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Our Mission

Brilliant Detroit is dedicated to building kid success families and neighborhoods where families with children 0-8 have what they need to be school ready, healthy and stable. We do this by establishing and operating homes in high need neighborhoods that offer proven programming to families and children.

We are Truly Rising, Brilliantly!

We are still on our path to 24 neighborhood hubs by 2024 in order to have population-level impact in the city of Detroit. Propelling this growth is the brilliance of each and every Detroit neighborhood that is always on the rise.

“There can be no keener revelation of a society’s soul than how it treats its children.” – Nelson Mandella
Let the globe, if nothing else, say this is true:
That even as we grieved, we grew.
That even as we hurt, we hoped.
That even as we tired, we tried.
That we’ll forever be tied together, victorious.
— Amanda Gorman, “The Hill We Climb”

From the CEO

My Brilliant Detroit Family –
2020 has been a year unlike any other. A year that tested us all, a year where many of the structures put in place to protect us simply were not enough. Much like the motto of our great city, we hoped for better things. Our neighborhoods reached out to one another to see, support, and love. And out of the ashes of ‘business as usual,’ we rose and are still rising.

Each of us was a part of this. Our “We’re Here for YOU” efforts grew from listening to families in order to be responsive to their shifting needs during the pandemic. Our Brilliant Detroit families still connected with one another, learning each other’s gifts and how those gifts can come together for kid success. Despite the trials of the pandemic, we saw reading levels largely stabilize, launched more neighborhood hubs, and continued on the path to population-level change of literary statistics in Detroit. So much before us is possible as we work to ensure a zip code will not predict a child’s future.

Much love always,

Cindy Eggleton
Co-Founder and CEO
We’re Building a Brilliant Detroit!

Thank you for your dedication in creating kid success neighborhoods!

Did you know?

- 1 – That’s the number of books in the household, per 300 families living in poverty. This is why we distribute 500-2,000 great books to great kids every month.
- 8 – The average number of listening sessions we conduct before entering a new neighborhood.
- 650 – the number of kids in our tutoring programs.
- 35,141 (and counting) – Our social media followers.
- 159,000 – The amount of diapers we’ve given out this year.
- 50% – We are halfway to our goal of 24 hubs by 2024!

Families are already seeing improvements in 75% of our key measures of kid success including education, health, and family support!

During COVID-19, we’re distributing:

- Food boxes
- Learn-at-home kits
- Laptops
- Art bags
- Baby supplies
- Safety kits
- Winter clothing
- Children’s books

Students have increased two instructional levels in reading with Center for Success after school tutoring program.

16.4% of third graders in Detroit are reading at grade level – changing this statistic is our north star!

The cost per person for a full-year of Brilliant Detroit programming and services (It’s free for every participant!)

- Food boxes
- Learn-at-home kits
- Laptops
- Art bags
- Baby supplies
- Safety kits
- Winter clothing
- Children’s books

223: The number of ZIP CODES our volunteers come from.

“T’m 26 and I have 4 children. I’ve needed a lot of help from a lot of organizations, but not once had I felt that someone cared about me and that I mattered until I came to Brilliant Detroit.” – Jasmine

We’ve been nurturing love, safety and growth since 2016

OUR CURRENT LOCATIONS

16.4% OF THIRD GRADERS in Detroit are reading at grade level – changing this statistic is our north star!

7: The number of neighborhoods on our waiting list!
At-a-Glance Overview

**A PANDEMIC also means this:**

- **500** is the amount of new people that joined the Brilliant Detroit family as volunteers, participants, donors, and partners.

**WELCOME!**

- Distributed sanitation kits to hundreds of families with more on the way.

**Food packages to 500 people weekly in 11 neighborhoods**

**Over 100 Brilliant Baby Bags** distributed with other wraparound support.

**$500,000**

- Distributed to 450 families through a wonderful initiative! #GiveTogetherNow

**Regular FOOD Distribution**

- Supporting **NINE** regular food distributions, partnered with Gleaners.

- Over **225** individual food distributions delivered to families’ doorsteps who were homebound.

- About **5,000 boxes** of US fresh meat and cheese, and vegetables.

- Over **1,000** pre-made meals from restaurants and groups such as Chicken Shack and Encore Catering.

- Launch of Help Kitchen to match minority businesses with families for a free meal. To date, 3,500 meals served.

**Thank You!**

- 250 **LAPTOPS** are being distributed to families lacking much-needed devices.

- Over **2,500** check-in phone calls and messages.

**Over 8,500**

- Learn-at-Home kits distributed with a free book included.

- Partnered with **Arts and Scraps** to deliver 2,000 arts bags along with implementation of online STEAM classes to accompany them.

- Partnered with **Hope Starts Here** to distribute 1,000 bags with early childhood manipulatives.

**We’re here for You!**

- You are not alone.

- Full Virtual Programming Calendars in place with **650 KIDS** being tutored through the summer alone.

- We attached thousands of these stickers to various kits, bags, and food packages.

- Over **8,500** check-in phone calls and messages.

- Over **159,000** diapers distributed – WOW!

- Partnered with **Arts and Scraps** to deliver 2,000 arts bags along with implementation of online STEAM classes to accompany them.

- Partnered with **Hope Starts Here** to distribute 1,000 bags with early childhood manipulatives.

**Over 2,500**

- Food packages to 500 people weekly in 11 neighborhoods.
We’re Here for YOU!

We’re not likely to forget March 13, 2020 anytime soon. When it became clear that COVID-19 was coming for Detroit, the Brilliant staff gathered together to plan our response. Coming from a significant part of the communities we serve, our team understood all too well what was at stake for our families. With assurances that no one would be laid off during the pandemic, the team jumped right to work, calling families and brainstorming ways to support our communities as the ground below us shifted. Out of that day came our “We’re Here for YOU” efforts.

In partnership with organizations across the city, we began distributions of food, learn-at-home kits, and neighborhood-specific resource guides. We followed up with weekly phone calls to check in and see how else we could support, from providing computers to assist with virtual school to direct deposits of nationally-sourced funding. A mother called us looking for help with baby formula. We got her that formula and signed her up for ongoing support. To avoid a complete disruption of our critical work, we joined with partners to bring many of our programs online.

At our 4th Annual Benefit Event, we unveiled a spoken word video entitled “We Rise from the Ashes” by Jassmine Parks. In it, Jassmine named the pain of the COVID era and affirmed what we can do together to rise above it. “We are each other’s harvest,” she said. “We are each other’s business.”

Now this leaves out a key piece of the story: organizations can provide programs and services to people, but it is community that is there for each other. It is community that brought our city through the worst of COVID-19. At each of our hubs, neighbors volunteered to support with distributions. In Dexter-Linwood, Ms. Denise Lyles brought food and supplies directly to seniors in her neighborhood. Good deeds abounded, from simply calling to check in on others to showing up for each other in the hardest moments of loss.

One of Brilliant Detroit’s greatest contributions to our neighborhoods is simply to create a gathering space for people to come together and build community. This fosters the resilience needed to weather life’s harshest storms. Our ability to combine these resilient relationships with our opportunities for education, health, and family support is what drives our “kid success neighborhoods.” Our trusted presence in neighborhoods led to us being asked to join several citywide efforts, and so we grew during this challenging year.

“Literacy is a gateway from poverty” – Darnetta Banks
### THIS WOULD NOT BE POSSIBLE WITHOUT OUR FUNDERS!

<table>
<thead>
<tr>
<th>Category</th>
<th>Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$100,000+</strong></td>
<td>Anonymous, Carolyn and Jim Bellinson, Blumenstein Family Foundation, Cielo Donor Advised Fund, Clarkston Capital Partners, Heather and David Katzman, Nommontu Foundation</td>
</tr>
<tr>
<td><strong>$50,000-$99,999</strong></td>
<td>Chris Billmeyer, Wendy and Jeff Eisenshtadt, Office Furniture Solutions*, Michelle and Scott Segal, Wallside Windows*</td>
</tr>
<tr>
<td><strong>$25,000-$49,999</strong></td>
<td>Julie and Michael Brillati Family, Rosangel and Miguel Cabrera — Detroit Tigers Foundation, Emily and Henry Ford III, Groves High School Charity Week, GTB, Nicole and Matt Lester, ManeContent, Lisa Pernick and Bruce Israel, Ina and Murray Pitt, Rock Family of Companies, Schechter Investment Advisors, Jane and Larry Sherman</td>
</tr>
<tr>
<td><strong>$10,000-$24,999</strong></td>
<td>Anonymous, Jan and Gary Dabkowski, Cathy and Nate Forbes, Charlotte and Gary Gilbert, Jennifer and Brian Hermelin, Lea and Paul E. Hodges, III, Motown Records, Deborah and Steven Rosenthal, Salus Group, Lisa and Scott Stern, The Suicide Machines, Kelly and David Victor, Stefan Wanczyk — Utica Enterprises Inc., Tina and Joe Wolf</td>
</tr>
<tr>
<td><strong>$5,000-$9,999</strong></td>
<td>Mike Acheson, Anonymous, Baskin Law Firm, Bookstock*, Michelle and David Carroll, Marlene and Jeff Cohen, Gretchen and Ethan Davidson, Lauren and Phillip Fisher, Goldman Sachs, Herman Gray, Hilary and Larry Handler, Honigman LLP, Barbara and Michael Horowitz, Andrea and David Jacobson, Marjorie &amp; Maxwell Jospey Foundation, PAUL Foundation, Lori and Maurice Pegoda, Sonia and Keith Pomeroy, Claudia Sills, Spire Integrated Systems, Temple Israel, UHY Cares, Wireless Vision</td>
</tr>
</tbody>
</table>

* Denotes in-kind sponsor

Note: Continues on next page
$2,500-$4,999

Barbra and Peter Alter  
Carol and Joel Appel  
Beth and Jeff Applebaum  
Lauren and Eric Bean  
Jodi and Adam Becker  
Roz and Stanford Blanck  
Erika and Andy Bocknek  
Lily and David Broner  
Joel Brown  
Joanne and John Carter  
Covington Partners  
Deloitte  
Lindsay and Ryan Dembs  
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John D. and Jean E. Dinan Foundation  
Shelley and Mickey Eizelman  
Renee and Craig Erlich  
Niki and Todd Fink  
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Grand Rapids Drive  
Glenn Granger  
Tracey and Les Grosinger  
Jodi and Lindsay Gross  
Robert and Katherine Jacobs  
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Marla and Jeffrey Kattan  
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Cindy and Neal MacLean  
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Eugene and Sheila Mondry Family Foundation  
Joy and Allan Nachman  
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Richard Pagac, Jr. – Pagac & Company, P.C.  
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Leslie and Alan Ruby  
Bluma Schechter  
Telemus  
Thomas Sebold & Associates – Glenn and Dana Kunnath  
Ann Weisman  
Heidi and Hank Wineman

$1,000-$2,499

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Mary and Jonathan Aaron  
Barbara Alllushuski  
Elaine and Robert Appel  
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Ascension Group International  
Victoria and Richard Baks  
Nora and Guy Barron  
Alex Bellinson  
Sarah Bellinson  
Hadas and Dennis Bernard  
Michele and Mitchell Bleznak  
Blue Cross Blue Shield of Michigan  
Christina and Stephen Brillati  
Lisa and Eric Bronstein  
Andrea Brown  
Marcy and Ian Burnstein  
Beth and Greg Campbell  
Susie and Bob Citrin  
Sara and Ed Denaro  
Detroit Children’s Fund  
Dominion Realty Services  
Kerry Duggan and JJ Velez  
Nicole and Stephen Eisenberg  
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Michael Flesch  
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Founders Brewing Co.  
Evon Fried  
Kim and Steve Friedman  
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Kristen and Carl Gross  
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Pamela and David Haron  
Amy Hunter  
Integrated Fiduciary Advisory Services  
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Kap’s Wholesale Food Services, Inc.  
Jule Krueger and Carter Scott  
Dana and Dan Labes  
Erica and Jeff Lawson  
Melissa and Larry Lax  
Maggie and Robert Levy  
Kimberly Lilly  
Lisa and Hannah Lis  
Nancy and Howard Luckoff  
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Samantha and Ross Partrich  
Emily and Jeffrey Pitt  
Matt Riley  
Leslie and Alan Ruby  
Bluma Schechter  
Telemus  
Thomas Sebold & Associates – Glenn and Dana Kunnath  
Ann Weisman  
Heidi and Hank Wineman

Note: Continues on next page
Thank you!

As of September 16, 2020
Grants:

American Civil Liberties Union
Bloomberg Philanthropies/What Works Cities
Blue Cross Blue Shield of Michigan
Casey Family Programs
The Children’s Foundation
Community Foundation for Southeast Michigan
DentaQuest
Frances Dewing Foundation
Eagles for Children
FCA Foundation
Max M. and Marjorie S. Fisher Foundation
Google
The Jewish Fund
Kellogg Foundation
Listen4Good / Fund for Shared Insight
Michigan Fitness Foundation
Michigan Health Endowment Fund
Pathways Foundation
Patient-Centered Outcomes Research Institute
Wendell and Doris Rogers Foundation
Skillman Foundation
Southeast Michigan Health Association
Stand Together Foundation
Tau Beta Association
Total Health Care Foundation
United Way for Southeastern Michigan
Financial Statements: Support, Revenue, and Expenses

Assets by Category as of December 31

2020
- Cash: $4,122,553
- Prepaid Expenses: $42,206
- Investments: $160,000
- Contributions Receivable, net: $750,621

2019
- Cash: $2,431,753
- Prepaid Expenses: $257
- Investments: $46,720
- Contributions Receivable, net: $451,232

Total: $6,098,100

Liabilities and Net Assets as of December 31

2020
- Net Assets-without donor restrictions: $3,958,727
- Fiduciary Payable: $231,284
- Payroll Liabilities: $68,279
- Payroll Liabilities, $267,553
- Accounts Payable: $1,572,257

2019
- Net Assets-without donor restrictions: $1,800,367
- Fiduciary Payable: $41,105
- Payroll Liabilities: $35,658
- Payroll Liabilities, $140,730
- Accounts Payable: $1,172,952

Total: $6,098,100

Total: $3,190,812
Financial Statements: Support, Revenue, and Expenses

Revenue as of December 31

<table>
<thead>
<tr>
<th>Year</th>
<th>Contributions</th>
<th>Foundation &amp; Governmental Grants</th>
<th>Special Events, net</th>
<th>Interest Income</th>
<th>Program Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$2,001,784</td>
<td>$2,916,769</td>
<td>$560,179</td>
<td>$12,819</td>
<td>$292,315</td>
</tr>
<tr>
<td>2019</td>
<td>$1,070,887</td>
<td>$1,271,614</td>
<td>$639,434</td>
<td>$24,579</td>
<td>$41,780</td>
</tr>
</tbody>
</table>

Total: $6,157,589

Total: $3,064,467

Expenses as of December 31

- 2020: $3,072,595
- 2019: $1,889,963
- 2018: $750,142

Program: $1,123,088
Management and General: $168,177
Fund Development: $259,779

Legend:
- Green: Program
- Blue: Management and General
- Orange: Fund Development
Financial Statements: Support, Revenue, and Expenses

Functional Expenses by Percent as of December 31

<table>
<thead>
<tr>
<th>Year</th>
<th>Program</th>
<th>Management and General</th>
<th>Fund Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>86.48%</td>
<td>7.31%</td>
<td>6.21%</td>
</tr>
<tr>
<td>2019</td>
<td>86.64%</td>
<td>7.71%</td>
<td>5.65%</td>
</tr>
<tr>
<td>2018</td>
<td>34.88%</td>
<td>56.64%</td>
<td>8.48%</td>
</tr>
</tbody>
</table>

Change in Net Assets as of December 31

- 2020: $1,925,979
- 2019: $879,613
- 2018: $1,416,882
Help Us Rise!

It takes all of us to do this work of building “kid success neighborhoods,” so we ask that you join us and help us rise together.

Below are some ways to rise with us.

♥ VOLUNTEER  ♥ DONATE

Want to learn more or become a partner?

Contact us at:
info@brilliantdetroit.org
or (313) 483-8992

We are Truly Rising, Brilliantly!

We are still on our path to 24 neighborhood hubs by 2024 in order to have population-level impact in the city of Detroit. Propelling this growth is the brilliance of each and every Detroit neighborhood that is always on the rise.

Brightmoor: 15509 Heyden Street
Detroit, MI 48223 • (313) 483-8896

Central: 803 Hazelwood
Detroit, MI 48202 • (313) 483-8986

Chandler Park: 5312 Newport
Detroit, MI 48213 • (313) 528-7762

Cody Rouge: 7425 Fielding Street
Detroit, MI 48228 • (313) 483-8991

Dexter-Linwood: 2634 Webb
Detroit, MI 48206 • (313) 466-6269

Fitzgerald: 16919 Prairie Street
Detroit, MI 48221 • (313) 447-0165

Littlefield: 12789 Indiana Avenue
Detroit, MI 48238 • (313) 528-7299

Martin Park: 16587 LaSalle Avenue
Detroit, MI 48221 • (313) 528-7221

Morningside: 5048 Balfour
Detroit, MI 48224 • (313) 528-7217

Osborn: 13800 Eastburn
Detroit, MI 48205 • (313) 332-1069

Southwest: 5675 Larkins Street
Detroit, MI 48210 • (313) 241-8527

Springwells: 9104 Rathbone Street
Detroit, MI 48209 • (313) 483-8668