



Lakeshore Ethnic Diversity Alliance

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2017



Note from LEDA's Executive Director

Dear Friends,

I am delighted to present to you the Lakeshore Ethnic Diversity Alliance's 2017 Annual Report. Last year was one of growth and change at LEDA, including the start of my tenure as Executive Director in August. Being in this new role has brought new perspectives with it and a deeper appreciation for the continued support of our donors, sponsors, and volunteers.

The 2017 Summit on Race and Inclusion, held on May 23 in Muskegon, MI was once again a great success. With over 600 attendees, LEDA was excited to share outstanding keynote addresses from Dr. Phillip Atiba Goff and Dr. Charles Davis III. Likewise, our numerous other community-oriented programs—from Migrant Mentoring and Calling All Colors to our D&I Workshops and Allies Working—have continued to reach community members in impactful and life-changing ways.

We realize that it is with the generous support of our donors and program participants that LEDA can truly make a difference. Your commitment to see a better community made available to people from all backgrounds is not taken for granted. Through your involvement, you push forward a mission that seeks to dismantle barriers and advance equity. Thank you for your continued dedication to this cause and our work to expand access and opportunity to all!

Best regards,



Latoya Booker, M.Ed.



About LEDA

Since 1996, the Lakeshore Ethnic Diversity Alliance has led West Michigan in working with and for the community to dismantle barriers to access and to promote racial equity.

Today LEDA represents a broad cross-section of interests and cultures. Hundreds of volunteers and a growing staff work on initiatives throughout the region, alongside dozens of area CEOs and stakeholders engaged in moving forward a vision of racial equity.

Our Mission

The Lakeshore Ethnic Diversity Alliance works to dismantle barriers to ensure people of all ethnic backgrounds have equal access and opportunity to participate fully in the life of the community.

Staff and Board

LEDA Staff

Latoya Booker, M.Ed.
Executive Director

Christine Mwangi, MRPharmS.
Program Director

Jared Leys
Operations & Marketing Manager

Alice Jasper
Associate Program Director

Patricia Strachan
Administrative Associate

Eunice Ruiz
Migrant Programs Associate

Rob Dale
Accountant

LEDA Board of Directors

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Chairperson

Erica Czaja

Simone Jonaitis

Sarah Howard
Vice Chairperson

Reyna Masko

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Heather Gluszewski
Treasurer

Kelly Richards

Shontaye Witcher

Melissa Freye
Secretary

Advisory Council

We appreciate all of our community leaders who join us as part of our Advisory Council.

James W.F. Brooks, Council Chair
Managing Partner, Brooks Capital Management

Franco Bianchi
President/CEO, Haworth, Inc.

Jud Bradford
Chairman, Bradford Paper Company

Leslie Brown
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President, Muskegon Community College

Mat Nguyen
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President, Davenport University

Dale Sowders
President/CEO, Holland Hospital

Alan G. Vanderberg
County Administrator, Ottawa County

Programs Review

Many of the key aspects of our activities at LEDA are accomplished through our programs. The following overviews feature just a few highlights from 2017. Having said this, we are excited to watch the continued growth of our programs going forward.

Programs range in scope and design. The largest individual participation comes from the Summit on Race and Inclusion, which saw over 600 people join us, while our 6-week Spanish Language Academy courses averaged 10-15 participants. Calling All Colors reaches students at local middle schools and high schools, while our Diversity & Inclusion workshops allow us to engage with many business professionals across the state.

Below is a brief review for each of our programs during 2017.

Summit on Race and Inclusion

The 2017 Summit on Race and Inclusion drew over **600 individuals**. The event was held at the Frauenthal Center in Muskegon, MI. Participants took part in a day-long experience which combined two incredible keynote speakers (Dr. Phillip Atiba Goff and Dr. Charles Davis III) and



a variety of sector-specific breakout sessions. Overall, **99%** of surveyed participants **agreed** the Summit increased their ability to be a partner in the racial equity movement. Special thanks to our event partners, the Community Foundation for Muskegon County, and to our **major Summit sponsors**: W.K. Kellogg Foundation, The Brooks Family, Meijer, and Spectrum Health.

Diversity Education & Workshops

Our workshops provide organizations with customized training solutions that build their capacity to advance diversity and inclusion (D&I). Likewise, our consultation service offers organizations an in-depth assessment of their current D&I practices and specific



recommendations for improvement. **Organizations that participated in a Workshop** during 2017 include: Michigan League for Public Policy, Second Reformed Church of Zeeland, Ruth Mott Foundation, Camp Blodgett, Michigan Works, Crim Fitness Foundation, Holland Public Schools, Grand Haven High School, Genesee County Land Bank, and more.

Calling All Colors

With the participation of dozens of school districts and **360 students** in the 2016-17 program, Calling All Colors continues to be successful in engaging youth in the challenging and critical discussions surrounding diversity and racial equity. At both the spring and fall conferences where schools come together to present their projects, we survey the students:

- **96%** of students say they learned a new idea at a Calling All Colors Conference
- **87%** indicate that Calling All Colors increased their comfort with individuals of other races and ethnicities



Migrant Mentoring

The Migrant Mentoring Program provides mentoring services for children of families in the local migrant worker population. In 2017, **46 migrant children** were matched with **26 community volunteers** for mentoring relationships. Over the course of the program's 21-year history, children who have participated in the program maintain:

- **96%** high school graduation rate
- **31%** college enrollment rate



Allies Working

The Allies Working are community members in West Michigan, who come together to explore strategies surrounding key social issues in our communities and the world. Impact is made through community collaboration and joint organizing. Successful initiatives and impacts during 2017 include:

- **200** participants joined us at four collaborative planning meetings held in 2017 with all active topic groups
- **6** topic group—including Environmental Allies, LGBTQ Allies, Immigrant Allies, Interfaith Allies, Racial Justice Allies, and Women's Issues Allies—continue to impact the community through events and advocacy



Talking to Kids about Race

Through a research-based workshop, Talking to Kids about Race **empowers parents, childcare providers, and educators of young children** with an understanding of racial attitudes in early childhood development. This program continues to offer participants with tailored seminars that offer a powerful toolkit for engaging young children when talking about race. 2017 marks



the sixth year of the program's operation. Since the beginning of the program, more than:

- **60** schools and organizations have been served by Talking to Kids About Race

Spanish Language Academy

The Spanish Language Academy offers 6-week beginner and intermediate level community Spanish courses. Business Spanish courses are also offered, which are tailored to the specific needs of an organization and their goals for learning the language. Learning a second language can expand your cultural perspective and make you a more engaged citizen of the world,



whether within the context of your own community or in regions abroad.

- **28** individuals participated in the Spanish Language Academy during 2017

Financial Activities

Revenue

In 2017, the Lakeshore Ethnic Diversity Alliance received generous support from the community, including many individuals and organizations. For the year, all sources of revenue totaled **\$417,510**.

Expenses

The Lakeshore Ethnic Diversity Alliance's expenditures by program in 2017 were as follows: **19%** - Calling All Colors | **14%** - Diversity Education | **11%** - General Operations | **8%** - Migrant Programs | **19%** - Special Projects (includes Allies Working) | **29%** - Summit on Race and Inclusion.

Thank You Donors

We give a big thank you to all of our individual and organizational donors from 2017. You make this work possible, and we are extremely grateful to have such amazing support from our community. Thank you!

Individuals

Janet Ackerson | Zahabia Ahmed-Usmani | Don & Cynthia Anderson | Glenn Anderson | Linda Anderson | Peter Armstrong | Martin F. Berent | Audrey Bloemendaal | Latoya Booker | Thomas Bos | Scott & Amanda Brooks | Robert Brophy | Tony Castillo | Phillip & Janeth Coray | Donna Cornwell | Stephen Cotton | Virginia De Kleine | Gregory Scott Denton | Mary DeRidder | Laura Dillingham | Judy & Scott Essenburgh | Daniel Gleason & Daryl Fischer | Tara Foreman | Heather Fox | Melissa Freye | Karen Ganzevoort | Andrée Garner | Heather Gluszewski | Abraham Gonzales | Robert Goodrich | Michael Goorhouse | Debbie Harrison Rumberger | Megan Hartranft | Sarah Howard | Kristine A. Hunter | Bari S. Johnson | Simone Jonaitis | Joan Kendall | Paula Kendra | Jean Martin | Amy Masko | Reyna Masko | Keith & Lynn Mast | Chris McGuigan | Heather Medina Saucedo | Amy Otis-De Grau | Dania Parsons-Gates | Gregory L. Phillips | Daniel Powers | Celestino & Lupita Reyes | Richard Rhem | Kelly Richards | Dan Rinsema-Sybenga | Pam Roelofs | Jill Russell | Duane L. Schuldt | Jessica Shamie | Lynn Sheehan | Marla Sluiter | Patricia Strachan | Diane Taylor | Amy Terhaar | Cindy & Larry Terlouw | Jon Toppen | Chris Urbaniak | Elizabeth Van Ark | Aimee VandenElzen | Rachel VanDerMaaten | Jeff & Shanon VanMeter | Abigail Veldink | W.J & Corinne Widdis | Eleanor Williams | Quincy Williams | Robert & Aleicia Woodrick | Jim Wujkowski | Douglas & Ketzi Zylstra

Organizations

Arconic Whitehall Operations | Automatic Spring Products | BandA Tech Solutions | Bradford Paper Company | Brooks Family Fund | C3 - West Michigan's Inclusive Spiritual Community | Chemical Bank | City of Muskegon | Community Foundation of the Holland/Zeeland Area | Consumers Energy | Disher Design | Elzinga & Volkers, Inc. | Fellowship Church | Gentex Corporation | Global Concepts Enterprise, Inc. | Grand Haven Area Community Foundation | Grand Valley State University | Greater Ottawa County United Way | Haworth | Herman Miller Cares! | Hines Corporation | Hope Church RCA | i'move | JSJ Corporation Foundation | Kennard Creason DDS | Lakeshore Women for Peace | PADNOS | Macatawa Area Coordination Council | Macatawa Bank | Meijer, Inc. | Metal Flow | Metro Health | Michigan Humanities Council | Michigan Turkey Producers | Milagro-Six, Inc. | Muskegon Area Intermediate School District | Muskegon Community College | Muskegon Rotary Club | Ottawa County 58th District Court | Perrigo Foundation | PNC Bank | Spectrum Health | Third Reformed Church | Trans-matic | W.K. Kellogg Foundation | Warner Norcross + Judd, LLP | West Michigan Community Bank | West Michigan Lakeshore Association of Realtors



Lakeshore Ethnic Diversity Alliance

Dismantling Barriers. Advancing Equity.

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