

# PROJECT HEALTHY COMMUNITY

Wellness. Education. Family.

Dear Friends,

As you know, Project Healthy Community is a multicultural non-profit corporation with the mission of promoting health through nutrition and education to communities in need with our hub at the Northwest Activities Center. Our board of trustees, volunteers, and funders are sourced from the Jewish, Christian, and Muslim communities. We are proud of our relationships with partners including Gleaners Community Food Bank, Forgotten Harvest, the Audrey and Bill Farber Foundation, Detroit Public Schools and Authority Health, and we are thankful for support from the Jewish Fund, the Community Foundation for Southeast Michigan, the Michigan Health Endowment Fund, Blue Cross Blue Shield of Michigan, and the Sinai Medical Staff Foundation. We have been blessed with so many caring volunteers, individual donors, businesses, and private foundations that have helped us to achieve so much in seven years.

As corporations and charities alike refocus their operations to respond to the COVID-19 crisis, we are doing the same. **In this time of unprecedented need, we are asking for your help as we prepare to refocus our support on the greatest needs in our community.** This major public health crisis requires us to refocus our efforts to meet the massive food insecurity, fears and health risks in our northwest Detroit community. In response to the current crisis, PHC has decided to markedly expand food distribution and hygienic needs (which no one else has focused on), as well as maintaining our Family Wellness Center that provides free health education and medical care with Authority Health. Gleaners has assigned PHC to distribute food at the NWAC for **1,200 families—about 4,000 adults and children**—over the next few months. The 35 to 45 pounds of healthy nutritious foods includes proteins like chicken, pork, turkey or beef, as well as peanut butter, frozen fruit, frozen vegetables, canned goods, fruit juice, eggs, milk, cheese, potatoes, fresh fruit, fresh vegetables and more.

There are so many unmet needs in Detroit. We have explored how to provide basics to our client families that so far have been ignored. Examples include emergent home repair, inability to pay for burial of family members, household cleaning and access to essentials for personal hygiene (e.g., soap, toilet paper, toothbrush/paste). To play our part in addressing these needs, we have applied for funding from United Way, the Wilson Foundation and several family foundations. We are encouraged by their initial response, but these institutions are overwhelmed with needs at a time when their investments have suffered considerable losses. That's why we can't do this without the help of loyal supporters like you.

We intend to raise \$250,000 over the next 3 months with the following objectives: (i) create a **\$40,000 SOS fund for about 100 families in crisis in our four partner schools**; (ii) initiate widespread distribution of **\$72,000 worth of supplies for home and personal hygiene**; and (iii) **provide \$138,000 worth of additional fresh, nutritious food to seniors and families with children in the Northwest Detroit** not covered by present community plans. Your support is critical now more than ever, and will have unprecedented impact. We have reduced our staffing expenses so that all funds will go to support families, and not a single dollar will be used for PHC's administrative expenses. If you're unable to donate financially, but you own or are connected to an organization that can make an in-kind donation of goods or services that can help our community, please let us know.

Follow this link [www.projecthealthycommunity.org](http://www.projecthealthycommunity.org) to make a donation via PayPal or mail your check to us: Project Healthy Community, P. O. Box 252433, West Bloomfield, MI 48325.

**Thank you in advance for helping fellow Detroiters who need your help now more than ever.**

Sincerely,

Melvyn Rubenfire, MD  
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