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Change Comes from Within

2020 Annual Report



Letter from the Executive Director

Sitting in a hastily assembled home office in March 2020, I called an older Rosedalian who was on my mind and asked if she needed any groceries dropped off. “Oh, I’m fine, honey,” she said, “my neighbor already made a run for a bunch of us. But there’s a couple other people I’m worried about, can you give them a call?”

Last year brought some extraordinary circumstances, and Rosedalian responded in the most ordinary way — by connecting and caring for their neighbors. Rosedale Development Association followed their lead and quickly adapted our work to fit the needs of the community. From quickly acting to assist the most vulnerable to reconnecting to the community through the Rosedale Recovery survey, we met the challenges of 2020 hand-in-hand with the Rosedale community.

I am grateful to have weathered 2020 with you,
Erin Stryka



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Courtney Brooks
Carlos Casas
Pete Cashen
(Vice Chair)
Collin Cooper
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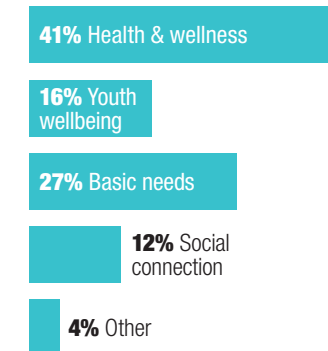
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ROSEDALIANS

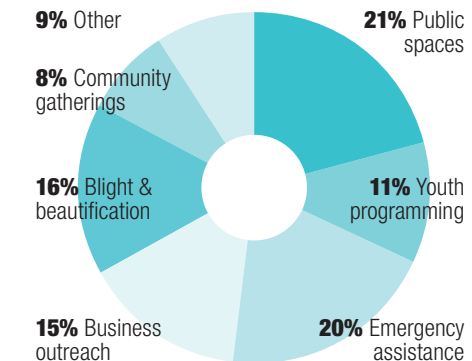
Rosedale Recovery survey

RDA has always viewed our neighbors as the experts on Rosedale, and as priorities and challenges greatly changed throughout 2020, we turned to Rosedalian to share their expertise. In August, we conducted a communitywide Rosedale Recovery survey and a series of diverse focus groups to learn how RDA could best serve Rosedale during this turbulent period. Survey results and collected feedback (to the right) showed residents’ deep care for this community and trust in RDA.

Top 3 most pressing concerns



What should RDA focus on this next year?



“Rosedale has potential to become a model for other cities to follow in America, we are race, economically, politically diverse and have people all over the board in their beliefs that seem to respect each other. RDA can further lead the way. Thank you for your work. Shalom.”

“Working together as a team for the community makes me feel good about Rosedale.”

“I was born and raised in Rosedale and I raised my kids here also. It is a warm, friendly, neighbor-loving community where you know and genuinely love your neighbor.”

“[In Rosedale] there is ample opportunity to connect with others, and the community cares.”

“I love my neighbors. My family has lived in this community for years. It’s home.”

64

“At home” activity box & virtual program participants

13

Christmas in October homes + minor home repair projects

157

Volunteers engaged in outdoor community beautician and home improvement projects

842

Meals served through the Rainbow Summer Program summer food site



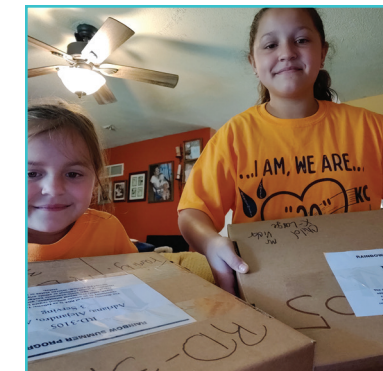
ADAPT

Staying flexible to meet community needs

As an organization rooted in community gathering, RDA had to rapidly adapt when we could no longer come together in-person. From shifting our entire summer reading program to an online format in just a few weeks, to altering our minor home repair program to only outdoor projects, RDA creatively changed our existing programming to be safe and accessible during the pandemic.

We also implemented new changes that allowed Rosedalians to feel part of the community while remaining physically distant, including family activity boxes, weekly #workingwednesday community cleanup days, and easily fillable advocacy forms on our website, which we then sent to local decision makers.

The combination of dedicated board and staff, valuable partnerships in the region, responsive funders, and a close relationship with the Rosedale community continue to give RDA the flexibility needed to weather challenges as they arise.



In the height of the crisis, RDA's funders and partners placed their trust in RDA to do what was best for the community. This meant that in addition to delivering program content into Rosedale homes, RDA was able to distribute meals to any community member through the summer program site.

170

Honkin' Halloween kits distributed to youth

42

Social media posts containing timely Covid-19 updates shared

17

Print & e-news articles addressing pandemic-related information & resources

12

Average attendees at monthly Rosedale Leadership Council meetings



CONNECT

Fostering feelings of kinship and belonging within our community

While social distancing and small gatherings were vital for safety in 2020, these things left many Rosedaliens feeling isolated and disconnected to the community. When the stay-at-home orders were issued, RDA quickly mobilized neighbors to check in on one another and identify individuals who would need assistance during that time.

As we learned how to conduct programs in a safe way, we hosted a drive-through Honkin' Halloween parade, and a luminary hike through the Rozarks during the holidays. And when we felt the need to reconnect to our community and focus on their current challenges, we held the Rosedale Recovery survey and focus groups.

RDA also played an important role in connecting people to reliable and timely information about Covid-19 and our government's response through our website, social media channels, email and mail newsletters. In the midst of much misinformation, we made it easy for Rosedale to receive factual news about the pandemic.



With use of Rosedale's green spaces up in general during much of 2020, RDA created the "Rozarks Luminary Hike," an illuminated portion of the popular trail to help Rosedaliens feel more connected to their neighbors and community during the darkest days of winter.

\$2,782

In rent assistance

\$5,392

In utility payments for residents

\$280

In grocery assistance

600

“Back snack” kits distributed in partnership with Rainbow Mennonite Church



ACT

Taking initiative to achieve a goal

On March 17, 2020, the last day that the RDA offices were fully open before the stay-at-home orders were issued, there was a line out the door of neighbors who were out of a job and concerned about how they would provide food and shelter for their family. Despite so many unknowns, RDA knew that we could rapidly act to address the solvable problems that Rosedarians were facing.

This included distributing more assistance to residents than ever before, mobilizing volunteers for grocery pickups and drop offs, and nurturing community stewards through the Summer Youth Employment program for projects like trail building and neighborhood beautification.

Through generous funders unrestricting their funds and a number of private donations, RDA was able to work swiftly and efficiently throughout the pandemic.



Students in action! Rather than work in a Rosedale business as in years past, X SYE students were employed to take on Rosedale community projects, including maintaining XX miles of Rozarks trails, assisting in 3 community gardens, and cleaning up litter and graffiti at over XX sites in Rosedale.

FINANCIALS

ROSEDALE DEVELOPMENT ASSOCIATION, INC. Statement of Financial Position December 31, 2020 ASSETS

| | |
|--------------------------------------------|-------------------|
| CURRENT ASSETS: | |
| Cash | \$ 204,088 |
| Contributions receivable | 97,218 |
| Government grants and contracts receivable | 5,397 |
| Other receivables | 706 |
| Prepaid expenses | 4,818 |
| Total current assets | 312,227 |
| PROPERTY AND EQUIPMENT, NET | 77,825 |
| Total assets | <u>\$ 390,052</u> |
| LIABILITIES AND NET ASSETS | |
| CURRENT LIABILITIES: | |
| Accounts payable | \$ 4,147 |
| Accrued payroll and related liabilities | 11,182 |
| Other accrued liabilities | 550 |
| Refundable advances on government grants | 836 |
| Total current liabilities | 16,715 |
| Paycheck Protection Program Loan | 47,167 |
| Total liabilities | 63,882 |
| NET ASSETS: | |
| Without donor restrictions | 76,499 |
| With donor restrictions | 249,671 |
| Total net assets | 326,170 |
| Total liabilities and net assets | <u>\$ 390,052</u> |

ROSEDALE DEVELOPMENT ASSOCIATION, INC. Statement of Activities and Changes in Net Assets For the Year Ended December 31, 2020

| | |
|----------------------------------------|-------------------|
| REVENUES, GAINS AND OTHER SUPPORT: | |
| Contributions and grants: | |
| Foundations | \$ 329,692 |
| Government grants | 58,388 |
| Corporations | 63,432 |
| Individuals | 12,302 |
| Religious organizations | 4,545 |
| In-kind | 5,611 |
| Fees for service | 2,000 |
| Rental income | 9,092 |
| Net assets released from restrictions | |
| Total revenue, gains and other support | 485,062 |
| EXPENSES: | |
| Program expenses: | |
| ARCH | 203,123 |
| ARCH Plus | 112,345 |
| Total program expenses | 315,468 |
| Supporting services: | |
| Administration | 101,887 |
| Fundraising | 38,772 |
| Total supporting services | 140,659 |
| Total expenses | 456,127 |
| | 28,935 |
| | 297,235 |
| | <u>\$ 326,170</u> |

CHANGE IN NET ASSETS
NET ASSETS, BEGINNING OF YEAR
NET ASSETS, END OF YEAR

SUPPORT

2020 FUNDERS AND DONORS*

A. Kent Best
David Bluford
Courtney & Ben Brooks
Brookside Electrical Project Services
Carlos Casas
Pete Cashen
Cashen Brothers Properties
Community Capital Fund –
 Neighborhoods Rising Fund
Corporation for National and
 Community Service through Kansas
Volunteer Commission
E. Edwards Workwear
Eric Edwards
Ewing Marion Kauffman Foundation
Gunter Construction
Health Forward Foundation
Jane & Joe Heide
Karen & Clif Hostetler
John W. and Effie E. Speas
 Memorial Trust
Kansas City Board of Public Utilities
Kansas Volunteer Commission –
 Volunteer Generation Fund
KC COVID-19 Recovery Fund
LED Direct
Livable Neighborhoods Task Force

Ally Mabry
Mary Gonzales & John Mendez
Northwood Liquor
Eleanor Pitts
Prime Health Foundation
Rainbow Mennonite Church
Rainbow Mennonite Church
remembering Bill Goodman
Stevie Reynolds
Rosedale Auto
Rotary Club 13
Rachel Russel
Linda Shelly
Shumaker Family Foundation
Robert J. & Sally TC Spaniol
Dusan and Rachel Stanojevic
The University of Kansas
 Health System
TMS
Unified Government of Wyandotte
 County and Kansas City, KS
Unified Government-Hollywood
 Casio-Schlitterbahn Vacation
Village Charitable Grant Fund
Walmart Community grants

*\$250 AND ABOVE

For a full list of RDA's donors, visit
rosedale.org/archclub.

2020 PARTNERS AND COLLABORATORS

BikeWalk KC
Christmas in October
Cross-Lines Community Outreach
Giving Grove
Harvesters
Kansas City Community Gardens
Livable Neighborhoods
Midtown Signs
Rainbow Mennonite Church
Rosedale Business Stakeholders
Rosedale Schools and Churches
The University of Kansas
 Health System
Unified Government of Wyandotte
 County and Kansas City, KS
Unified Government Parks & Recreation
University of Kansas Medical Center
Urban Trail Company
Workforce Partnership



MONTHLY SUSTAINING DONORS

Heidi Holliday
Kathleen Ingraham
Amanda Lindahl
Ally Mabry
Stephanie Moore
Sarah Waggoner
Ashton Wells
Alissa Workman