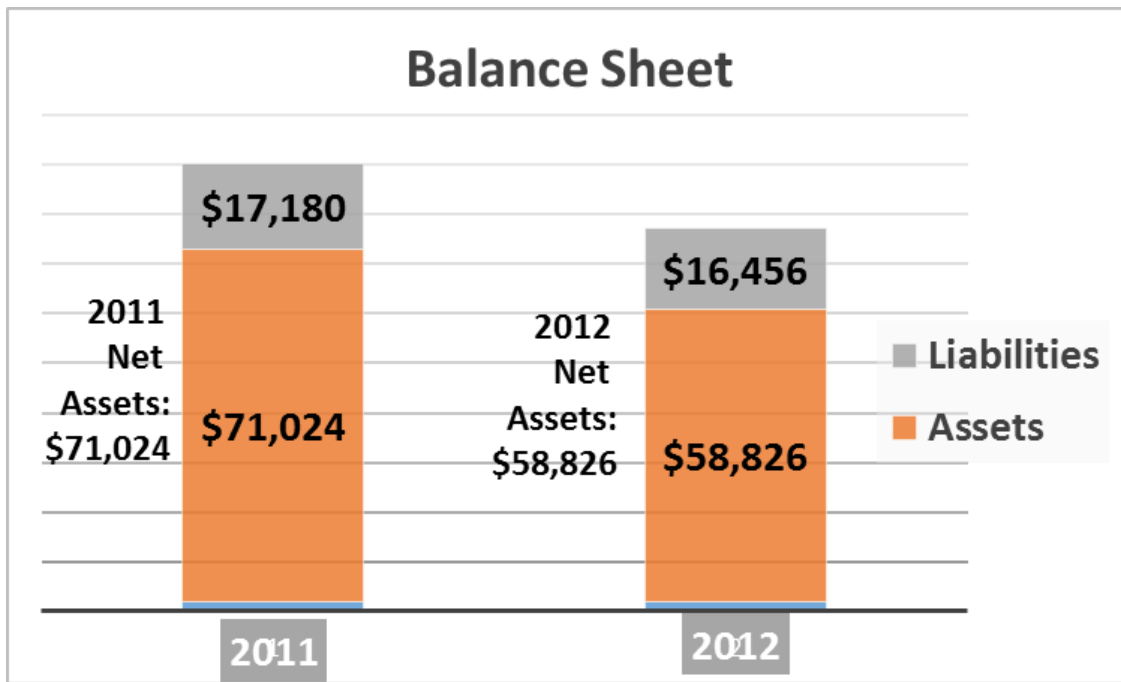


### 2012 PROGRAM GRANT DISTRIBUTIONS: \$188,094



*FRI spent 80% of every dollar on “Weeding” out crime and “Seeding” in economic development to fulfill our vision...  
**“Complete economic revitalization and better quality of life for all people in Far East Dallas.”***





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 relationships that respond to the needs of our community.