

October, 2018

Dear Friend,

In #RealDetroit neighborhoods, families move #UpTogether.

Today, what gets talked about in Detroit is the resurgence that's taking place in the city - big dollars, big business, and city center happenings. The truth is that the #RealDetroit community, is made up of hard-working families across the city. And they have been innovating in our neighborhoods since they put down roots here, leveraging their resourcefulness, resilience, community, and initiative to accelerate their individual and collective economic and social mobility.

Many of these #RealDetroit families are enrolled in a partnership with FII-Detroit\*, a nonprofit organization whose family-led approach encourages and rewards family initiative, community building, and civic engagement. These #RealDetroit low-income families determine and follow their own paths, pursue their dreams, and support one another throughout their journeys.

Access to the UpTogether Fund, a pool of dollars made possible by donors like you, is but one component of FII's approach. Over time, #RealDetroit families earn access to this pool based on their initiative and draw funds to support their families' goals, whatever they might be - buying a home, starting a business, reaching an educational milestone, spending quality time with family, lowering credit balances, paying bills - you get the idea.

You see, FII knows that all families, regardless of economic strata, have specific goals for their families and know best how to advance their progress in reaching them. By directly investing in their initiative, #RealDetroit families are able to accelerate their mobility as they choose.

And we know from years of data collection from these family partners that small direct investments have a large and real impact on #RealDetroit families.

After two years of engagement with FII-Detroit, families experience, on average:

- A 21% increase in monthly income
- A 56% decrease in subsidies such as TANF and SNAP
- An increase in total liquid assets of \$882 (\$254 to \$1,136)
- An increase in both the help they give to others in their community and the help they receive (i.e., watching one another's children, providing transportation, sharing a meal) - monetizing these social exchanges results in a value of nearly \$1.6M in social capital!

Won't you please support the initiative of #RealDetroit families? To learn more or to join us in making a direct investment, visit [www.fii.org/rd](http://www.fii.org/rd)

Thank you in advance for your generosity,

#RealDetroit Families

\*Family Independence Initiative (FII), EIN 02-0784790.