

IVY CITY PRE-CONSULT RESEARCH.

Ivy City is a community located on the northeast side of Washington D.C. within the boundaries of New York Avenue, West Virginia Avenue, and Mt. Olivet Road. Ivy City was named for the wild ivy growing in the community. It has a population of approximately 1600 and is 99% black, with 50% of its population under 24 years of age.

The community is bordered by Mount Olivet Cemetary, an old Catholic cemetary founded in 1870. The Crummell School built in 1911 is another historic landmark of the community. Along New York Avenue, the railroad tracks form one of the other boundaries. Before 1910 Ivy City was a rural area outside the city limits. It had a race track and open spaces. In 1910, it became part of Washington D.C.

Ivy City benefits from the public transportation and communication systems available in Washington DC. There is a Metro bus line stop a short distance from the community connecting it to downtown Washington and the suburbs. The projected subway system will run within a mile of the community and be accessible by bus. Three highly-regarded newspapers, the Washington Post, the Washington Star News and the Afro American News and approximately twenty radio stations serve the city of Washington.

Within the community both housing and health services are inadequate for community needs. 10% of the houses are privately owned and 90% are rented. Most of the apartment buildings are three story, and managed by ten to fifteen absentee real estate agencies. A typical one bedroom apartment rents for \$125.00 per month. The major health problems are high blood pressure and sickle cell anemia and there are no health facilities immediately available. The nearest hospital is two miles away. Inadequate garbage pick-up and poor garbage containers create a sanitation problem in the community.

In the arena of education, Ivy City has access to the resources of Washington DC utilizing its public schools, adult education programs, and six major universities. However, none of these are found within the boundaries of Ivy City and many of the citizens are concerned to see that quality of education is upgraded to shift the trend of students graduating with a sixth grade reading ability.

The community senses itself isolated from the government because of a very dense bureaucracy. Even the councilman does not live in the community. In the past, community decisions were made in the community through protest. However, since the Ivy City Town Meeting, June 5, 1976, the community has organized itself into a guild which meets weekly to enact the will of the community and recommend new directions. Key community leadership, Mr. Fred Wilson, a 62 year old recognized community elder, and Rev. Earl Hatcher, pastor of Trinity Baptist Church, are involved in the newly formed guild. Besides Trinity Baptist, the other two black churches are Bethesada Baptist and Mt. Vernon United Methodist.

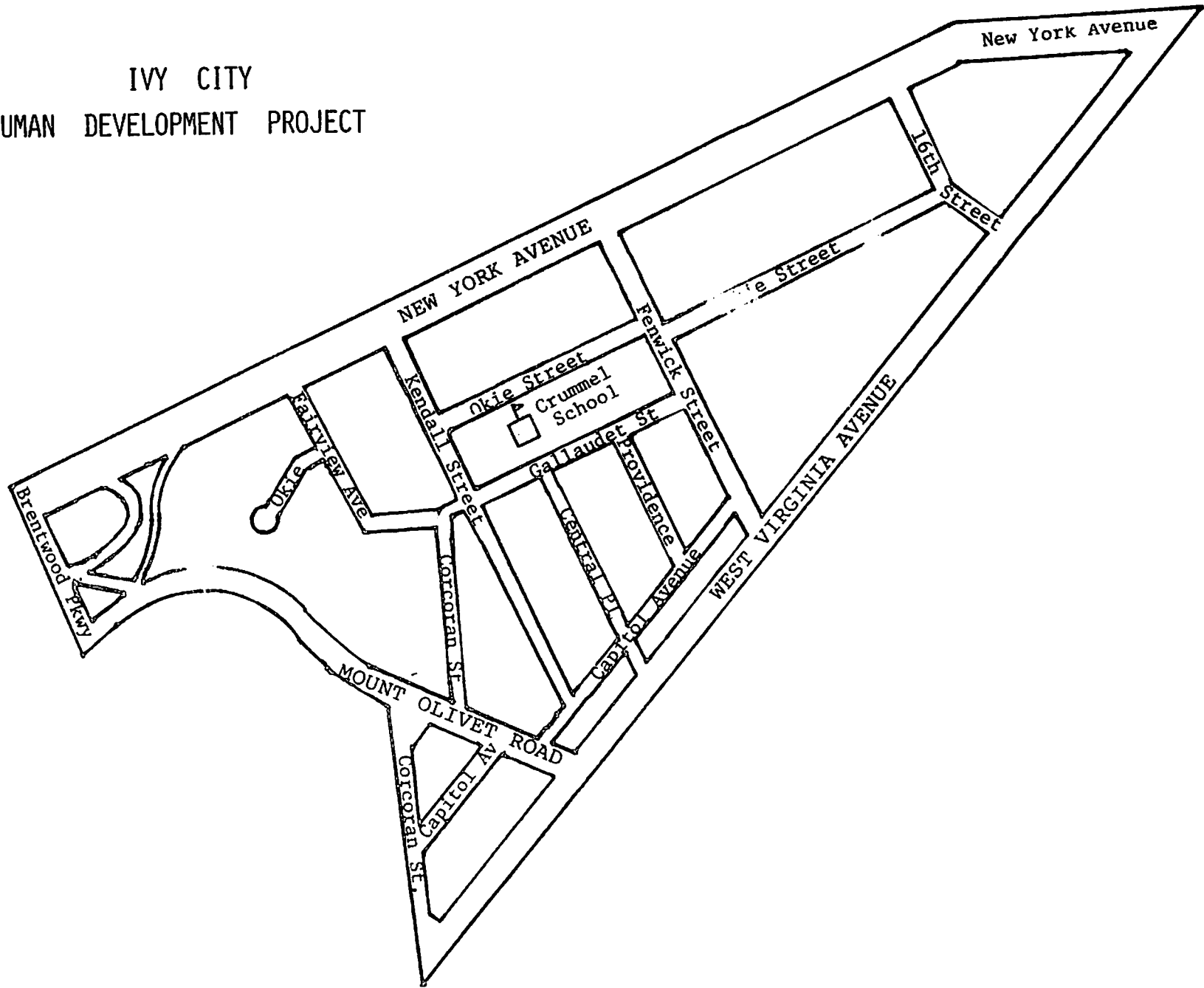
Religion has had a major influence in the community. There are three active community groups of Ivy City. The Community Involvement Corporation, Concord Street Block Club, and Ivy City Community Civic Club. All were sponsors of the Town Meeting.

Although community residents are open to cultural involvement and renewal, their attitude toward economic assistance is guarded. Five major companies that own land in the community are Hecht Co. (the warehouse for a Shopping Center), Safeway (a coffee packing plant), Greyhound and Grayline Tour bus barns, and the Cheseapeake and Potomac Telephone Co. (switching and maintenance station). These provide little employment to local residents. The community's labor force is employed primarily outside the community as manual laborers, gas station mechanics, construction workers, teachers, nurses, and paraprofessionals. Average annual income is \$6-7,000 per year. No banks exist in Ivy City, but there is a credit union 1 1/2 miles away from the community. The only local businesses are two grocery stores, a barber shop, a record shop, and two service stations. None are cooperatives.

The community has many empty lots which could be transformed from dumping grounds to gardens or parks for the community and become valuable resources. There is a potential for establishing soft industry (electronics) in the community as well. Both development possibilities will depend on locating the owners of the vacant land and enabling its use for the communities needs.

Ivy City, so typical of isolated ethnic black communities in the modern cities of the world, has begun to claim a new future through its Town Meeting vision. The guild has invited the Institute of Cultural Affairs to initiate a Human Development Project on October 10-16, 1976, and create a new sign of hope in the capital of the United States.

IVY CITY
HUMAN DEVELOPMENT PROJECT



INSTITUTE OF CULTURAL AFFAIRS
2010 KENDALL STREET NORTHEAST
WASHINGTON, D.C. 20002
TELEPHONE (202) 529-0411, 529-0412

WHAT ICA IS:

ICA: Washington is a not-for-profit educational organization incorporated as a tax exempt organization in the District of Columbia. Located in the District of Columbia since 1970, ICA has conducted planning sessions for business, governmental, social agencies and other organizations in methods of human motivation, effective planning and team action.

ICA: Washington during 1975-76 conducted 11 Town Meeting 76 programs in the District of Columbia involving over 60 local sponsoring organizations and the direct participation of over 2,000 persons in an eight hour format of community decision making. The Ivy City Town Meeting 76 held on June 5, 1976 led to the invitation by Ivy City leaders to activate a Human Development Project in their community.

ICA: Washington is one of 105 local centers of the Institute of Cultural Affairs located in 23 nations. The North American headquarters of the Institute are located in Chicago, Illinois. The ICA is convinced that human development efforts must be initiated on the local community level. Toward this end, ICA is engaged in planning and actuating 24 comprehensive socio-economic projects around the world. The Human Development Project, located in both rural and urban situations of extreme need, are for the purpose of demonstrating the re-empowerment of human communities.

The national prototype for the Ivy City project is in a ghetto on the West Side of Chicago called Fifth City which has been cited by Congressional leaders, federal agency staff, foundations and corporations as one of the most successful efforts of its kind in the country in motivating and training local residents of a community to assume responsibility for the total well being of their community.

CONTRIBUTORS

The following is a representative listing of businesses which specifically supported the Institute of Cultural Affairs: Washington in 1976.

A&P Foods	Emery Elementary School	People's Drug.
Addresograph-Multigraph	Everfast Mills, Inc.	Pepsi Cola Bottling Co.
Afro-Amer. Bicent. Com.	Gino's	Dick Preston, Artist
Alphatec PC Consultants	H & H Produce	Print Craft
Amy Joy Donut	Heichingers	Pruitt-Evans Fishery
Andy's Refrig. Co.	Heller's Bakery	Riggs Bank
Barkers Brake Service	Holly Farms	Ris Paper
Berlie/Newton Fishery	J. Hubbard Produce	Ruby's Women's Apparel
Bethesda Baptist Church	Industrial Bank of Wash.	Safeway
Brewton's Paper Co.	Ivy City Community Club	Schmidt's Sunbeam Bakery
Campbell's Music Co.	Ivy City Trin.Civic Asso.	Snyder's Potato Chips
Cannon Seafood, Inc.	3 J's Seafood Market	Space Cleaners, Inc.
Capitol Press Club	Jacobs Gardner	Stanford Paper Co.
Capitol Printing Ink Co.	Jr. Hot Shoppes	Stouffer's Hotels
Captain Red's	Macke Vending Co.	Superior Coffee Co.
Captain White's	William J. Mailley	The Trade Unionist
Frank Cave Produce Co.	Manns Potatoe Chips	Trinity Baptist Church
Claxton Fish	McDonalds Hamburgers	United Black Fund
Clements Bakery	Monroe Automotive Ctr.	Universal Contract Co.
Coca Cola Company	Mt. Vernon Methodist Church	Versis Foods
Corcoran St. Block Club	New York Beef	J.H. Westerman Co.
Committee for Future	Northeast Ford	Westinghouse Elec. Co.
D.C. Fish Co.	Ottenberg's Bakery	Wilcox Furlong
Editor's Press	Parsons Paper	Wonder Bread Bakery

IVY CITY STORY

"THE CUTTING EDGE"

As the ivy clings and climbs to greater heights, so must the citizens of Ivy City climb to make their dreams come true. If this dream is to be realized it can only be done with the persistence, strength, and tenacity of the Ivy City community.

The Ivy City Human Development Project will be a visible prototype of community self-transformation, dramatizing the possibilities inherent within any community. It will awaken people to the possibilities inherent within any community. It will awaken people to the possibility for constructive social change and it will identify the structures needed to effect social change.

Ivy City on behalf of the World!

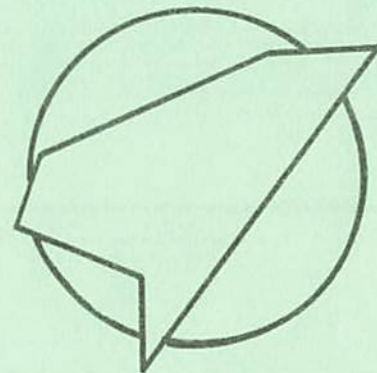
Fred S. Wilson

Chairman,
Ivy City Human Development Club



ICA THE INSTITUTE OF CULTURAL AFFAIRS
2010 Kendall Street N.E. (202)529-0411
Washington, D.C. 20002

HUMAN DEVELOPMENT



IVY CITY

Washington D.C.

october '76

PROJECT

THE IVY CITY HUMAN DEVELOPMENT CLUB

PURPOSE: To provide a broad-based citizen organization in Ivy City for action and training of Ivy City residents. The Club through its own leadership and resolve intends to provide for the economic and social development of Ivy City.

OFFICERS

CHAIRMAN: Mr. Fred Wilson
VICE-CHAIRMAN: Mr. Lawrence Glascoe
SECRETARY: Ms Deborah Owens
TREASURER: Mrs. Nettie Pollard

MEMBERS Open to any resident of the Ivy City Community. Currently, about 40 persons are affiliated with the Ivy City Human Development Club.

SPONSORS

Business corporations, churches, agencies, and concerned individuals sponsor the work of the Club through donation of goods, services and contributions. If you would like to act as a sponsor, address correspondence to Mr. Fred Wilson, 1943 Capitol Avenue, Ivy City, Washington D.C. 20002.

The citizens of Ivy City have united for the express purpose of re-building their community. The committed leadership and groups of Ivy City have organized under the name of "The Ivy City Human Development Club", and have engaged as consultants The Institute of Cultural Affairs: a not-for-profit education and community development organization with headquarters in Chicago, Nairobi, Bombay, Brussels and Hong Kong. The Washington, D.C. offices, located at 1212 Otis Street, N.E. and at 2010 Kendall Street, N.E., will be the consultants in this project.

The critical need for communities to recover their cultural dignity and their economic independence requires the collective building of a comprehensive social and economic plan for all aspects of community life. The Ivy City Human Development Consult will involve consultants from business, management, industry, education, health, government, foundations, and social agencies working with an equal representation of local citizens. For five days this consult will work through the methods provided by the ICA to identify the specific problems, build the program proposals, the implementation time frame and the funding model. The Institute will then coordinate and manage the project while training the local citizens of Ivy City to assume this responsibility.

Our experience has indicated that it is of vital importance for various organizations to lend their assistance and support to these projects. We welcome the participation of yourself or a representative of your organization.

Respectfully yours,

Carlos T. Ollison, Jr.
Carlos T. Ollison, Jr.
Global Social Demonstration

IVY CITY EVENTS

Ivy City Town Meeting 76 -June 5th
Neighborhood Clean-Up -July&August
Childrens' Film Festival -July 31st
Voter Registration Campaign -August
Community Fish Fry -September 11th
Ivy City Human Development
Club Elections - September 14th
Police Community Meeting - September 20th

UPCOMING EVENTS

West Virginia Avenue Park Creation - Sept.25th
Community Disco -October 2nd
Ivy City Human Development Consult-October 10-16th



October 8, 1976

To: The Ivy City Human Development Project

From: The Fifth City Human Development Project

For Thirteen years, Fifth City: Chicago, USA, has been striving to ~~con~~ build itself—to rise from the ashes of inner city decay and demonstrate a fully human community. It has been a long and challenging journey, and we have found it necessary to reaffirm our decision many times to continue the struggle. But we have decided the victory is ours already, but not yet what it shall be.

In April of this year we had a consult to pull together all that we've done up to that time and set a new, intensified course of action. Amazing things have been happening since April, and Fifth City is moving forward as never before. ~~It is our sincere hope that the consult for you is the beginning for the same powerful launch.~~ *It is our sincere hope that the consult for you is the beginning for the same powerful launch.*

The Iron Man has been the symbol for us of our decision to stand like iron in our community, to stay, and ~~to~~ keep reaching up. We share this same symbol with you in this special ~~promise~~ to remind you of what it takes to reach any community. We also share with you the Fifth City Flag, representing our grid and colors, for you to mount as a reminder that we are with you all the way.

We look forward to the day when hundreds of communities across this nation take upon themselves the task you are now engaged in. We also stand with you to demonstrate the possibility of what any community can do.

Our most recent song, out of our last Town Meeting, goes

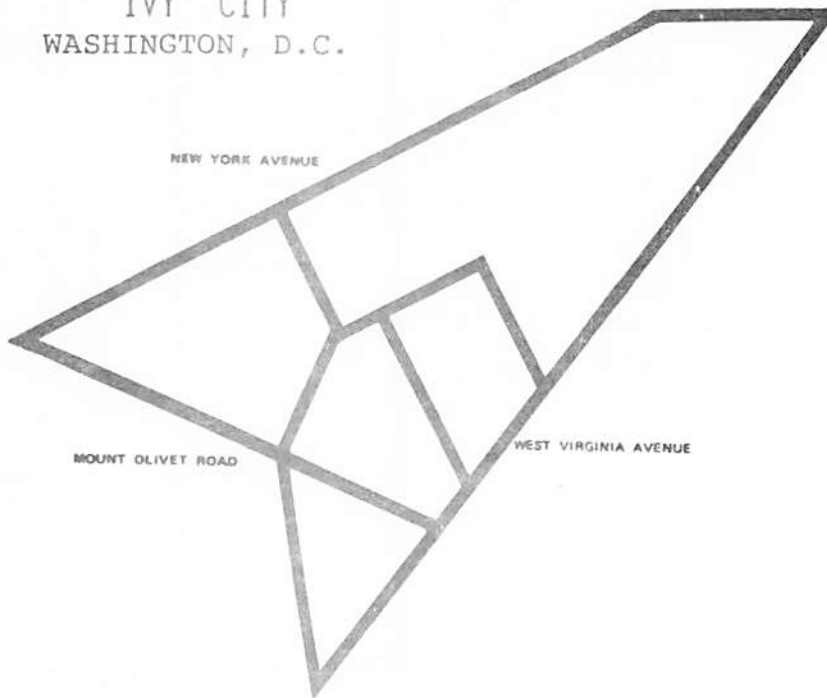
Victory, oh Victory shall be ours....

We claim the promise that you seize the Victory that is really already yours.

On behalf of the

- Fifth City Men's Club Don Townsend
- Fifth City Safe Streets Patrol Norman S. ...
- Fifth City Business Association ...
- Fifth City Commercial Corporation ...
- Fifth City Industrial Promotion Corporation ...
- Fifth City Preschool ...
- Fifth City Housing Corporation ...
- Fifth City Housing Management Corporation ...
- Fifth City Blocks Association ...
- ~~Fifth City Health Outpost~~
- Fifth City Health Out Post ...
- Fifth City Auxiliary (ICA) ...

IVY CITY
WASHINGTON, D.C.



The Ivy City Human Development Club
cordially invites you
to participate in

The Ivy City Human Development Project
in consultation with

The Institute of Cultural Affairs

October 10 - 16, 1976

Opening Banquet – 6:30 p.m., Sun., Oct. 10, 1976

Sponsors

- Ivy City Human Development Club
- Trinity Baptist Church
- Mount Vernon United Methodist Church
- Bethesda Baptist Church
- Corcoran St. Block Club
- The Ivy City Community

R.S.V.P.

Institute of Cultural Affairs
2010 Kendall Street, N.E.
Washington, D.C. 20002
202/529-0411

THE IVY CITY
HUMAN DEVELOPMENT PROJECT
a demonstration
of comprehensive socio-economic
redevelopment

A PROPOSAL SUBMITTED
TO
THE DEVELOPMENT ASSISTANCE PROGRAM COMMITTEE
OF
THE DIVISION FOR SERVICE AND MISSION IN AMERICA
OF
THE AMERICAN LUTHERN CHURCH

BY

THE INSTITUTE OF CULTURAL AFFAIRS

4750 North Sheridan Road
Chicago, Illinois, 60640
312/769-5635

2010 Kendall Street N.E.
Washington, D.C., 20002
202/529-0411

PROJECT INFORMATION FORM

Development Assistance Program Committee
422 South Fifth Street
Minneapolis, Minnesota 55415

Name of project proposal: Ivy City Human Development Project

Name of organization or project applicants: Institute of Cultural Affairs

Date submitted: October 29, 1976

Individual submitting and responsible for project or program:
(name, address, phone number)

Bainbridge Davis, Director of Development, I.C.A., 49 Claremont Avenue, N.Y., N.Y.
212-666-8330 10027

Carlos Ollison, Project Director, ICA, 2010 Kensall St., N.E., Washington, D.C. 20002
202-529-0411

What is the project about, what does it seek to accomplish, and in what ways will it effect social and institutional change?

Demonstrating practically and visibly that comprehensive and lasting change can occur in blighted urban areas. Such change is planned and effected by local residents and businessmen at minimal cost. It is one of 19 in being, and one of 54 planned for North America which will demonstrate the possibility in varied geographic and cultural settings to encourage local community residents and businessmen across the country to transform their own communities. It demonstrates that piecemeal solutions do not need to be settled for and that total transformation is possible.

What is the total amount budgeted for the project? \$ 1,993,000 for the first 12 months

What amount is requested from DAPC \$ 25,000. For what specific purpose will it be used?

The 13 programs listed and described in the accompanying document on page 75 ff.

To what other groups has the project proposal been submitted with requests for funding?
IBM, Greyhound, Hecht Co., Riggs Bank, Public Welfare Foundation, Strong Foundation, Cafritz Foundation, Pew Foundation, Stern Fund, H.E.W., Department of Parks and Recreation of the District of Columbia

What segment of the American Lutheran Church is involved (see reverse side for explanation)?

Hope Lutheran Church, Clinton, Md.
Lutheran Social Services

ALC Involvement as required by criterion #3 in the Guidelines: "In what ways does the project represent existing or potential collaboration and cooperation between a community group and some segment of ALC constituency?"

THE PURPOSE OF THIS REQUIREMENT IS TO EFFECT A CONTINUING, ON-GOING RELATIONSHIP OF A SEGMENT OF THE ALC CONSTITUENCY WITH THE PEOPLE OR COMMUNITY ORGANIZATION ATTEMPTING TO GRAPPLE WITH AN URGENT PROBLEM OF HUMAN OR COMMUNITY WELL-BEING. THE PROJECT GRANT IS NOT AN END IN ITSELF BUT IS A MEDIUM FOR EFFECTING RELATIONSHIPS AND ALC INVOLVEMENT IN THE LARGER COMMUNITY.

FOR THIS REASON INVOLVEMENT IS INTERPRETED AS THAT OF A SPECIFIC OR IDENTIFIABLE UNIT OF THE ALC, SUCH AS A CONGREGATION, A GROUP OF CONGREGATIONS, AN INSTITUTION OR AGENCY RELATED TO THE ALC, OR A SPECIALLY ORGANIZED GROUP IN WHICH LUTHERANS PARTICIPATE.

ATTACHMENTS

1. To whom are the project applicants accountable? (ATTACH list of board members and addresses)
2. ATTACH complete budget for project identifying donors or sources of funds, showing 1) firm commitments already made, and 2) amounts requested.
3. If project is an activity of a larger or parent organization, ATTACH information about that organization and its budget. Budget should reflect total expenditures and basic income including generated income and contributed sources of income.
4. ATTACH one-page summary of project description - Form A.

Return (1) completed form, (2) attachments, (3) complete project proposal to:

THE IVY CITY HUMAN DEVELOPMENT PROJECT

PROPOSAL SUMMARY

The Ivy City Human Development Project in Washington, D.C. is a socio-economic redevelopment project planned and conducted by local residents and businessmen in conjunction with the Institute of Cultural Affairs consultants. The project is designed to redevelop the Ivy City community of fifteen square blocks from stem to stern, creating an attractive, economically self-sufficient community with adequate social services to care for all its citizens. It is one of nineteen similar projects in sixteen nations that are demonstrating practical, effective methods of redevelopment at the community or village level of society, at minimal cost, in a four year time span. Each of these are the first of a series of similar projects to be done in greater number in their own nations and in other nations around the world. Each community or village represents the extremes of suffering that disadvantaged peoples of that nation presently exist in.

The Ivy City residents have recently completed a comprehensive plan for redevelopment (see enclosed document) in conjunction with outside experts in various disciplines. This document is a recording of all the problems that the community faces and a practical set of procedures to deal with each of those problems over the next four years.

The project is a direct expression of the Church's mission of care for the world and provides an opportunity of practical engagement and witnessing love for the congregations and individual churchmen in the greater Washington, D.C. metropolitan area.

The Institute and the Ivy City community respectfully request of the Development Assistance Program Committee \$25,000 towards the \$1,993,000 budget for the project over the next twelve months.

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SOCIO-ECONOMIC
REDEVELOPMENT

The Ivy City Human Development Project is a socio-economic redevelopment project in one of Washington D.C.'s most deteriorated areas. Over the next four years, from October 1976 to October 1980, the Ivy City Community will be reconstructed through the planning and labors of its own citizens working with Institute of Cultural Affairs project consultants. It will emerge by 1980 as a practical, visible example of a comprehensively redeveloped urban community, economically selfsufficient with adequate social services for the entire community. Along with five other such communities in North America, it will serve as a demonstration, or practical example, for 48 additional socio-economic redevelopment projects in diverse settings and geographical locations throughout the continent.

THE UNIVERSAL
APPLICABILITY

Ivy City, Washington, D.C. is one of the socio-economic redevelopment projects presently operating in sixteen nations around the world using methods which were originally developed on Chicago's west side in a community now nationally known as "Fifth City." Institute of Cultural Affairs project consultants are working with local citizens in rural and urban areas in the United States, Indonesia, the Phillipines, Korea, Australia, Germany, Kenya, England, India, the Marshall Islands, Taiwan, Venezuela, Hong Kong, Egypt, Zambia, and Nigeria. Each of the initial projects in these nations were designed to be the demonstration for reduplicating the project throughout their nation and were selected because they were representational of the human suffering afflicting those nations.

THE PROJECT
PRESUPPOSITIONS

Over the last thirteen years of guiding community redevelopment, the Institute of Cultural Affairs has operated out of basic presuppositions which have been crucial to successfully catalyzing local communities in their own redevelopment. Among those foundational presuppositions for effective local redevelopment are, first, the project has a clearly delineated geographical focus in order to avoid needless dissipation of energy and to maximize catalyzation of community identity. Secondly, all community problems are dealt with simultaneously recognizing that most problems in a community are inter-related and negate piece-meal solutions. Thirdly, the depth issues, not simple superficial problems, are discerned and addressed in order to occasion real transformation. Fourthly, long range success in a project depends upon the local citizens planning and actualizing the project, involving all people of all ages in the task of recreating their community. The fifth presupposition is that both the private and public sectors' support is critical in order to involve the broadest participation of the nation in the project and the potential that it signals. The sixth presupposition is that each socio-economic redevelopment project must be accomplished at minimal expense as a demonstration that massive budgets are unnecessary for effective redevelopment.

THE IVY CITY COMMUNITY

Ivy City is a black community located within the sight of the nation's Capitol in northeast Washington. Once the location of a race track for Washinton's elite, it now reflects the plight of many of today's urban areas with spiraling crime rates, dilapidated buildings, high unemployment, and inadequate social services which continually drain the city financially and imaginally. The fifteen-square block wedge-shaped community is bounded by New York Avenue, Mount Olivet Road and West Virginia Avenue. It is physically cut off from the city on each side by a large railroad yard, a cemetery, and a large private institute. In recent years, experiencing radical population shifts, isolation and the absence of community structures, Ivy City has come to see itself as a forgotten community.

THE PROJECT HISTORY

The initial preparation for the project began on June 5, 1976, with a "Town Meeting" involving sixty local citizens of Ivy City. On that day those citizens spent eight hours workshopping the problems facing Ivy City and created constructive proposals to address those problems. (See enclosed Town Meeting Workbook). Since then a team of citizens have worked with ICA staff members planning the initiating consult and introducing the rest of the community to the project. Community celebrations, clean-up projects and voter registration campaigns have already resulted from the Town Meeting proposals and have helped build momentum in the community. The mayor of Washington, D.C., was visited with a request for his and the city's assistance in the project. This request was signed by 500 citizens of Ivy City. The mayor has endorsed the project and has assigned an assistant as project liaison from his office. The project is sponsored by all local community groups in Ivy City including the Trinity Baptist Church, Mount Vernon United Methodist Church, Bethesda Baptist Church, Corcoran Street Block Club, and the Ivy City Human Development Association.

INITIATING CONSULT

The Ivy City Human Development Project was officially initiated with a consult October 10-16, 1976, held in Ivy City. It was composed of 87 community citizens 15 ICA staff members and 28 professional persons with expert se in disciplines including medical care, education, business management, general administration and community development. In addition to their expertise, consultants from outside Ivy City provided an objectivity which, coupled with local wisdom, produced a creative dynamic within the consult. Together the consult team acted as a unified research body using common methods of comprehensive community reformulation. The consultants first charted the operating vision out of which the people of Ivy City are presently living. Second, they discerned the underlying contradictions which are restraining the realization of that vision. Third, they built a set of tactical systems by which the proposals can be actualized. Finally, they discerned the programs by which the tactical

systems can be applied. The aim of the Consult was to employ a set of social methods to enable a comprehensive project model to emerge from the aspirations and efforts of the people themselves, so that it might be grounded concretely in their own future. (See the enclosed document which was created by the Ivy City citizens and the consultants.) All totalled, over 500 persons in Ivy City participated in the consult to some degree. Some were full time participants, some part time participants, some met with Ivy City and outside consultants in their homes or business sharing their wisdom about the community, it's needs and potential.

IMMEDIATE
PROGRAM
VISIBILITY

Within two weeks of the close of the consult each of the thirteen programs begin. (See Page 71 of the document). Good ideas, well planned programs and the best intentions too often remain just that. The design of the project is to immediately demonstrate the community's capability in actuating the programs. Over the four year period of the project these programs will be expanded in scope, broadening the number and types of services available to and directly affecting an ever increasing number of community citizens. But immediate availability to the community of initial services is critical to sustaining momentum and hope within the citizens and sustaining credibility in the project itself. To further sustain this momentum and to continually broaden the community's participation a "Community Congress" will be held every three months in which progress reports are given and additional implementation planning is done.

HUMAN
DEVELOPMENT

While the immediate visible accomplishments of the project are seen to be in the areas of economic development and social services, the overall success of the project does not lie in these areas alone. Economic development and social services are critical components of the project but they are best described as "by-products" of the success of the project. The success of the project, of which these are visible evidence, actually lies in the arena of "human development" hence the name "Ivy City Human Development Project." Economic or social problems never disappear entirely in any community or society. Life is an ever changing set of circumstances and situations which will always require adequate structural and spiritual responses. Hence any serious attempt to deal with structural disintegration in society is to deal foremost with the human response. This is never a theoretical or abstract response. Human development has to do with developing the capability of persons to respond adequately to new situations and new problems with relevant solutions. Human development is creating the ability to solve problems and ingraining within community a corporate resolve to steadfastly continue at that task. (See particularly Program 6, "Community Culture Project," and Program 3, "Adult Training Institute," in the enclosed document.)

WITNESSING
CHURCH

We live in a time when all nations are urgently seeking practical, effective methods to alleviate human suffering. The motivations are often mixed, but the search for effective methods is real. Therefore visible demonstration of effective methods and their applicability in varied settings, geographies, and cultures is of utmost importance. To point solely to God's judgement in our times is an incomplete response. We must also hear the Word of possibility as it confronts us in Jesus Christ and actively participate in the vision of the resurrection. This project has been conceived as a vehicle to actively engage the latent and the manifest church in the task of visibly demonstrating resurrection. This is applied theology, a concrete action of the witness of the Church both as an institution and as individual churchmen. Churchmanship today is crying out for a welding together of historical traditions, Biblical foundations, relevant theology, and structural engagement in care for a suffering world. This project is intended as a response to that cry.

AMERICAN
LUTHERAN
CHURCH
INVOLVEMENT

Success in being a community depends upon how it is inter-related to other communities. There is no possibility of being a community in isolation from other communities. This requires in part an interchange of commerce, professional skills, general wisdom, cooperation and concern. A direct link between Ivy City and a number of communities outside Ivy City is an aid in this process. Local congregations have helped to meet this need in various projects by placing their membership "on call" where need arises. Such needs might include a doctor helping to build a community medical plan, a businessman helping to guide the development of a new small industry, a housewife helping with family nutrition planning or home management guidelines. Such a responsive congregation can also help to expand the markets for newly developing businesses in the community such as retail outlets or service industries. Hope Lutheran Church of Clinton, Maryland, a twenty minute commuting distance from Ivy City, is playing such a role in the project. After due consideration, various conversations, and part time participation in the initiating consult, first the Church Council and later the whole congregation in a congregational meeting decided to use this opportunity to act out their congregation's theme for this year, "Being God's Loving Presence in a Hurting World." This link with the Hope Congregation will not only serve the Ivy City Community but will also help to strengthen the active sense of mission within Hope Church. It is also hoped that over time such congregations might play a similar role of consultant to the community where their congregation is located. Lutheran Social Services, through Raymond Hartzell, Director, is also assisting in locating persons in the greater Lutheran Community who could provide part-time consultant services to Ivy City.

THE
INSTITUTE
OF CULTURAL
AFFAIRS

The Institute of Cultural Affairs is a research, training, and demonstration group concerned with the human factor in world development. The ICA is a not-for-profit tax exempt corporation chartered by the State of Illinois. Though headquartered in Chicago, the ICA has over 100 offices in 24 nations around the world. Fifty-five of these offices are in North American cities.

REQUEST

If the community is to become self-sufficient and self-reliant, it must participate from the beginning not only in providing the planning and labor, but also in taking responsibility for financing the project. But the community effort alone is obviously insufficient. There must be outside assistance in the form of capital and equipment from government, foundations, individuals, corporations, church bodies, and special institutions. It is in this context that Ivy City and the Institute of Cultural Affairs request The American Lutheran Church's assistance in funding. Towards the \$1,933,000 required during the first 12 months of the project we would like to request of the Development Assistance Program Committee \$25,000 to be applied toward all thirteen programs that begin November, 1976. Both Ivy City and the ICA believe that such assistance will be a valuable investment in the future of Ivy City, Washington, D.C., and urban redevelopment across the continent. As is indicated in the document the required funds diminish by approximately 50% each year. Economic self-sufficiency is attained after the fourth year.

BUDGET,
NARRATIVE

The budget for the first 12 months of the project for the 13 programs is located on page 115 of the document. The budget breakdowns by program are located on page 76ff and are listed along side each of the individual program descriptions. The sources of funds anticipated are recorded on "The Project Funding Flow Chart" which is the last page of the document. To date \$37,000 has been received, \$14,000 from businesses in and around the Ivy City community in both inkind and cash donations, and \$23,000 from concerned individuals. Requests totalling \$309,000 have been submitted to IBM, Greyhound, Riggs Bank, The Hecht Co., The Public Welfare Foundation, The Strong Foundation, The Cafritz Foundation, The Pew Foundation, The Stern Fund, The American Lutheran Church, H.E.W., The Department of Parks and Recreation of the District of Columbia, and other concerned individuals. \$215,000 of these funds are basically committed at this time. Other proposals are also being prepared.

The Institute is a group of economically autonomous entities operating in many different countries of which the Institute of Cultural Affairs: Chicago is the parent organization. Each of the units operates economically under the rules and regulations of the nation where they are located. Enclosed is an audit by Arthur Andersen & Co. of the parent organization which is submitting this proposal and would be the recipient of the grant since it is the initial channelling agent for the initial funds for all the Human Development Projects in

the United States. The ICA:Chicago assists all of the Human Development Projects in funding and receives and disperses project funds until such time as legal and tax exempt status is secured by the individual project.

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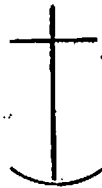
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7801 COVENTRY WAY • CLINTON, MARYLAND 20735

PHONE: 868-2678



October 29, 1976

Rev. Marvin Tollefson
Eastern District DAPC
Box 487
155 Salem Road
Billerica, Mass 01821

Re: Institute for Cultural Affairs (ICA)
Proposal - Ivy City

Dear Rev. Tollefson:


One year ago, this Family adopted as our goal statement that we would "be God's loving presence in a hurting world." Since that congregational meeting, we've been actively seeking opportunities to fulfill that goal. Many of our congregation have found ways to individually fulfill the goal. Our successful sponsorship of a Vietnamese family was our last corporate fulfillment.

On October 16, five leadership people from Hope attended the final session of the Ivy City Consult. We were impressed by the local people's spirit, enthusiasm and hope for their communities' future. I called a Council meeting for October 23rd. At that time we discussed with four ICA representatives what the Ivy City project was about and what "involvement" by Hope Church could mean. We unanimously agreed that it would be presented at the congregational meeting the next night with our recommendation that the Family be involved. This was done. We had a nearly unanimous agreement that this church would be involved.

Some members have told me that they will be involved even if the American Lutheran Church does not financially support the project. However, your approval of this use of Development Assistance Program funds would free other members to get involved. We want the Ivy City Project to succeed. We want to be involved to help insure success. We believe your blessing of this work to be an expression of Christ's mission.

So in summary, we are broadly committed to be God's loving presence in a hurting world. We are specifically committed to the Ivy City Project of the ICA. We request your approval of DAPC funds for this mission. Be assured that the money will be well spent.

In Christ with love,


Ronald Muller
President

RM/lw

CC: C. David Hartmann
Dean Evan J. Bartell

THE IVY CITY HUMAN DEVELOPMENT PROJECT

WHAT IS THE IVY CITY HUMAN DEVELOPMENT PROJECT?

It is an intensive six year phased effort to transform and rebuild an underdeveloped inner city neighborhood of 1600 people in Northeast Washington, D.C. into a self-sustaining community with viable local industry and adequate community care structures including education, medical care, housing and recreation.

WHO IS SPONSORING AND ENDORSING THIS PROJECT?

Over 100 concerned citizens of Ivy City and the local churches of the community, the block clubs and the Property Owner's Association are participating. Endorsements have been secured from Mayor Walter Washington, Congressman Walter Fauntroy and other officials.

WHAT HAS HAPPENED FROM JUNE TO SEPTEMBER, 1976?

Ivy City citizens gathered on June 5, 1976 for a Town Meeting '76. This planning session has so far resulted in two clean up days, one with 100 citizens attending, a film festival for children, over 50 adults registered as voters, Pre-school planning, a free Fish Fry, a festival, a feature length outdoor movie, and the organizing of the Ivy City Human Development Club which meets weekly to plan future community betterment events.

HOW WILL THE PROJECT BE STARTED?

The first major step in the formal process will be six 12 hour days of a planning process called the Human Development Consult. This consult will be bringing together 50 - 60 local residents and an equal number of expert consultants from fields including business, health care, architecture, engineering, and law.

WHY SHOULD MY ORGANIZATION CONTRIBUTE TO THE IVY CITY PROJECT?

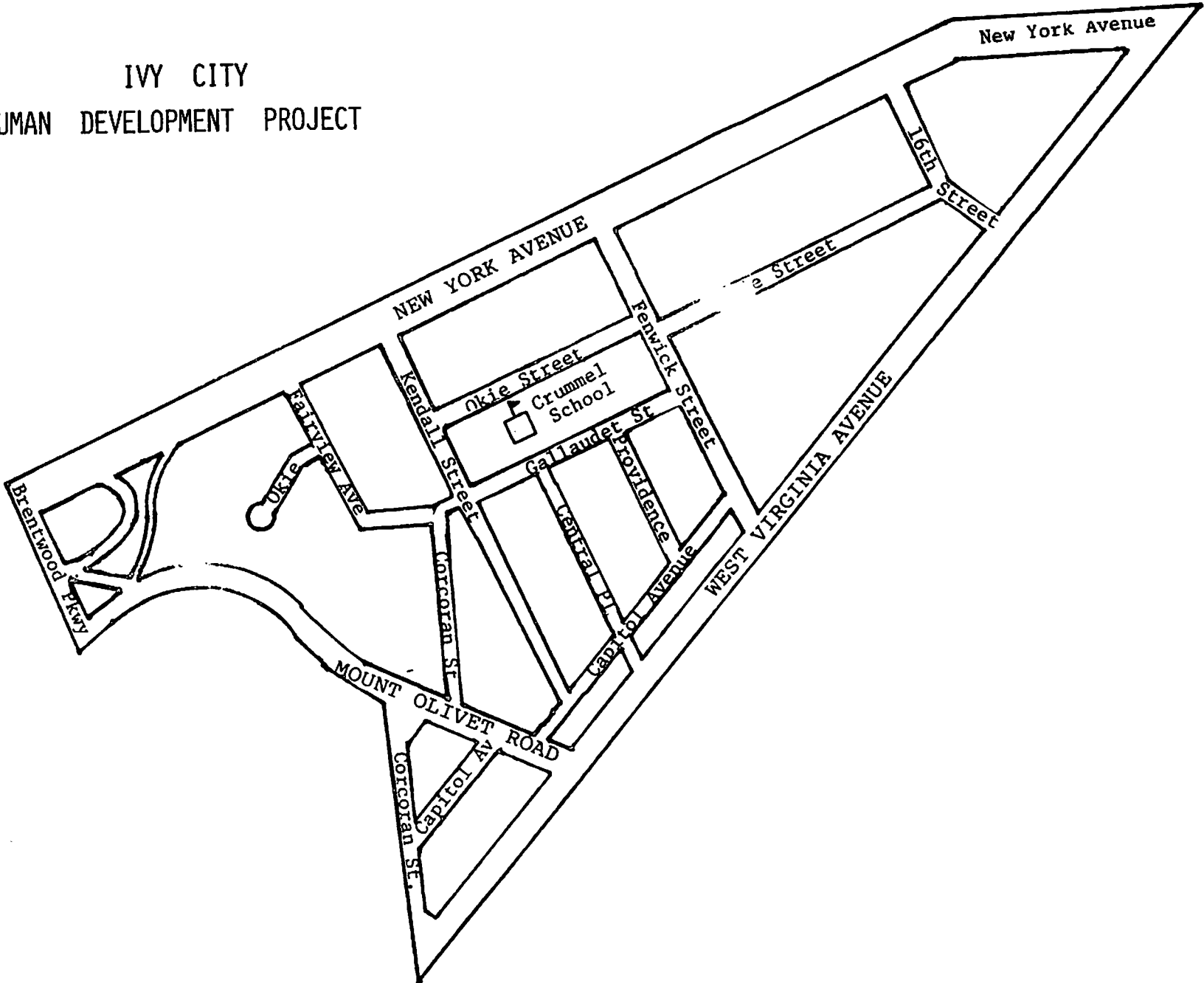
The Ivy City Human Development Project aims at responsible self-support in community development. This means that contributions of money, goods and services are directed toward the primary objective of enabling local residents to secure the practical training and expertise needed to effectively manage, administer and supervise their own local programs. This approach is out to break the debilitating influence of welfare and to go beyond the maintenance of a dependency situation, involving local citizens in making responsible decisions to direct the management and improvement of their own lives.

The Ivy City Project is a visible demonstration that the economic sector of society is willing to assume its fair share of social responsibility when it sees that the aims and methods of community improvement projects are practical, realistic and mature.

The program consultant to the project, the Institute of Cultural Affairs, operates on the basis of staff self support. This means that contributions to the project go into direct program and do not pay staff salaries.

DEMONSTRATING A NEW PRACTICAL HOPE
FOR THE NATION'S CITIES IN THE NATION'S CAPITOL

IVY CITY
HUMAN DEVELOPMENT PROJECT





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