



FY 2014

Annual Report

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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:	<p>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></p> <p>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></p> <p>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></p> <p>4) Leadership: <i>We act courageously and take responsibility for our choices and their consequences and persevere through challenges and barriers.</i></p> <p>5) Respect: <i>We honor individuality and demonstrate compassion and respect for ourselves, others, and those with whom we do business.</i></p>

FRI Board of Directors:

Eric Boon

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

Doug Hunt

Access Self-Storage,
Business Owner

Monica Smith-Downs

Smith Downs Group,
Attorneys

Jerry Clancy Treasurer

Lone Star Credit Union,
President

Dr. William "Gerry" Jones V-P

Forest Hills N.A.
Resident

Ed Snyder

Lakeland Hills Crime Watch
Resident

Bill Coleman Secretary

Casa Linda Forest N.A.
Resident

Ethan Joubran

Lakewood N.A.
Resident

J.T. Walker

Claremont Addition N. A.
Resident

Gary Hasty

Karrington & Co.
Business Owner

Vikki J. Martin President

Claremont Addition N.A.
Resident

Kurt Watkins

Office of Cultural Affairs, Dist 7
Appointee

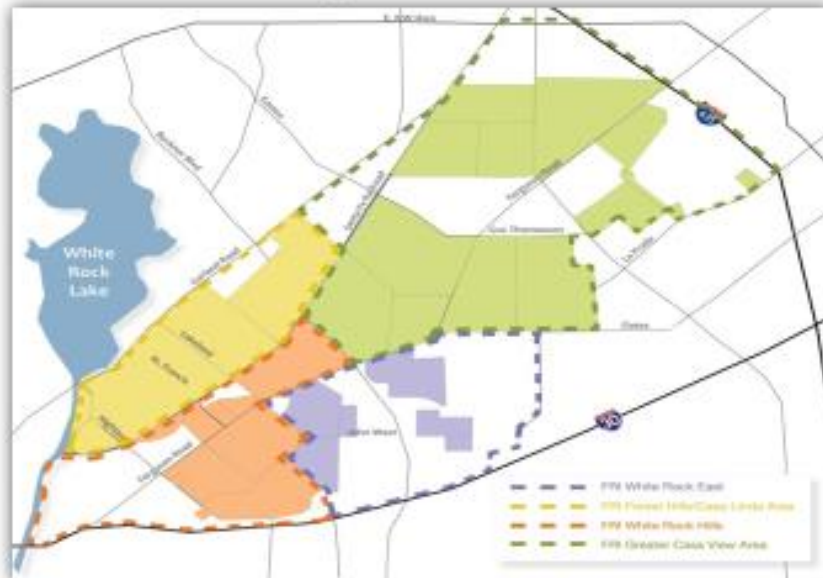
I. Strategic Goals and Program Outcomes

1. GOAL: Increase community safety, decrease crime, & and promote communication.	
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. • 2,500 people received the 2 x per month FRI digital newsletter — the FRI NewsFlash. • 18,000 households received the FRI days news magazine 2 x per year. • FRI updated and refreshed 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 now has a presence on Facebook and Twitter.
2. GOAL: 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. GOAL: Provide social services, education, and recreation opportunities.	
Community and Family Service Programs	<ul style="list-style-type: none"> • 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 in Far East Dallas has helped facilitate a total of \$8,258,044 in federal income tax -- this helps the community and the local tax payer by helping them avoid a predatory service. • 2 families received free A/C units through FRI’s partnership with an anonymous foundation. • 20,000 people received information about the Affordable Care Act through FRI’s partnership with Be Covered Texas. • The White Rock Hills Library, which opened in 2012, now reports that more than 600 children and their families use this amenity on a weekly basis. It is among the highest use libraries in the City.

4. GOAL: Lead and advocate for economic revitalization.	
Community Connection	<ul style="list-style-type: none"> • 186 FRI Community Connection memberships received, thus sustaining FRI operations. This is an 18% increase from 2013. • 124 FRI volunteers donated 6,062 hours of service to neighborhoods and businesses in Far East Dallas.
Founder's Circle	<ul style="list-style-type: none"> • 36 Founder's Circle Members made a 3-year pledge of support, providing \$51,500 annually for 3 years, thus contributing to the sustaining of FRI operations. This represents a 20% increase in membership and a 36% increase in funds pledged from 2013.
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) in 2013. • City of Dallas Parks and Recreation Department selected the Jacobs Engineering Group to conduct a feasibility study & master plan to determine cost, programs, construction, phasing, financing and marketing for the CENTER through community outreach meetings. The launch of the study began in September 2014. • FRI collaborated with Jacobs and the City of Dallas to conduct a competitor's analysis to ensure services and programs are not duplicated within the community at other nearby recreation facilities. • FRI partnered with the Parks and Recreation Center to help identify and form a CENTER Steering Committee made-up of 45 area leaders and stakeholders and coordinated 4 meetings. FRI also communicated and coordinated 2 town hall meetings (a total of 250 attended), 9 stakeholder analysis meetings, and attended 10 meetings between the City and Jacobs teams. We also helped develop a consumer survey, the purpose of which was to identify preferred programs and how the CENTER is to be used. 651 people took this on-line survey.

FRI Service Area

The FRI service area covers more than 73,298 residents,
26,986 households and over 2,000 unique businesses.



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2010 census



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**

Children in Poverty...

93% of students in our schools are economically disadvantaged and qualify for free/reduced lunch.

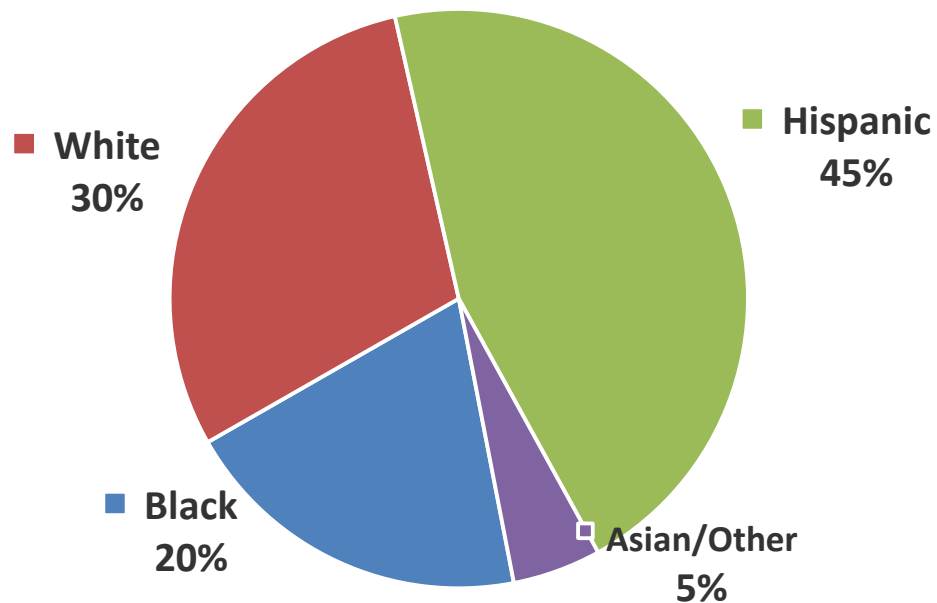
School	Student Enrollment	Students with Limited English	Students eligible free/reduced lunch	Special Education
1. Div. 5. Alex Sanger Elementary	520	53%	85%	6%
2. Div. 5. Bryan Adams High School	1,864	28%	87%	10%
3. Div. 5. Bayles Elementary	594	44%	94%	7%
4. Div. 5. Casa View Elementary	741	59%	92%	9%
5. Div. 5. Gaston Middle School	1,066	45%	96%	9%
6. Div. 5. Gill Elementary	778	56%	91%	6%
7. Div. 5. Kiest Elementary School	757	61%	95%	3%
8. Div. 5. Reinhardt Elementary School	658	52%	97%	8%
9. Div. 4. Lang Middle School	1,042	42%	94%	14%
10. Div. 4. Truett Elementary	1,036	41%	98%	5%

Source: 2015 statistics from <https://mydata.dallasisd.org/SU/SD/cdp.jsp>

POVERTY

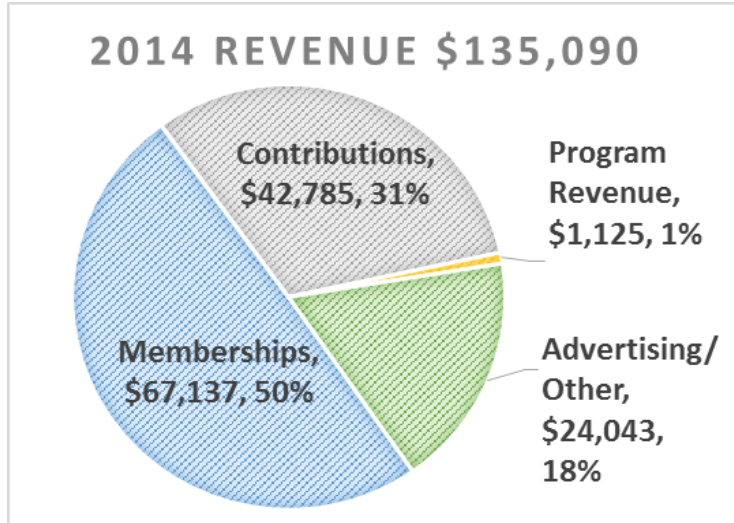
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Community Demographics



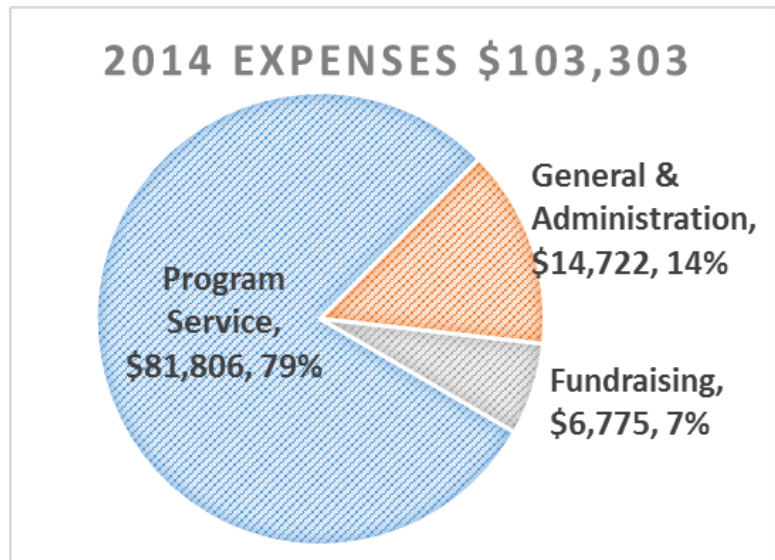
II. FRI Financial Overview

(Data from 990 filed with IRS)



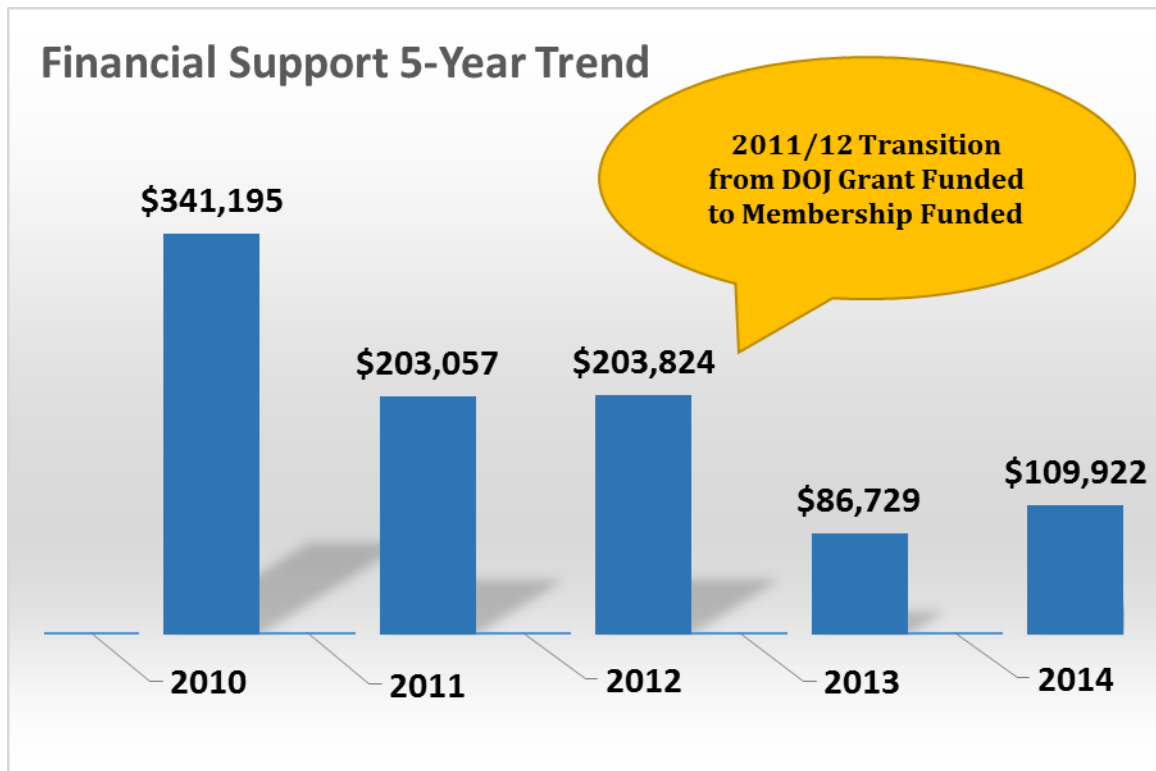
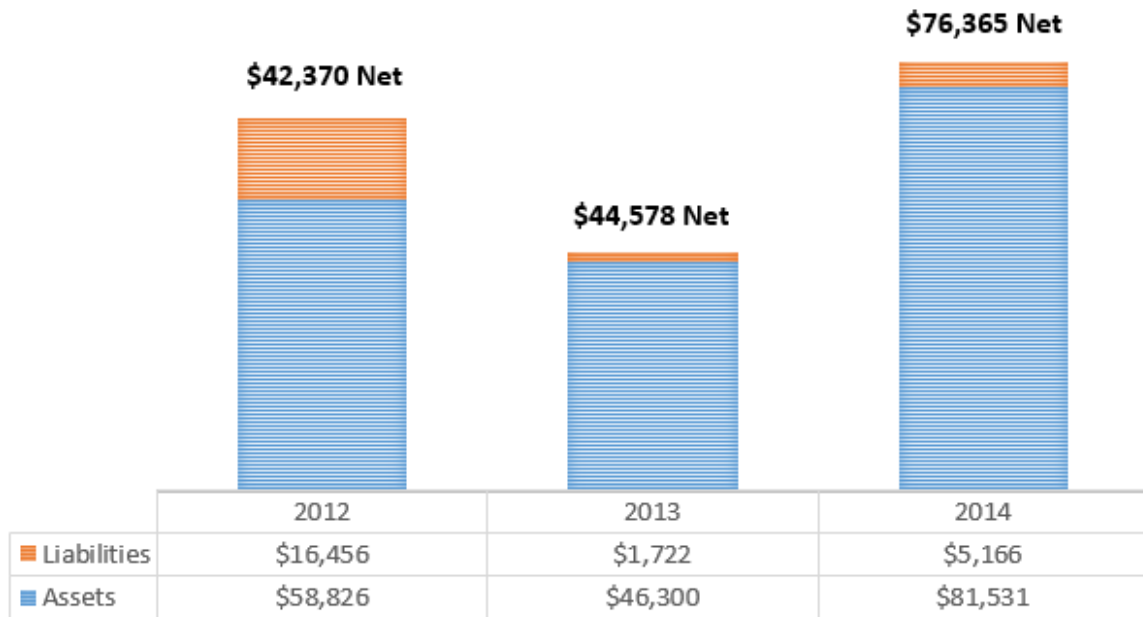
2014 was a pivotal year for FRI — we successfully launched the feasibility study & master plan for the White Rock Hills Recreation Center, engaging more than 1,500 stakeholders in the process to determine the vision for our CENTER.

We created a shared vision for the White Rock Hills Recreation Center. It will be a unique destination for recreational, environmental, and cultural art opportunities that will serve ALL residents of Far East Dallas. Our CENTER will tie into the Trinity Forest Spine Trail extension.



In 2014, FRI focused building our capacity through our FRI Community Connection Membership Program and building effective communication to area stakeholders about how their ideas can become a part of our CENTER.

2012 - 2014 BALANCE SHEET



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.

III. FRI By the Numbers

Did you know that in the year 2014 we had . . .

MEMBERS

- 186 FRI Community Connection Members
- 36 FRI Community Connection Founder's Circle Members
- 1 FRI Obelisk award given for Community Service to Larry & Sue Ingram, McDonalds

PARTICIPATION & COMMUNICATION

- 45 area leaders serve on the Steering Committee for the WRH Recreation Center
- 2 FRI Community Connection Town Hall Meetings Conducted
- 1,500 people participated in the WRH Recreation Center feasibility study & master plan
- 752 support signatures collected for the WRH Recreation Center petition
- 651 people took the WRH Recreation Center on-line survey
- 50 people attend the Heroes House ribbon cutting
- 20,000 people received information about the Affordable Care Act
- 1 Economic Development Summit

FINANCIAL

- \$2,328,928 returned to Far East Dallas families through assistance provided in filing for income tax refunds
- 1280 families served in Volunteer Income Tax Assistance Program
- \$40M, estimated cost of the planned WRH Recreation Center
- 30 advertisers help support publication of the FRIdays news magazine

QUALITY OF LIFE

- 30,000 sq. ft. WRH Recreation Center with Cultural and Educational Programs
- 400 children & families participate in Bayles Kite Day at Lakehill Preparatory School
- 15 Elementary school children won ribbons for their "Beautiful Possibilities" essay
- 4 bikes were awarded to the top "Beautiful Possibilities" essay winners at Bayles, Casa View, Sanger, and Truett Elementary Schools
- 2 residents received free A/C units