

CENTRAL KENILWORTH AVENUE REVITALIZATION COMMUNITY DEVELOPMENT CORPORATION (CKAR CDC)

6801 Kenilworth Avenue, Suite 203
Riverdale Park, Maryland 20737
Phone: (240) 680-2527
Email: info@ckarcdc.org
Website: <https://www.ckarcdc.org>

2018-19 ANNUAL REPORT



ESOL for Work

5-WEEK TRAINING COURSE AT
CENTRAL KENILWORTH AVENUE REVITALIZATION
COMMUNITY DEVELOPMENT CORPORATION

What? Learn Basic English for beginners & Basic Computer Training. We welcome all language aptitudes and we hope to help you. Certificate awarded at course completion.

Where? Location: 6801 Kenilworth Avenue, Suite 203, Riverdale Park, Maryland 20737. Visit: www.ckarcdc.org Call: (240) 680-2527 or Email: info@ckarcdc.org

When? Class Starts: August 12th, 2019. Monday - Friday • 9:00am to 12:00pm. Registration Fee: \$65 for class & \$45 for materials. Registration ends August 5th, 2019.

HOW TO REGISTER?
Call Us: 240-680-2527
Email Us: info@ckarcdc.org
Visit Us: 6801 Kenilworth Avenue, Suite 203, Riverdale Park, Maryland 20737
Follow Us: @ckarcdc

COMING SOON

- Breakfast and Lunch Café
- 24 week certificate culinary arts/customer service training program
- Healthy Eating/Healthy Living Menu
- Wellness Programming
- Job Placement Services



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OUR BOARD MEMBERS

Dennis R. Nola, President, PLA, RLA

Alice M. Bishop, Vice-President

John Arrington, 2nd Vice-President

Sharon W. Wertz, Secretary

Thomas L. Wertz, Jr., Treasurer

Patricia Hayes-Parker, Executive Director

Honorable David J. Lingua, Vice-Mayor, Town of Riverdale Park
Member

Lisa Butler McDougal, At-Large Member

Sister Carmen Soto, At-Large Member

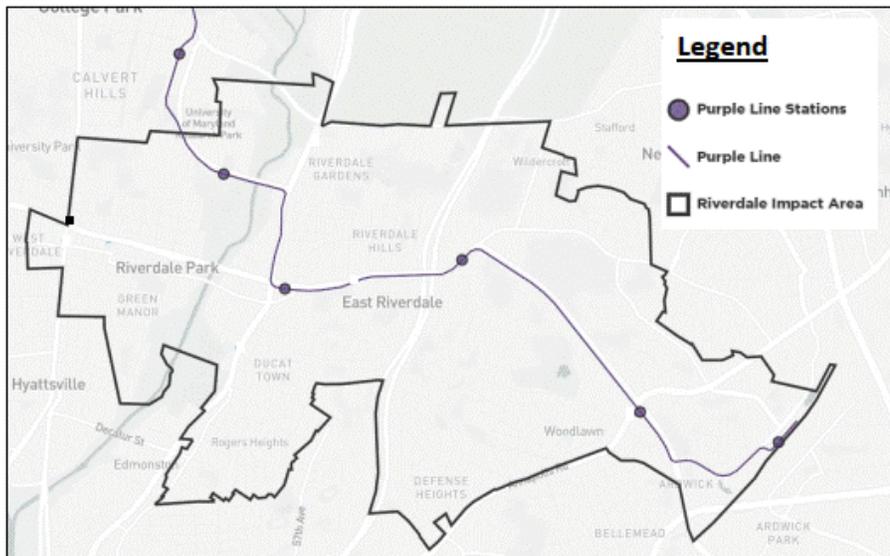
Melvin L. Allen Jr., Esq, At-Large Member



Board Members left to right: Sharon Wertz, Melvin L. Allen, Dennis R. Nola, Thomas Wertz, Octavia Caldwell (facilitator), Carmen Soto, David J. Lingua, Alice Bishop and John Arrington

STRATEGIC HIGHLIGHTS

Central Kenilworth Avenue Revitalization Community Development Corporation (CKAR CDC) is a 501(c)(3) non-profit organization that continues to form strategic partnerships to implement projects in the Greater Riverdale community. The mission of CKAR CDC is to promote the social, environmental and economic development of Greater Riverdale. We serve several Council District 3 communities within Prince George's County, Maryland. They are: The Town of Riverdale Park, The unincorporated communities of East Riverdale (Riverdale Heights, Templeton Knolls, Eastpines, Crestwood, Madison Hill and Riverdale Hills), Beacon Heights, Roswill, Landover Hills, Woodlawn, West Lanham Hills, and Hanson Oaks.



Our goal is to provide “Better Lives, Better Communities and Better Businesses” for the residents of our communities. This annual report includes some of our accomplishments during our 2018-2019 fiscal year.

HIGHLIGHTS FROM OUR PROGRAMS AND SERVICES

Job Readiness Training

English for Students of Other Languages (ESOL) Classes

The Greater Riverdale Career Empowerment Center (GRCEC) conducts ESOL for work classes that enable students to learn levels one and two English and basic computer skills. The ESOL program received 115 registrations with 47 students completing training and receiving certificates. Many of our participants have completed the class and testify that after

taking the classes they are able to communicate at work, in their families, and communities. They are able to read and write Basic English without any assistance. The instructor, Theresa Pfeiffer is an excellent teacher and the students love her teaching style.

Each student uses laptop computers, provided by CKAR, in each class as well as an ESOL textbook. All English as a second language speakers are welcome and we have had students from a variety of countries including Mexico, El Salvador, and Ethiopia among a few. Grant awards have allowed CKAR to provide these classes for free with the students paying a \$45 textbook fee. We offer the students a payment plan and financial assistance to those in need of this service.



The GRCEC holds cover letter and resume development classes, workforce literacy and occupational skills training, job placement assistance, OSHA 10 & OSHA30 training, first aid and CPR training, and referral for GED completion in collaboration with other partner organizations.

The following testimonies are from a few our students that have completed our 5-week ESOL for Work training course. These students have proudly learned Basic English and computer skills that they are able to use in their everyday lives.



"I am happy about my first certificate. I have studied English for one month at CKAR. I have only one teacher, Teressita. She is a good teacher."

Alfredo Quijada



"I learned a lot. I never went to school in my country (Ethiopia). The English I learned at CKAR helped me at my job; I meet people at my job (The Family Dollar). I use English at my job to talk to customers and I use the computer/cash register. Now I know how to save documents."

Ojulu Paul

"The class at CKAR helped me at my work. I am a server. I work at a restaurant. I learned to pronounce well and to write, both of these skills are necessary in my job-writing orders and speaking clearly."



"I have four certificates. When I started my class, I didn't speak English at all. I love learning English. Now it is my goal to learn English. For me, it is very important because I work in a restaurant and some customers don't speak Spanish. At my work, sometimes I work alone and have to answer the phone and sometimes there are people who don't speak Spanish on the phone. It is very important to learn English! We have the best teacher; she has patience and good ideas. I love my class."

Gladis Medrano's testimony in the 1st paragraph above was written with the help of her instructor. The 2nd paragraph was written on her own with no assistance. She is completing ESOL studies in her 5th enrollment at CKAR Empowerment Center.



"I have two certificates. I studied language. I studied computers for two months. I liked using my new book. I liked writing on the board. I liked using the computer. I liked working with partners. This program is very important for learning English."

Sussy Rodriguez



I have studied English for five months at CKAR. I liked the classes very much. Now I have four certificates. I'm very happy. I'm feeling more important because I'm not scared when I need to talk to American people. I'm practicing English at my daughter's school. When I go to the hospital and when somebody calls me, I understand a little more. Thanks CKAR for this program. Thanks a lot to the persons who are working at CKAR. Thanks a lot to Teressita; I love how she teaches us.

Maria J. Figueroa

Wills and Expungement Clinics

The Greater Riverdale Empowerment Center has formed a partnership with Community Legal Services of Prince George's County to offer monthly Wills and Expungement Clinics providing free legal services to participants.

Outreach

CKAR staff contacts citizens in the community to assist them with clothing, food and shelter needs. Our partnership with Centro de Apoyo, Family Restoration and Healing Center and Run Your Race Ministries enables us to provide information and identify resources to fulfill those needs.



CCMA AmeriCorps VISTA volunteers perform outreach activities at local church and shopping center.



Major emphasis is being placed on CKAR's participation in the 2020 Census as a Non-Profit & Community-Based Organization Subcommittee Member. In this role, CKAR will collaborate with community organizations to engage hard-to-reach residents about the importance of participating in the 2020 Census and the benefits derived from census data.

Hard to Count (HTC) groups or populations (such as ethnic/minority populations, renters, and low income households) have historically been undercounted or traditionally have not participated in previous Census years. CKAR serves residents in many of the HTC areas. We are endeavoring to get the most accurate count possible for our communities in an attempt to increase federal funding for safety-net services.



Post-Employment Counseling

Counseling is available at CKAR through our partnership with Full Circle Therapy Services, LLC and Hope4You, LLC. These services are available to those residents who have experienced a loss of employment that affects their quality of life and ability to effectively seek employment. Our counseling services include:

- Assessment & Evaluations:
 - *your interest & experience*
 - *match job market opportunities*
- Psycho-Social Assessment
- Post-Employment Services
- Interviews with Employers

We are helping our citizens with credit rebuilding and housing through our partnership with Centro de Apoyo Familiar and Housing Initiative Partnership, Inc. (HIP).

ENVIRONMENTAL STEWARDSHIP AND SUSTAINABILITY

Edmonston Road Rain Garden Project

CKAR's Edmonston Road Rain Garden project is a storm water waste management project that CKAR will continue to maintain. The picture below is a rendering of the environmentally sensitive gateway that is being created through our partnership with Prince George's County

Department of Public Works, M-NCPPC/Parks, Department of the Environment and University of Maryland (UMD) School of Landscape Architecture. It will provide open green space, education through bi-lingual signage, a forest edge garden, infiltration, plantings, benches, bi-lingual signage, new sidewalks, a new bus stop shelter and permeable paving. Completion is scheduled for spring 2020.



Tree Canopy Project

CKAR's Tree Canopy Project provides free trees to residents and businesses during the spring and fall. This project improves storm water management in our communities.



CKAR supports this County effort through its partnership with The Chesapeake Bay Trust and Prince's County Department of the Environment to set a programmatic goal to strengthen communities, improve water quality in the County's waterways, and engage County residents with storm water issues. As large infrastructure projects involving miles of hard, impervious surfaces are built, residents must balance that activity with 'green infrastructure' to support Clean Air and Clean Water.

Planting of over 120 trees was completed in June 2017. Community residents requested trees, CKAR assisted the residents with right tree/right place, planted and mulched the trees and only required that the resident continue to water and care for the tree. In **spring of 2018** CKAR began and completed the 2nd phase of planting 300 trees on residential and business properties in an expanded geographic area.

COMMUNITY DEVELOPMENT AND REVITALIZATION

CKAR continues to implement best practices to revitalize the Greater Riverdale Maryland area. CKAR worked with Community Planning/MNCPPC to establish the “Sustainability Community” designation for Greater Riverdale. This designation opens opportunity to our communities to be given priority when they apply for State funding. Our community revitalization projects include: CKAR’s participation on the Steering Committees in the development of the East Riverdale - Beacon Heights Sector Plan Implementation; and the Transforming Neighborhoods Initiative (TNI), Purple Line Community Advisory Team, Kenilworth Avenue & MD 410 Corridors. We have developed a 2019 Greater Riverdale Business Guide, with the goal of expanding the listing to include all businesses.



A Growing Community



Greater Riverdale is a vibrant, diverse community, adjacent to the University of Maryland College Park. The neighborhood provides an easy commute to DC, and the incoming Purple Line opens up new connections across the region. Riverdale’s small businesses are a regional draw for the Latino community, and the plentiful nature trails and affordable housing provide a unique home to Riverdale’s growing population of young

families. A portion of Greater Riverdale falls within an Opportunity Zone.

- Total Population: 36,510 people with over 100 languages spoken
- Total Occupied Housing Units: 9,701
- Number of Jobs: 13,411
- Median Household Income: \$66,842

Benefits of Opportunity Zones

Three Opportunity Zone designations are located in the Greater Riverdale communities.

There are 3 federal tax incentives for investing in an Opportunity Zone:

- Temporarily defer paying taxes on capital gains reinvested into an Opportunity Fund.
- Reduce capital gains tax on original investment. This benefit increases the longer an investment is held in the Opportunity Fund from 10% at 5 years to 15% at 7 years.
- If the investment is held for 10 years, appreciation on the gains becomes tax-free.

Maryland has a unique state program to further incentivize development in Opportunity Zones. Developers are eligible for the More Jobs for Marylanders program, which provides a state fee waiver, property tax credit and an income tax credit for job creation.



The Coalition of Community Leaders meet at Word of Faith Church of Jesus Christ (I) and the new Casa Dora by La Chiquita restaurant in Riverdale, MD (r)

Children at play at the Solid Rock School Notebook Give-a-Way

Building Community

Greater Riverdale is Coming Together to create a vision of a healthier community and the projects that will get us there. You can take part in reshaping our community by participating in the survey and upcoming community meetings.

Tell us what you think:
<https://ckarcdc.force.com/s/>

Join us at a workshop to get more involved!
Workshop Dates: November 20th and 23rd

For more information, call CKAR at 440-608-9529 or email acneill@cdc-md.org, or follow us at:

Map of Greater Riverdale

Greater Riverdale Includes:

- Town of Riverdale Park
- Templeton Knolls
- Riverdale Hills
- Riverdale Heights
- Eastspines
- Crestwood
- Madison Hills
- Beacon Heights
- Rosswill
- Hanson Oaks
- Woodlawn
- West Lanham Hills

Greater Riverdale Survey

CKAR's partnership with the Housing Initiative Partnership, Inc. has resulted in 3 participants getting jobs and 1 obtaining housing during the month of July 2019.
www.hiphomes.org



CKAR & HIP Partnership

Central Kenilworth Avenue Revitalization Community Development Corporation & Community Legal Services of Prince George's County, Inc.

WILLS & EXPUNGEMENT CLINIC

6801 KENILWORTH AVE. SUITE 209 RIVERDALE PARK, MD 20737

MONDAY AUGUST 5TH 2019 11AM - 2PM

RSVP: INFO@CLSPGC.ORG

Wills & Expungement Clinic



ESOL instructor with students receiving certificates of completion



Morgan Hubbard, CEO Eco City Farms talking with John Smith about CKAR's Tree Program

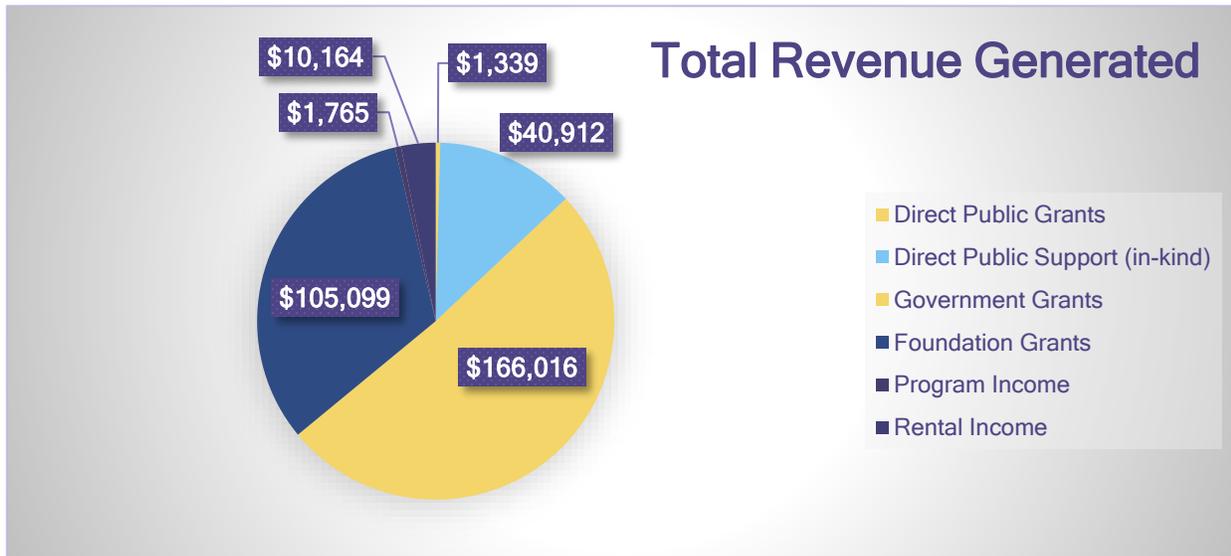


Community Leaders from Greater Riverdale along with CKAR Staff and Board members visit Future Baltimore

Transforming Our Community

“Better Lives, Better Communities, Better Businesses”

2018-2019 FINANCIAL HIGHLIGHTS



EXPENSES	AMOUNT
Restricted Expense (Sarvis Empowerment Café)	\$ 185,855
Business Expenses	\$ 3,608
Bookkeeping/Accounting/Audit	\$ 4,805
Contract Services	\$ 59,473
Rent, Parking, Utilities	\$ 65,276
Facilities and Equipment	\$ 3,548
Program Supplies	\$ 40,862
Advertising/Promotional	\$ 112
Fundraising Expense	\$ 2,075
Operations	\$ 28,562
Insurances	\$ 10,217
Payroll Expenses	\$ 36,294
Travel and Meetings	\$ 805
Staff Development	\$ 224
Miscellaneous Service Cost	\$ 1,056
TOTAL EXPENSES	\$ 442,772

CKAR has partnered with Kaiser Permanente to launch a Place-Based Initiative to advance community health in Greater Riverdale.

LOOKING AHEAD

Kaiser Permanente Place-Based Initiative

CKAR is in partnership with Kaiser Permanente in one of their multisector placed-based Initiatives geared for the Greater Riverdale, Maryland communities. In 2017, a steering committee went through some robust community visioning to produce our Beacon Heights/East Riverdale sector plan. That work, along with shared priorities along the Purple Line Corridor, and objectives toward a healthier community put the Greater Riverdale area in the position to attract Kaiser Permanente as an anchor institution to land its next place-based initiative right here! Indeed, this partnership between Kaiser Permanente and CKAR, with support from District 3 and the Neighborhood Design Center, is promoting a broader community health vision, which includes creating thriving communities, supporting small businesses and entrepreneurs, and effectively addressing affordable housing and financial literacy.



Meeting of the Coalition of Community Leaders

Greater Riverdale is a state-designated Sustainable Community. By collaborating with Community Planning/MNCPPC, CKAR CDC was able to bring the potential for additional state resources for development projects that qualify for state incentives and gap financing, including:

- Community Legacy Program
- Community Tax Credits
- Neighborhood Business Works
- National Capital Strategic Economic Development Fund

CKAR’s work with Kaiser Permanente in the Place-Based Initiative and Prince George’s County Transforming Neighborhood Initiative coupled with the Greater Riverdale Opportunity Zones, could add future value to the community.

Prince George’s County offers additional revitalization incentives, including:

- Revitalization Tax Credit
- Payment in Lieu of Taxes (PILOT)

CKAR is slated to receive grants to support healthy eating and living programs in the communities that make up Greater Riverdale, Maryland. Greater Riverdale consists of residents in District 3 within Prince George’s County, Maryland. They are:

- The Town of Riverdale Park
- The unincorporated communities of East Riverdale
 - Riverdale Heights
 - Riverdale Hills
 - Templeton Knolls
 - Eastpines
- Beacon Heights
- Roswill
- Landover Hills
- Woodlawn, West Lanham Hills
- Hanson Oaks.

In 2017 alone, Kaiser Permanente invested more than \$35 million in the region and nearly \$10 million in Prince George’s County through their Community Health efforts. This Initiative provides Kaiser the opportunity to place emphasis on particular areas in Prince George’s county that would benefit the most from healthy eating and living programs. Each program is designed based on input from community leaders and the constituents of each community. This outreach is completed to ensure collaboration with all residents, businesses and organizations through community meetings and events. Everyone’s voice is important and the goal is to meet the needs of the community. Since developing the Community Health Initiative

in 2002, Kaiser Permanente has proven to be our most trusted partner in total health, collaborating with people and communities to help them thrive and creating communities that are among the healthiest in the nation.

CKAR and Kaiser Permanente will work together with additional partners in this place-based initiative to get input through community engagement with residents, businesses, schools, institutions and community leaders as a major effort to design programs that are desired and beneficial to the greater Riverdale communities.

CKAR's partnership with the Neighborhood Design Center includes listening sessions to transform Greater Riverdale into a Thriving Community. These collaborations and community engagement opportunities will crystalize the development of projects to meet the goals of a Thriving Community, Economic Development, Affordable Housing, and Financial Coaching.

Sarvis Empowerment Café



The Sarvis Culinary Arts Mentoring & Training Program is an integral part of the Sarvis Empowerment Café.

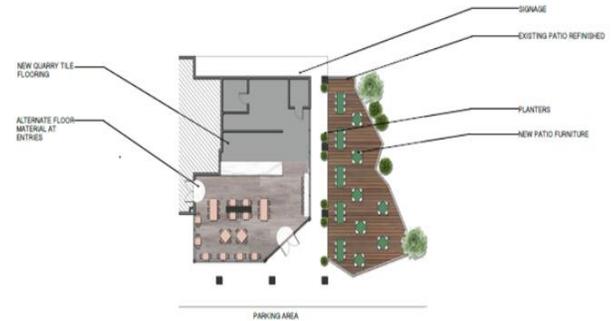
Renovation is in progress for the Sarvis Café that expands CKAR's training program into an on-site, on-the-job training opportunity for residents in the neighborhood and surrounding communities.

In addition to breakfast, lunch will be available daily to over 240 people in The Jemal Business Park. The Sarvis Empowerment Café will offer the following services and programs:

- A menu that reflects the diversity in our community, bringing together different cultures and blending them to create delicious dishes. There will be something for everyone.
- A 14-week 3 level certified Culinary Arts & Customer Service Training program in partnership with Prince George's Community College.
- Health and wellness programming series.
- A Guest Chef program.



- A major recruitment site for local businesses.
- Trained chefs will fill positions at local restaurants, catering facilities and other businesses in their own community.
- Mentoring for students is provided by chefs and other professionals at Sarvis.
- Reduced meal cost and healthy eating discussions of cooking and grocery shopping for seniors.
- Special events, workshops and meetings in café or on the KP Discovery Patio. The KP Discovery Patio at Sarvis will be a place for the community to come together for a variety of meetings and events such as open mics, speaker series, health awareness discussions, community town halls, screen events, guest chefs, book clubs, community and association meetings and more.



Sarvis Empowerment Café Window Wrap Pictures



GREETINGS FROM EXECUTIVE DIRECTOR



On behalf of Central Kenilworth Avenue Revitalization Community Development Corporation, I would like to thank our partners, funding organizations and volunteers for their support that allows us to offer services to the community. We have experienced growth in our programs, outreach and opportunities to make a difference in our community and in the lives of our families.

We look forward to the opening of Sarvis Empowerment Café to increase our impact in the community by providing certified culinary arts training in partnership with Prince George's Community College; and mentoring young adults and older residents as they work side-by-side with our professional staff. We have developed this program to include wrap-around workforce training for those persons that may have experienced trauma and need more one-on-one counseling as a part of their job readiness program. We will also offer job placement services. Finally, in this next year, we look forward to providing services to our businesses such as seminars in entrepreneurship, financial literacy and home-buying. In collaboration with Kaiser Permanente and county health organizations, we will offer programs in health & wellness.

Moving forward, we will continue our work with Kaiser Permanente and all of the communities within Greater Riverdale through the Coalition of Community Leaders, schools, churches and other non-profits; distribution, collection and analysis of surveys; workshops to identify community priorities; and initiation of projects so that the community will see the results of its work.

Again, we thank you for the opportunity to serve.

Regards,

Patricia Hayes-Parker
Executive Director

CKAR'S MISSION STATEMENT

CKAR CDC is a 501(c)(3) non-profit organization that forms strategic partnerships to implement projects in the Greater Riverdale community, including community and economic development, workforce training, environmental sustainability, business retention, and advocacy.



Transforming Our Community

"Better Lives, Better Communities, Better Businesses"