



BROADWAY RISING

UNIVERSITY SETTLEMENT



FROM EARL PIKE & UNIVERSITY SETTLEMENT STAFF



At University Settlement, our first priority is to help the individuals and families in Slavic Village to overcome barriers and to reach their fullest potential. Every day, we work to make a positive difference in the community – but in order to continue that mission, we need a new space to call home, and to permit the quality and continuity of programming that we can fully realize only in a new facility.

There is absolutely no question that the residents of Broadway Slavic Village deserve a space that mirrors their hopes and aspirations, that is open and bright, and that is efficient and stable. We have embraced that challenge, knowing that we already have the vision, the talent, and the enthusiasm needed to make it happen – but also knowing that we still need a stable, welcoming, safe facility that will allow us continue and expand our impact. We are so excited to share this project with you, and we hope that you will join us on this journey to transforming Broadway Slavic Village.

SINCERELY –

Earl Pike, Executive Director & The Staff at University Settlement





WE CHANGE LIVES

UNIVERSITY SETTLEMENT

MISSION

University Settlement offers the individuals and families we serve resources with which they can learn, grow, and thrive.

SCOPE

THE BROADWAY SLAVIC VILLAGE NEIGHBORHOOD
AND 14 ADJACENT SUBURBAN COMMUNITIES,
A POPULATION OF OVER 536,000 AND 45,500 SQUARE MILES.

PROGRAMS AND SERVICES

Community

HUNGER CENTER

Offers a daily food pantry, weekly community meal, monthly fresh produce distribution, and senior meal deliveries.

MAGIC JOHNSON COMMUNITY EMPOWERMENT CENTER

Provides access to resources and programming that educates, empowers, and strengthens individuals through the innovative use of technology.

AMERICORPS NEO SKILLS CORPS

Strives to address financial literacy and workforce development needs through programming and training lead by AmeriCorps members throughout Northeast Ohio.

Families

FAMILY TO FAMILY

Serves families with children under the age of 18 who are involved with, or are at risk of entering, the child welfare system. Connects families to community-based resources and serves as a host site for family visitations.

BUILDING STRONG FAMILIES

Provides case management, resource referrals, and educational support groups for families to strengthen their relationships to stabilize and grow together.

Youth

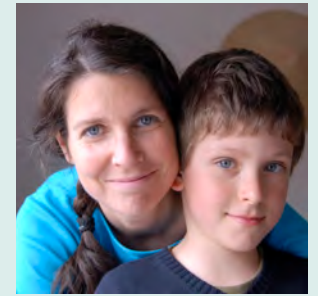
SMARTY'S (SMART, YOUNG AND SIGNIFICANT)

After-school and summer camp education that focuses on reading, math, social development, and prevention. Also staffs Wraparound Specialists in two local schools to connect families of students with resources.

Seniors

ADULT WELLNESS PROGRAM

Serves seniors through transportation, meals, health and wellness activities, field trips, outreach, case management, and referrals to appropriate community resources.



– FISCAL YEAR 2019 – UNIVERSITY SETTLEMENT

Served **12,000** of the area's **22,000** residents.



Provided education services to **over 500 students**. Of students enrolled, 91% advanced at least one year's growth in reading.



Provided groceries and food to nearly **3,400 households**, served over **5,700 hot meals**, and distributed over **131,000 pounds** of fresh fruits and vegetables.



Served over **11,000 meals** to local seniors.



Provided case management to over **600 families** to assist with meeting basic needs, housing stability, employment assistance, child care, and reunification.



A NEIGHBORHOOD IN NEED

BROADWAY SLAVIC VILLAGE



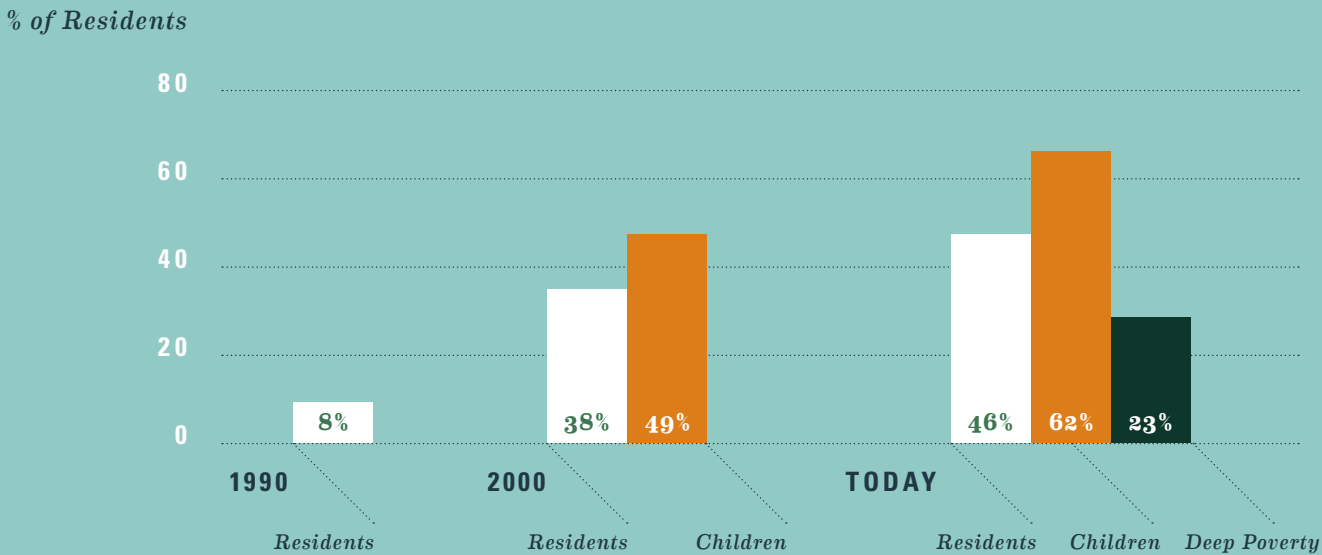
Broadway Slavic Village, one of Cleveland's most historic neighborhoods, was particularly affected when the 2008 housing crisis hit, leaving the neighborhood with a staggering poverty rate and the highest foreclosure rate per census tract in the country.

FOR THOSE WHO DON'T OWN HOMES, AFFORDABILITY IS STILL AN OBSTACLE. PRESENTLY –

54%

OF RESIDENTS LIVE IN UNAFFORDABLE HOUSING
[SPENDING MORE THAN 30% OF TOTAL INCOME ON RENT]

RESIDENTIAL POVERTY DEMOGRAPHIC



*\$6,000/YEAR PER PERSON OR \$14/DAY

99.5%

Broadway Slavic Village is more economically distressed than **99.5%** of zip codes in the US (median household income is \$23,550) and has one of the highest infant mortality rates in Northeast Ohio.



EQUITY, INCLUSION

& POST-COVID-19 REDEVELOPMENT

From the early days of visioning for *Broadway Rising*, it was clear that the 12,000 clients who utilize University Settlement need a new facility – but it was also clear that construction of a new headquarters had profound neighborhood implications. To remain truly committed to our mission, therefore, we challenged ourselves: **can we build our new facility in a manner that simultaneously attacks the structural inequities so often underlying poverty?** The answer was a resounding yes, and we therefore committed ourselves to building with the values of equity and inclusion guiding every step forward we take.

That commitment is critical.

Slavic Village has been historically traumatized by disinvestment, depopulation, and oppression. While services are critical, real change is needed. Education, housing, health, employment, safety – these and other issues must be addressed head-on for that change to take seed, and grow.

This reality has been dramatically highlighted in recent months, as an already struggling community faced COVID-19. The impact was almost overwhelming, as residents needed more food, hygiene supplies, programming, connections, and hope (and of course, University Settlement was there). That, on top of truly important national and local conversations about racism and its effect on individuals and the community, together make the case for a new facility (and housing) even more compelling: we don't want to merely "return to normal" when "normal" in the neighborhood is poverty and hopelessness. We want to return to better – and Slavic Village Gateway, and the entire *Broadway Rising* campaign, will help us get there – transforming the neighborhood not just for the coming years, but for generations to come.



THIS COMMUNITY KNOWS
WHAT IT'S LIKE TO FALL DOWN,
**BUT WE ALSO KNOW
HOW TO RISE UP.**



"It's a neighborhood
whose time has come."

COUNCILWOMAN PHYLLIS CLEVELAND



BROADWAY RISING

MAKING WAY FOR THE BUILDING OF SLAVIC VILLAGE GATEWAY

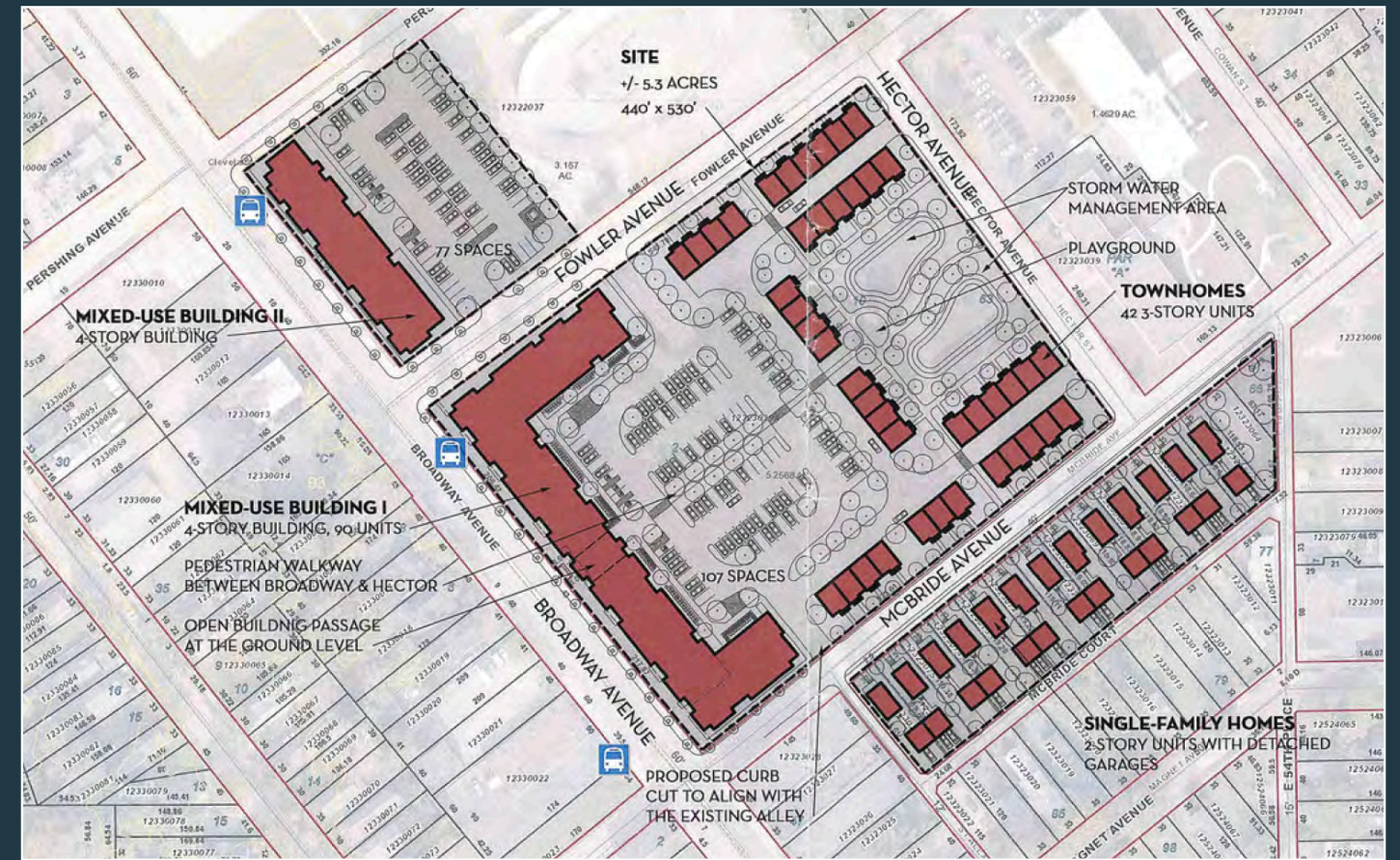
Slavic Village Gateway
is a mixed-use development comprised of

80+

affordable apartments and townhomes, and

20,000

square feet of commercial space
that will become the new home and
programming space for University Settlement
and several small businesses.



Unique public, private, nonprofit partnership

20,000 sq feet first floor reserved for University Settlement

Small businesses in mixed-use, mixed-income development

Leveraging significant public resources

Green building construction

LEED Silver certified interior

Guided by a Community Benefits Agreement (CBA)





BROADWAY RISING
IMPACT

	CURRENT	FUTURE	IMPACT
ORGANIZATION	<ul style="list-style-type: none"> • Programs are split between two buildings • Limited space and at full capacity • Restrictions on activities and services • Travel required to receive services 	<ul style="list-style-type: none"> • 20,000 sq. feet of space for University Settlement • Ensures long-term structural sustainability of University Settlement • Flexible program space with a client-centered design • Programs concentrated in one location • Allows better implementation of community partnerships 	<ul style="list-style-type: none"> • More efficient and expansive programs and services • More comfortable and respectful atmosphere for clients • Access to multiple services in one location
COMMUNITY	<ul style="list-style-type: none"> • 54% of Slavic Villagers live in unaffordable housing • 59% of residences are renter occupied • Over 38% of units are vacant and unoccupied, attracting crime and decreasing market value • Slavic Village is too often portrayed negatively in media and on social media 	<ul style="list-style-type: none"> • Creates 80+ units of new, safe, affordable housing • Sparks additional resources for unmet service needs • Co-locates housing and services for those who need them • Creates positive media around Slavic Village 	<ul style="list-style-type: none"> • Access to affordable housing for residents • Access to services without travel • Greater outcomes and more needs met • Creates new hope for the future of Slavic Village
ECONOMY	<ul style="list-style-type: none"> • Unemployment rate is 27% • Businesses have left, leaving behind vacant retail space and minimizing job opportunities • Limited food and shopping vendors 	<ul style="list-style-type: none"> • \$20 million economic investment • Job creation both short- and long-term • Attracts additional corporate investors • Leverages public resources/capital • Housing units are very close to downtown and will attract new residents 	<ul style="list-style-type: none"> • Increased business creation • Increased resources such as food and shopping vendors • Job creation • Multigenerational, multicultural, and multi-economic class population
ENVIRONMENT	<ul style="list-style-type: none"> • High toxicity levels in soil • High levels of lead exposure (<i>higher than Cleveland and Flint, Michigan</i>) • Nearly 20% of children in Slavic Village had elevated blood lead levels, 56% being 5-9 years old 	<ul style="list-style-type: none"> • Remediating toxic site • Fully green building, construction, and operation • Interior will meet qualifications to be LEED Silver certified • Units free of environmental hazards (lead/mold) 	<ul style="list-style-type: none"> • Decreased exposure to toxic materials • Environment does not suffer due to the construction/operation of new building
WELL-BEING	<ul style="list-style-type: none"> • Current buildings have poor ventilation, vermin, roof and ceiling leaks, and flooding • Vulnerable to theft/break-ins • Not fully ADA accessible • Difficult for seniors to navigate • Not trauma-responsive 	<ul style="list-style-type: none"> • Safety for staff and clients • Hygienic area for food preparation • ADA accessible • Trauma-responsive design 	<ul style="list-style-type: none"> • Residents and staff experience less crime • Health is positively impacted • Full access and easier navigation for all • More effective services provided to those that experienced trauma

“It’s going to bring so much life, so much rejuvenation, because once the community changes, and the look of the community changes, everything around it is going to change.”

KANIKA WILLIAMS
SLAVIC VILLAGE COMMUNITY RESIDENT



PLEASE JOIN US



MARC A. STEFANSKI
Chairman and CEO | **Third Federal**
Honorary Co-Chair



J. DAVID HELLER
President and CEO | **The NRP Group**
Honorary Co-Chair

University Settlement's Board of Directors, staff, Steering Committee, and partners are working hard to obtain financial support from individuals, foundations, corporations and government sources for the Broadway Rising campaign to make all of this possible. In this unprecedented environment, we need your help.

We believe our investment in this transformational project is an investment in human capital – the kind of investment made every day by University Settlement staff helping Slavic Village residents navigate life's inequities and challenges. Let's help them continue and grow that mission, one person at a time.

Please join our efforts by considering a gift to the Broadway Rising campaign. Together, we can build a bright new normal for the Broadway Slavic Village Community.

Thank you.



CAPITAL CAMPAIGN COMMITTEE MEMBERS

Cynthia Connolly <i>Policy Matters Ohio</i>	Stephanie Mercado, JD <i>KJK Law</i>
Martin Hale <i>PNC Bank</i>	Carrie Miller <i>Ohio City, Inc.</i>
Ira Kaplan <i>Partner, Benesch Law</i>	Anna Maria Motta <i>Third Federal</i>
Ethan Karp <i>CEO, MAGNET</i>	Joel Ratner <i>CEO, Neighborhood Progress</i>
Michelle Karp <i>McKinsey Consulting</i>	Michelle Tomallo <i>Co-Founder, Fit Technologies</i>
David Margolius MD <i>MetroHealth</i>	Scott Villani <i>The NRP Group</i>
	Douglas Wang <i>Retired</i>

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"This makes folks more willing and able to create the kinds of changes that they and their families need."

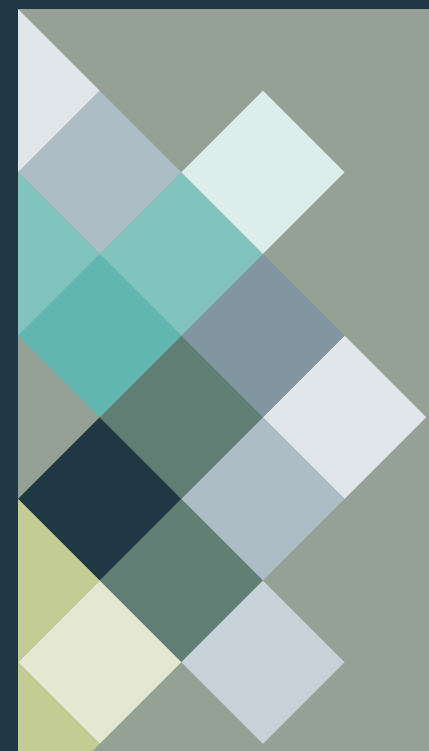
CHRIS ALVARADO

EXECUTIVE DIRECTOR OF SLAVIC VILLAGE DEVELOPMENT



LEARN MORE

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UNIVERSITYSETTLEMENT.NET/CAPITAL

the
NRP
group



**SLAVIC
VILLAGE**

DEVELOPER

We've built our reputation on a total commitment to quality plus a belief that honesty and integrity matter. It's a reputation that's attracted key investors and a talented team of employees. And it's helped us grow fast. Today, we offer a broad range of services across many housing markets. And we maximize productivity, cost efficiency, return on investment and customer satisfaction by meticulously planning and executing every aspect of every project. This unwavering perfectionism and attention to detail are key to our ongoing success.

PARTNER

Slavic Village Development is a forward-looking, service-driven community development corporation, which honors its neighborhood's resiliency, diverse cultural heritage, and inclusiveness. We are committed to building a community defined by its high quality of life, unique identity, and healthy and active living. We pride ourselves on working with and for our residents, businesses, and institutions to promote civic engagement, community empowerment, and neighborhood investment.