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## The Work Department +

# FoodLab Detroit

### SERVICES PROVIDED:

DIGITAL + PRINT DESIGN

FACILITATION

GROWTH STRATEGY

PROGRAM PLANNING

STORYTELLING

FoodLab is a community of food entrepreneurs committed to growing an equitable food industry in Detroit. In 2019, recognizing Detroit entrepreneurs are at the forefront of a movement toward fair labor practices, sustainability, and a commitment to change the industry as we know it, they sought to extend their annual programming into deeper conversations about how these entrepreneurs are making change, what lessons they've learned, and how the community can work together to do more.

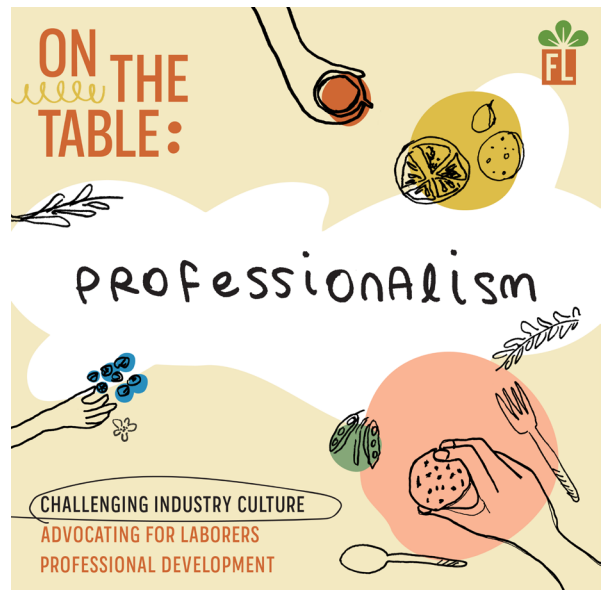
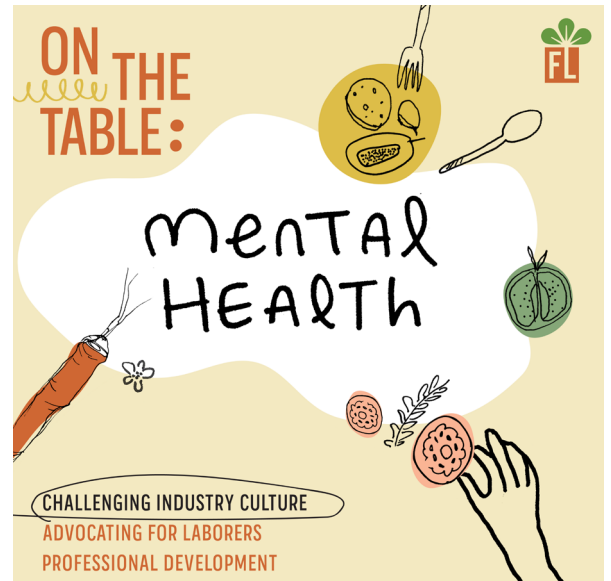
In previous years, we have worked with FoodLab and its members to develop guiding principles, member expectations, and a self assessment to help businesses achieve more sustainable practices. In response to their interest in diving deeper into the need for change in the industry, we launched a year-long fellowship and roundtable discussion series.

Our roundtable series titled "On the Table" focused on fostering a dialogue around how to improve the labor that's powering, growing, transporting, preparing, cooking, and serving food in Detroit. During a one-day workshop with FoodLab members we identified the topics, ranging from sexual harassment and mental health to workforce development and open book finances.

Alongside the discussion series, we facilitated the Fellowship for Change in Food and Labor, made up of seven women food entrepreneurs committed to equitable business practices. Over the course of the year, the fellows shared experiences, lessons learned, and resources, leaning on one another for camaraderie, emotional support, and personal and professional growth.

We captured our process and their stories in a print booklet: A Seat at The Table.

In 2020, we look forward to launching a second cohort of fellows and continuing the roundtable series.



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## The Work Department +

# Create NED

### SERVICES PROVIDED:

BRANDING

DIGITAL + PRINT DESIGN

FACILITATION

PROCESS MANAGEMENT

STRATEGY

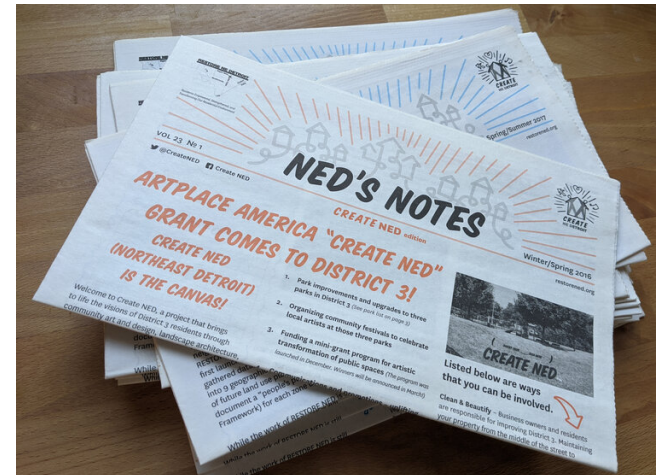
In partnership with Restore Northeast Detroit and Allied Media Projects, we were the recipient of ArtPlace America's National Grants Program. ArtPlace invested \$500,000 in "Create NED," a collaborative community revitalization project designed to bring to life the visions of Northeast Detroit residents through community art and design, landscape architecture, media, technology, and community organizing.

We convened an advisory team for Create NED that included residents, longtime community organizers, project staff, and project partners. Using our people-centered approach, together we explored visions for the neighborhood through conversations, sketches, and collages.

Through a series of branding workshops with the advisory team, we identified words and phrases that captured Northeast Detroit's past, present, and future. We collaborated with local artists to develop key visual themes. Building on the co-created language and imagery, we designed a logo and brand that was fun, welcoming, and inclusive of all ages and abilities. With these branding components, we created a communication toolkit that included postcards, flyers, surveys, wayfinding signage, and social media assets. We shared brand guidelines to help the Create NED community team easily access, implement, and generate new material while maintaining the brand's look and feel across all applications.

We also designed a refreshed edition of Northeast Detroit's community newspaper and Create NED website to offer Detroiters and visitors ways to get engaged, informed, and involved. We trained organization staff on how to update and edit these tools themselves.

The tools we developed with Northeast Detroit residents have helped the under-resourced neighborhood enliven their public spaces, better share their story, and continue to access more resources.



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The Work Department +

# Community Foundation for Southeast Michigan

**SERVICES PROVIDED:**

**RESEARCH**

**FACILITATION**

**PROJECT MANAGEMENT**

**STRATEGY**

A cohort of regional funders, including Ballmer Group, Community Foundation for Southeast Michigan, General Motors, Flagstar Bank Foundation, New Economy Initiative, the Ralph C. Wilson Jr. Foundation, Tauber Family Foundation, and the William Davidson Foundation, have begun working together to better understand community needs, assess capacity in the nonprofit landscape, and identify opportunities for collaborative funding in Pontiac, Michigan. Our work began with a research phase in which we held interviews with community leaders, reviewed existing research and ongoing initiatives in the city, and conducted a brief online survey of community members. As follow up to that research, we supported the collaborative through a combination of diligent project management, flexible facilitation, respectful engagement, and thoughtful communication. In partnership with this diverse set of funders, we have listened to and incorporated the varying needs and interests of the community and the funders to ensure an efficient planning effort, and a stable governance structure with which to carry forward.

The program is currently in the early stages of its launch. More information is available [here](#).