



Youth- and Community-Based Initiatives

## MY BROTHER'S KEEPER DETROIT INNOVATION CHALLENGE

 DETROIT, MI

The My Brother's Keeper (MBK) Detroit Innovation Challenge is a funding initiative and call for community-generated ideas to benefit boys and young men of color in Detroit. From a pool of community-generated ideas, a group of semi-finalists are selected to receive funding and support to test their programs over a six-month period. Based on these results, a panel of judges (including community leaders and youth) select a small cohort of finalists to receive \$50,000 of funding in addition to coaching and professional resources to help launch and scale their ideas. The program is funded by The Skillman Foundation and a collection of business and philanthropic partners.

### OUR APPROACH

The Skillman Foundation engaged Strategic Community Partners (SCP) to assist with the strategic planning and facilitation of the second MBK Detroit Innovation Challenge, which attracted nearly 600 submissions from community members across Detroit. This edition of the Challenge also presented a unique opportunity as it offered a new track focused on girls and young women of color.

Working alongside youth and community stakeholders, SCP crafted an impactful experience for the 21 semi-finalist organizations that provided the resources and training needed to develop, test, and grow their ideas.

SCP's experience for participants included the following key elements:



Customized programmatic calendars and roadmaps for all teams with key deliverable dates and feedback cycles



Skill-building workshops and one-on-one advising hours focused on finance management, marketing, branding, and other capacity-building needs



Monthly group convenings allowing for feedback, shared learning, and community building



Professionally produced pitch videos expressing organizations' missions and intended impacts

SCP also played an essential role in planning and facilitating the MBK Detroit Innovation Challenge Community Expo, where semi-finalists pitched their ideas to community members and judges for a chance to receive \$50,000 and ongoing organizational support to launch their program.



**200+** community attendees



**10+** media stories



**6** finalists selected



**\$310,000** awarded to serve Detroit youth

### OUR IMPACT

By partnering with The Skillman Foundation, youth, and community members, SCP developed an impactful experience for teams that provided them with the opportunities, tools, and training they needed to explore their ideas and bring them to life. As a result of our work, six teams were awarded \$50,000 in funding and ongoing support to strengthen and scale their organization's impact and service to young men and women of color in Detroit.