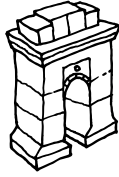


S M A L L
yet
Mighty



Rosedale Development Association
2021 Annual Report





As the second year of the pandemic continued worldwide, Rosedale Development Association worked hand-in-hand with neighbors, businesses, and friends to strengthen our community. We took the lessons we learned from last year, and met challenges with small and intentional solutions that could create lasting ripple-like effects of change. By focusing on the power of Rosedalian, deepening our connections, and expanding collaborations, we discovered that we are indeed small, yet mighty!

Dear **Neighbors,**



I love neighborhood cleanup days. I love being outside, I love walking around Rosedale, and I love making an impact on my community that I can see and feel (... and occasionally smell). So, in early 2021, with Covid surging and vaccines not yet available for anyone under 12, I was thinking sadly that we'd need to cancel the All-Rosedale Cleanup *again*. Instead, as they always do, the RDA team and the neighborhoods in Rosedale found a better way. Instead of one big cleanup day . . . how about eight little ones?

Neighborhood groups, churches, schools, businesses, community policing, service groups, and even the mayor spread out across Rosedale on six weekends in April and May, and then came back again in the fall for two more. Over 150 volunteers lent a hand, filling hundreds of trash bags, painting over graffiti, and cutting back vegetation all over the neighborhood. Over and over again this year, small groups of us figured out how to do big things.

Thanks to all of you who show up for Rosedale,

A handwritten signature in black ink, appearing to read 'Erin Stryka'.

Erin Stryka
Executive Director

Board of **Directors**



Ally Mabry (chair)



Pete Cashen (vice chair)



Rachel Russell (treasurer)



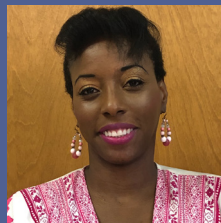
Ellie Haire (secretary)



Mary Gonzales



Courtney Brooks



Charita Vine



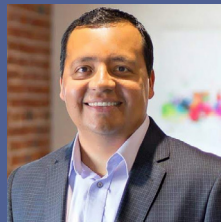
Scott Martens



Valorie Wells Fenton



Dr. Tamekia McCauley



Carlos Casas



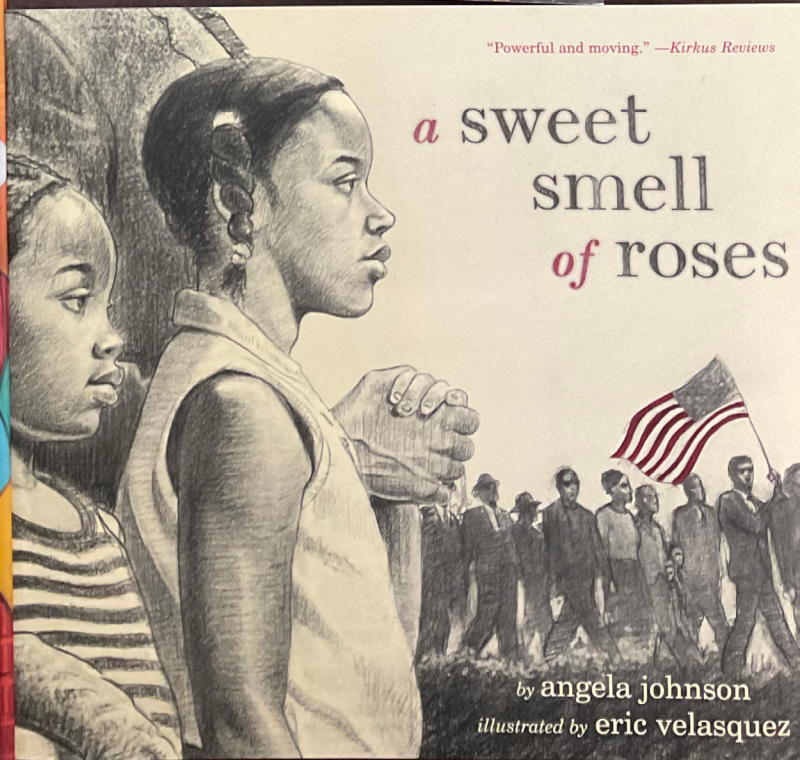
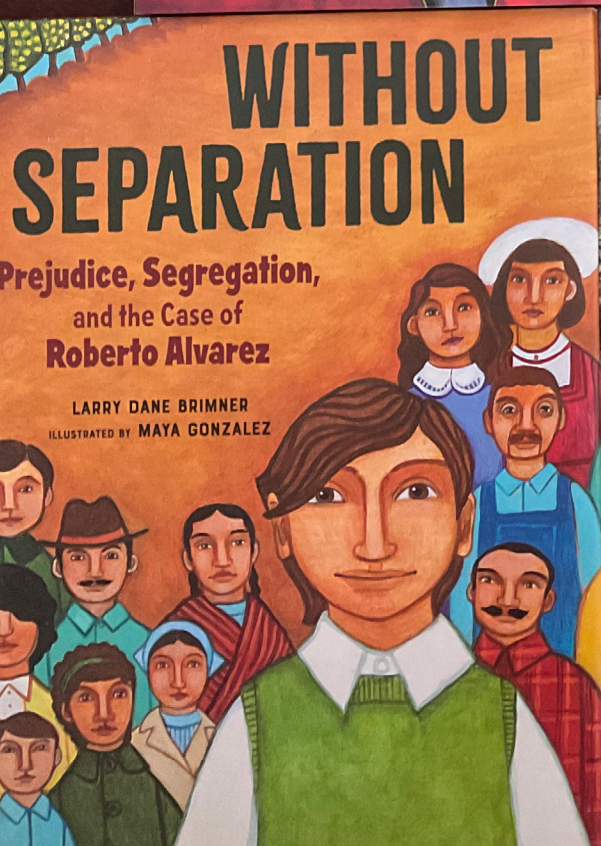
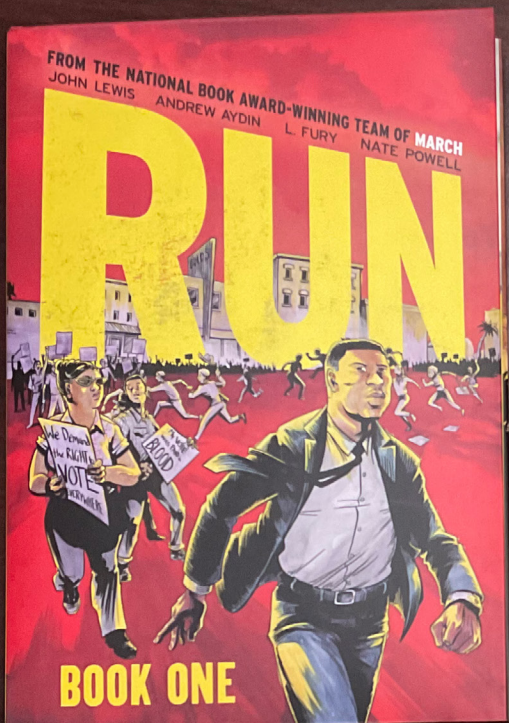
Brooke Rodriguez



David Bluford



Collin Cooper





Small yet mighty | **Voices**

As we navigated the second year of the pandemic, neighbors found new ways to raise their voices. Our annual RISE week was unexpectedly virtual, yet undeterred volunteers recorded themselves reading or zoomed into classrooms, and students sent electronic postcards to their elected officials sharing what they learned and what positive changes they wanted to work for in their communities.

Rosedalians before and during the pandemic work hard to advocate for this community, but the pandemic made advocacy both more complicated and more urgent. If you've ever heard of or participated in a Couch-to-5K running program, you know that it provides a gradual approach to achieving an intimidating running goal. Just like many

of us are intimidated by running, many are also intimidated by advocacy. In 2021 RDA created the Couch to Commission guide — a step-by-step, easy-to-follow map for making your voice heard at the local and state government.

One of our best tools for advocacy is the Rosedale Master Plan, created by Rosedale in partnership with Wyandotte County to guide development in our community. In 2021 we saw an important part of the Master Plan implemented. Hudson Apartments, a large market-rate apartment complex that will increase density and provide new housing in Rosedale that closely follows the Rosedale Master Plan, was approved with the vocal support of the neighborhood.

“The residents at Mission Cliffs are really excited to see this kind of high density housing along the Rainbow corridor. It's a beautiful thing to see our master plan being implemented.”

—Tim Longobardo, president of the Mission Cliffs HOA



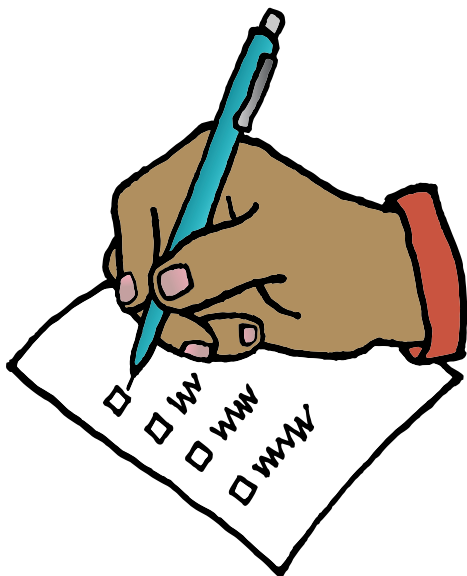
17

neighbors provided
written or spoken
testimony at local
government meetings.



22

classrooms participated
in RISE (Reading
Inspirational Stories
to Empower) via zoom.



1953

Rosedalians submitted
feedback on their
priorities in a future
community center.



For years, Rosedalians have been asking for a community center — ever since the Bell Recreation Center closed in 1997. In our 2020 community needs survey, neighbors continued to report a need for open and accessible spaces, magnified by the way the pandemic affected our ability to gather safely. We firmly believe that our neighbors are the experts, so in 2021 we began the preliminary steps of seeing exactly what the Rosedale community wanted to see in a community center and what priorities they have for such a space. Through a community survey open to all people who live, play, and work in Rosedale, we identified top priorities to focus on as we move forward in realizing a welcoming space for all Rosedalians to gather. ■



Healthy
Halloween

ROSEDALE
DEVELOPMENT ASSOCIATION



Small yet mighty | **Together**

2021 was a year of meeting in small groups and staying connected to one another safely. Rosedalianians gathered for a virtual bingo night, yoga in the park, blood drives, and neighborhood walks, talking about neighborhood issues and enjoying one another's company.

We were beyond thrilled to welcome Rainbow Summer Program scholars back in person for another six weeks of reading, with a curriculum designed by USD 500 teachers. Students improved their reading skills and comprehension by an average of eight percent — and more importantly, enjoyed some great new books, played hard on Whitmore Playground, made their own snacks from the garden, and created a rainbow marketplace with their own currency to learn some financial and business skills.

RDA also hosted a Rosedale business social! The gathering of Rosedale businesses and elected officials fell on one of the hottest days of the year, so the group met over some sno-cones and cold drinks.

The Rozarks Trails provided an amazing resource and safe gathering space for spread-out community events. Our annual Healthy Halloween event was transformed into a Haunted Halloween trail, with over 300 community members joining us at the Rosedale Memorial Arch at Mt. Marty Park. We also brought back the Luminary Hike at the Rozarks to end the year, with support and collaboration from neighbors who held an apple cider fundraiser and a special night for Frank Rushton students.

“The summer program is giving my kids a purpose and keeping them reading this summer. The books that you guys have chosen are so good and relevant! This keeps my kids active while I work from home.”

—Rainbow Summer Program participant parent



24

neighborhood social
events took place
in Rosedale,
hosted by RDA.

427

people report feeling
more connected to
their community
and neighborhood.



536

neighbors and
friends participated
in community
beautification events.



Last year, a small yet mighty Rosedalian named Brighton Brame approached us with the idea of hosting a Luminary Hike in the Rozarks, and it was a smashing success. This year she went a step above and hosted an apple cider fundraiser at the trailhead, raising \$145.23 for RDA. As Brighton proudly brought her donation to the RDA office the next day in a beautifully decorated envelope, we were reminded that neighborhood champions such as her are an important piece of Rosedale's thriving community. ■







Small and mighty | **Support**

Rosedale has had a long-standing history of community supporting and taking care of one another. As Rosedalianians waited for state and federal support to recover from many different stresses of the pandemic, RDA and other small local organizations filled in the gaps.

Through our emergency assistance funds, RDA supported 20 families who needed help on their rent and utilities and assisted over 30 families with groceries. When our funds ran out, we partnered with After the Harvest and other local pantries for fresh and healthy food distribution. We guided individuals through the state funded KERA assistance program, assisting them with applications and step-by-step advocacy with local landlords. Through

our Christmas in October Minor Home Repair program, we were able to repair 15 homes in Rosedale for seniors, veterans, and those with disabilities.

We also extended support to Rosedalianians in physical ways; when holding youth programs in person wasn't an option due to Covid-19 community spread, our program team supported families through creating and delivering activity boxes to keep youth active, reading, and engaged. And in an effort to increase transportation access to residents and commuters, we helped launch 4 electric bikeshare stations in Rosedale through partnership with BikewalkKC and the United Government of Wyandotte County.

“ This assistance program is saving me right now. I am going to do all I can to figure out a way to pay it forward in my community.”

— An emergency assistance recipient



10

extra-small businesses
were supported by RDA's
business consultation
and outreach.

17

families enrolled in
our activity box
program during local
Covid-19 outbreaks.



\$10k+

was spent on
emergency assistance
to fill the gaps
for Rosedlaians.



Rosedalians were hit hard with the financial burden of the pandemic, and RDA responded by providing emergency financial assistance to neighbors with over \$6,000 for February rent and utility bills alone. We completely emptied our emergency assistance funds, trying to distribute as much as we could to keep Rosedalians housed and with running water and electricity, and were concerned about funding for the next month. Just in time, the state funded KERA rental and utility assistance funds were launched in March, and we were able to share this resource to Rosedalians, even bringing them into our offices and guiding them through the application process for this program, which awarded millions of dollars to Kansans financially affected by Covid-19. ■

ROSEDALE DEVELOPMENT ASSOCIATION, INC.
Statement Of Financial Position December 31, 2021

ASSETS

CURRENT ASSETS:	
Cash	\$ 125,435
Contributions receivable	138,221
Government grants and contracts receivable	13,118
Other receivables	1,480
Prepaid expenses	<u>5,677</u>
Total current assets	283,931
PROPERTY AND EQUIPMENT, NET	<u>86,132</u>
Total assets	<u><u>\$ 370,063</u></u>

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES:	
Accounts payable	\$ 6,869
Accrued payroll and related liabilities	13,566
Other accrued liabilities	907
Refundable advances on government grants	<u>1,000</u>
Total current liabilities	22,342
Paycheck Protection Program Loan	<u></u>
Total liabilities	22,342
NET ASSETS:	
Without donor restrictions	89,306
With donor restrictions	<u>258,415</u>
Total net assets	<u>347,721</u>
Total liabilities and net assets	<u><u>\$ 370,063</u></u>

ROSEDALE DEVELOPMENT ASSOCIATION, INC.**Statement of Activities and Changes in Net Assets For the Year Ended December 31, 2021****REVENUES, GAINS AND OTHER SUPPORT:**

Contributions and grants:	
Foundations	\$ 296,305
Government grants	92,993
Corporations	85,134
Individuals	13,157
Religious organizations	9,500
Special Events, net of direct benefits to donors of \$5,307	6,636
In-kind	9,440
Fees for service	720
Forgiveness of PPP loan	47,144
Rental income	11,670
Net assets released from restrictions	
Total revenue, gains and other support	<u>572,699</u>

EXPENSES:

Program expenses:	
ARCH	295,763
ARCH Plus	<u>112,615</u>
Total program expenses	408,378
Supporting services:	
Administration	95,798
Fundraising	<u>46,972</u>
Total supporting services	<u>142,770</u>
Total expenses	<u>551,148</u>

CHANGE IN NET ASSETS

21,551

NET ASSETS, BEGINNING OF YEAR326,170**NET ASSETS, END OF YEAR**\$ 347,721

Donors Over \$250

AARP Foundation
AmeriCorps Kansas through
the Kansas Volunteer
Commission
Boulevard Brewing Company
Buck Roofing & Construction
Carlos Casas
Carmen's Cafe
Carol Kane
Cashen Brothers
Dynamic Discs
E. Edwards Workwear
Ewing Marion Kauffman
Foundation
Google Fiber
Hall Family Foundation
Health Forward Foundation
Joe's KC
Kansas City Board of
Public Utilities
Kansas Health Foundation
KC Can!
KC Testing & Engineering
KC Winfastener
Kent Best
Livable Neighborhoods Task Force
Lizzardbrand
Kerry & Dave Gordon | Life 88.5
Lane 4
Mary Gonzales & John Mendez
Midtown Signs
MKS Pipe & Valve
Neighborhoods Rising Fund
Northwood Liquor
Penn Tool
Prime Health Foundation
Rachel Russell
Rainbow Mennonite Church
Ramp Up Labor
Rosedale Auto
Rotary Club 13
Shumaker Foundation
Stevie Reynolds
The University of Kansas
Health System
The University of Kansas
Medical Center
TMS, Inc.

Unified Government of
Wyandotte County &
Kansas City, KS
Unified Government |
Hollywood Casino
Schlitterbahn Vacation
Village Charitable Fund
Volunteer Generation Fund
through the Kansas
Volunteer Commission
Walmart Community Grants
West Plaza Tomato
Wholesale Sheet Metal

Monthly Donors

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

Donors under \$250

Alison Bush
The Bender Family
Beth Ciperson
Bob Roddy
Brooke Rodriguez
Caroll O'Neal
Charlie Hustle
Courtney Brooks
David & Vicky Bluford
Deloris Jean Brown
Devon Teran
Duane Graber
Grant Mallet
Gunter Construction
Heinen Landscape and Irrigation
James and Alice Jenkins
Jeff Blackwood
Jeff and Christine Lysinger
Jesse Ruiz
Jim Needham
Jim & Trudy Daugherty

Jim & Virginia Chiles
Julie Roberts
Karen Johnson
Kathleen Cross
LED Direct
Lesslie Bissel
Louis & Jane Wetzel
Maria Garcia
Milton Moore
Oliver Insurance Agency
Orr Radiator Inc
Pat Pettey
Sharon Baldwin & Kathy Roberts
Teresa Hall
Theodis & Lillie Greer
Tracy Ocamb & Shari Lanzendorf

Program Partners:

After the Harvest
BikeWalk KC
Christmas in October
Community Blood Center
Cross-Lines Community
Outreach
Giving Grove
Harvesters
Kansas City Community
Gardens
Livable Neighborhoods
Rainbow Mennonite Church
Rosedale Business
Stakeholders
Rosedale Schools and
Churches
The University of Kansas Health
System
Unified Government of Wyandotte
County and Kansas City,
Kansas
Unified Government Parks
& Recreation
University of Kansas
Medical Center
Urban Trail Company
The Vox Theatre
Wildwood Outdoor
Education Center
Workforce Partnership


Our mission

is to work with residents,
businesses, and
institutions to develop
a thriving Rosedale
community.



Connect with us!

 1403 Southwest Blvd., Kansas City, KS 66103

 913-677-5097

 info@rosedale.org

 rosedale.org

 [/RosedaleDevelopment](https://www.facebook.com/RosedaleDevelopment)

 [@rosedaleDA](https://www.instagram.com/rosedaleDA)

 [@rosedaleDA](https://twitter.com/rosedaleDA)

 [@rosedaleDA](https://www.tiktok.com/@rosedaleDA)

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Fill out the form [here](#).

Donate now!

Click [here](#) and help support our programs.