

# ANNUAL REPORT 2019











## TABLE OF CONTENTS

Mission Statement . . . . .	2
Fast Facts . . . . .	3
Housing . . . . .	5
Employment . . . . .	13
Public Life. . . . .	25
Volunteer Engagement and Giving . . . . .	35

Quicken Loans and the Rock Family of Companies (Rock FOC) is guided by a set of ideals called the “ISMs.” They’re not about what we do, but rather who we are and why we do what we do. They are the principles that drive each one of our team members and make our organization special. One that we particularly embody at the Quicken Loans Community Fund is being “Obsessed With Finding A Better Way.”

Due to our founder Dan Gilbert’s obsession with innovation, Quicken Loans grew from a small local lender to America’s largest mortgage lender. In 1998, when other lenders were expanding their brick and mortar businesses, Dan instead leaned into the potential of the internet. His foresight paved the way for decades of growth and the eventual development of Rocket Mortgage®, the first completely online mortgage process.

The thing about being “Obsessed With Finding A Better Way” is that it’s not limited to mortgages. When we say “better way,” we mean there is a better way for everything.

The Quicken Loans story is one of savvy risk-taking and excellent execution. More importantly, it is a story of rethinking established systems. The mortgage market was ripe for disruption because it was stuck in an antiquated model that didn’t meet the needs of consumers. The same can be said about how businesses choose to invest in the community.

Engaging in our community is not a superficial act to the Rock FOC – something nice to do to get positive recognition. We believe that the success of our business and the success of our community are inextricably linked. When we do well, we have an obligation to reinvest in the community. This idea, which we call our “For More Than Profit” approach, represents a fundamentally different way of thinking about philanthropic investment.

When our company first moved to downtown Detroit nearly 10 years ago, we set out to make the greatest possible impact we could by deeply examining the needs of the community; finding intentional and inclusive partners from the public, private and nonprofit sectors; and developing a clear, purposeful mission that pulls all of our resources together to make long-lasting and positive change.

I’m proud to say we’ve made remarkable progress on some of the most challenging issues facing our communities over the last decade of investment. But that doesn’t mean we’re done. Our obsession with fostering systems change that deeply impacts our communities and residents will drive us today, tomorrow and for years to come because it’s simply who we are.

Sincerely,



Laura Grannemann  
VP, Strategic Investments,  
Quicken Loans Community Fund





An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. The city is filled with numerous skyscrapers and buildings, many of which are illuminated with their lights. The foreground shows a dense urban area with various building styles and streets.

# OUR MISSION

The mission of the Quicken Loans Community Fund is to support inclusive, thriving and resilient communities by making data-driven investments in housing, employment and public life.



# BETWEEN 2010 AND 2019, QUICKEN LOANS AND THE ROCK FOC HAVE CONTRIBUTED:

More Than  
**\$200  
MILLION**

To Community  
Organizations And  
Programming

**400,000**

Volunteer Hours In Detroit

**730,000**

Volunteer Hours Nationwide









# HOUSING

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We believe that a stable and secure home is critical to building a successful future. It's the reason why Quicken Loans has worked to revolutionize the home lending process. It's also why the hardworking Housing Stability team at the Quicken Loans Community Fund has worked relentlessly to find new and innovative ways to provide housing services and support to communities and neighborhoods in need throughout Detroit and across the country.





# OUR GOAL

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**HOUSING STABILITY TEAM:** Increase opportunities for residents of our home communities to have safe and affordable housing and build wealth through homeownership.

## TOP ACCOMPLISHMENTS IN 2019

1. Communities housed nearly 7,000 veterans across the United States through the Built for Zero initiative.
2. Launched the second annual Neighbor to Neighbor outreach campaign, reaching 60,000 homes at risk of tax foreclosure and helping a record number of residents avoid tax foreclosure in 2019.
3. Added 557 participants to the Make It Home program for a three-year total of 1,157 families who avoided tax foreclosure-related displacement.



## Ending Veteran Homelessness One Community At A Time

Today, more than 37,000 veterans struggle with homelessness. Some also struggle with chronic injury, mental illness and substance abuse. While programs exist to help veterans cope with these issues, they aren't always coordinated and are less effective without the structure and security of a permanent home.

We believe that no one should experience homelessness, especially those who have sacrificed to keep our country safe and secure. This is why we became the lead sponsor of Built for Zero, a nationwide initiative to end veteran and chronic homelessness led by the nonprofit Community Solutions.

The seeds of Built for Zero were planted during the 100,000 Homes Campaign. While the initiative succeeded in its goal of housing more than 105,000 Americans in four years, none of the participating communities

had actually ended homelessness. After analyzing the program, Community Solutions determined that the resources to end veteran homelessness existed across local, state and federal programs, as well as nonprofit and private resources. However, the system that communities used to deploy those resources was not effectively optimized for this goal.

Built for Zero works differently by helping communities reorient their homelessness response systems around proven methodologies that prioritize collecting real-time data on individuals experiencing homelessness and then connecting them with available housing resources as soon as possible.

When those experiencing homelessness are quickly connected with stable housing, they are better able to receive additional supportive services more easily, which leads to lasting change. In fact, many studies have now shown that 85% of homeless individuals who are connected to housing with basic supportive services do not return to homelessness.

Since we began supporting Built for Zero, Quicken Loans is proud to have helped 37 new communities join, expanding the movement nationally to a total of 82 communities. Additionally, three new communities (Lake County, Illinois; Abilene, Texas; and Chattanooga, Tennessee) announced that they had reached "functional zero" for veteran homelessness, a measurable standard where homelessness is demonstrated as being rare, and brief within the community.

***"Now that we have ended veteran homelessness through what the city of Abilene was able to accomplish, I think that other communities are really encouraged and say, 'If they can do it, we can do it.'"***



John Meier  
Program Manager,  
West Texas Homeless Network

## What Is Built For Zero?

Built for Zero is a movement of more than 80 communities redefining what is possible and what it takes to end homelessness. Coordinated by Community Solutions, the national effort supports participants in developing real-time data on homelessness, optimizing local housing resources, tracking progress against monthly goals and accelerating the spread of proven strategies.

***"We're the 10th community to cross this milestone, but we're not going to be the last. This is a reality we can help create over and over again when we work together."***



Brenda O'Connell  
Continuum of Care Program  
Coordinator, Lake County, IL





## Neighbors: A National Campaign To Change The Conversation Around Veteran Homelessness

One of the keys to Built for Zero's success is helping communities develop an accurate, by-name list of individuals experiencing homelessness in their community. This is vital because it ensures that individuals are connected with the right resources at the right time. It also helps communities personalize the problem of homelessness and recognize that all individuals have unique backgrounds, circumstances and needs.

Helping Americans better understand that veteran homelessness is a solvable problem is an important message to share far and wide. That is why we helped develop the "Neighbors" campaign, a national marketing initiative that premiered on Thanksgiving 2019.

Set to a powerful new rendition of the song "People in Your Neighborhood" sung by a member of the Detroit Youth Choir, the commercial introduces four veterans who previously experienced homelessness before getting back on their feet. The simple message – that those experiencing homelessness are real people who deserve the stability of a home – leads viewers to the website [AHomeForEveryVet.org](http://AHomeForEveryVet.org), where they can watch longer documentary videos about each veteran's journey.





## Keeping Detroit Residents In Their Homes Through Tax Foreclosure Prevention And Reform

The Quicken Loans Community Fund is also deeply invested in addressing housing instability in the communities we call home, particularly Detroit. In 2013, the Obama administration convened the Detroit Blight Removal Task Force and appointed Dan Gilbert as co-chair. The Task Force quickly determined that tax foreclosure was the most significant contributing factor to housing instability and displacement in the city, writing that “without intervention, county tax foreclosure will continue to sweep across the city until the inventory of foreclosable properties is exhausted.”

In order to better understand this problem, we created Neighbor to Neighbor, an unprecedented, community-led tax foreclosure prevention outreach program. We partnered with more than 30 neighborhood organizations and hired 450 Detroit residents as canvassers during the initial Neighbor to Neighbor effort, which ran from November 2017 to May 2018 and reached all 60,000 Detroit homes on which property taxes were owed.

We collected data from each property and delivered information on the city’s Homeowners Property Tax Assistance

Program (HPTAP), also known as the Property Tax Exemption (PTE) program. The information from this outreach was compiled into a comprehensive report, “Neighbor to Neighbor: The First Detroit Property Tax Foreclosure Census,” which was released in 2019.

We further defined the scope of the problem during our 2019 Neighbor to Neighbor campaign, revealing that an overwhelming majority of the homeowner occupants at risk of foreclosure were eligible for a property tax exemption due to their household income and size.

This insight led us to ask why so few residents applied for the PTE program. The answer is a combination of two factors. One, very few residents actually know that the PTE exists. The program is not widely marketed or understood, leading to low application rates. Two, residents who do know they are eligible are intimidated by the complicated process of applying.

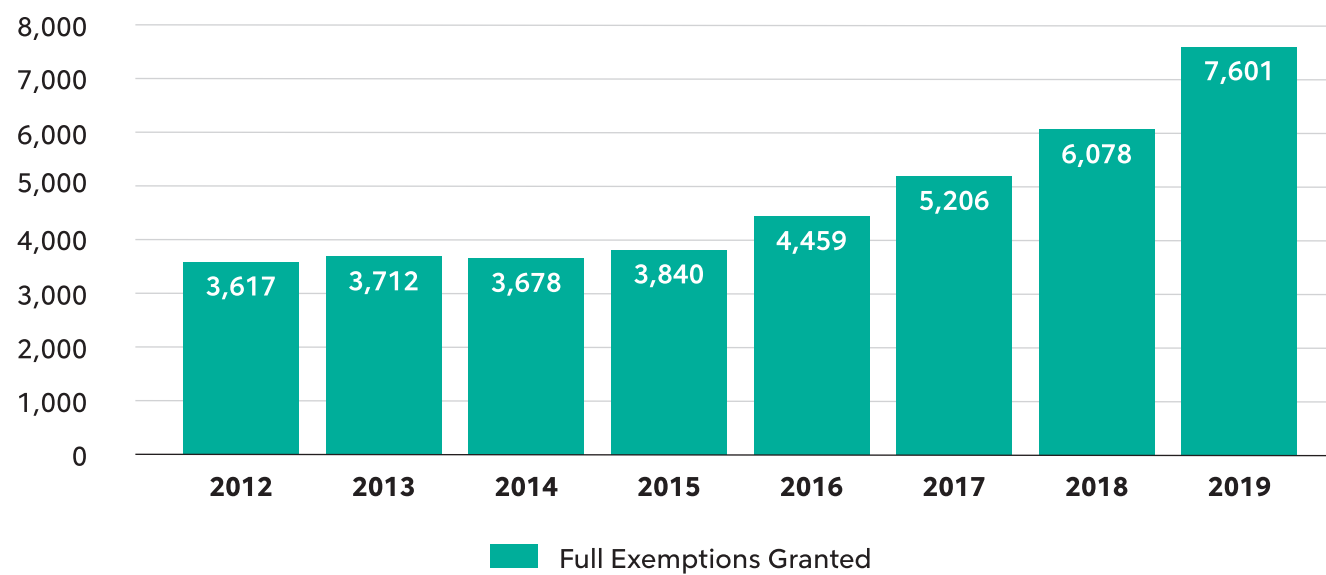
The Quicken Loans Community Fund sought to address both these hurdles by developing and promoting special workshops throughout Detroit. These monthly workshops, which are staffed by team member volunteers and community partners, allow residents to get hands-on assistance with their applications. In 2019, 3,576 property tax exemption applications were processed through Quicken Loans Community Fund workshops.







**Property Tax Exemptions Granted, 2012-2019**





## Helping Renters “Make It Home”

One group identified during Neighbor to Neighbor as most vulnerable to displacement from tax foreclosure were renters whose landlords did not pay property taxes. Despite the fact that these individuals paid rent each month, they were still at risk of eviction because of something completely out of their control. This led us to develop the Make It Home program, a unique partnership between the Quicken Loans Community Fund, United Community Housing Coalition, and the City of Detroit.

Make It Home pulls renter-occupied properties and properties owned by low-income homeowners out of the tax foreclosure auction using a \$1.9 million investment. The properties are then offered back to the renters to purchase for between \$2,000 and \$7,000 over the course of a year. In 2019, 557 properties entered Make It Home, bringing the program’s total to 1,157 families that have avoided tax-foreclosure related displacement since the program launched in 2017.

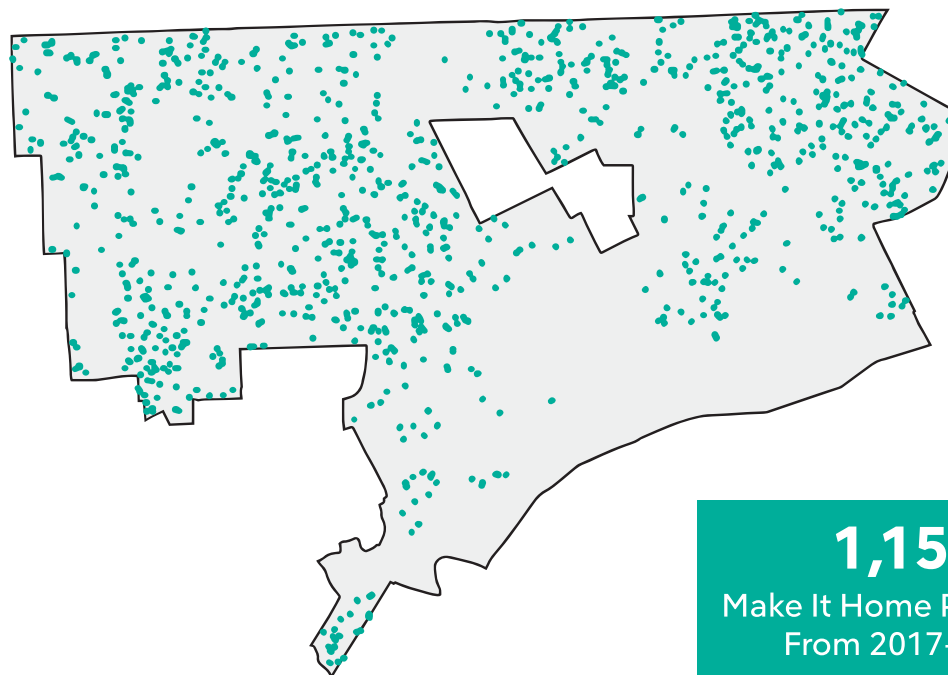
All recovered funds go back into the program to ensure it is sustainable in future years. In total, 804 participants have entered into a land contract, received their deed, or paid off their property and are now participating in the Make It Home repair program to make needed improvements to their home.

Additional funding for Make It Home is provided by the Hudson Webber Foundation, the United Way for Southeastern Michigan, and the DTE Foundation.

***“This program gives hope to people all across Detroit. I always wanted to buy a house so that my children can have something when I’m gone. Everything I do is for them.”***



Rachel Wilson-Sims  
Make It Home Program  
Participant



**1,157**

Make It Home Properties  
From 2017-2019



## Rehabbing Detroit Housing Stock

Neighbor to Neighbor also helped us identify another issue driving low property values in Detroit: the age and quality of Detroit's housing stock. Much of Detroit's remaining housing stock is more than a century old, and many homes require major, cost-prohibitive repairs. We believe Detroit residents should have access to repair financing so that residents can not only own the homes they live in, but also feel safe in them.

In 2019, we grew our support for community nonprofit groups by providing low- or zero-

interest rehab and repair loans. For example, the Quicken Loans Community Fund announced a \$1 million investment into the United Community Housing Coalition to provide grants and interest-free loans for Make It Home participants to make repairs to their properties. This additional funding ensures that the new homeowners can address lingering repair issues that were blatantly neglected by their landlords.

Maintaining housing quality is more than just a safety and security issue for residents. It also impacts the overall economic

stability of the community. High rates of neighborhood vacancy combined with deferred maintenance on many Detroit homes have kept property values low, which in turn makes the retail market for home lending more challenging. This is why we created the Rehabbed & Ready program, a public-private partnership that works to increase access to financing across Detroit by strategically selecting publicly-owned, vacant properties to rehab and sell on the open market.

Rehabbed & Ready provides three benefits.

1. Decreases blight by renovating properties.
2. Increases the tax base by creating new homeowners.
3. Sets new comparables that can be used to bridge the gap in the home financing market.

We have rehabbed and sold 69 homes in the past 3 years through Rehabbed & Ready, and new properties are added monthly, providing a diverse inventory of desirable homes across the city for prospective buyers. We are currently studying the overall economic impact of the program to determine the best way to expand it and help create even more homeowners.





# EMPLOYMENT

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Quicken Loans saw tremendous growth in its first 25 years, expanding from Dan Gilbert's shoebox of an office to a fast-paced suburban headquarters with 3,600 team members. But that growth paled in comparison to the decade of expansion that followed our move to Detroit in 2010. Today, the company has grown to more than 18,000 team members in Detroit and thousands more combined in our other home communities of Cleveland, Charlotte and Phoenix.

Quicken Loans isn't alone in driving employment growth in Detroit. Major investments by others in the Rock FOC, particularly large-scale real estate developments led by Bedrock, are creating significant opportunities for sustainable careers in construction, IT and client service, as well as spurring demand for new business ideas from Detroit's entrepreneurial community.

Despite this phenomenal growth, the unemployment rate in Detroit is regularly higher than the national average, especially for black residents. We believe that a strong community is one in which opportunity is shared equitably, which has led us to develop a comprehensive employment strategy focused on investments in education that lead to employment, as well as entrepreneurship opportunities.





# OUR GOALS

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**EDUCATION AND EMPLOYMENT TEAM:** Strengthen pathways to employment and economic self-sufficiency through quality and equitable education and job training opportunities.

## TOP ACCOMPLISHMENTS IN 2019

1. Launched a new partnership with Urban Alliance in Detroit, providing year-round paid professional internships, job skills training and one-on-one mentoring to more than 30 high school students.
2. Supported the redevelopment of Breithaupt Career and Technical Center as well as the purchase of 500 hydration stations throughout Detroit Public Schools Community District (DPSCD) schools to address unsafe copper and lead levels.
3. Provided hands-on experiential learning and career awareness programming for nearly 20,000 Detroit students.

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**ENTREPRENEURSHIP TEAM:** Elevate Detroit as a destination for small businesses and high-growth startups by deploying capital and supportive resources.

## TOP ACCOMPLISHMENTS IN 2019

1. Invested \$1.2 million into eight Detroit-based businesses through the third annual Quicken Loans Detroit Demo Day competition., and continued supporting past winners with 2017 participants showing a 41% increase in revenue and a 51% increase in new jobs on average.
2. Supported the launch of Backstage Capital's first accelerator program in Detroit, providing funding for high-growth companies led by female, people of color and LGBTQ+ entrepreneurs.
3. Partnered with the City of Detroit's Building Safety, Engineering & Environmental Department (BSEED) to streamline the city's permitting process for business licenses and commercial building permits with a new user-centered design process.



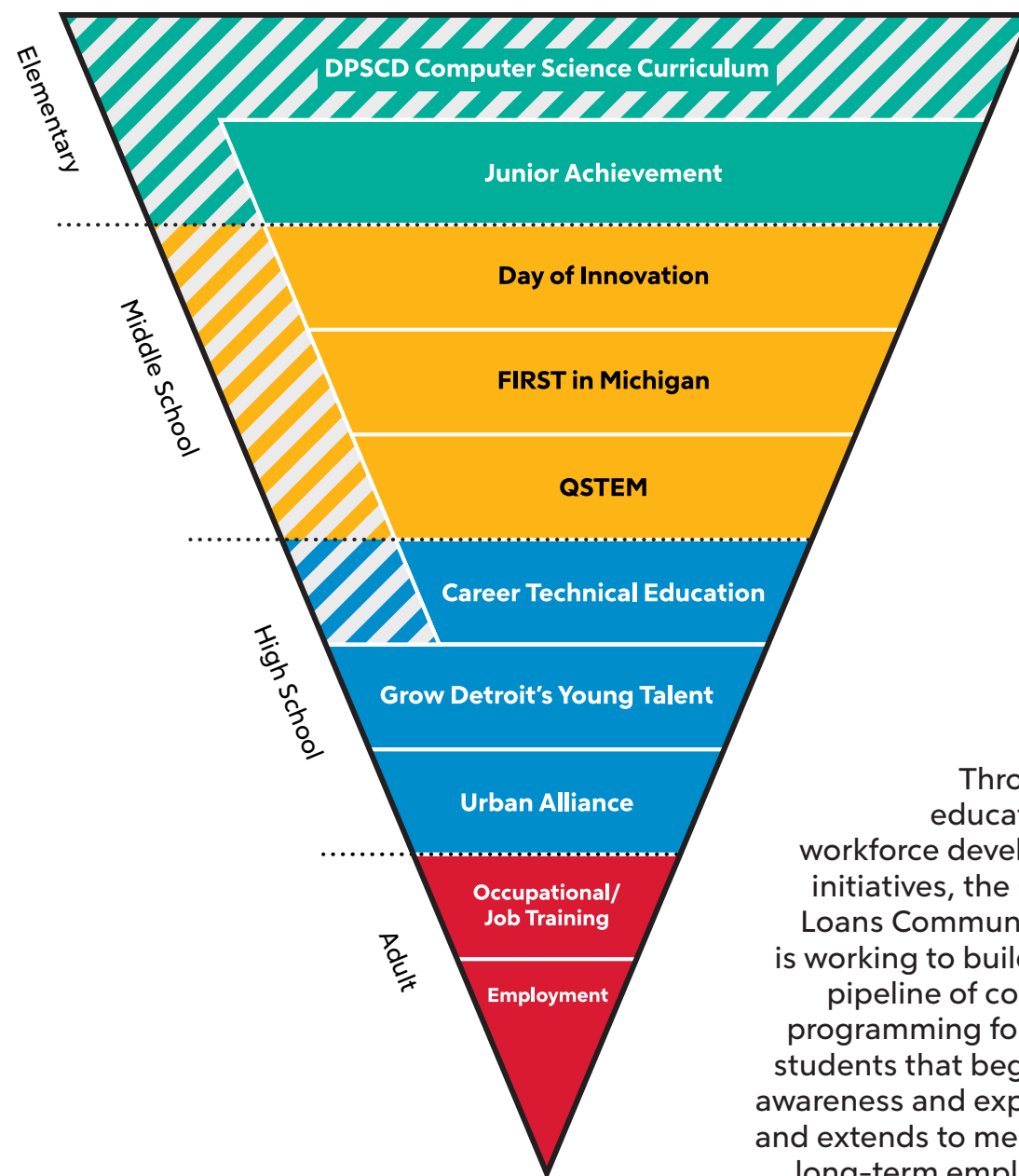
## Sparkling Curiosity With Career Awareness And Exploration

A common refrain in the field of child development is “you can’t be what you can’t see.” Exposing students to potential career paths early in their educational journey is vital to improving their likelihood of achieving success, particularly in historically disadvantaged communities. This is why, in partnership with DPSCD, select charter schools and a wide range of nonprofit partners, we work to provide career awareness and exploration to Detroit students.

In 2019, nearly 2,200 Detroit students participated in Day of Innovation, a unique, one-day field trip program for DPSCD sixth graders that provides students with hands-on learning experiences and tours of downtown. Day of Innovation seeks to build awareness and excitement around the future opportunities available to Detroit students by providing an introduction to various career pathways and foundational skills related to the in-demand fields of IT, construction and client service. More than 6,600 students have participated in Day of Innovation since the program’s inception.

Day of Innovation is the first in a connected series of programs and partnerships we have created that become progressively

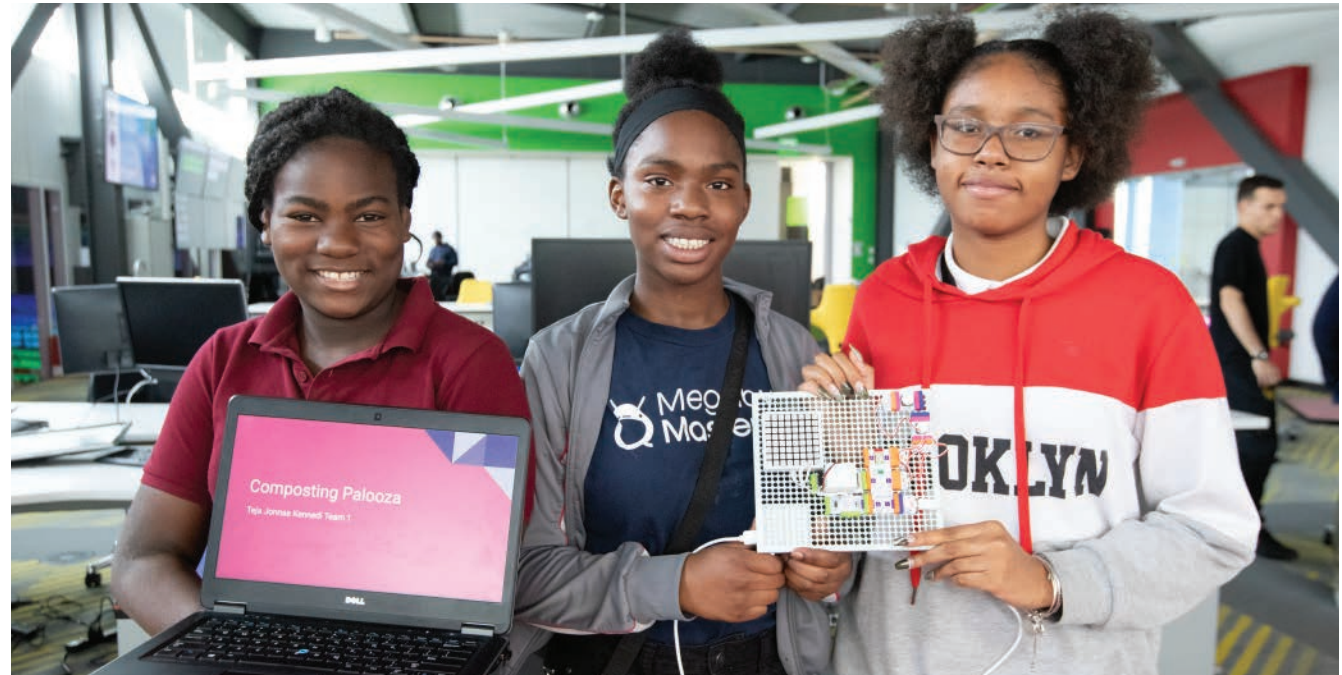
## Career Awareness to Career Placement: A Pipeline of Connected Programming



Through our education and workforce development initiatives, the Quicken Loans Community Fund is working to build a clear pipeline of connected programming for Detroit students that begins with awareness and exploration and extends to meaningful long-term employment.



more focused on specialized skills and mentorship. One example is QSTEM, a unique program originally conceived by Quicken Loans technology team members and developed in partnership with the Detroit Area Pre-College Engineering Program. QSTEM provides hands-on, experiential learning to Detroit sixth through eighth grade students to fuel their love of STEM, build critical thinking skills and shape their future careers in technology.



## Day of Innovation Partners:





## Preparing Detroiters For In-Demand Careers

Early exposure is essential to developing an interest in STEM careers and other in-demand jobs, but it must be paired with practical skills and training that properly equip students to enter these fields when they're ready. One way we are tackling career readiness is through a partnership with DPSCD to develop and implement an innovative district-wide K-12 computer science curriculum blueprint.

The ambitious goal of this partnership, first announced at the 2018 CSforAll conference, is to implement computer science education in all third grade classrooms by the end of the 2018-2019 school year. The first year of the program also provided all third through fifth grade teachers and robotics coaches with professional development training. Over the next two years, the program will



continue to expand, with the eventual goal of integrating a computer science curriculum that will reach all elementary school students by 2021 and be featured in all DPSCD curricula for grades K-12.

## Robotics Clubs Make IT Fun

In order to make learning about IT and STEM concepts more accessible to students, we partnered with FIRST in Michigan and the Detroit Police Athletic League to support the development of competitive robotics teams. Through our funding, we are proud to have supported a total of 43 FIRST teams, composed of 22 FIRST Tech Challenge teams and 21 FIRST LEGO League teams, operating across 34 Detroit schools. All together, these FIRST teams have helped more than 500 students learn valuable STEM concepts, while also having fun and building bonds with their peers.





Implementing a robust computer science curriculum is critical in building the skills necessary to compete in the workforce of tomorrow, but that's only one dimension of "career readiness." Real-life experience is equally critical to building the self-sufficiency required to be successful. That's why the Quicken Loans Community Fund brought the national nonprofit Urban Alliance to Detroit in the fall of 2018.

We recognized that with our significant scale and unmatched passion for the city of Detroit, we could bring unique resources to the partnership beyond a simple grant and agreed to become Urban Alliance's anchor employer. In this role, we provide at least 30 young people annually with year-round job training and paid internships across the Rock FOC as well as office space and additional resources for Urban Alliance to manage their programming in Detroit.

Students participating in Urban Alliance receive a 10-month paid professional internship, intensive job and life skills training (including 7 weeks of pre-employment training followed by 10 months of weekly skill-building workshops), one-on-one mentoring from an adult professional, post-high school planning assistance, and lifelong college and career support. The first year of the program wrapped in July 2019 with the Urban Alliance Public Speaking Challenge, where students were given the chance to

talk about their internships and publicly recognize their mentors.

The public speaking event was a terrific way to cap off the year and was especially moving for the many students and mentors from throughout the Rock FOC who developed strong relationships with each other. During the event, Jason Headen, Director of State and Local Government Affairs at Quicken Loans, was recognized as the Detroit Urban Alliance "Mentor of the Year." Jason perfectly encapsulated the impact of the program by telling the students, "This is only the beginning for what you all can do ... because you are wonderful, amazing students from the city of Detroit."

## What Is Urban Alliance?

Urban Alliance is a national youth development nonprofit that provides economically disadvantaged young people with access to the exposure, opportunity, support and training needed to prepare them for lifelong economic self-sufficiency.

Urban Alliance's core program matches underserved high school seniors with paid, year-round professional internships; job skills training; one-on-one mentoring; and ongoing post-program support to expand their idea of what is possible for their future.

***"The company treats you as an actual part of the team. It makes you feel included, like I'm worth something in the company. I feel like I am more confident than a lot of my peers, actually, because a lot of kids didn't get this opportunity."***

Dante Simpson  
Bedrock Detroit Intern



***"It's an amazing opportunity and you can open up many doors for yourself. All you have to do is just be yourself, be comfortable, and talk. They helped me to be more open and taught me how to network with other people."***

Destini Mills  
Quicken Loans Intern



***"To even get a chance to walk into a Quicken Loans building knowing I work there, swiping this badge, makes me feel rather important. To a high school kid who thought he would be working at McDonald's, that's an opportunity I never thought I would have."***

Walter Savage  
Rock Connections Intern





## Renovating Two Detroit Career Technical High Schools

We believe Detroit residents should have the best opportunity to compete for valuable customer service and construction careers as Detroit continues to rise, which is why we proudly joined Bedrock and other partners in the renovation of the Randolph Career and Technical Center and the Breithaupt Career and Technical Center.

In partnership with the Detroit Employment Solutions Corporation and the Mayor's Office of Workforce Development, our investment helped fund building upgrades, new equipment and new materials so students had the resources they needed for success. Additionally, we funded the development of adult programs to expand opportunities for Detroit residents further. The Randolph renovation was completed in 2018, and the Breithaupt renovation was completed in 2019. Since beginning the renovations, overall enrollment in career technical education programs at DPSCD have increased 38% from the 2016-2017 school year to the 2017-2018 school year.

We have also recruited dozens of students from both Randolph and Breithaupt into the Urban Alliance program, providing them with paid internships. In doing so, they receive valuable real-world experience in addition to a great education in newly-renovated classrooms.



***"Thanks to Quicken Loans' and Bedrock's generous contribution, we are off to a great start on revitalizing these critical programs."***

Mike Duggan,  
Mayor of Detroit



Before



After



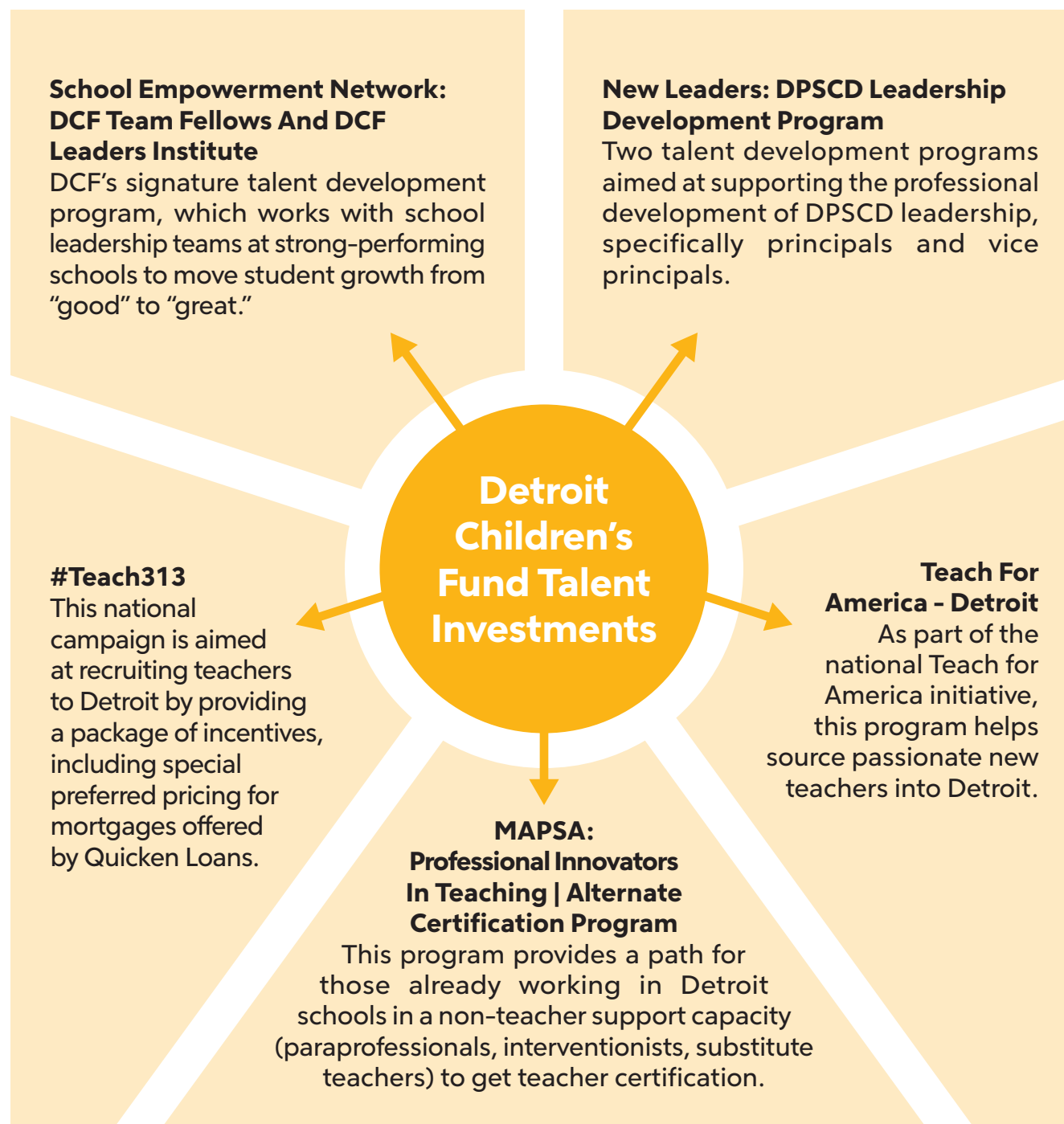
## Supporting Detroit Educators And School Leaders

Detroit teachers and administrators work hard every day to provide their students with the best experience possible despite often-limited resources. Supporting educators and school leaders is essential to providing students with the best opportunity to build the skills and capacities necessary for long-term career success.

One of our key partners in this effort is the Detroit Children's Fund (DCF). DCF makes high-potential investments to expand successful schools, improve lower-performing schools and discover and develop talented educators so that every child in Detroit has the opportunity to receive an excellent education. The organization's work comprises four portfolios:

1. Talent
2. Schools
3. Innovation
4. Enabling Conditions

We have focused our support on the organization's Talent Portfolio, which is tasked with creating a high-quality pipeline of teachers and leaders in Detroit.





## Entrepreneurship

The Rock FOC has achieved success by maintaining a startup-like, entrepreneurial culture that is focused on constant innovation. That same entrepreneurial spirit is critical to the growth and success of the city of Detroit, which is why we are strongly committed to providing entrepreneurs with the resources they need to make their ambitious ideas a reality.





## Celebrating And Growing Detroit Businesses Through Quicken Loans Detroit Demo Day

One of the key initiatives of our entrepreneurship strategy is Quicken Loans Detroit Demo Day, a unique entrepreneurial competition that provides more than \$1 million annually in funding to Detroit-based businesses and those willing to relocate to the city. Since the first event in 2017, Quicken Loans Detroit Demo Day has provided small businesses in Detroit with more than \$3.4 million in funding through grants, interest-free loans and equity investments. Winning the competition is only one part of the Quicken Loans Detroit Demo Day experience. After the spotlight turns off, the Quicken Loans Community Fund remains engaged with winners by convening regular strategy sessions and providing other ongoing support.

Whether we're connecting Quicken Loans Detroit Demo Day winners with our procurement partners throughout the Rock FOC, or inviting them to participate in large-scale sponsored events like the Forbes Under 30 Summit, the Quicken Loans Community Fund finds creative ways to ensure that these diverse business owners are primed for success. This holistic engagement strategy is already paying off. The winners of the first Quicken Loans Detroit Demo Day competition in 2017 saw, on average, a 41% increase in revenue and a 51% increase in new jobs the very next year.

***"I didn't anticipate us winning the top prize, but I knew that it was going to be life changing. It's allowing us to move onto the next level in our business."***

April Anderson  
Co-Owner of Good Cakes and Bakes,  
2017 Detroit Demo Day Winner



## Quicken Loans Detroit Demo Day - 2019

The 2019 Quicken Loans Detroit Demo Day was the biggest and best yet, with \$1.2 million in funding for small businesses, nearly 5,000 people in attendance, and a musical performance by rapper, actor and entrepreneur T.I.

The field of more than 500 Detroit business owners who applied to pitch at Quicken Loans Detroit Demo Day was narrowed down to 15 finalists who took the stage at The Fillmore on June 14. The top seven companies were chosen to receive funding by our panel of nationally-recognized entrepreneurs. An additional three People's Choice Awards, with prizes totaling \$75,000, were voted on by the audience through a mobile app.



## Supporting Entrepreneurial Services Organizations

It takes a lot of courage to start your own business, but courage only carries you so far. All entrepreneurs inevitably run into challenges, and when they do – it's important that they have the resources they need to address them. Inspired by the success story of our founder and chairman Dan Gilbert, who turned a small mortgage company into the nation's largest home lender, the entrepreneurship team offers wide-ranging resources to entrepreneurs.

Through our support for organizations like Build Institute, LifeLine and ProsperUs, Detroit-based entrepreneurs have access to business planning and coaching, business support services, networking events, micro-lending, pop-up retail opportunities, one-on-one mentorship and much more.



## Bringing Young Entrepreneurs To Detroit

Venture For America (VFA) is a nonprofit whose mission is to “create economic opportunity in American cities by mobilizing the next generation of entrepreneurs and equipping them with the skills and resources they need to create jobs.” With grant support from the Quicken Loans Community Fund, VFA began hosting its annual Training Camp in Detroit, which brings more than 200 VFA fellows to Detroit for a five-week session where they learn from industry experts and build relationships with each other. More than 30 fellows from highly competitive backgrounds were placed into Detroit companies in 2019, including the Rock FOC, Citizen Yoga, The Outloud Group, Autobooks and others.



## Supporting Diversity In Entrepreneurship

We strive to cultivate a diverse environment where different perspectives, life experiences and cultures are valued and actively sought after. Diversity is of particular importance within our entrepreneurship work, where structural barriers have historically prevented underrepresented groups from accessing the resources, capital and support services needed to successfully launch new businesses.

Despite these historic challenges, minority-owned and women-owned businesses are the fastest growing segment of businesses in the country. Data show that the number of black small business owners in the United States has increased by a staggering 400% in just one year. The number of women-owned businesses in metro Detroit has more than doubled from 157,090 in 2012 to 358,507 in 2019, representing the largest jump among the top 50 metropolitan areas in the country.

We're proud to support this continued growth with deliberate investments in events and organizations that target underrepresented entrepreneurs.



### Backstage Capital:

Backstage Capital research shows that less than 10% of all venture capital deals go to women, people of color and LGBTQ+ founders. This is a significant barrier for entrepreneurs, but it's also a significant opportunity for investors like Backstage Capital who recognize the enormous potential of this underrepresented group. The Quicken Loans Community Fund partnered with Backstage Capital on a special accelerator program to help Detroit-based entrepreneurs prepare for venture investment. Through this program, Backstage Detroit announced an investment round of \$100,000 for seven startup companies in Detroit. In addition to the investment, the businesses received 12 weeks of mentorship and programming to refine their business models for growth. Additionally, five of the seven companies received \$10,000 grants to remain headquartered in the city of Detroit and continue to scale their operations.



# PUBLIC LIFE

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One of the most important components of our mission is resilience, or the ability for a community to respond to change and adversity quickly and confidently. When we get knocked down, we want to be strong enough to get back up.

But how does a community build resiliency? We believe it starts with strong connections. Through our focus on public life, we're proud to fund investments that bring people of all ages, races, ethnicities and identities together to build stronger bonds that support a stronger community.





# OUR GOALS

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**PUBLIC SPACES TEAM:** Increase the economic and social resiliency of Detroit by providing universal access to safe and inclusive public spaces.

## TOP ACCOMPLISHMENTS IN 2019

1. Partnered with Bedrock and the Downtown Detroit Partnership to launch the Downtown Detroit Markets and Cadillac Lodge winter activations for the third consecutive year, bringing 18 local entrepreneurs to downtown.
2. Renewed sponsorship of CulturePop pop-up art activations in downtown Detroit through a partnership with CultureSource.
3. Extended our partnership with KaBOOM! by sponsoring the construction of a new playground in the Palmer Park neighborhood.

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**COMMUNITY SPONSORSHIPS TEAM:** Support inclusive events and programming that attract diverse audiences; spark new connections between people, place and culture; and contribute to the economic growth of Detroit.

## TOP ACCOMPLISHMENTS IN 2019

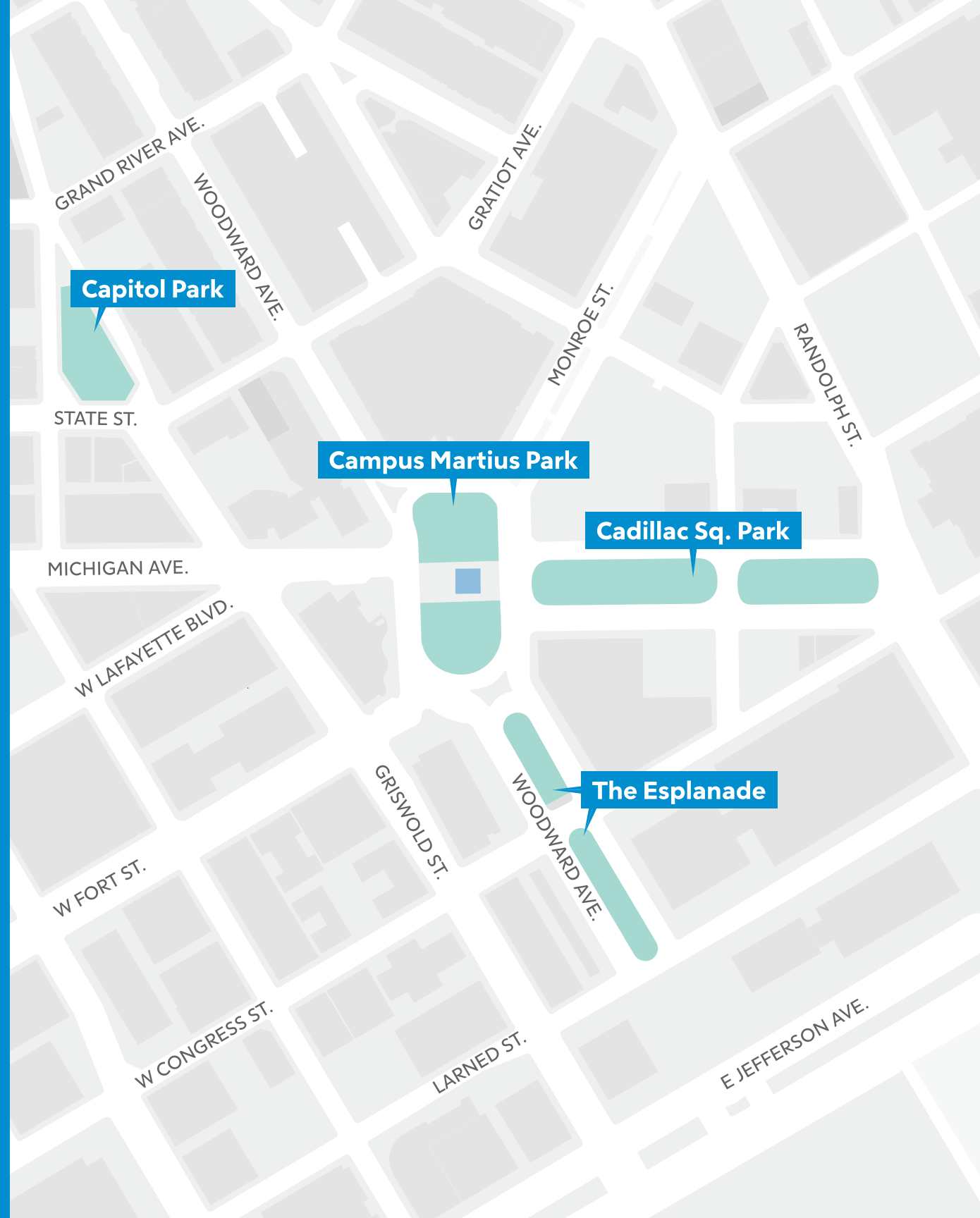
1. Launched the first-ever Detroit Out Loud festival in Rouge Park, celebrating Detroit culture and neighborhood pride.
2. For the third consecutive year, served as presenting sponsor of the Detroit Jazz Festival for its historic 40th anniversary.
3. Completed the third annual Small Business Murals Project for a total of 18 murals across 14 neighborhoods.



## Building Connections In The Heart Of Downtown

When Quicken Loans moved its headquarters from the suburbs to downtown Detroit in 2010, one of the company's first goals was to establish a strong sense of belonging – not only for team members but for the greater Detroit community. We accomplished this by contributing to the development of shared public spaces that reflected the vibrancy of our company's culture and the city itself.

Our primary partner in this work for the last decade has been the Downtown Detroit Partnership (DDP), which maintains a mission to drive "engagement, development and programs that benefit businesses, residents and visitors throughout the Downtown's urban core." In 2019, we partnered with DDP on a range of unique programs throughout the summer and winter seasons, with a specific focus on Capitol Park, Campus Martius Park, Cadillac Square Park and the Esplanade.





## Summer In The Parks

In the summer, downtown Detroit's parks are a hub of exciting activity, featuring everything from food trucks and shopping to music and sports. Below are some of the summer programs we supported in partnership with DDP in 2019:

- 1. Capitol Café:** This outdoor cafe in a beautiful, greenery-filled pergola in the heart of Capitol Park provided a wide variety of light lunch and dinner options to residents, workers and visitors downtown.
- 2. Capitol Park Farmer's Market:** Fresh food and produce is vital to a healthy community, which is why we sponsored a weekly farmer's market in Capitol Park.
- 3. The Rocket Mortgage® Sports Zone:** These pop-up basketball courts in Cadillac Square are among the most popular attractions downtown. Whether you want to watch or join a pickup game, the Sports Zone is open to all.
- 4. CulturePop:** Working with CultureSource and DDP, we were proud to bring an entire month of unique arts and culture programming to downtown Detroit in August. Some of the organizations featured included the Detroit Symphony Orchestra, Pewabic and the Motor City Street Dance Academy.





## Winter In The Parks

Detroit's parks are a fun, vibrant destination for residents and visitors – even in the cold winter season. The Quicken Loans Community Fund and Bedrock have partnered with DDP over the last few years to bring several unique activations to life. Below are just some of the programs we supported in 2019:

**1. Downtown Detroit Markets:** For the third year in a row, we sponsored the Downtown Detroit Markets, a pop-up shopping experience that gave 18 entrepreneurs and small business owners from Detroit and the metro-Detroit area the chance to sell their unique, locally produced goods to busy downtown crowds. We've prioritized making some of these shop spaces available to participants in Quicken Loans Detroit Demo Day and our other entrepreneurial programs.

**2. Cadillac Lodge:** This unique space, which operates alongside the Downtown Detroit Markets, offers residents and visitors the chance to enjoy food, drinks, games and more from the comfort of a heated tent that is designed as a rustic lodge.

**3. Evergreen Tunnel in the Esplanade:** In 2017, we funded the development of the Esplanade, a new walkable park space in the empty median on Woodward Avenue between Campus Martius and Spirit Plaza. This terrific example of urban ingenuity

has become a feature of our winter placemaking through its transformation into a picturesque evergreen tunnel.

**4. Christmas Tree Farm in Capitol Park:** The smell of pine needles is a welcome addition to any home during the holidays, and we were proud to help hundreds of Detroit residents realize this tradition by bringing a Christmas Tree Farm to Capitol Park for the second year in a row.





## Creating Safe, Equitable And Inclusive Parks For Detroit Residents

The entire city of Detroit is our home, which is why the Quicken Loans Community Fund is proud to work with community partners from across Detroit's neighborhoods on public space investments.

In 2018, we began a partnership with the national nonprofit organization KaBOOM! to develop playgrounds in Detroit. Our first project was a 10,000 square foot playground in Stein Park in the Cody Rouge neighborhood built alongside the Cody Rouge Community Action Alliance, the city of Detroit, General Motors, DTE Energy, the Skillman Foundation and the Ralph C. Wilson, Jr. Foundation. We continued this partnership in 2019 by joining the same organizations in constructing a new playground in Palmer Park, utilizing dozens of Rock FOC team member volunteers to help bring it to life.



### What Is KaBOOM!?

KaBOOM! is a national nonprofit organization dedicated to bringing balanced and active play into the daily lives of all kids, particularly those growing up in poverty in America. Since its inception, the organization has served nearly 10 million kids by building or improving more than 17,000 playspaces with the help of more than 1.5 million volunteers.



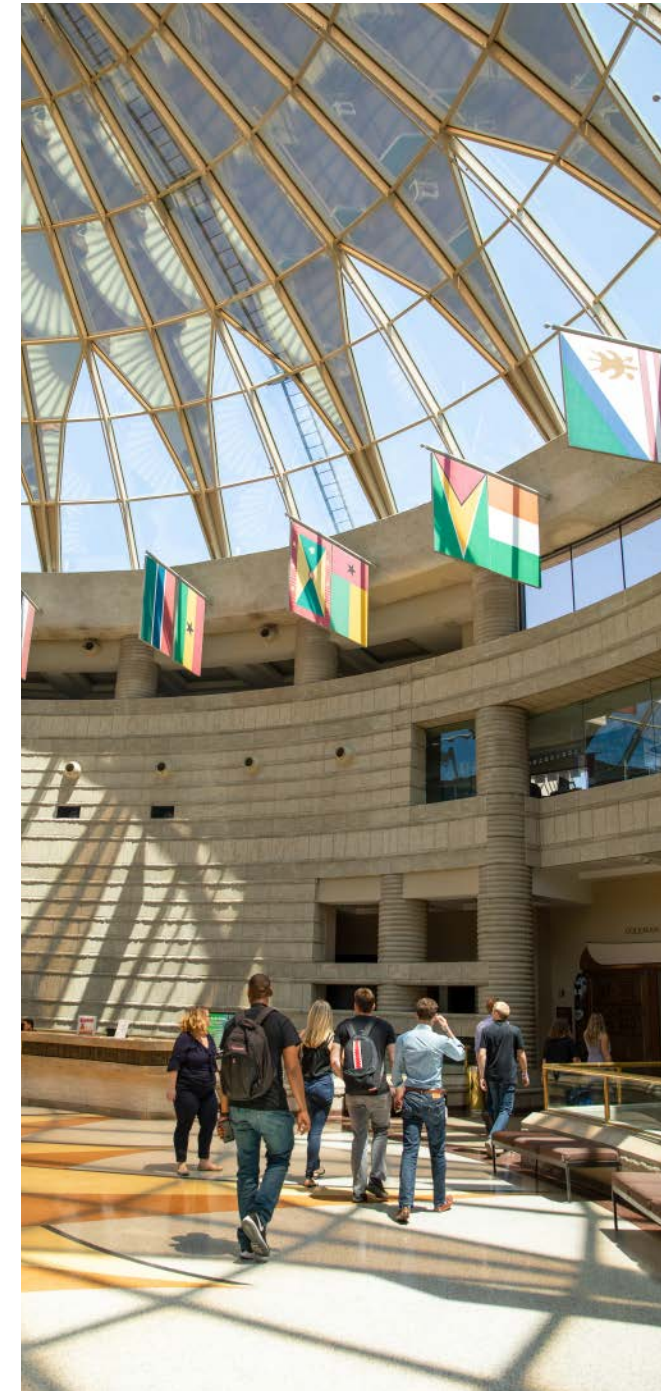
## Community Sponsorships

From the precious antiquities found within the Detroit Institute of Arts to the hallowed halls of the Motown Museum, Detroit is a city with a significant cultural footprint. We believe that it is vital not only to preserve this legacy, but also to contribute to it ourselves with new partnerships and events. Our Community Sponsorships team is proud to invest in a wide range of anchor arts and culture institutions throughout the city. Some of the key organizations we supported in 2019 include the Detroit Institute of Arts, the Detroit Symphony Orchestra, the Charles H. Wright Museum of African American History and the Motown Museum.



## Motown Turns 60

The Motown Museum, also known as Hitsville U.S.A. and the original recording studios and residence of Berry Gordy and Motown Records, is one of the most popular attractions in Detroit and a world-renowned destination for music fans. In 2019, the Quicken Loans Community Fund was proud to support the Motown Museum's continued expansion as a sponsor of Motown's 60th anniversary celebration.



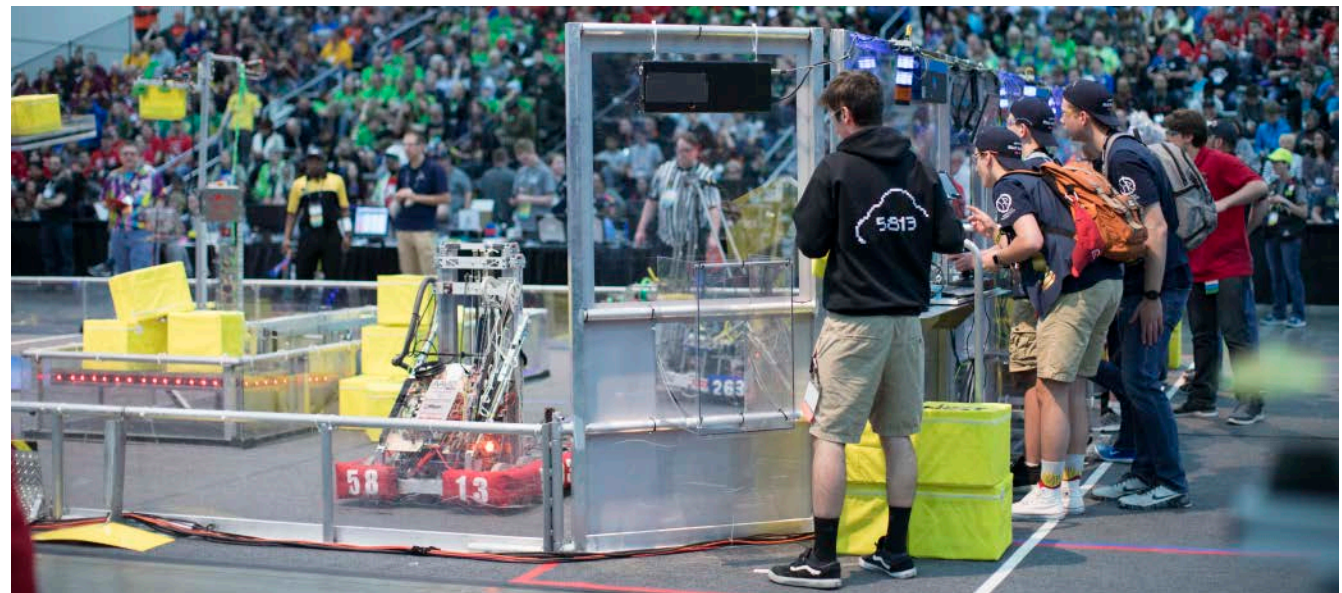


## Investing In Strategic, Collaborative Initiatives

One of the advantages to being a part of the Rock FOC is our unique position to leverage a wide range of resources in pursuit of our goals. For our Community Sponsorships team, this often means partnering with our teams and even different businesses to make investments focused on the outcomes we seek. Below are some examples of sponsorship investments we made in 2019 in partnership with other stakeholders throughout the Rock FOC.

**1. Small Business Murals Project:** For the third consecutive year, the Quicken Loans Community Fund's Community Sponsorships and Entrepreneurship teams partnered for the Small Business Murals Project. This unique initiative, which is managed in partnership with the nonprofit groups 1xRun, ProsperUs Detroit and LifeLine Business Consulting Services, pairs muralists with entrepreneurs throughout the city to promote small business growth and beautify our public spaces. This year's Murals Project saw the creation of six new unique pieces of art for a total of 18 community murals since 2017. The murals were painted by a mix of Detroit artists, including Rick Williams, Phil Simpson, Sheefy McFly, Bakpak Durden, Ijanja Cortez, Ed Irmen and Mike Polakowski.

**2. FIRST Robotics:** The Quicken Loans Community Fund was proud to once again support the FIRST Championship, which brings the world's highest-performing robotics teams together in Detroit for a celebration of STEM and innovation. In addition to our direct sponsorship, the Community Sponsorships team also partnered with our Education and Employment team to coordinate a special field trip for many Detroit FIRST teams to attend the tournament as spectators so they could see some of the world's best teams compete in person. FIRST is a valuable strategic investment not only because it underscores our commitment to education, but also because it makes a significant economic impact on Detroit, with more than 40,000 attendees from all over the world.





## Sponsoring Inclusive Events And Programming

We are also proud to sponsor special events and programming that focus on the things that bring us closer as a society: art, music and culture. Below are some of the unique events that we supported in 2019:

**1. Detroit Jazz Fest:** For the third year in a row, Quicken Loans proudly returned as the presenting sponsor of the Detroit Jazz Festival, the world's largest free jazz festival and a staple of Detroit's summer season. The 2019 Detroit Jazz Festival celebrated its 40th anniversary year with an all-star lineup of talent, including bass virtuoso Stanley Clarke, who also served as the 2019 Artist-in-Residence. We also support the Detroit Jazz Festival Foundation's year-round educational programming, which provides one-of-a-kind opportunities for students and aspiring musicians to connect.

**2. Detroit Month of Design:** Detroit was designated a UNESCO City of Design in 2015. This exceptional accolade reflects both the design legacy of the city and its ongoing commitment to arts and culture, both things that we support through investments like our sponsorship of the Detroit Month of Design. This initiative, led by the nonprofit Design Core Detroit, comprises several events each September including:

*Light Up Livernois:* Detroit's historic Avenue of Fashion comes to life in this event where makers, artists and designers collaborate with Livernois small businesses for special attractions.

*Eastern Market After Dark:* One of the nation's oldest public markets is transformed into a vibrant creative district with more than 30 studios and galleries filled with interactive experiences, installations and parties during this unique event.

**3. America's Thanksgiving Parade:** The Rock FOC has been a longtime supporter of America's Thanksgiving Parade, one of

the country's largest and most spectacular parades. In 2019, we unveiled a new float titled, "A Home for Your Dreams." Presented by Rocket Mortgage®, this float told the story of two Detroit children who, from the safety and security of their home, were able to dream big dreams about how they can make a difference in their city in the future. Team member volunteers marched alongside the float in pajamas to complete the theme.







## Detroit Out Loud Festival Celebrates Detroit Culture

While we are proud to support existing events, we are also committed to creating new unique events across the city like our first-ever neighborhood festival, Detroit Out Loud.

The free event, held at Rouge Park on July 20, was designed as a celebration of Detroit, its neighborhoods and, most importantly, the people who make up our great city. Attendees enjoyed a wide range of activities, including food trucks, pony rides from Buffalo Soldiers Detroit, archery by Elite Archery Academy and camping demonstrations from the Sierra Club's Detroit Outdoors program. There was also great music, including performances by Detroit's very own Larry Lee and the Back in the Day Band, alt-pop group Flint Eastwood and Grammy-nominated female R&B group SWV.

More than just a single day of fun, Detroit Out Loud also provided an opportunity to show our continued support for the community and culminated with a special \$25,000 donation to support improvements and enhancements to Rouge Park. As Jasmin DeForrest, Director of the Community Sponsorships team, said at the event, "We love the city of Detroit, and we believe that in order for us to do well, we have to do good in the communities we serve."



# VOLUNTEER ENGAGEMENT AND GIVING

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While strategic investing and philanthropy is critical to our mission's success, it is impossible to overstate the impact of the more than 30,000 passionate team members from across the Rock FOC's national footprint. Just as our team members are dedicated to finding innovative solutions for their clients, they are also dedicated to making a difference in the community. Our Volunteer Engagement and Giving team has the unique privilege of channeling this passion into impact for all of our home communities.





# OUR GOALS

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**VOLUNTEER ENGAGEMENT AND GIVING TEAM:** Leverage the power of 30,000 team member volunteers to invest in the growth and resilience of our home communities: Detroit, Cleveland, Phoenix and Charlotte.

## TOP ACCOMPLISHMENTS IN 2019

1. Coordinated nearly 2,000 company-sponsored volunteer events in 2019.
2. Contributed more than \$870,000 for nonprofit organizations through our annual Community Challenge event, including more than \$100,000 in team member donations.
3. 1,200 team members contributed nearly 6,100 hours of volunteer time through our annual Neighborhoods Week volunteer events.



## Volunteering That Makes An Impact

The Rock FOC recognizes that providing team members with significant and meaningful ways to volunteer is good for the community and good for business. Attracting the best and brightest team members to our organization means being creative in how we think about volunteer engagement, which is why we've committed to providing unlimited paid time off for company-sponsored volunteer events. In addition to this incredible incentive, team members are also allowed 8 hours of paid time off to spend on volunteer opportunities that match their personal passions.

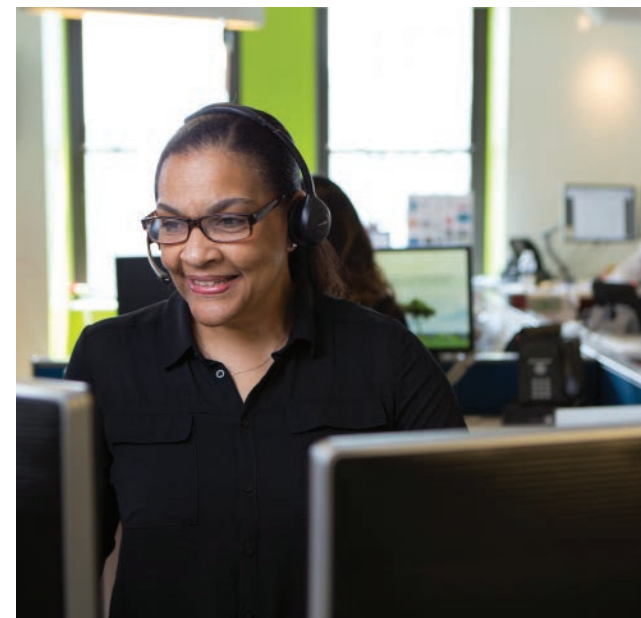
Finally, the Volunteer Engagement & Giving team works hard to ensure that team members are provided with opportunities to maximize their impact by using their unique skill sets. From mentoring students to helping Detroit residents avoid tax foreclosure, many of the programs outlined in this report have benefited from skilled team member volunteering.

Some of our most impactful skilled volunteer projects in 2019 include:

**1. Jackets for Jobs:** A group of technology team members from Quicken Loans worked to update the website for Jackets for Jobs, a nonprofit that provides quality professional clothing and career skills training to help individuals seeking employment.

**2. Arts & Scraps Anniversary Gala:** Arts & Scraps is one of our core partners for Day of Innovation, where they help us to provide hands-on learning and creative experiences focused on STEM to thousands of Detroit students. For this skilled volunteer project, however, it was Quicken Loans team members bringing the creativity. To support the organization's 30th anniversary gala, a group of creative team members worked with Arts & Scraps to plan and market the event, design invitations, book a venue and even gather silent auction items.

**3. Resident Connection Hub:** One of the critical findings of our previously discussed Neighbor to Neighbor program is that few Detroit residents at risk of tax foreclosure understand their options. The Resident Connection Hub was created to address this gap by enabling team members who are trained in customer service and client relations to put their skills to use providing information about free workshops and other resources directly through a call center model.



***"I know how hard it is from both sides of an interview to make the right impression that leads to a job offer. The people Alison [Founder and CEO of Jackets for Jobs] helps through her nonprofit deserve to be evaluated on their own merit without the hiring manager assuming they aren't trying. ... For the Jackets for Jobs website redesign project, I've gotten a front row seat to see how the unique skills of several Quicken Loans team members can make the world a better place."***



Micah Mangin  
Business Analyst,  
Quicken Loans





## Neighborhoods Week 2019

In 2013, Quicken Loans launched the first Neighborhoods Week, a weeklong volunteer effort to support the Detroit nonprofit Life Remodeled in their efforts to improve Detroit's North End community. The effort has grown to impact even more Detroit neighborhoods in subsequent years and was expanded to our other core communities (Phoenix, Charlotte and Cleveland) in 2016 through a partnership with Habitat for Humanity. Since the first Neighborhoods Week, nearly 9,500 team members have volunteered more than 56,000 hours to this important cause.

Our 2019 Neighborhoods Week was one of the best yet, with nearly 1,200 team members contributing nearly 6,100 hours to this year's projects, helping residents improve the quality of their homes and the overall stability of their neighborhoods.



## Giving With Purpose

Our core strategy is focused on making data-driven investments in housing, employment and public life, but we recognize that our team members are personally passionate about a wide variety of causes and organizations. That is why we have invested in several initiatives that celebrate nonprofit organizations chosen directly by team members.

Dollars for Doers provides any team member who volunteers 40 hours or more in a calendar year with a \$250 grant that can be donated to a nonprofit organization of their choice. This incentive shows team members that we value and support their commitment to the community. In 2019, we donated more than \$100,000 through the Dollars for Doers program on behalf of Rock FOC team members.

Another significant giving program we manage is the Quicken Loans Community Challenge. This friendly fundraising competition provides select nonprofit organizations from Detroit, Cleveland, Charlotte, Phoenix and across the nation with the opportunity to win cash prizes for raising the most money. Our fourth consecutive Quicken Loans Community Challenge raised more than \$850,000 for deserving nonprofits nominated directly by team members.

## Top Quicken Loans Community Challenge Winners by Community



### DETROIT

Give Merit:  
\$77,140



### CLEVELAND

Ronald McDonald House:  
\$28,260



### PHOENIX

McDowell Sonoran Conservancy:  
\$24,950



### CHARLOTTE

Beds for Kids:  
\$14,924





## THANK YOU

Thank you for reading this report and learning about the work of the Quicken Loans Community Fund. It is an honor and a privilege to have the opportunity to make our communities stronger every day, and we would like to thank all of the individuals and organizations who helped us in our mission in 2019. We're excited to make an even greater impact in 2020.





