

Central Avenue Kenilworth Avenue Revitalization
Community Development Corporation

CKAR CDC Annual Report

2020-2021



Better Lives

Better Communities

Better Businesses



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Message from

the Executive Director



The last three years have presented opportunity and great challenge for Central Kenilworth Avenue Revitalization Community Development Corporation (CKAR CDC). We had to design programs to address wide-spread food insecurity, unemployment, closing businesses and restaurants, changes in how children learn and health and wellness and the loss of friends and family members due to the pandemic spiraled upward. We experienced spikes in mental health challenges as our neighbors tried to cope with the daily concern of COVID-19 and its variants. CKAR CDC and many other organizations had to quickly pivot, develop new programs, identify partners, and reach for new sources of support.

We learned very quickly how nimble we must be and the importance of capacity building for our organization – our Board, staff and volunteers. I feel that this is the only pathway to resiliency. Staff members, when time was available, took advantage of an in-kind donation from TechSoup. Maryland Nonprofits, through Kaiser Permanente, provided capacity building through webinar in various disciplines. They gathered new tools to improve their skills and assure that their work was on par with industry best practices.

During 2020 and 2021, CKAR experienced tremendous growth, established new partnerships necessary to accomplish our work, quadrupled the number of volunteers, developed new programs through innovative collaborations, organized a remarkably successful Community Health Fair free to families in the Greater Riverdale Community and completed 95% of construction for the Sarvis Empowerment Café, certain to be a game-changer in the community. Our Board charged itself with the task of capacity building and over the last year, began a year-long effort to complete the basics of certification for the organization through Standards of Excellence. Donations increased four-fold during this period which translates to design of the right programs at the right time to fit the needs of the community.

To our donors, on behalf of our organization, board members, staff, and volunteers, we **THANK YOU** for your support. For over 10 years, CKAR has focused on bringing workable revitalization to our community to address the needs of a remarkably diverse community experiencing dramatic change led by a nine-billion-dollar mass transit system moving through the heart of the community. CKAR's mission is to promote the social, environmental, and economic development of Greater Riverdale. We care about the quality of air and water; and the quality and quantity of affordable housing planned for the community. Our vision for Greater Riverdale includes residents employed in jobs that support their families; opportunities through modern technologies; tree cover adequate to address rising CO2 for the health and wellness of our community; fresh food options near their homes; the building of light rail transportation that decreases the need for automobile transportation and parking. In short, we listened to our community ten years ago during a community-wide charrette. We continue to listen and learn while the world is changing.

So much is possible with adequate support; **YOUR DONATION** makes all the difference in creating shared connections to Greater Riverdale as we develop with partners, friends, and leaders a special place for future generations. Be Safe!

Patricia Hayes-Parker

Executive Director

The 2020-2021

Board of Directors



President

Dennis R. Nola,
PLA, FASLA

Executive Director

Patricia Hayes-Parker

Board Members

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Vice President

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Town of Riverdale Park Member

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John Arrington
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Thomas L. Wertz, Jr.
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At-Large Member

Lisa Butler McDougal
At-Large Member

Janet Townshend
At-Large Member

Staff and Volunteers



Bookkeeper & Human Resources Director

Brenda Bazemore



Outreach Coordinator

Alejandra Perez Velasquez



Volunteer Photographer

Rachel Leader



Business Retention Program Manager

Imari Alvarez



Community Health Program Manager

Bronte Nevins



Communications Director

Jeanette Mitchell



Communication Assistant

Russel Martinez



AmeriCorps VISTA

Aasha Henderson (2021)
Anirudh Prabu (2020)
Emily McGarey (2020)



Sarvis Program Manager

Christina Cachie



Health Outreach Team

Marlon Cruz
Cecilia Cruz
Rashel Moscoso
Yaquelin Ortiz
Jesenia Saavedra
Hufsa Nisar
Muhammad Arif Wali
Ahmadzia Wali
Yanira Viera
Jose Viera
Jasmine Barragan



Environmental Specialist

Dayanara Padilla
Erin Sandknop



LISC Fellowship Intern

Shalene Miller-Whye (2020)

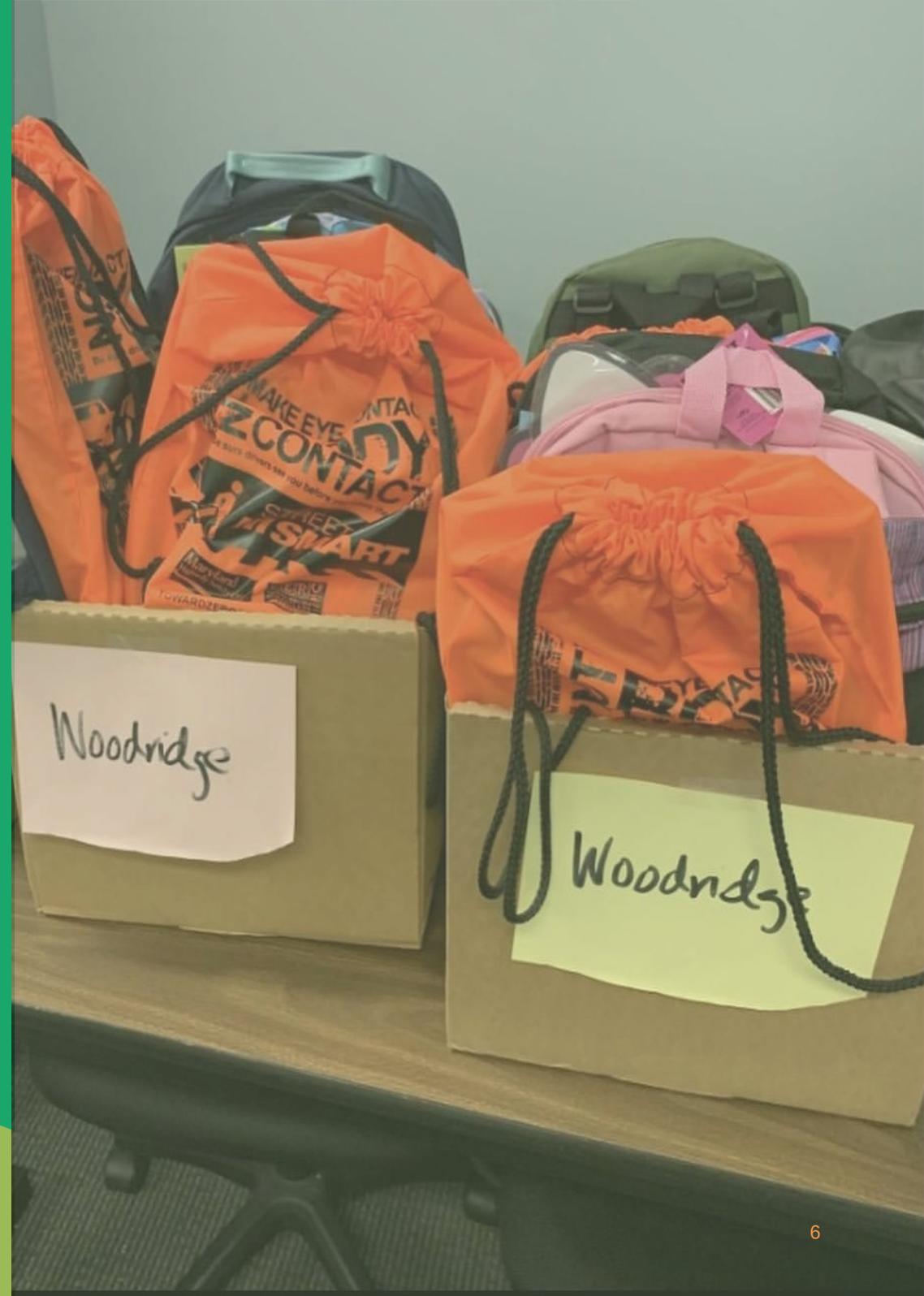
Under CKAR CDC Executive Director Patricia Hayes-Parker's leadership, the staff, and volunteers served over 26,000 hot meals to the Greater Riverdale community during the Covid-19 pandemic.

In 2021, CKAR joined Luminis Health in launching a Vaccination Project that administered over 5,000 vaccines. Its Community Health Program sponsored a fall Health Fair, which included health screenings, inoculations, food distributions, and coat giveaways. These are just a few programs designed and implemented by CKAR during the pandemic.

CKAR is proud to introduce its dedicated staff, volunteers, and consultants.

Our Mission

To promote the social, environmental, and economic development of Greater Riverdale.





Our Programs



Environment

Grow Green

Since 2017, CKAR CDC has offered a native tree planting program sponsored by the Prince George's Department of the Environment and the Chesapeake Bay Trust. Many of the homes and apartment buildings in Greater Riverdale date back to the 1960s. Many of these properties have either only non-native trees or no trees at all. Studies have shown that communities of color have less access to green space than whiter neighborhoods; this pattern of greenspace segregation leads to inequities in mental, physical, and social health.

During the 2020-2021 planting season, CKAR grew the program to **plant 311 native trees** and shrubs. CKAR also began incorporating native edible fruit-bearing trees and shrubs into its planting in response to the increase in food insecurity experienced by residents during the pandemic. During this most recent season, the program planted **140 trees on residential properties and 171 on municipal property**. In 2020, CKAR staff inspected the trees planted during the 2018 season and found zero mortality or morbidity.

Edmonston Road Rain Garden

The Edmonston Road Rain Garden is designed to provide **stormwater management, ecosystem services, and environmental education**. The Rain Garden is in the Anacostia River Watershed, which has received failing grades in water quality. The Edmonston Road Rain Garden, located in a Special Flood Hazard area, experienced a 100-year storm in October 2020. The storm's harmful effects on human life were devastating. Many people in that area lived in basements, and first-floor apartments were flooded, leaving several dozen low-income families in the cold and losing all of their belongings overnight.

When completed, the Edmonston Road Rain Garden will naturally filter and treat rainwater, helping to **prevent future flooding** events that would disproportionately harm people of color and low wealth residents. Additionally, through the strategic use of native forest edge plantings, the Rain Garden will **provide habitat** for native birds and insects, thereby enhancing biodiversity in the watershed. These benefits will also positively affect the lives of residents, as studies have shown that vegetation and birdsong **improve mental health**. Increases in the amount of green space improves student performances in school. Interpretive bilingual signage in the garden will also increase **awareness of environmental issue** in the area.

140 of the trees were planted on residential properties, and 171 were planted on municipal land.

Business Empowerment

A Taste of Greater Riverdale

During April 2020, the restaurant sector in Prince George's County saw a **38% decline in jobs**, and the full-service or tablecloth restaurant sector saw a 61% decline. In Greater Riverdale, there is a significant number of small restaurants owned by people of color that are key to the unique culture and economy of the area. To support these restaurants through the pandemic and attract more business to Greater Riverdale, CKAR partnered with the Purple Line Corridor Coalition and the University of Maryland Placemaking Architecture Studio to host a series of restaurant events.

A Taste of Greater Riverdale included a **self-guided restaurant tour** during the summer of 2021; and a **Boo & Bites Halloween event** in October 2021. Both events saw good participation and growing social media involvement. Future place-making cultural events are scheduled for 2022.



Business Outreach

In late 2020, CKAR partnered with LEDC and the Purple Line Corridor Coalition to assist Greater Riverdale businesses in receiving government pandemic relief. Under Imari Alvarez's leadership, **20 Greater Riverdale businesses** have been assisted in applying for the PPP loan. CKAR plans to establish a Main Street corridor in the Greater Riverdale community that supports current businesses as the Purple Line is established; and will also attract new investments.





Community Engagement and Outreach

Community Visioning

During 2019-2020, CKAR partnered with Neighborhood Design Center to create an Action Plan with the community for the future of a healthier Greater Riverdale. This process included the collection of **500 surveys, five visioning workshops** in which community members voiced their opinions about what a “healthy community” means to them, and **50 small group meetings** with key stakeholders. The Action Plan generated through this process revealed work needed in a couple of key focus areas: growing civic participation across the entire community; improving safety for everyone and making streets function better; improving communication between different groups; increasing celebration and welcoming activities; and addressing issues of housing affordability, aging in place and economic opportunity.

Latino Outreach

During 2020-2021, CKAR launched an outreach campaign to understand and address the needs of Hispanic and Latino residents. This work included church outreach led by Pastor Yendy Phipps of Centro Familiar Cristiano in Riverdale, survey outreach led by Alejandra Perez and a team of local college students, and tenant outreach led by Jorge Benitez Perez of CASA de Maryland. Subsequently, nine focus groups were conducted, including **six churches and three apartment buildings, collecting 1,058 surveys.**

The outreach work found clear pathways to achieving documented immigration status, better jobs, rental assistance, renters’ rights, learning opportunities in Spanish, and access to health services are some of the highest needs of the Hispanic community in Greater Riverdale. By collecting this information, CKAR can **better plan future programs and services.**

Greater Riverdale Schools Cohort with Kaiser Permanente

CKAR partnered with Kaiser Permanente to facilitate the Greater Riverdale School Cohort. The purpose of the cohort is to create a **safe place for school administrators** to collaborate and share resources. During the pandemic, CKAR has supported the schools with direct services, such as donating coats and volunteering at back-to-school events. Kaiser provided each school with a \$10,000 mini-grant, which the schools are using for projects including purchasing a washer and dryer, creating a food pantry, and starting an outdoor classroom. In the future, Kaiser and CKAR plan to offer a speaker series to the schools.



“It is imperative that we grow and foster an understanding of and desire to engage in civic participation.”

-2020 Action Plan

Health and Wellness

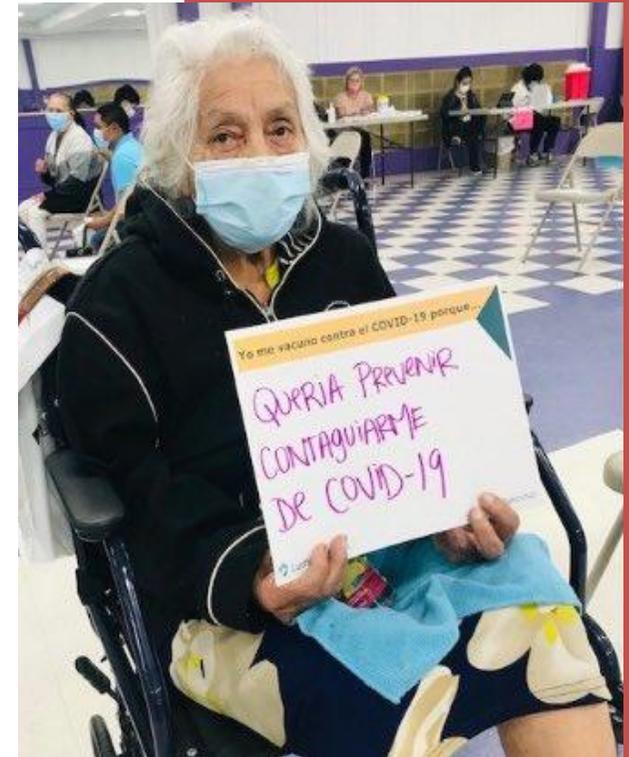
COVID Vaccines & Chronic Disease Screenings

Greater Riverdale was **inequitably hard-hit by the pandemic**, with the Riverdale zip code (20737) having the second-highest number of COVID cases per 100,000 residents in Prince George's County throughout spring 2021. The area was vulnerable for many reasons: (1) a high uninsured rate, leading to both a burden of undiagnosed preexisting conditions and a reluctance to seek care or COVID testing; (2) overcrowded housing conditions due to the increasing cost of rent in the area; (3) a high number of residents employed in frontline industries who kept working throughout the pandemic; (4) and substantial numbers of residents living in poverty.

CKAR partnered with Luminis Health to open mobile vaccine clinics in local apartment buildings, churches, stores, and markets. CKAR played a crucial role in registering residents for the vaccine, educating residents combating misinformation, and interpreting medical professionals. At the end of 2021, the CKAR outreach team grew to 10 members who conduct health outreach (COVID vaccines, flu vaccines, blood pressure checks, diabetes screenings) in the community with Luminis. CKAR has conducted **53 clinics with Luminis, with each clinic serving between 10-250 people.**

Health Fair

In October of 2021, CKAR hosted the first Greater Riverdale Family Health Fair. We provided **216 health screenings**, administered a total of 60 COVID and flu vaccines, enrolled 17 new families in WIC, counseled 200 families regarding their health insurance eligibility, and distributed close to 5,000 different items (coats, masks, food, hand sanitizer, pens, bags, toys, and more). According to our exit survey, the average participant rating of the event was 9.2 out of 10, and 99% said they would recommend the event to family and friends. One of our partners at the event commented that this was the **Best outreach event conducted all year.** We are planning another health fair in Spring 2022.





Food Insecurity

Greater Riverdale Cares – Produce & Restaurant Meals

In 2020, the Capital Area Food Bank estimated that food insecurity increased by 48-60% in the DMV area due to the pandemic. The Greater Riverdale area saw a significant increase in food insecurity. As part of the Greater Riverdale Cares coalition, CKAR and Route Communities Cares addressed food insecurity through regular produce distributions at St. Bernard's and the restaurant meal program.

The restaurant meal program purchased meals from local family-owned restaurants to support small businesses and provide **high-quality, culturally appropriate** meals to the residents of Greater Riverdale. The participating restaurants are Emerita's Pupuseria, Krazi Kebob (halal), Pizza Roma (halal), Marathon Deli, Shortcake Bakery, Hanami, Banana Blossom, Dumm's, Riviera Tapas, Tres Reyes, and Carbon y Lena. Since the Covid-19 pandemic, **over 26,000 meals distributed to churches, mosques, apartment buildings, community centers, schools, and civic associations.**

This program was instrumental in helping us stay afloat during 2020.
~Participating Restaurant

“Over 26,000 meals have been distributed at churches, mosques, apartment buildings, community centers, schools, and through civic associations.”

Sarvis Empowerment Cafe

Café Under Construction

Construction continued at Sarvis Café throughout 2020 and 2021. As of the end of 2021, construction was 95% complete, awaiting the last stages of the final permits and inspections phase. When opened, the Sarvis Empowerment Café will **offer healthy and affordable meals and serve 240 people daily** as a welcoming gathering place for the community.

Community Events on the Horizon

Sarvis Empowerment Café is in its final stage of interior and exterior construction. Upon opening, it will offer seating for 28 persons on the inside and 76 customers on the covered patio. It will also offer healthy and affordable menu items, culinary and coffee beverage training, entrepreneurial training, guest chefs for senior meals, guest speakers and nutritional workshops that will address some of the serious health challenges in our community. It is designed to be a welcome meeting place for the community to gather.

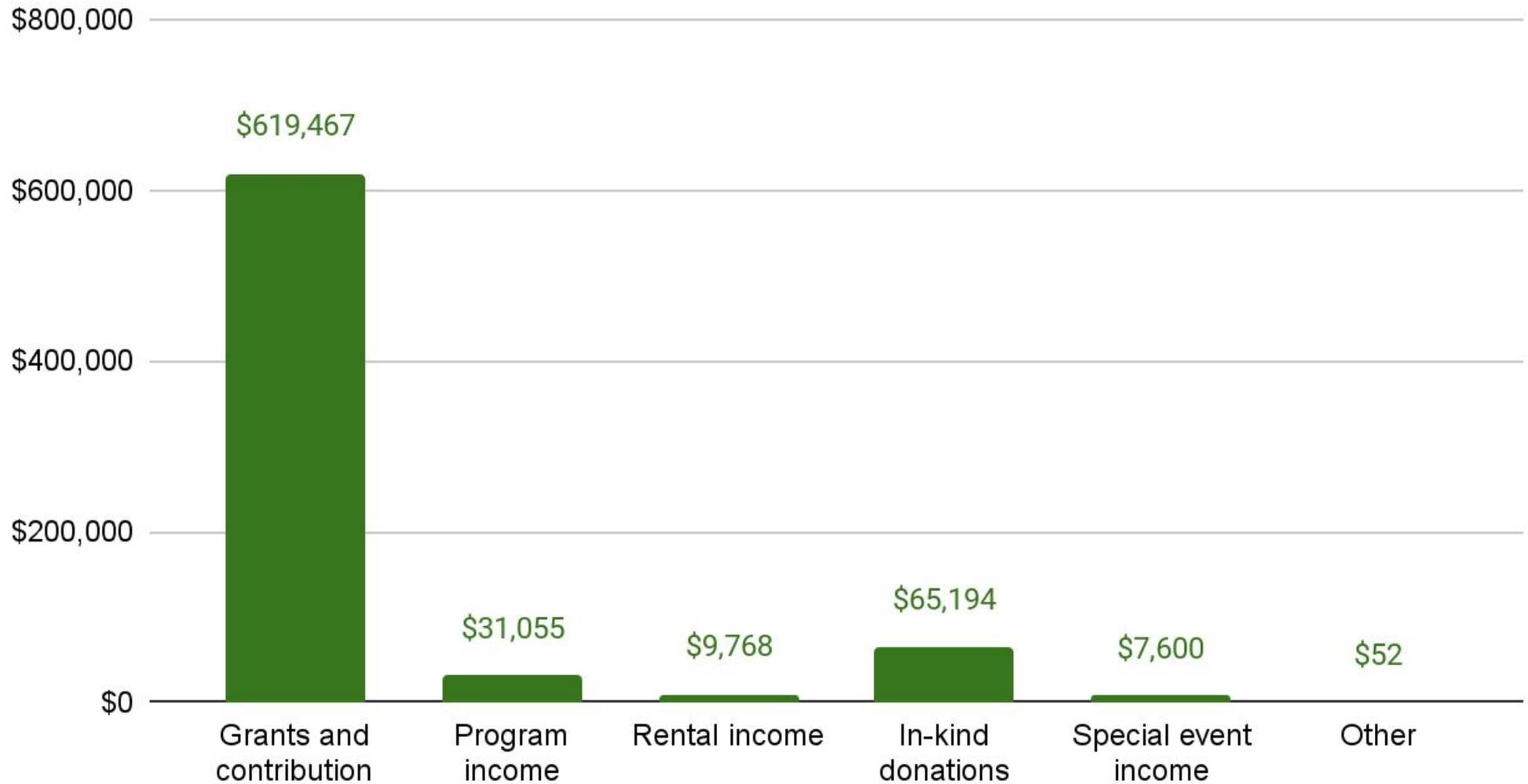
Culinary Arts & Entrepreneurship Training

In partnership with the Prince George's Community College and a local Starbucks, students will receive training in Serve Safe, culinary and beverage skills. Each cohort includes both hands-on learning and classroom time. Our program includes pathways to entrepreneurship to equip students to pursue a career at other restaurants or establish their own business, graduation support and mentoring with staff at all positions in the café. United Methodist Church of College Park **has recruited the first cohort of students** with some prior experience in meal preparation and food distribution.



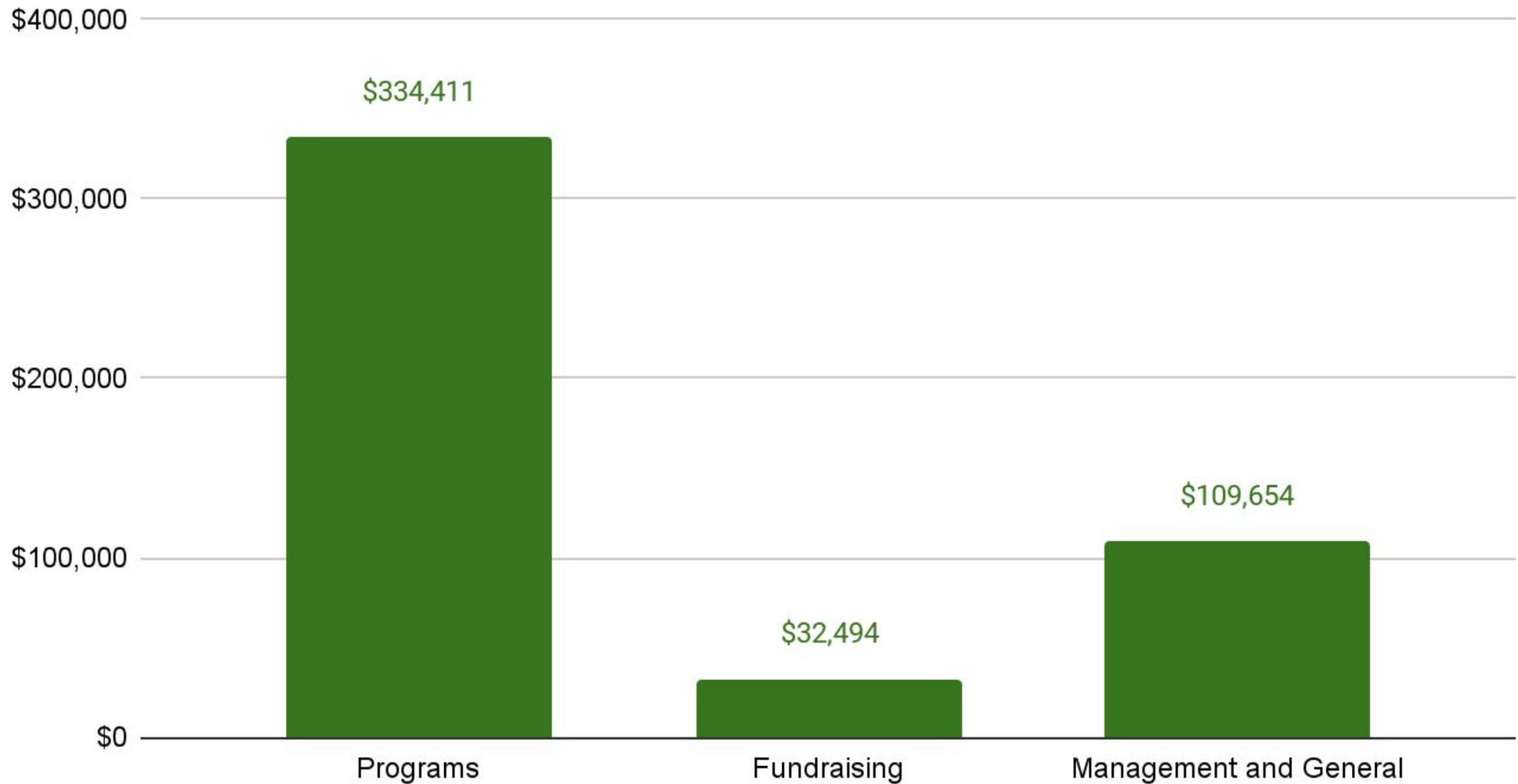
Financials

Operating Revenues Total: \$733,136



Operating Expenses

Total: \$476,559 (\$256,577 carried forward)



Our

Donors

Thank you!

CKAR-CDC would like to thank our donors for helping us achieve our goals and meet the needs of the community.



Our

partners

Thank you!

CKAR-CDC would like to thank its dedicated partners, without whom the organization could not carry out its work.



Our partners



Thank you!



MAKE A DONATION

bit.ly/3gNq2o1



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Development Corporation**

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