



NEW LEVEL SPORTS MINISTRY

WASHINGTON HEIGHTS PPE RELIEF

Securing and distributing personal protective equipment (PPE) to at-risk residents in Washington Heights.

KEY METRICS

- **Target Population:**
 - African-American: 60%
 - Burmese: 7-10%
- - Latino: 5-10%

Service Area: Washington Heights, Battle Creek, MI

NOTABLE MILESTONES

● Establish volunteer network and assess community PPE needs

● Work with local vendors and organizations for **“Healthy Battle Creek”** marketing campaign and PPE distribution

● Goal to distribute all materials before Thanksgiving to assist with upcoming COVID surge



**Move Fast.
Move Intentionally.
Save Lives.**

Keep our community healthy.

Wear a mask, wash your hands and limit family gatherings to stop the spread of the Coronavirus this holiday season.

PICK UP YOUR FREE HEALTHY BATTLE CREEK FAMILY PPE RESOURCE KIT!
Saturday, November 21
from 11:00 a.m. to 2:00 p.m.

New Level Sports Ministries
400 Michigan Ave. West
Battle Creek, MI 49037

For more information go to www.healthybattlecreek.org or call New Level Sports Ministries at 269.964.4172 with questions.




Healthy
BATTLE CREEK
www.healthybattlecreek.org

This holiday season, help reduce the spread of COVID-19 and keep your friends, families, and community healthy and safe by following the below tips:

- Keep gatherings small and to immediate family
- Remind guests to stay home if they are sick
- Wear a mask and distance yourself from others
- Wash your hands and use hand sanitizer
- Remind guests to wash their hands before serving or eating food
- Clean and disinfect all surfaces

Do your part in keeping your family safe this Thanksgiving, pick up your free Healthy Battle Creek Protection Kit this Saturday, 11:00 a.m. to 2:00 p.m. at New Level Sports Ministries. Each kit includes 3-ply disposable masks, disinfectant wipes, sanitizer, gloves and more.

New Level Sports Ministries
400 Michigan Ave.
West Battle Creek, MI 49037



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STRATEGY & IMPACT

GOAL: 80% Impact Before Thanksgiving

STAGE 1: Strategy Prioritization

- Community Access
- High Traffic Areas / Most Affected
- Youth / Children

STAGE 2: Implementation Priorities

- Community Conversations(12+)
- PPE Vendors / CoC Marketing
- Events and Community Network



**120,000 disposable masks
120,000 nylon gloves
6,000+ people engaged
and more...**





New Level Sports Ministries is also part of a larger group of organizations called Catalyzing Community Giving (CCG). CCG support BIPOC leaders and communities' use of philanthropy as a tool for becoming their own agents of change. We're creating a multi-cultural, sustainable ecosystem of supports, resources, and opportunities for communities of color.

FOOD: 40,000 Pounds of food given to support events.

TRUST & RELATIONSHIP

"Together we intentionally learn each other's stories and practice the patience to understand and see our differences to realize our beauty together."

¹
52%

Below ALICE Threshold

²
89.2%

African-American 3rd Graders not proficient in reading.



Battle Creek city, Calhoun County, Michigan

Total households:	20,606
Poverty (%):	20%
ALICE (%):	32%
Above ALICE Threshold (%):	48%



DR. ROBINSON – WASHINGTON HEIGHTS RESIDENT



COMMUNITY CONVERSATIONS – LATINO COMMUNITY

LESSONS LEARNED

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- Community Voice & Ownership
- Frame the initiative. The WHY.
- Food = Turn out. What's the carrot?
- Abstract the organization
- Real Stories. Real People.

