

TCI PONTIAC: SUSTAINABILITY PLAN

The Transforming Communities Initiative (TCI), launched in March 2016 as part of Trinity Health's Community Health & Well-Being strategy, which is a national funding and technical assistance program. TCI aims to address complex social challenges through policy, system, and institutional changes. By empowering neighborhoods, fostering collaboration, promoting wellness, and building sustainable change, TCI strives to create healthier, more vibrant communities for a brighter future.

The initial nationwide cohort of eight communities supported by TCI focused on implementing policy, systems, and environmental changes to address tobacco use and childhood obesity, evolving by 2020 to include broader social determinants of health. The second cohort of communities supported by TCI launched in January 2022 as innovative partnerships between Trinity Health, its Regional Health Ministries, community organizations, and residents to advance health and racial equity in nine communities with over 40% Black or Latino populations facing high poverty. Pontiac, Michigan was selected as one of these TCI sites.

TCI Pontiac is a local collaborative that empowers Pontiac, Michigan residents to use their voice and power to address social and racial health inequities at the intersection of housing and neighborhood safety.

After the initial multi-year investment of Trinity Health and Trinity Health-Oakland to launch and build this local collaborative, TCI Pontiac is now looking to secure diverse revenue sources that will support the long-term sustainability of its impact.

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INTRODUCTION

This plan outlines a roadmap focused on diversified funding sources, community engagement to support financial sustainability, infrastructure development, and strategic partnerships, all aimed at ensuring long-term viability.

What is financial sustainability?

Sustainability for a community collaborative refers to the ability of the collaborative to maintain its activities, outcomes, and impact over time, even after initial funding or external support diminishes. A sustainable community collaborative—like TCI Pontiac—can continue addressing community needs and advancing its mission through effective partnerships, resource mobilization, and capacity-building efforts.

Each of the following sections includes an objective and several strategies and actionable tactics that will support advancement of TCI Pontiac’s financial sustainability.

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GOAL 1. DIVERSIFY FUNDING SOURCES

Objective	To ensure the financial health of TCI Pontiac with diverse funding streams and rigorous grant securement.
Anticipated Outcomes	<ol style="list-style-type: none">1. Diversified revenue sources that ensure operational stability.2. Strengthened relationships with donors and community supporters.3. Increased community ownership and investment in the initiative's sustainability.

1.1. Identify mission-aligned prospects.

Research and identify a mix of revenue sources, including grants, private philanthropy, and corporate sponsorships.

- Identify a diverse list of funding prospects and outline an ongoing cultivation calendar.
- Identify and cultivate corporate sponsors, offering partnership opportunities such as event sponsorship or cause-marketing campaigns.

1.2. Cultivate meaningful investment.

Build relationships with grantmakers and maintain strong grant management practices.

- Implement a centralized grant management system to track applications, reporting deadlines, and fund disbursement.
- Identify and offer opportunities for grantors and donors to engage directly with program initiatives.
- Use the case for support to introduce TCI Pontiac to prospective funders.

1.3. Steward donor relationships.

Develop a sustainable financial model by cultivating a culture of stewardship.

- Establish a funder/donor recognition program that celebrates contributions through events, newsletters, and public acknowledgments.
- Provide periodic updates to funders on program outcomes, emphasizing transparency and accountability.
- Identify and apply for multi-year grants that support long-term planning.

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GOAL 2. ENHANCE OUR STORYTELLING

Objective	To harness the power of honest and creative storytelling to enhance financial sustainability.
Anticipated Outcomes	<ol style="list-style-type: none">1. Cohesive, consistent, and compelling messaging.2. Enhanced reputation in the community as a trusted and impactful organization.3. Development of new partnerships with organizations and stakeholders drawn to TCI Pontiac’s demonstrated success and vision.

2.1. Develop and implement a marketing strategy.

Highlight TCI Pontiac’s purpose, impact, and what differentiates it from other community organizations.

- Create compelling digital content that creatively shares success stories and demonstrates impact.
- Use social media campaigns to amplify fundraising efforts and community awareness.
- Develop targeted marketing materials tailored for various donor segments.

2.2. Highlight achievements through storytelling to attract and retain strategic partners.

Craft and share compelling stories that showcase TCI Pontiac’s impact to increase community awareness and support.

- Develop diverse formats for storytelling, including written testimonials, videos, infographics, and social media posts.
- Establish a process to gather impactful stories from clients, partners, and team members that illustrate TCI Pontiac’s mission in action.
- Share stories about donors’ contributions and their impact, showcasing their involvement in TCI Pontiac’s success.
- Integrate storytelling into fundraising and community events through live testimonials, videos, or exhibits that bring the mission to life.

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GOAL 3. COLLABORATE FOR GREATER IMPACT

Objective	To establish a resilient and interconnected support network that ensures consistent funding, resource sharing, and mutual growth.
Anticipated Outcomes	<ol style="list-style-type: none">1. Strengthened community ties and resource sharing.2. Enhanced credibility through collaborative efforts.3. Increased capacity for advocacy and policy change.

3.1. Strategic Partnerships

Develop productive alliances with local nonprofits, government agencies, schools, and businesses to expand resources, increase credibility, and share responsibilities.

- Identify potentially overlapping services and available support networks among other local organizations and institutions (e.g., use TAG’s community asset mapping work to help avoid duplication, streamline priorities, and reduce operational costs).
- Identify and steward relationships between TCI Pontiac and local mission-aligned organizations and institutions

3.2. Grantseeking Collaboration

Bring together community partners to secure funding that strengthens collective impact.

- Identify potential grant-seeking partners that may lead to joint grant applications, pooled resources, and co-funded initiatives

Potential opportunities for collaboration lie with connection with the following formal and informal groups:

- Alliance for Housing
- Pontiac Funders Collaborative
- Michigan Coalition Against Homelessness
- Ginsberg Center
- MSU Extension
- Greater Pontiac Community Coalition (Committee of 50)
- Healthy Pontiac, We Can!
- Pontiac Collective Impact Partnership
- Oakland University (including alumni)

3.3. In-Kind Support

Seek in-kind donations (e.g., meeting spaces, supplies, marketing support) from local businesses.

- Identify local businesses willing to contribute in-kind resources.
- Develop a recognition program for businesses that support TCI Pontiac.

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GOAL 4. BUILD FUNDRAISING INFRASTRUCTURE AND CAPACITY

Objective	To build robust internal systems and capacity will ensure that TCI Pontiac’s revenue-seeking efforts operate effectively and efficiently.
Anticipated Outcomes	<ol style="list-style-type: none">1. Increased efficiency in operations and decision-making processes.2. Enhanced capacity to deliver impact.3. Clearly defined roles and responsibilities.

4.1. Leadership Development

Equip leaders with the skills and strategies to secure long-term funding, strengthen partnerships, and drive organizational growth.

- Finalize a Responsibility Plan that defines roles, accountability, and continuity for TCI Pontiac’s transition.

4.2. Workflows

Ensure efficient resource management, streamlined operations, and long-term fiscal health.

- Name champions for each potential and awarded funder.
- Formalize ways to steward individual funders and develop a governance function for coordinating this work.
- Create systems to ensure continuity of the grant seeking process (e.g., determining whether to apply for a funding opportunity, the approval process of a draft application, and signatory authority).

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FUNDABLE PROJECTS

Project or Funding Need	Description	Types of Prospective Funders that Might Support
Community organizing	TCI Pontiac seeks to provide training, resources, and community organizing that engage and empower Pontiac residents most affected by systemic inequities to advocate for local housing policies that will increase housing security and community safety.	<ul style="list-style-type: none"> • Funders interested in grassroots organizations and community collectives; • Funders working in social justice; • Funders that allow advocacy-related expenses as allowable
Creative way of displaying/communicating asset mapping	There is interest in transforming TCI's community asset mapping work into a project to have an innovative product to show/tell a story in a creative way.	<ul style="list-style-type: none"> • Arts, culture, humanities funders
Youth organizing, engagement, and outreach	Through intentional training in community organizing, with a focus on safety and education justice, participants engage in experiential learning and hands-on service projects. Our Youth Organizing Practicum and Summer Internship Program provide young leaders (ages 17-30) with the opportunity to apply their skills in real-world settings. Over the next two years, we will support 10-12 youth each summer as they gain practical experience, build networks, and become catalysts for community transformation.	<ul style="list-style-type: none"> • Corporate sponsors; • Funders interested in youth development; • Funders working in social justice
Housing policy	<p>This broadly refers to advocacy work.</p> <ul style="list-style-type: none"> • Training residents, especially youth, to advocate for policy changes that impact their housing stability. • Educating the community and stakeholders on the need for policy reforms through events, media outreach, and storytelling. • Supporting coalition-building, lobbying efforts, and legal support to push for tenant protections, zoning reforms, or eviction prevention policies. • Providing expertise and resources to local officials to help shape and implement effective housing policies. 	<ul style="list-style-type: none"> • Funders interested in grassroots organizations and community collectives; • Funders interested in housing inequity and systemic housing issues; • Funders that allow advocacy-related expenses as allowable

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PROSPECTIVE FUNDERS

[Please note this is a suggested format, and the content is provided as an example.]

Funder	Description	Does this funder’s priorities support Goal...			
		1?	2?	3?	4?
Funder 1		Yes	Yes	No	No
Funder 2		No	No	Yes	Yes
Funder 3		No	Yes	No	No
Funder 4		No	No	No	Yes

ROLES AND RESPONSIBILITIES

Clear roles and shared accountability are essential to TCI Pontiac’s long-term financial sustainability. The roles outlined below represent a desired future-state structure that TCI Pontiac will intentionally build toward over time as funding, partnerships, and community capacity continue to grow.

Not every phase of TCI Pontiac’s work will have all of these roles fully staffed or formalized at once. In some cases, responsibilities may be shared across individuals, embedded within partner organizations, or developed incrementally. As TCI Pontiac advances toward its long-term sustainability goals, these roles provide a roadmap for strengthening governance, fundraising infrastructure, resident leadership, and collaborative capacity.

TCI Pontiac Backbone Organization/Fiscal Sponsor

Primary Role: Financial oversight, compliance, and operational support

Responsibilities:

- Serve as fiscal agent for all funds, ensuring compliance with legal, financial, and reporting requirements
- Manage budgeting, accounting, audits, and financial reporting
- Execute contracts and grant agreements
- Support grant submission processes requiring sign-off
- Provide administrative infrastructure that allows resident leaders and staff to focus on mission-driven work

TCI Pontiac Leadership & Resident Partnership

Primary Role: Shared strategic leadership, community accountability, and implementation to advance long-term financial sustainability and impact.

Responsibilities:

- Provide strategic direction for financial sustainability, fundraising priorities, and long-term planning

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- Ensure fundraising strategies and partnerships align with resident-identified needs, values, and equity principles
- Monitor progress toward sustainability goals, outcomes, and impact
- Support leadership development and transition planning
- Implement community organizing, youth engagement, and policy advocacy activities
- Collect and share qualitative and quantitative data to demonstrate impact and inform funding strategies
- Inform storytelling, messaging, and case-for-support development through lived experience and program outcomes
- Participate in funder and partner engagement opportunities (e.g., site visits, testimonials, panels)
- Serve as ambassadors for TCI Pontiac with funders, partners, and community stakeholders
- Build, steward, and assess partnerships to ensure shared power, trust, and collective impact

Grant Writer/Resource Development Lead

Primary Role: Revenue generation and grant management

Responsibilities:

- Research and identify mission-aligned funding opportunities
- Coordinate grant application development across partners and staff
- Maintain a centralized grant tracking and reporting system
- Ensure timely submission of proposals and reports
- Support multi-year grant strategy and renewal planning
- Collaborate with governance body and residents to ensure proposals reflect authentic community leadership

Communications & Storytelling Support

Primary Role: Visibility, messaging, and donor engagement

Responsibilities:

- Develop consistent messaging aligned with TCI Pontiac's values and goals
- Create and manage digital and print storytelling materials
- Support social media, campaigns, and fundraising communications
- Ensure resident voices are centered ethically and respectfully in all storytelling
- Align communications with fundraising, advocacy, and partnership efforts

Community Partners & Collaborators

Primary Role: Shared impact and collective sustainability

Responsibilities:

- Participate in joint fundraising and grant-seeking efforts when appropriate
- Share resources, expertise, and in-kind support
- Collaborate on advocacy, policy change, and systems-level work
- Align efforts to reduce duplication and strengthen collective impact
- Serve as co-advocates for sustainable investment in Pontiac

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ANTICIPATED RISKS AND CHALLENGES

1. Over-Reliance on Key Funders

- **Risk:** TCI Pontiac currently relies heavily on funding from a small number of sources, especially Trinity Health (90% of the budget). A sudden withdrawal or reduction in support from these key funders could create significant financial instability.
- **Mitigation:** Diversify revenue streams through new grant applications, corporate sponsorships, and community-driven fundraising campaigns.

2. Competition for Funding

- **Risk:** Many nonprofits in the region are likely competing for similar grants and donor support, particularly in the areas of affordable housing and neighborhood revitalization.
- **Mitigation:** Emphasize TCI Pontiac's unique resident-led model and proven track record to stand out in grant proposals and donor outreach.

3. Economic Downturns

- **Risk:** Economic instability or uncertainty at the local, state, or national level could reduce funding availability from donors, foundations, and government sources.
- **Mitigation:** Build a financial reserve and develop earned-income strategies, such as fee-based services or consulting, to create more stability during economic downturns.

4. Difficulty Engaging Local Donors and Businesses

- **Risk:** Mobilizing local businesses, residents, and corporate sponsors to contribute financially may prove difficult in a community with limited disposable income and a history of disinvestment.
- **Mitigation:** Focus on storytelling and community impact to demonstrate how financial support benefits residents directly, and explore creative partnerships like in-kind support or sponsorships.

5. Challenges with Resident-Led Fundraising

- **Risk:** While community-driven and relationship-based fundraising (rather than transactional) is an integral part of the plan, residents may lack experience or confidence in fundraising efforts, and participation may be limited due to time or financial constraints.
- **Mitigation:** Provide residents with training and tools for fundraising, emphasize the importance of small contributions, and celebrate milestones to encourage participation.

6. Maintaining Long-Term Funders' Interest

- **Risk:** Foundations and donors often shift their focus areas over time, which could lead to decreased support for housing and neighborhood safety initiatives.
- **Mitigation:** Build strong relationships with funders through consistent communication, transparent reporting, and by showcasing measurable impact.

7. Measuring and Communicating Impact

- **Risk:** Difficulty in quantifying and communicating progress toward financial sustainability may hinder funder confidence and limit future support.
- **Mitigation:** Use a robust evaluation framework to measure progress toward financial goals and share data with stakeholders regularly through reports and events.

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SHORT-TERM AND LONG-TERM FUNDRAISING OUTCOMES

Short-Term Outcomes (1-3 Years)

- Determine financial need
- Increase funding from new sources to meet and exceed match requirements.
- Secure at least eight new grants or funding commitments from mission-aligned organizations within two years.
- Build a reserve fund equal to three months of operating expenses.

Long-Term Outcomes (3-10 Years)

- Achieve a revenue split of grants, corporate or private donations, and in-kind support.
- Increase community-driven contributions to 10% of the annual budget through resident-led fundraising campaigns and events.
- Reduce dependency on any single funding source to below 30% of the total annual budget.
- Grow TCI Pontiac's operating reserve to cover one full year of expenses, ensuring financial stability during funding gaps.

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CASE FOR SUPPORT

Problem Statement

Pontiac, Michigan—a city of over 61,000 residents with a rich cultural history—stands at the intersection of revitalization and systemic inequity. Decades of disinvestment, bankruptcy, and the privatization of public assets have left deep scars on the city’s infrastructure and institutions. As a predominantly Black, Latino, and low-income community situated within an affluent county, Pontiac grapples with glaring disparities in housing, health, and economic opportunity.

Housing insecurity looms as a critical issue. Decades of redlining and systemic racism have rendered Black and Latino neighborhoods mortgage deserts, perpetuating cycles of poverty and exclusion. Families face unsustainable housing costs and a lack of affordable options. In fact, in Pontiac, renters face a significantly higher likelihood of being housing cost burdened compared to homeowners, with 51.6% of renters and 21.9% of owners experiencing this challenge. Housing cost burden is defined as spending more than 30% of household income on housing-related expenses, including rent, mortgage payments, utilities, and property taxes. When individuals or families are cost burdened, they often struggle to afford other essentials such as food, healthcare, transportation, and education. One in four Pontiac residents are considered severely housing cost burdened and spend more than 50% of their income on gross housing costs. Renters in Oakland County experience 72 evictions per day on average, with nearly 20 eviction filings per every 100 renters annually ([Eviction Lab](#)). This disparity highlights the financial strain many renters in Pontiac endure, underscoring the need for affordable housing solutions to alleviate their economic challenges.

These challenges undermine neighborhood safety and stability, fostering environments that exacerbate generational poverty and family instability. In such conditions, the dream of a safe, secure home is often unattainable.

The health of residents in Pontiac—like other communities battling poverty, aging housing stock, and disinvestment—is inextricably linked to these housing challenges. Substandard living conditions contribute to chronic health issues like asthma, hypertension, and cardiovascular disease, while the stress of housing insecurity fuels mental health struggles. Pontiac’s predominantly BIPOC population faces disproportionately higher rates of chronic illness and reduced access to healthcare, as highlighted in the Michigan Department of Health and Human Services’ Social Determinants of Health Strategy. These disparities are not incidental; they are the direct result of systemic barriers that have denied communities equitable access to housing and health resources for generations.

Pontiac’s story is one of resilience, but the systemic inequities it faces demand urgent and equity-focused solutions. Addressing housing insecurity, neighborhood safety and their ripple effects requires dismantling historical barriers, investing in affordable housing, and rebuilding trust within the community. By focusing on the intersection of housing, health, and neighborhood safety, the Pontiac community can transform neighborhoods into safe, thriving spaces where every resident has the opportunity to live as fully as possible.

Additional Data:

- 37.8% of housing in Pontiac is considered substandard.

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- The median home value of an owner-occupied home with a mortgage in Pontiac (\$88,300) is one-third the median home value of an owner-occupied home with a mortgage in Oakland County (\$262,800).
- Homes in Pontiac are notably older than those in Oakland County, with 53.2% built before 1960 compared to just 29.3% in the county overall. Older properties often require extensive maintenance and frequently exhibit signs of deterioration and blight. Investing in the repair and upkeep of these homes can enhance their value and contribute to building wealth for Pontiac residents.
- The vacancy rate in Pontiac (13.1%) is more than twice as high as it is in Oakland County (6.0%).
- Pontiac residents (56.6%) are twice as likely as Oakland County residents (28.8%) to rent, which can signal limited asset-building opportunity.

Solution

Housing security is a foundation for thriving communities. When people have a stable place to live, they become better parents, stronger community members, and active contributors to the social and economic fabric of their neighborhoods. Housing security is more than a roof over one's head—it is a cornerstone of safety, stability, and opportunity. For Pontiac, Michigan, addressing systemic housing inequities offers a transformative pathway to healthier, safer, and more connected communities.

Policies that Increase Housing Security

Policy change is critical to reversing decades of disinvestment and exclusion. Initiatives that prioritize affordable housing development, tenant protections, and accessible financial services can significantly enhance housing security in Pontiac. Expanding residents' awareness of and access to resources that improve the quality of Pontiac's housing stock and make home ownership more attainable ensures that families are not forced into cycles of instability.

Innovative housing policies can also address the legacy of mortgage deserts by creating pathways among communities that have historically been excluded from homeownership. These measures not only provide immediate stability but also offer long-term opportunities for wealth-building and economic mobility.

Building and Amplifying Community Power and Voice

However, solutions to housing instability must begin with the people most impacted. Community-led ownership of advocacy efforts ensures that the policies and programs implemented truly reflect the needs and aspirations of Pontiac's residents. When local voices drive the agenda, they bring unique insights into systemic challenges, creating opportunities for transformative change rooted in lived experience.

Pontiac can harness its resilience and diversity to build coalitions that empower residents to advocate for equitable housing policies and hold decision-makers accountable. This approach fosters trust and ensures sustainable outcomes by placing the community at the center of solutions.

Empowering residents to shape the future of their neighborhoods is essential to addressing systemic issues. Community power and voice must be amplified through inclusive decision-making processes and robust support for grassroots leadership.

Meaningful Outcomes: Housing Security and Neighborhood Safety

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The impact of these efforts will be profound. With stable housing, families will experience greater safety, reduced stress, and improved mental and physical health. Neighborhoods will flourish as trust and social cohesion grow, reducing crime and fostering a sense of pride and belonging.

Housing security will also unlock broader opportunities for residents to engage in education, employment, and community life. Parents will have the stability to support their children's growth and development, and young people will have safer environments in which to thrive.

TCI Pontiac's Opportunity

TCI Pontiac envisions a city where families thrive in safe, quality housing and vibrant neighborhoods rooted in connection and opportunity. This vision is not a distant dream—it is within reach. By building on its proven successes, TCI Pontiac can deepen its impact and create lasting, systemic change for the Pontiac community.

We know that housing insecurity and neighborhood safety remain pressing challenges in Pontiac. Families often face insurmountable barriers to stable, affordable housing, which in turn perpetuates cycles of poverty and inequity. Addressing these challenges requires more than short-term solutions; it demands systemic change led by the very residents who experience these inequities. TCI Pontiac is uniquely positioned to drive this transformation through its resident-led approach and commitment to equity.

A Proven Record of Progress

Over the past two years, TCI Pontiac—a collaborative led by and for the community—has achieved remarkable milestones. With an initial multi-year investment from Trinity Health and Trinity Health-Oakland, TCI Pontiac has:

- Prioritized resident-led decision-making: A resident-based advisory group evaluated institutional needs assessments, ensuring that methodologies addressed systemic “isms” and leveraged community strengths.
- Conducted root cause analyses: Community organizers have engaged residents in identifying the political, systemic, and environmental barriers that perpetuate inequities.
- Built infrastructure for data-driven change: A local evaluator was democratically selected to support robust data collection, analysis, and reporting to measure progress effectively.
- Identified key focus areas: Housing and neighborhood safety were collectively identified as primary issues, setting a clear agenda for change.

These accomplishments underscore TCI Pontiac's unwavering commitment to trust, transparency, and addressing the root causes—not just the symptoms—of systemic issues.

The Moment to Act

This is an important moment for Pontiac. TCI Pontiac's foundational work has already established a strong base for meaningful change. Now is the time to build on this progress and drive further advancements. Strategic investments and partnerships can amplify residents' voices, address systemic barriers, and support a city where everyone has the opportunity to thrive.

Investment in TCI Pontiac will:

- Empower residents to lead and shape the future of their community;
- Expand access to safe, affordable housing and vibrant neighborhoods; and
- Create pathways for equitable policy change that benefits all Pontiac residents.

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Specifically, TCI Pontiac plans to deepen its impact through the following initiatives by:

- Equipping residents with the skills to understand and utilize data in advocacy;
- Increasing awareness of how elected officials, boards, and commissions influence housing and safety;
- Intentionally involving young residents to ensure their perspectives shape the future;
- Connecting residents with education on homebuying, maintenance, and accessing capital; and
- Advocating for pro-housing tax credits and equitable policies that benefit Pontiac residents.

A Vision for Systemic Change

TCI Pontiac's holistic approach strengthens the community's ability to determine and improve its economic well-being and health outcomes. By prioritizing resident leadership, coalition building, and policy reform, the collaborative addresses the root causes of inequity.

Financial Need

To build a thriving, equitable community in Pontiac, Michigan, TCI Pontiac has developed a bold vision grounded in trust, transparency, and community-led change. This vision, guided by a logic model co-created by residents, focuses on strengthening affordable housing, improving neighborhood safety, and empowering community members. Achieving these goals requires a robust financial investment, enabling TCI Pontiac to sustain and expand its transformative work.

Our Outcomes

In the next year, TCI Pontiac will evaluate the following measurable short-term outcomes:

- Increased resident knowledge of community assets;
- Expanded access to community data for residents;
- Enhanced understanding among participants about public officials' roles and the election process;
- Improved knowledge and leadership skills for youth participants;
- Growth in resident engagement in TCI Pontiac activities;
- Greater awareness of homeownership, maintenance, and accessing capital among workshop participants; and
- Passage of a pro-housing local ordinance, laying the groundwork for systemic housing reforms.

Each of these outcomes directly contributes to building a stronger, more resilient Pontiac, where every resident has the tools and opportunities to thrive.

The Need for Diverse Revenue Sources

TCI Pontiac's current annual budget of \$330,000 is primarily funded by Trinity Health's Transforming Communities Initiative (90%) and Trinity Health-Oakland (10%). This funding has been instrumental in driving the initiative's early successes, such as establishing a community-led logic model, hosting root cause analyses, and engaging residents in meaningful advocacy and leadership development.

To ensure the long-term sustainability of its work, TCI Pontiac is actively pursuing additional funding sources aligned with its mission of coalition building and systemic change. The initiative has hired a dedicated grant writer who is focused on securing grants from organizations that value community organizing and equitable solutions. Recent successes in connecting with mission-aligned funders and

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securing external funding, such as a \$10,000 grant from the Sparkplug Foundation in December 2024, demonstrate the growing recognition of TCI Pontiac’s impact.

The Opportunity for Funders

Investing in TCI Pontiac is an opportunity to be part of a transformative movement to reshape housing, safety, and equity in Pontiac. Funders who align with TCI Pontiac’s mission will directly contribute to a community-driven effort to address root causes of inequities while empowering residents to lead the way and generate a better, more prosperous Pontiac for everyone.

Why Support TCI Pontiac?

1. Proven track record: TCI Pontiac has achieved significant milestones since its inception, including the adoption of a resident-driven logic model and a focus on actionable housing and safety solutions.
2. Scalable impact: By expanding its funding base, TCI Pontiac can deepen its engagement, develop more grassroots leaders, and advocate for policies that create lasting systemic change.
3. Commitment to sustainability: TCI Pontiac’s proactive approach to securing diverse funding sources ensures that its work will continue to thrive well into the future.

With strategic investments and a commitment to community-led change, TCI Pontiac has the opportunity to turn the tide—creating a city where every resident has access to safe housing, economic opportunity, the resources they need to live as healthfully as possible, and a thriving, supportive community.

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ELEVATOR PITCHES

Pitch 1

In Pontiac, 51.6% of renters are housing cost burdened, spending more than 30% of their income on housing. TCI Pontiac empowers residents to drive change—through advocacy, community organizing, and policy reform. With your support, we can ensure safe, affordable housing and create pathways for homeownership that build wealth and stability for families. Together, we can transform Pontiac into a thriving, equitable community where everyone has a place to call home.

Pitch 2

Did you know that renters in Oakland County experience 72 evictions per day? TCI Pontiac is a resident-led initiative tackling housing insecurity and neighborhood safety by amplifying local voices and building coalitions for systemic change. By supporting TCI Pontiac, you're investing in the people of Pontiac—empowering them to shape policies, create safe neighborhoods, and ensure opportunities for future generations.

Pitch 3

Safe, secure housing is the foundation of a thriving community. In Pontiac, too many families face eviction, substandard living conditions, and housing costs that force difficult tradeoffs. TCI Pontiac is driving solutions by addressing the root causes of these challenges through data-driven policies and resident leadership. Your investment will help us transform housing insecurity into opportunity—strengthening health, stability, and hope for Pontiac's residents.

Pitch 4

One in four Pontiac residents is severely housing cost burdened, spending over 50% of their income on housing. TCI Pontiac is breaking this cycle by advocating for affordable housing, empowering residents to lead, and creating opportunities for economic mobility. With your support, we can build safer neighborhoods, healthier families, and a stronger Pontiac where equity and opportunity thrive.

Pitch 5

TCI Pontiac is transforming systemic challenges into opportunities for change. By connecting residents with resources, advocating for pro-housing policies, and investing in leadership development, we're laying the foundation for a resilient community. Join us in reimagining Pontiac as a city where safe housing, vibrant neighborhoods, and community empowerment are the norm—not the exception.

CONCLUSION

Financial sustainability is an ongoing process requiring strategic planning, resourcefulness, and commitment to long-term goals. TCI Pontiac is committed to creating lasting change through collaboration, innovation, and a deep connection to the community. This sustainability plan ensures that our mission will thrive for years to come, benefiting generations to come.