



# WE'RE EXPANDING TO DETROIT!



826michigan has been preparing students for extraordinary futures since we opened in 2005. Now in our tenth year, 826michigan is serving more than 3,000 school-aged students in Ypsilanti, Ann Arbor, and Detroit with free writing and tutoring programs based on the dynamic, proven, and highly effective 826 model. ⚙️ Last year, adult volunteers contributed 23,365 hours as homework tutors, in-classroom assistants, writing instructors, and more in support of our organization's work. ⚙️ Now we're ready to take an essential and exciting next step: opening our own space for student programs and for a robot retail store in Detroit's Eastern Market neighborhood. ⚙️

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826michigan is seeking support to bring our full range of opportunities to school-aged students across all Detroit neighborhoods by establishing a Detroit hub. 🍊 This new space will effectively bolster under-resourced schools, offer new third spaces for students, engage adults in meaningful volunteerism, affirm teachers' efforts, and build students' competence and confidence in learning, writing, and creating. In addition, we know a new space will allow our staff and volunteers to do more of what we do best:

## **Help Detroit's students succeed in school and in life.**

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# Why 826michigan?

## OUR WORK

At 826michigan, we believe that great leaps in learning can happen with one-on-one attention and that strong writing skills are fundamental to future success. ⚙️ We accomplish this through tutoring, workshops, drop-in writing labs, field trips, and in-school residencies in Detroit, Ypsilanti, and Ann Arbor. ⚙️ One of only seven chapters in this groundbreaking national network, 826michigan is proud to bring the 826 model to one of the most creative cities in the country. We want to prepare Detroit's students for extraordinary futures. ⚙️

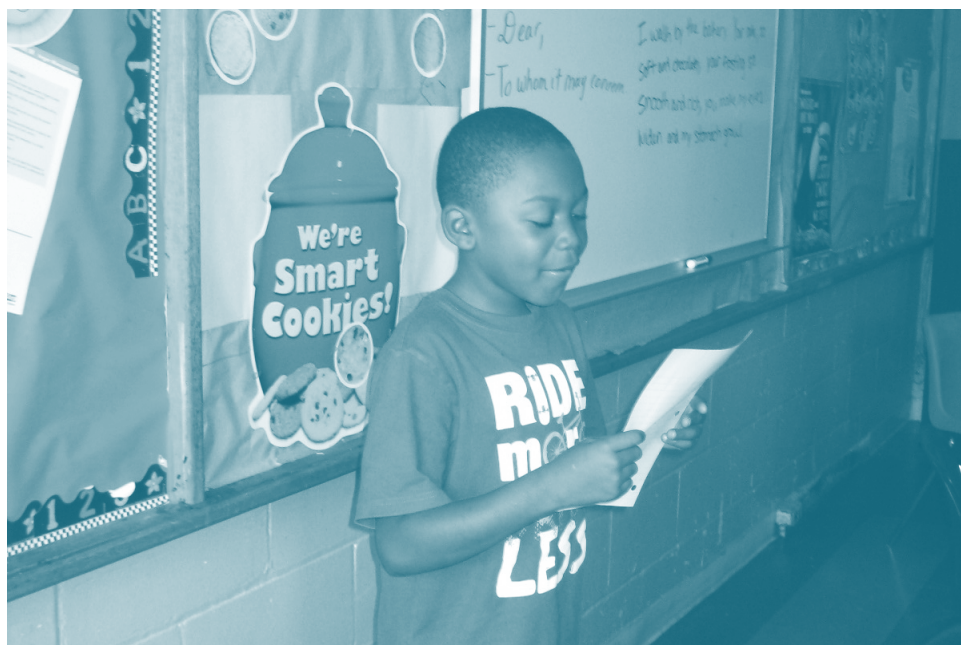
## OUR TRACK RECORD

Named one of Crain's Detroit Business' Best Managed Nonprofits in 2013, 826michigan continually demonstrates its effectiveness and inspiration. Metromode named 826michigan one of three of "Metro Detroit's most innovative nonprofits" in 2014. ⚙️ 826 National received the inaugural American Literacy Prize from the Library of Congress, and our founder, Dave Eggers, is much admired for his writing as well as his philanthropic pursuits. ⚙️ For his work in founding the 826 model, he is a winner of the TED Prize, the Heinz Award for Arts & Humanities, and the Literarian Award from the National Book Foundation. ⚙️



# Why Detroit?

Detroit has always been a creative and hard-working city, and is now being noticed for the innovative ways in which the city is shaping its future. This includes education, youth engagement, volunteerism, creative spaces and places, and new ways of working together. 🍌 That description fits 826michigan to a “T.” We share this vision for a positive Detroit, and know there is much work to be done to give students and teachers the resources and support they need. ⚙️



- Detroit's 140,000 school-aged youth all deserve the opportunity to be a part of the city's transformation. The Carnegie Corporation reports "without writing skills, young people will be at a serious disadvantage in successfully pursuing some form of higher education, and securing a job that pays a living wage."
- Governor Rick Snyder says Detroit public education is "an environ-

ment that is not creating success for our students. They deserve it. They deserve to have a great education so they have a bright chance at college, career and life and we need to do more."

- Detroit's high school graduation rate is steadily improving, reaching 71.05% last year, and yet still has a way to go to meet the state's average of 78.58%

- The most recent MEAP exam revealed that just 25% of Detroit Public Schools students were deemed proficient in writing and 40% were proficient in reading. This is compared to a statewide average of 53% writing proficiency and 68% reading proficiency.
- Detroit Future City's community engagement survey respondents ranked Education as the most important investment for Detroit's future as part of the Economic Growth element strategic plans.

**S**ince our founding, it has been 826michigan's goal to bring the full impact of our programs to Detroit. We began our pilot efforts in 2011, and have been steadily growing our network. Teachers and other educators continue to invite us to support and collaborate with them, and we are nearing our current capacity with mobile offices and shared workspaces. A permanent 826michigan location in Detroit will allow our impact to spread exponentially throughout the city.

# Why Eastern Market?

826michigan thrives on connectivity, creativity, and our very own offbeat approach to everything from student learning to raising money. And the best place to find that in Detroit is in the historic Eastern Market district. 📍 Eastern Market's invigorating mix of food and creative businesses drives foot traffic, inspires innovation, supports youth and family wellness, and builds community in new and exciting ways. ⚙️

**E**astern Market is a high-impact centralized location, whose role in the Detroit Future City strategic plan also highlights transportation and physical access. We anticipate that to be successful, the 826 model will grow and change as it is translated to Detroit and Detroiters. We're pleased that this unique and vibrant neighborhood offers incredible flexibility; there's easy access both to our Eastern Market location for drop-in tutoring, workshops, field trips, and volunteer training as well as the Detroit Robot Factory retail shop, and from this location out into the neighborhoods to work directly with our volunteer army in schools, libraries, and other community locations. 📍 Eastern Market is also adjacent to Midtown and Downtown, prime neighborhoods for volunteer tutor recruitment, and also to the east side and Jefferson corridor, an area rich with families and their school-aged children. The location we've identified is just half a mile from the Central Business District and the M1 Rail line. Within a 1-mile



radius six public and eight charter schools serve 6,800 Detroit students. All told, more than 18,000 people live nearby, and in addition to reaching more Detroit students across the city, 826michigan will be able to conveniently provide our neighbors with quality student and volunteer

opportunities. 📍 826michigan is thrilled to have the strong support of the Eastern Market Corporation to locate in their neighborhood. We have a site identified and have begun planning and lease negotiations with the property owner.

# Who is involved?

## OUR TEAM

### Dave Eggers

826 National founder and best-selling author who conceived the original 826 storefront, which sells pirate supplies in San Francisco

### uRbanDetail

Noah Resnick, principal and Director of Graduate Architecture, University of Detroit Mercy

### Oliver Uberti Creative

Oliver Uberti, principal designer and artist, and former National Geographic senior design editor

### Philip & Erin Stead

New York Times best-selling author and artist team behind several children's picture books, including Caldecott Medal winner *A Sick Day for Amos McGee*

### Amanda Uhle

Executive Director with 15 years nonprofit management experience, finalist for 2013 *Crain's Detroit Business'* Best Managed Nonprofit

### Amy Sumerton

Founding 826michigan staff member with a background in publishing, co-founder of Liberty Street Robot Supply & Repair

### Trestle Construction

Scot Turnbull  
property owner

## 826MICHIGAN STAFF

### Amanda Uhle

Executive Director

### Amy Sumerton

Program Director

### Nancy Sizer

Development Director

### Catherine Calabro

Education Director

### Courtney Randolph

Program Manager

### Frances Martin

Program Manager

### Brandan Pierce

Program Coordinator

### D'Real Graham

Program Coordinator



## 826MICHIGAN BOARD OF DIRECTORS

### Joe Malcoun

**President**  
NutsShell/CKM Ventures

### Jeremy Peters

**Vice President**  
Ghostly Songs

### Jeff Rinvelt

**Treasurer**  
Renaissance Venture  
Capital Fund

### Jennifer Traig

**Secretary**  
Writer/Editor

### Nicole de Beaufort

Cadre

### Sean Emery

Mindfield

### Vicky Henry

(ret) AAPS High School Teacher

### Jenny Howard

University of Michigan,  
Development

### Jeff Meyers

Writer/Editor

### Kana Osaki-Greenawalt

Community member & former  
Managing Director of National  
District Strategy for Teach  
For America

### Lacie Sandstrom

Google Inc.

### Matt VanWasshnova

Honigman Miller Schwartz  
and Cohn LLP

# Who is involved?

## COMMUNITY + FUNDER PARTNERS

**Detroit Creativity Project**

**DTE Energy / DTE Energy Foundation**

Fred Shell  
Vice President for Corporate  
and Government Affairs

**Eastern Market Corporation**

Dan Carmody  
President and CEO

**Gannett Foundation**

Deb Scola  
Community Affairs Director

**Gensler Detroit**

Najahyia Chinchilla  
Associate  
Architectural Designer

**Marygrove College**

Brian Crane  
Assistant Professor  
Mathematics Department

**Michigan Council for Arts  
and Cultural Affairs**

John Bracey  
Executive Director

**Model D Media / Issue Media Group**

Paul Schutt  
co-CEO and 826 National  
Board member

**Quicken Loans**

**Team Detroit**

Melissa Rush  
VP, Ford Warriors in Pink

**Wayne State University Office of  
Economic Development & Van Dusen  
Urban Leadership Forum**

**Zell Family Foundation**

## EDUCATION PARTNERS

**Amelia Earhart School**

**James and Grace Lee Boggs School**

**Bennett Elementary**

**Bunche Preparatory Academy**

**The Children's Center**

**Clark Park Coalition**

**David Ellis Academy (East Campus)**

**Detroit Achievement Academy**

**Detroit Public Library:  
Campbell Branch**

**Franklin-Wright Settlements**

**Golightly Education Center**

**Pershing High School**

**Roberto Clemente Academy**

**University Prep Academy**

**Youth Development Commission**





# What happens next?

Our projected budget for the Detroit Robot Factory is \$1.5 million over three years for capital and start-up expenses, operations and staffing, and ramping up programming to a full-service site. ⚙️ We will also be recruiting and engaging a full team of volunteers. Our goal is 250 Detroit volunteers by 2017. ⚙️

## ASSEMBLE

### Phase 1 – 2015

Secure, build-out, and furnish the site including the student writing lab and the Detroit Robot Factory retail store. Anticipated soft opening November 2015.

## SECOND SHIFT

### Phase 2 – 2016

Build capacity with new staff, volunteers, and programs both onsite and throughout the city. Our onsite student programming is scheduled to begin in early 2016, and our first full student programming schedule is planned to begin in September 2016.

## ALL GEARS

### Phase 3 – 2017

Stabilize and solidify programs and capacity. Following our first full year of programs, we will be able to adjust schedules, stabilize new funders, and continue making a positive difference in Detroit.





# Interested in learning more?

Plans are well underway and moving quickly. Please find at the back of this packet the following supplementary information, and don't be shy about asking for more detail on any aspect of 826michigan's Detroit expansion plans. We would be glad to speak to you individually to answer your questions and bring you up-to-the-moment progress reports.

## THE FOLLOWING PAGES INCLUDE

More information  
about 826michigan and  
our proposed location

Letter of support  
from Dan Carmody of Eastern  
Market Corporation

Early exterior concept drawings  
by Oliver Uberti

Early interior concept drawings  
by Oliver Uberti

Details on architectural  
work by uRbanDetail

We would be glad to speak to you individually to answer your questions and bring you up-to-the-moment progress reports, provide our audited financial statements, or share other information on our plans.

## Please join us!

We need your help to make this happen! Join us in our plans to expand 826michigan's work in support of Detroit children. To learn more about 826michigan's Detroit Founders' Circle and other ways to be involved, please contact:

### **Nancy Sizer**

Development Director  
313-310-7555  
nancy@826michigan.org

### **Amanda Uhle**

Executive Director  
734-761-3463  
amanda@826michigan.org

## More information about 826michigan and our proposed location

**Opening the Detroit Robot Factory will add a positive new attraction to the Eastern Market district and provide Detroit students the free, effective, and inspiring support they deserve.**

### *About 826michigan*

At 826michigan, we believe that great leaps in learning can happen with one-on-one attention and that strong writing skills are fundamental to future success. We accomplish this through tutoring, workshops, drop-in writing labs, field trips, and in-school residencies in Detroit, Ypsilanti, and Ann Arbor. One of only seven chapters in this groundbreaking national network, 826michigan is proud to bring the 826 model to Detroit at this exciting time in the city's history. **We hope you'll help us prepare Detroit students for extraordinary futures.**

Last year alone 826michigan served **3,065** students aged 6 to 18 from **114** public and charter schools in our three cities. Our small but mighty staff led our army of nearly **500** volunteers, who provided an astounding **23,263** hours of support to our students. We're particularly proud of this last total, as it shows we are successfully and meaningfully engaging adults from the community in public education and youth development.

All of these numbers add up to students learning not only the nuts and bolts of writing, but also building confidence, gaining employment-related social and academic skills, finding their own creative voice, and joining a community of lifelong learners. These numbers also add up to something else: Free. 826michigan programs are always offered at no cost to students, families, teachers, and schools.

An 826 location is like no place else. Our sister locations in other cities include a pirate store, a superhero supply company, and a time travel mart. The Liberty Street Robot Supply & Repair is 826michigan's Ann Arbor homebase. Soon, we'll add the Detroit Robot Factory to the mix, set to open in early 2016 at 2501 Russell Street.

### *About 2501 Russell Street*

Our target location is in the heart of Eastern Market, in a historic building located behind Rocky Peanut Company and Germack Coffee Roasting Company. The entrance to the Detroit Robot Factory will be on Winder Street, and will occupy most of this rear section. This two-storey building is characterized by brick detail, thick wooden beams, and original window lintels.

The Detroit Robot Factory shop space is approximately 20 x 20 feet, which is very similar in size to our Liberty Street Robot Supply & Repair space. This unusual, eye-catching storefront will be filled with tongue-in-cheek exhibits of famous robots and the long and distinguished history of the Detroit Robot Factory, and a souvenir shop to vend all-things-robot alongside published books of our students' original writing. Our plan is to open up the ceiling and add a railed catwalk around the opening to create an intriguing factory-like workspace for staff, interns, and other adults who will share the space with the young people we serve. The building's shared elevator will allow everyone to easily take part in the tutoring and writing lab activities.

The writing lab upstairs will be the heart of 826michigan in Detroit: a large, warm, dynamic, welcoming space filled with work tables, books, computers, writing and art supplies, and enthusiastic adult tutors who are ready to work one-on-one with students. Classes will visit the writing lab for field trips; students and families will attend literary arts workshops; and adult volunteers will regularly come in orientation, training, and community-building. The 826michigan staff will keep its offices at the space as well, providing a base from which they will also work in Detroit's schools, libraries, and neighborhoods.

# Letter of support from Dan Carmody of Eastern Market Corporation

## EASTERN MARKET CORPORATION

February 20, 2015

To whom it may concern:

Eastern Market Corporation (EMC) strongly supports the expansion of 826michigan into Detroit and is excited that they have selected Eastern Market for their newest location.

This year, 826michigan celebrates ten years of serving students aged 6 to 18 in Ann Arbor, in Ypsilanti, and, for the past two years, in Detroit with their creative and expository writing skills. As their program pilot grows and more Detroiters are becoming involved, they are now looking to open a permanent home in Detroit. We are proud 826michigan chose Eastern Market as the place where their particularly engaging and quirky facility can thrive.

EMC is committed to strengthening the Eastern Market District so that it remains key to the region's food system for the next 125 years as it has for the last 125 years. Accordingly, EMC is cautious to welcome too many non-food enterprises, however, EMC also recognizes that an appropriate mix of food and non-food retail adds to the overall vitality of the Eastern Market District and supports a limited number of non-food operations. 826michigan qualifies as an appropriate non-food operation in the midst of this working food district because of its quirkiness, its community-oriented mission, and because it will help drive foot traffic to the Eastern Market District throughout the week.

826michigan's social mission to support Detroit's children synergizes well with EMC's mission to improve children health and wellness. EMC conducts significant programming around improving child nutrition and an influx of youth into Eastern Market on a regular basis provides a great platform for EMC to potentially partner with 826michigan to educate children about healthy eating. A child-focused organization would be a great asset to the Eastern Market District.

In addition, their "Detroit Robot Factory" retail storefront will attract foot traffic throughout the week - a key factor as EMC continues to diversify the Market's schedule and offerings to visitors and local customers. This new home for their tutoring and workshop lab will give students and families throughout Detroit the opportunity to experience the Eastern Market. This location will also allow them to attract and support scores of volunteers who will train here and participate in tutoring and writing programs in other Detroit neighborhood schools, libraries, and community centers.

We have seen what 826michigan centers have added to their urban communities across the country, and Detroit is a great match for their engaging approach. Together we have the opportunity to explore new ways to further evolve 826 centers and public market districts - we're excited by another opportunity for Detroit to lead by example.

With their focus on creativity, connectivity, education, and community, 826michigan will be a real asset to our Eastern Market community and to the city as a whole.

2934 Russell | Detroit, Michigan 48207 | 313.833.9300 | FAX 313.833.9309



## Letter of support from Dan Carmody of Eastern Market Corporation

### EASTERN MARKET CORPORATION

EMC heartily endorses 826michigan and I encourage you to give serious consideration in supporting their Detroit expansion.

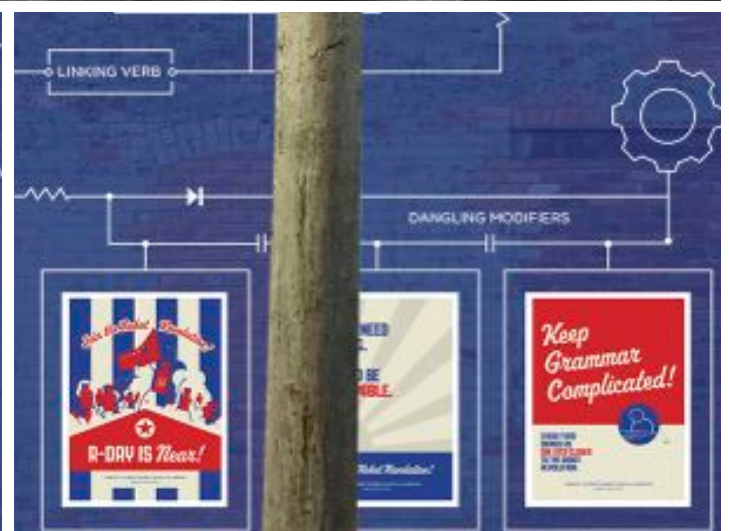
Sincerely,

A handwritten signature in black ink, appearing to read "Dan Carmody", written in a cursive style.

Dan Carmody  
President

2934 Russell | Detroit, Michigan 48207 | 313.833.9300 | FAX 313.833.9309

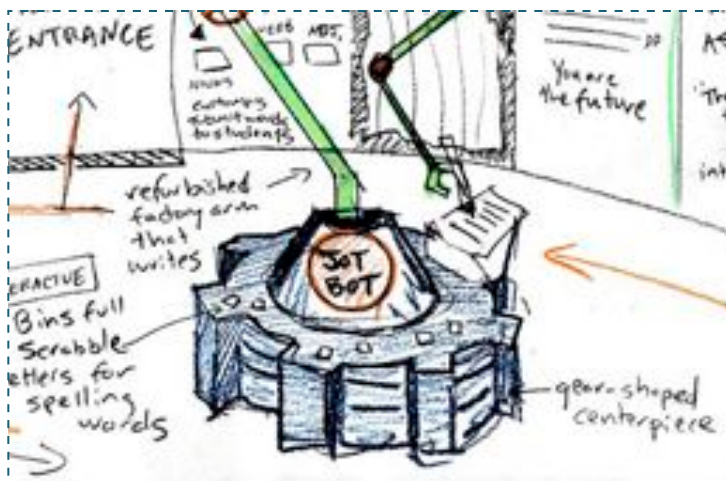
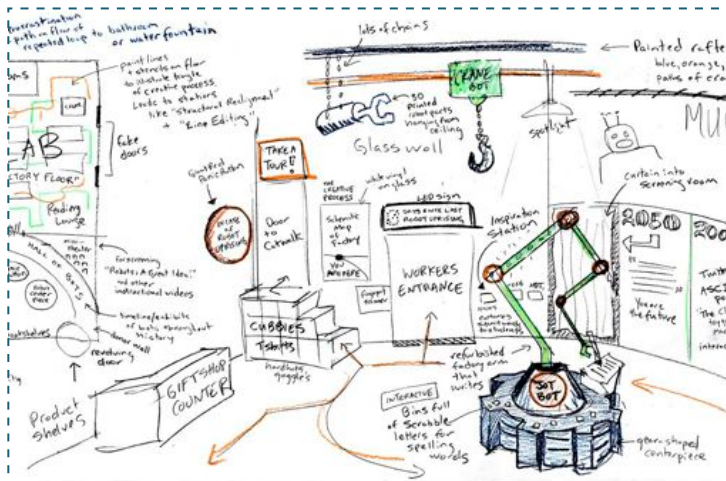
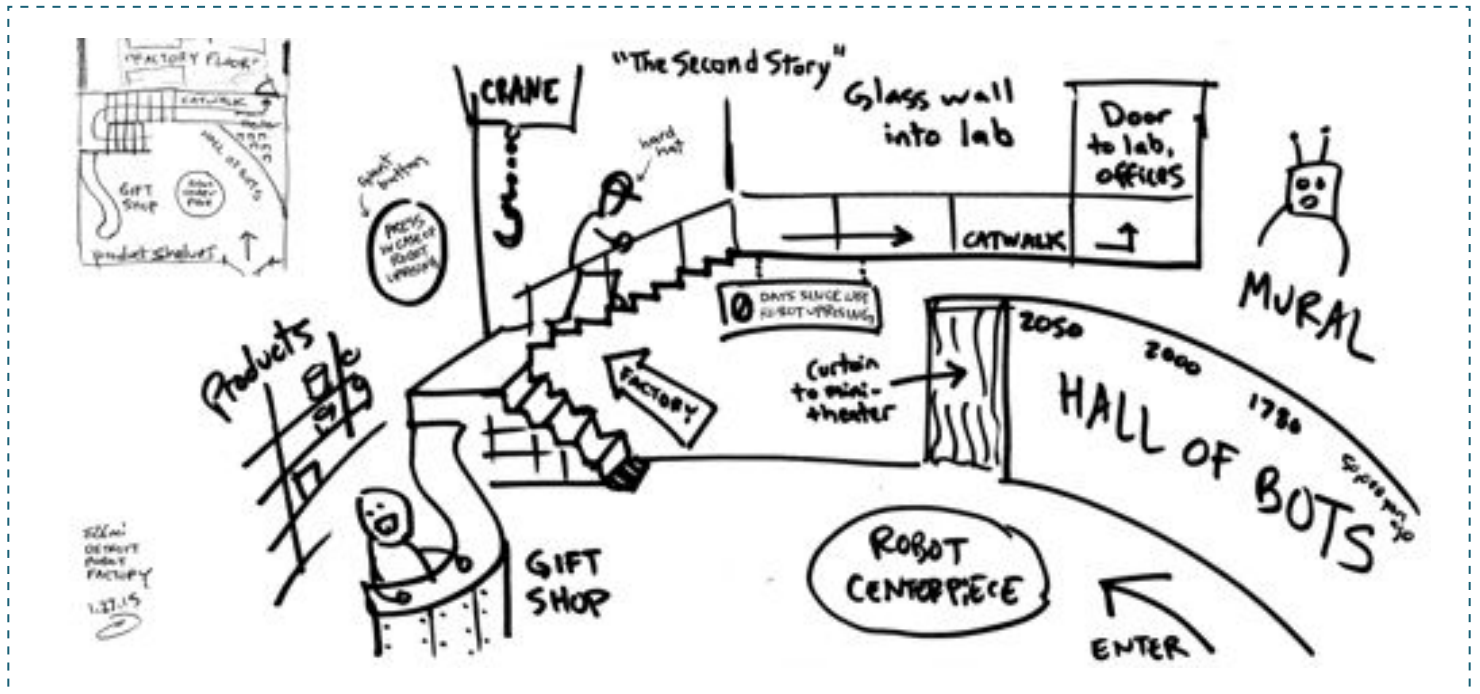
## Early exterior concept drawings by Oliver Uberti





# Early interior concept drawings by Oliver Uberti

Developed in Van Dusen Urban Leadership Forum Community Planning Workshop





# Details on architectural work by uRbanDetail

## uRbanDetail, LLC

In engaging architecture and urbanism, our Detroit-based firm intends not only to design and research spaces on an urban scale, but also to construct the details of the city at the scale of the body. We strive to create wholistic environments, both physical and cultural, for humans to exist, inhabit, and transgress. This is accomplished with a multiplicity of techniques, with a diverse set of research and design tools, and the proper balance between theory and practical knowledge. Focused on the conditions inherent in an urban fabric, our professional process allows us to operate under four central concepts: **The architectonics of scalar shifts, the architect as collaborator, the architect as community builder, and design through research.**

uRbanDetail's founding principal, Noah Resnick currently teaches and practices in Detroit. He is a tenured associate professor and the Director of the Master of Architecture Program at the University of Detroit Mercy.

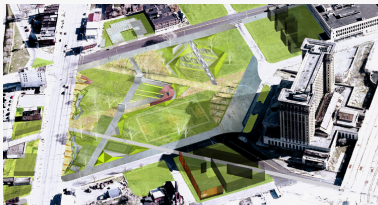
Noah earned his BArch from the Illinois Institute of Technology in Chicago, and completed his Masters of Science in Architecture Studies (SMarchS) at the Massachusetts Institute of Technology in the Architecture + Urbanism stream. In addition to Detroit, Noah has lived and practiced in Chicago, Boston, and New York, as well as Berlin, Germany where he worked in the studio of Daniel Libeskind.

## Featured Detroit Projects



### Frontera, Eastern Market

Renovation of two historic Art Deco buildings in Detroit's Eastern Market. The formerly vacant structures have been transformed into an upscale bakery/ restaurant with boutique inn on the second floor. The design aesthetic is a carefully crafted amalgam of the historic details with contemporary elements.



### Roosevelt Park Master Plan, Corktown

A flexible masterplan intended to evolve as community interaction with the park further defines its program. This alternative process is based on the logic of an 'open framework' that addresses the evolutionary nature of community through an understanding of the park as a public process, rather than a planned architectural outcome. (In collaboration with et.al. Architects)



### Slows To Go, Midtown

Design-build of an upscale BBQ restaurant in the Midtown neighborhood of Detroit. Interior build-out utilizing reclaimed timbers from de-constructed local structures.

(In collaboration with et.al. Architects)



### Cafe con Leche Nord, New Center

Design of a 1,600 sq.ft. neighborhood cafe on the New Center Park. The architectonics blend a modern sensibility with geometric and cultural references to the Client's hometown of Barcelona, Spain.