



DETROIT PARENT NETWORK

OUR MISSION : A Network of Parents working to build and engage parents and others to ensure every child has a champion.

Who We Are

Detroit Parent Network (DPN) is a premier parent organization that transforms parents to make Detroit a better place to raise and educate children. Detroit Parent Network works to improve parent involvement in education by offering workshops, practical tools, written materials and leadership development, all designed to build a constituency of powerful parents for change.

THE PROBLEM

Parent involvement is invaluable to a child’s success, however many barriers to successful parent involvement exist today in Detroit.

- Parents are challenged with getting familiar with the multiple policies and processes of each school system. They need help knowing their rights as parents and with advocating for their children.
- Parents need assistance with keeping up with the multitude of fast-paced changes.
- Parents have a hard time finding the right resources, including information on literacy and graduation.
- There is often a lack of transparent communication from schools.
- Parents are ostracized from their children’s education by design.

OUR SOLUTION

DPN educates and equips parents with the tools they need to be productive actors shaping and influencing schools while ensuring success for their children by:

- Providing support to empower parents with the tools and knowledge they need to care for their children through support groups, workshops, and trainings. Over **16,580** parents were served through workshops in 2015.
- Creating spaces for parents to organize through our 9 Parent centers - visited over **21,500** times in 2015.
- Educating parents to advocate for their children and fight injustice. Over **740** parents are involved in the Coalition for the Future of Detroit Schoolchildren, which lobbies policymakers for a better Detroit education system.

FOUNDED: 2002

CURRENT BUDGET: \$2.2M

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INVESTMENT OPPORTUNITY

Detroit Parent Network seeks to raise \$750,000 over the next two years to improve and expand our programs.

WHAT WE HAVE FOUND TO WORK

Detroit Parent Network’s programs encourage parent involvement which is proven to promote child success. DPN has a variety of programs that exhibit this correlation. Parents involved in the Parent-Teacher Home Visitation Project are more likely to attend school events, and children have better behavior and increased academic achievements. The Pathways to Literacy program provides parents with the tools to be their child’s first teacher. Both of these programs, among others directly contribute to child success in school and beyond.

BMA INNOVATOR SPOTLIGHT: SHARLONDA BUCKMAN

“Detroit Parent Network exists because there is somebody speaking on behalf of the teachers, on behalf of the administration, the school districts have representation, but there was no uncompromised voice speaking on behalf of children and who better to speak for our kids than our parents.”



Ms. Buckman has built and led Detroit Parent Network from a high potential start-up nonprofit to the most influential parent advocacy organization in Detroit, with significant national recognition for her organization’s work. As a leader, she has used her voice and her influence to engage thousands of parents across multiple education systems to be more conscious, intentional and engaged on issues that impact their children. She is noted for her ability to build teams that are energetic and progressive. Under her leadership DPN has increased: the number of parents served in workshops by 800%, membership by over 12 times, and the budget by over \$2M.



Our Operating Model



Detroit Parent Network has always searched for and implemented best practices for engaging parents in their children’s education, both at home and at school. Innate to DPN’s work is our recognition and practice that to fully service children and affect immediate changes for them, we must support their families.

Parent Leadership Academy

DPN believes that parents are the best advocates for children. We work to improve the leadership skills of parents so that they can improve parenting in their neighborhoods, churches, schools and community. The Parent Leadership Academy includes:

- **Parent Leadership Training (PLT):** Parents become self-aware and identify their personal power. Parents clarify their motivation, vision and develop a personal mission statement.
- **Parent Advocacy Training (PAT):** Parents become champions and advocates for children.
- **Parent Project (PP):** Parents develop and implement a project that aligns with their mission statement to enhance families, schools and/or the community.
- **Train The Trainer (TTT):** Ongoing support for all facilitators and parent leaders of DPN to assist with increasing knowledge, confidence and execution of trainings and workshops.
- **Coaching & Professional Development:** Monthly professional development and coaching that enhances communication, organization and presentation skills.
- **Love & Logic:** Parents are provided practice tools to assist with raising responsible children.

Education Programs

DPN offers a wide variety of education programs that connect family engagement to student learning.

- **Project Graduation (PG):** provides one-on-one support to improve academic performance by using trained graduation coaches, working with each student and family at the beginning of each year to establish academic, collegiate, and personal goals. PG also provides college tours and preparation, which includes exposing students to a college culture by providing resources regarding college admission procedures, financial aid and scholarships, and other related topics.
- **Pathways to Literacy (PTL):** is an early childhood parent education program that serves families with children ages 0-5. PTL prepares parents to be their child’s first teacher by giving them the tools, skills and support that they need to ensure their child is ready for school.
- **Parent Teacher Home Visit (PTHV):** Recruits teachers who pair up with parents to visit the homes of their students and set joint goals. They repeat visits 2-3 times a year throughout the school year.
- **Pathways to Excellence (PTE):** Engages young men to work directly with successful Sigma Pi Phi fraternity members in career tracks including Business, Medicine and Law.



How Our Work Is Funded

Revenues derive from a combination of public and private grants, contracts, and membership fees. To fund our two-year growth, we are seeking a \$750,000 investment which will support program development and expansion.



KEY INVESTORS

- Skillman Foundation
- W.K. Kellogg Foundation
- United Way Foundation
- Campaign for Black Male Achievement (CBMA)
- PNC Foundation
- Holley Foundation
- Kresge Foundation

KEY PARTNERS

- Detroit Public Schools
- Coalition for the Future of Detroit Schoolchildren
- Excellent Schools Detroit
- Sigma Pi Phi Fraternity
- AmeriCorps
- Gleaners Community Food Bank

Program Performance and Organizational Health

Below is a summary of measures that DPN tracks to ensure that the program and organization are aligned to support the two year goals (see p. 4 for two year goals). Due to the myriad of changes in the city of Detroit augmented by the unpredictability of the systems serving children, DPN anticipates making the necessary organizational pivots and service number adjustments to successfully support parents.

	FY 2016	FY 2017 (P)	FY 2018 (P)
PROGRAM PERFORMANCE			
# of Parents served	20,000	22,000	28,000
ORGANIZATIONAL HEALTH			
Assess, restructure and build staff capacity to meet two year goals	Identify skills, strengths and talent requirements	Make appropriate staffing adjustments	Continue to evaluate staffing needs and capacity
Sustain and increase visibility locally, regionally and nationally	Develop marketing plan	Implement plan and assess progress	Assess progress
Increase focus on evidence-based results and capturing impact data across all sectors of the agency	Hire Evaluation Consultant	Assess progress	Assess progress
Diversity funding and extend national fundraising	Develop fundraising strategy	Implement strategy	Assess progress



"It's good to know how to prepare your children to read from an early age."

-Parent University Parent

"Project Graduation made me feel confident in my dreams of going to college by putting together a plan that accents my wants and needs."

-Travonte King, PG Student



Our Results: Improving Lives

Over the past **14** years, Detroit Parent Network has impacted the lives of tens of thousands of Detroit parents, high school students, and children.

- DPN builds the capacity of parents. In 2015, DPN engaged over **16,500** parents in nearly **2,300** hours of workshops and trainings to build their capacity in areas ranging from leadership to best practices on raising children.
- DPN helps guide high school students toward graduation and higher education. Project Graduation seniors received an average of **\$14,732** in scholarships and scored **2.42** points higher on the ACT than peers groups in their schools and school districts.
- DPN helps to create the conditions for children to thrive. By engaging parents in programs focused on becoming their child's first teacher or attending more school events, DPN equips parents to be **champions** for their children.



Advancing Black Male Achievement

The Pathway to Excellence Program is a partnership between the Sigma Pi Phi Detroit Chapter and DPN. The program promotes the development of successful African American men by empowering them with skills and knowledge needed to ensure high-level personal achievement and promote their potential for executive leadership. Students are mentored by African American professionals in the areas of Law, Business-Technology or Medicine and are provided with a 3-week summer employment opportunity. Exposure to real life jobs allows students to earn income and experience settings where they can practice employment skills. Additional activities include college tours and special facility visits to major business sites.

SUCCESS STORY



Anthony King is a proud 2015 Parent University graduate. He did not have the chance to walk across the stage in high school as he was drafted directly into the Vietnam War after graduation. He is honored to have had the opportunity to gain knowledge and expertise from Parent University and to celebrate by wearing a cap and gown for the first time.



“Graduating from this program means a lot; it gives me momentum, it gives me courage to move on and continue my education and it’s just empowered me to the fullest.”

– Carolyn Davis, Parent University



OUR VISION : Parents are the driving force ensuring conditions exist for Metro-Detroit children to thrive.

OUR TWO YEAR GOALS

- Train 200 new parent leaders on 2-3 strategic priority issues
- Develop 20 new community partnerships
- Develop 20 new parent-led projects
- Update and enhance all core programming curriculum
- Train 30 new community volunteers to deliver core programming
- Increase network membership by 20%
- Engage 1,000 parents to develop a "Raising Healthy Families Toolkit"
- Develop monthly networking hour focused on professional development, jobs, financial literacy & entrepreneurship
- Design + develop a program book highlighting family-centered activities and resources throughout Detroit

WHAT IT TAKES: \$750,000 INVESTMENT over two years

Your investment will help to improve our infrastructure, augment our management capacity, strengthen our core programs and expand our reach in order to create a sustainable future for Detroit

