



# Mobilizing Detroit's Immigrant Potential



**2018** **IMPACT REPORT**

## **Global Detroit**

is a regional economic development organization that spurs growth through immigrant-inclusive policies, practices and programs.

# REGIONAL CHANGE AGENTS

Global Detroit fosters a more prosperous and inclusive region through building inclusive policies, practices and programs.

**Our approach is HUMAN CENTERED, DATA DRIVEN and RELATIONSHIP BASED**



## EVIDENCE OF PROGRESS

Global Detroit's ongoing advocacy over the last 10 years for building an inclusive region has helped achieve these milestones:

Detroit ranked in the **TOP 10** AS WELCOMING TO IMMIGRANTS by the



**350** PLEDGE SIGNERS community and business leaders commit to regional change

**Champions** for **GROWTH**

**5** ENTREPRENEURSHIP SUPPORT PROVIDERS RECRUITED BILINGUAL STAFF to support immigrant business owners in Detroit

Michigan Department of Education adopted statewide

**SEAL OF BILITERACY**

demonstrating a commitment to equal access to quality education for all children

## THEORY OF CHANGE

Global Detroit's theory of culture change is based in our mission:

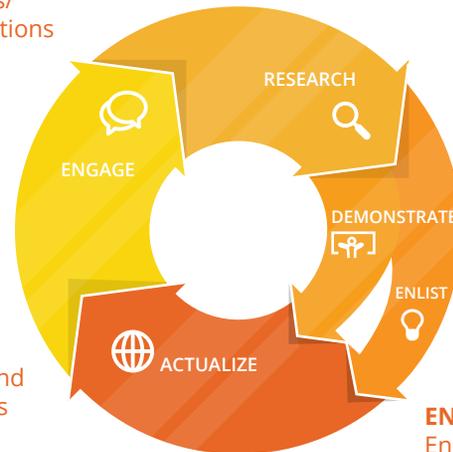
**ENGAGE**  
Understand the needs/aspiration of organizations and immigrant communities

**ACTUALIZE**  
Organizations experience inclusion as a better path to reaching their goals and objectives. Immigrants experience a greater sense of belonging, as well as increased opportunities to realize ambitions for themselves and their families

**RESEARCH**  
Provide research and data on the case for immigrant inclusion; bring national best practices and/or research data and models on immigrant inclusion

**DEMONSTRATE**  
Demonstrate the effectiveness and benefits of inclusive practices and policies by building program(s) that connect immigrants to opportunities and resources

**ENLIST**  
Engage organizations to build inclusive policies and practices



Global Detroit has helped foster **INCLUSIVE POLICIES** within the public and nonprofit sectors, including the Detroit Mayor's office, philanthropy and entrepreneurship programs."

-Interview with regional leader

## TALENT

We connect immigrants to unmet talent needs within the regional economy, enabling both immigrants and companies to reach unfulfilled potential.



## GLOBAL TALENT RETENTION INITIATIVE (GTRI)

**supports international students in Michigan to fill employers' talent needs**



### Global Talent Advantage Task Force

Collaboration with stakeholders to identify strategies to support employers in hiring international talent



## 2 REGIONAL JOB FAIRS

in partnership with North American Chinese Society of Automotive Engineers

- **37 EMPLOYERS** working in STEM fields
- **450 STUDENTS** attended from Michigan colleges and universities who are interested in staying after graduation
- **78%** of employers surveyed reported hiring a candidate from a GTRI/NACSAE job fair



## CULTURAL AMBASSADORS

**Community connections and career resources through professional networking**

- **4 MENTORSHIP EVENTS** Connecting mentors to international students
- **28 MATCHES** for mentorship

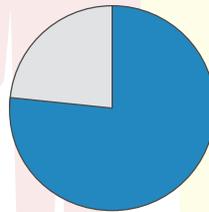
• **1,124**

### INTERNATIONAL STUDENTS

registered with GTRI seeking post-graduation employment in Michigan

• **24 ON & OFF CAMPUS EVENTS**

facilitated and hosted to connect employers with students and students with resources



Surveys showed that students who want to remain in the U.S. were glad to learn of Global Detroit's trainings, noting that the workshops provided new understanding of topics not traditionally taught in university career services departments and practices in which they did not know they needed support.

# ENTREPRENEURSHIP

Global Detroit catalyzes the growth and development of immigrant entrepreneurs by connecting them to training, funding, investment and technical expertise in the regional ecosystem of entrepreneurial supports.

“

Thank you Global Detroit for telling me about the NEIdeas program. I was very apprehensive about it at the beginning but your team was kind enough to provide me with the information I needed to learn more about the program. I filled in the application, a Global Detroit member came to look at it and helped me submit it!”

-Mark Smith, first-generation Banglatown business owner of Town Center Coin Laundry and 2018 NEIdeas Winner

## FACT

In Michigan, immigrant-owned firms generated \$560.2 million in business income and employed 152,780 Michiganders

-New American Economy  
2016 *Map the Impact*



## AWARENESS TO IMPACT

Global Detroit has facilitated stronger connections between Detroit's small business ecosystem and underserved small business owners of Banglatown and Southwest Detroit. This has helped revitalize these business corridors and helped put these neighborhood entrepreneurs more "on the map" with government, entrepreneurship support organizations, and philanthropy than they were even one year ago.



# SMALL BUSINESS DEVELOPMENT

in Global Detroit targeted neighborhoods

- **1,085** Businesses engaged for NEIdeas
- **136** NEIdeas GRANT APPLICATIONS (22% of total)
- **29** FINALISTS (21%)
- **6** \$10,000 GRANT WINNERS (20%)
- **4** BUSINESS LOANS TOTALING \$125,000 facilitated by Global Detroit
- **9** MOTOR CITY ReSTORE GRANT WINNERS\*
- **1** MOTOR CITY MATCH GRANT WINNER\*

\*The Motor City Match and 4 Motor City ReStore awards were facilitated by Asesoría para negocios pequeños, a collaborative in which Global Detroit is one of several providers

## • 650 ENTREPRENEURS IN OUR NETWORK

received expanded entrepreneurship programming and outreach

## • 400 REFERRALS

to Detroit's business support ecosystem (facilitated in part by Global Detroit's participation in weekly bilingual spanish consultations in Southwest Detroit and outreach to Banglatown business owners)



# GLOBAL ENTREPRENEUR IN RESIDENCE (Global EIR)

Helps immigrants and international student founders launch their businesses in the US rather than abroad

- Partnered with University of Michigan Economic Growth Institute to launch **MICHIGAN'S FIRST** Global EIR
- Secured a partnership with Global EIR, a national nonprofit working with **14 UNIVERSITIES AND CITIES ACROSS THE US**
- Worked with 69 partner organizations to build a pipeline that recruited **30 INTERNATIONAL FOUNDERS WITH HIGH-GROWTH POTENTIAL**

## FACT

Immigrants founded 51% (44 of 87) of startups valued at \$1 billion or more.

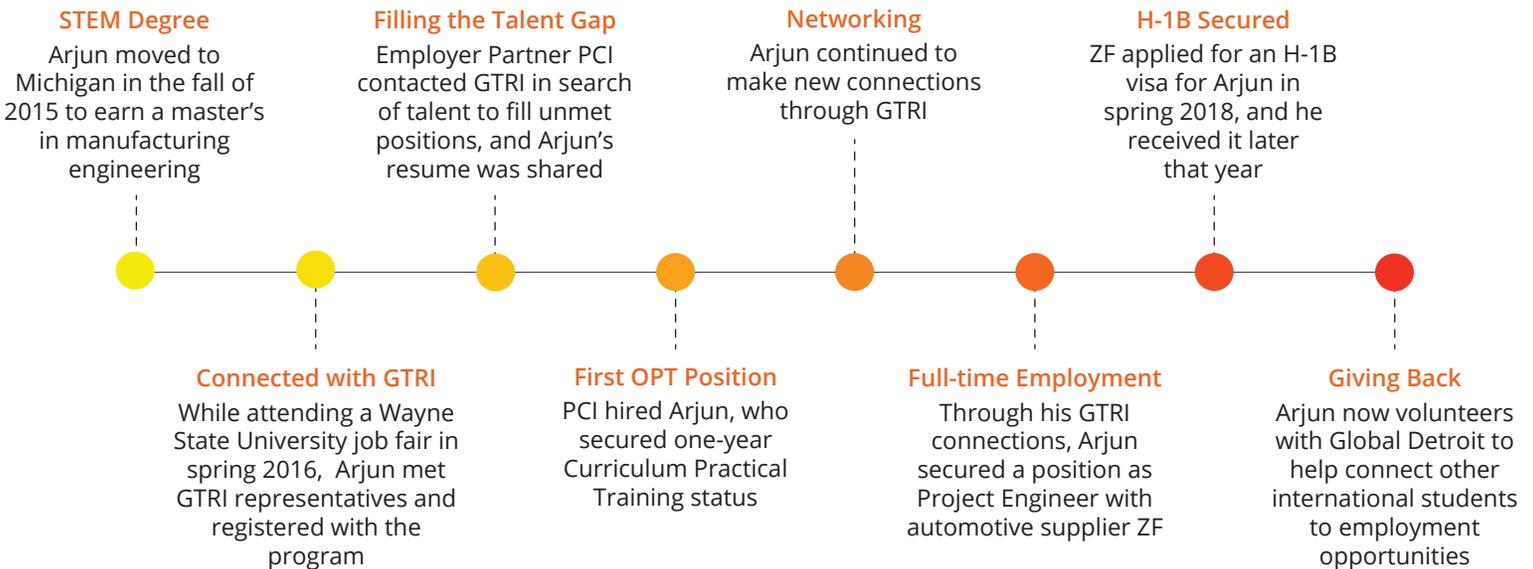
Immigrants who came to the U.S. as international students accounted for 23% (21 of 87) of those billion-dollar startup companies.

-National Foundation of American Policy



## ARJUN'S STORY

Our work with Arjun Venugopal is one example of the ways Global Detroit connects top international students with Southeast Michigan employers, closing the region's talent gap.



**This is what creating an inclusive region looks like.**

# OPPORTUNITY NEIGHBORHOODS

Global Detroit helps build economic prosperity for immigrants and their neighbors in low-income neighborhoods. Through place-based, grassroots outreach and engagement, we connect these underserved communities with resources, programs and opportunities.



## SOUTHWEST, BANGLATOWN & EAST DAVISON VILLAGE



### BUILDING NEW NETWORKS

through partnerships to improve access for immigrant communities



SPARKED a community group of residents motivated for positive change that led to:



### 1,100 COMMUNITY MEMBERS

engaged through creative programs and robust outreach

- **30 WOMEN AND GIRLS CONVENED** through Common Bond community art series in Banglatown to create and build cross-cultural connections



- **30** immigrant and African American residents of Banglatown and East Davison Village served with **CRITICAL CREDIT AND TAX INFORMATION**

- **443** HOUSEHOLDS GIVEN FORECLOSURE PREVENTION INFORMATION in Banglatown, East Davison Village and Southwest Detroit

- **308** HOMEOWNERS KEPT THEIR HOMES in Banglatown, East Davison Village and Southwest Detroit



### \$165,000 IN NEW INVESTMENT

brought into the East Davison Village neighborhood, a largely African American neighborhood adjacent to Banglatown

- **6 MINOR HOME REPAIR PROJECTS COMPLETED** in partnership with MSHDA
- **\$35k** Kresge Planning Grant with East Davison Village community group, for community planning

“

"Global Detroit's work is very positive. Not only did the pathway beautify my house, it has attracted the attention of my neighbors and we've received compliments for the job well done. We need programs like this that improve the neighborhood. This is the only way to attract more residents and improve security."

- Hani Al-Shaikh, MSHDA Neighborhood Enhancement Program recipient





## AFFORDABLE HOMEOWNERSHIP

• **22 ORGANIZATIONS INTERVIEWED**  
for affordable homeownership ecosystem mapping and CasaGrid Resource Guide

• **7 VACANT HOUSES SOLD**  
Working with Luz Del Mundo Church, Global Detroit helped the Detroit Land Bank Authority release 12 vacant homes

• **70 HOMES SERVED**  
in Southwest Detroit and East Davison Village with energy-saving improvements in partnership with DTE



## PATHWAYS FOR IMMIGRANTS

Our report, "Immigrant Housing in Detroit," demonstrates the tremendous potential to revitalize Detroit neighborhoods by providing more immigrant Detroiters a pathway to homeownership.

Surveys of 200 immigrant and non-immigrant residents verified that immigrant Detroiters are equally desirous of becoming homeowners as their non-immigrant neighbors but lack the financial tools to do. Our report concludes that investing in financial empowerment programs that reach immigrant Detroiters would produce significant opportunities for immigrant homeownership and neighborhood stabilization.



### FACT

During Mayor Duggan's first term, the City's immigrant population has grown 8%, or 3,000 residents, between the years 2013-2017, helping to offset and shrink population loss. No large American city has reversed population decline without strong immigrant growth.

-Data from American Communities Survey 5-year Census



### BUILDING A GLOBAL REGION

Since our inception, Global Detroit's mission has been to build a more inclusive regional economy that gives businesses a competitive advantage and enhances the prosperity of everyone in the region. For 2½ years, Engagement Specialist Md Abdul Muhit was the anchor of our engagement efforts in Banglatown. In the spring, Muhit joined the Detroit Economic Growth Corporation as their District Three Business Liaison. We are proud to say that Muhit's success is our gain as well. His story demonstrates how building an inclusive region can benefit multiple communities.



# FINANCIALS

## Thank You to our 2018 Funders

### \$500,000

- William Davidson Foundation

### \$100,000 +

- Kresge Foundation
- New Economy Initiative
- Welcoming America

### \$20,000 +

- Bank of America
- Detroit Revitalization Fellows / Wayne State University
- DTE Energy
- Hudson-Webber Foundation

### \$2,500 +

- Colucci Family Foundation
- Fakhoury Global Immigration
- Gary and Janet Van Elsender
- Kyyba
- LLamasoft
- MSHDA
- OpTech
- QuickenLoans

### \$2,499 or less

- Numerous corporations and individuals

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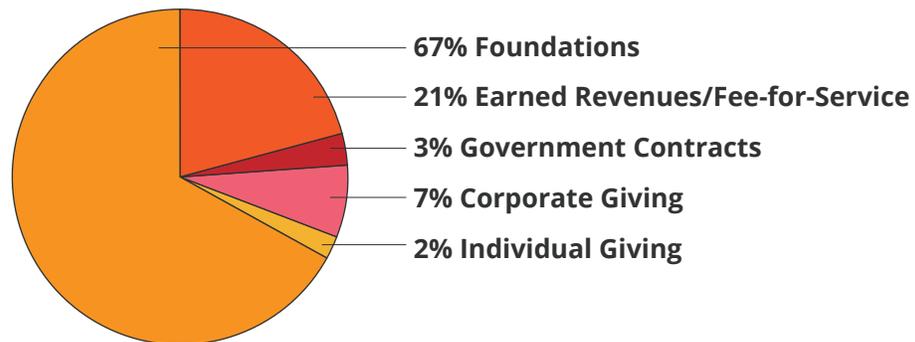
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