



Faith-Based Development Initiative

Turning Amen into Action - Clarion Call

Wednesday, March 3, 2021

12:30 - 4:30 p.m.

12:30 p.m. **Welcome and Opening Prayer**

Meaghan Shannon-Vlkovic, VP & Southeast Market Leader,
Enterprise Community Partners

Kimberly Wright, Senior Vice President and Executive Director,
American Heart Association

Pastor Marcus T. Watkins, Senior Minister, Simpson Street Church
of Christ

12:45 p.m. **The Importance of Affordable Housing: What the Data Says**

*Examining the data highlighting the need for and the importance of
affordable housing in the Southeast during the Covid-19 pandemic*

Daniel Threet, Research Analyst, National Low Income Housing
Coalition

1:15 p.m. **Break**

1:20 p.m. **Interactive Poll**

1:30 p.m. **Faith-Based Development: A Case Study**

*What is development? How is a house of worship engaged in a
project? What is community advocacy for a development? We look
at Israel Manor Life Learning Center and senior residences in
Washington, D.C.*

Dawn Price, Executive Director, Zion Hill Community Development
Corporation, Moderator

Veronica Harrison, Vice Chair, Board of Directors, Israel Manor, Inc.

2 p.m. **Break**

2:05 p.m. **Interactive Poll**

2:15 p.m. **Affordable Housing through a Health Equity Lens**

Health, Housing, Hope - The connection between structural racism, housing and health

Kristi Durazo, National Director of Health Equity Strategies,
American Heart Association

Mary Ayala, Senior Program Director, Health Begins with Home,
Enterprise Community Partners

3 p.m. **Break**

3:05 p.m. **Interactive Poll**

3:15 p.m. **How to Advocate for Affordable Housing**

*Overview of the American Heart Association's and Enterprise
Community Partners' resources to support advocacy and organizing
within your faith-based organization and communities*

Amy Shope Manzi, Director of Grassroots Advocacy, American
Heart Association

Kandice Allen Mitchell, Director of State and Local Policy,
Enterprise Community Partners

4 p.m. **Break**

4:05 p.m. **Interactive Poll**



4:10 p.m.

Overview of Organizational Assessment Tool

Interested in moving forward with the development process and don't know where to begin? Enterprise Community Partners' FBDI organizational assessment tool can be a useful resource.

Timothy Block, Senior Program Director, Enterprise Community Partners

4:25 p.m.

Closing

Timothy Block, Senior Program Director, Enterprise Community Partners

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**American
Heart
Association.**

Mary Ayala, Senior Program Director, Enterprise Community Partners



Mary Ayala is the senior program director for Enterprise Community Partners National Initiatives. As part of this work, Mary works on Enterprise's Health Begins with Home Initiative in several cities to help forge innovative partnerships and models to address housing as a health solution with community development and health care sector partners. Additionally, Mary works with Enterprise's Building Resilient Futures team to inform how health can be further integrated in the affordable housing development process through the Enterprise Green Communities Criteria. This includes technical assistance, material development and dissemination of the Health Action Plan process.

Mary brings several years of experience working in a hospital system's strategic planning department where she performed community health needs assessment, community benefit tracking and informed growth strategy.

Mary holds a Master in Public Health from Emory University and a bachelor's degree from the University of North Carolina at Chapel Hill.

Timothy Block, Senior Program Director, Southeast, Enterprise Community Partners



Tim Block joined Enterprise Community Partners in June 2016 as program director, Southeast. Tim is responsible for leading the organization's work in Faith-Based Development, capacity building of nonprofits, and capital deployment efforts for coordinated investment.

Prior to joining Enterprise, Tim served as director of programs at the Southeast Energy Efficiency Alliance (SEEA) where he was responsible for the overall effective administration of SEEA's programs including supporting the development of innovative financing options for energy efficiency in the Southeast.

Previously, Tim served as program manager at The Home Depot Foundation where he oversaw the foundation's grantee work and affordable housing initiatives, including developing program direction, partnering with nonprofit organizations to develop project proposals, reviewing grant requests and negotiating grant contracts. Tim also served as executive director of Habitat for Humanity Philadelphia where he helped lead the organization through the completion of a merger that involved four separate Habitat affiliates operating in Philadelphia.

Having a passion for the need for affordable housing solutions in the United States, Tim has sat on the board of directors for several nonprofits including Resources for Residents and Communities and Cobb Housing, Inc. in Atlanta. He holds a Master of Business Administration from Cleveland State University and a bachelor's degree in mass media communications from the University of Akron. Tim is a graduate of Leadership Inc. Philadelphia, a P.L.A.C.E.S (Professionals Learning About Community, Equity and Smart Growth) Fellow and is a certified housing development finance professional through the National Development Councils.

Kristi Durazo, Director, Health Equity Strategies, American Heart Association



Kristi Durazo is the director of Health Equity Strategies for the American Heart Association. She has served the association in various strategic planning roles over the past 24 years including the creation of the organization's first health impact goals in 2010, the expansion of those goals in 2020 and currently the new and exciting goals for 2030. She led the formulation of the overarching AHA strategy, the Strategic Value Proposition, which sets a new direction and approach for achieving equitable health and well-being for all. Kristi also provided staff support for the original formation of the National Get with the Guidelines program.

Her current focus is ensuring the organization applies an equity first lens in all of its work and that the upstream, social determinants of health are addressed, with specific emphasis on housing, air quality, food and agriculture, adverse childhood experiences/trauma, public policy and science.

Prior to joining AHA she worked with Voluntary Hospitals of America, with Dowell Schlumberger in their decision support advisory services and with KPMG and Arthur Young as an audit and consulting senior manager.

Kristi has had the opportunity to live in several urban areas as well as rural areas across the United States.

Veronica Harrison, Vice Chair, Israel Manor Inc. Board of Directors



Veronica E. Harrison is the current vice chair of the Israel Manor Inc. (IMI) Board of Directors. IMI is the nonprofit affiliate of her home church, Israel Baptist Church in Washington, D.C. Veronica was elected to the board chair position in 2007 and served in this volunteer role for over eight years. During her tenure as board chair, Veronica led the Israel Child Development Center to receive and sustain national accreditation by the National Association of Education of Young Children.

In June 2015, after nearly 15 years of planning, development, and construction, Israel Baptist Church and the IMI Board, led by the late Rev. Dr. Morris L. Shearin and Veronica, realized the grand opening of a newly constructed 42,000-square-foot Community Life Center. The Rev. Dr. Morris L. Shearin, Sr. Community Life Center houses IMI's multi-purpose event facility – The Capital City Hall of Distinction – and a state-of-the-art ambulatory clinic served by Unity Health Care in N.E. Washington, D.C. Less than one year later, IMI opened Visionary Square, a newly constructed 47-unit affordable housing complex for senior residents. Veronica remains committed to the IMI mission and gives God the Glory for the great things he has done and continues to do!

Veronica is a seasoned business professional with over 35 years of experience in leadership roles in corporate industry, performing business strategic planning, marketing strategy development, organization communications, quality process analysis and management, and technology planning. She currently serves as a strategic planning and resource management executive in public education.

Veronica holds a master's degree in business marketing from Johns Hopkins University, a master's in management information science from Bowie State University and a bachelor's in technology management from the University of Maryland. She is currently a doctoral candidate at Lancaster Bible College pursuing a Ph.D. in leadership. Veronica also holds a graduate certificate in advanced technology innovation from Carnegie-Mellon University and a professional manager certification from James Madison University. She is the devoted wife to her husband of 35 years, Miles, and proud mother to one son, Isaac. They reside in Prince George's County, Maryland.

Amy Shope Manzi, Director, Grassroots Advocacy, American Heart Association



Amy Shope Manzi is the director of Grassroots Advocacy for the American Heart Association. There, she oversees the You're the Cure program - hundreds of thousands of heart disease and stroke patients, survivors, caregivers, researchers and medical professionals passionate about creating healthier communities through public policy. Early in her career, Amy held a series of political and governmental jobs, where she cultivated a passion for citizen engagement in the legislative process. Amy and her family live in a small college-town in Western Pennsylvania. She loves soccer and podcasts, frequently attempts to golf, and is always up for an adventure.

Kandice Allen Mitchell, State and Local Policy Director, Southeast, Enterprise Community Partners



Kandice Allen Mitchell is the southeast market director of State and Local Policy at Enterprise Community Partners. She focuses on optimizing local resources for affordable housing. Prior to joining Enterprise, Kandice worked as an attorney focused on developing and implementing local governmental policies and internal operating procedures centered around equity and efficiency.

Outside of her professional work, Kandice volunteers her time serving her local community and promoting civic engagement as an executive board member with the Atlanta chapter of the New Leaders Council and as a member of the Junior League of Atlanta. She also serves as a board member with the Atlanta Commission on Women.

Kandice is a proud graduate of Tennessee State University, a historically black college/university (HBCU) in Nashville, Tennessee, where she earned a bachelor's in economics and finance. She is a resident of Atlanta's Edgewood neighborhood and enjoys exploring the community with her husband, Kehr.

Dawn Price, Executive Director, Zion Hill Community Development Corporation



Dawn Price joined the Zion Hill Community Development Corporation in August 2006 as the program manager. After serving in that role for a decade she became the organization's executive director.

In four years, under Dawn's leadership, Zion Hill CDC has provided emergency assistance – in the form of mortgage, rent, utilities, food and transportation assistance; as well as rapid re-housing of homeless families and individuals. To date the organization has served over 14,000 of our community's most in need families and individuals. She has also increased the organization's annual operating budget by 100%; as a result, the Zion Hill CDC has become a leading voice on housing, homelessness and serving the homeless in the region of South Fulton.

Currently, Dawn is re-creating Zion Hill CDC as an affordable housing developer, looking to address the mammoth shortfall of more than 12,000 affordable housing units in the region.

Prior to working for Zion Hill CDC, Dawn spent five years in the private sector, working for the Girl Scouts of Rhode Island. Dawn has a bachelor's degree in public administration and will complete her Master of Business Administration in May 2021.

Originally from Providence, Rhode Island, Dawn grew up in Los Angeles, California, and is the mother of three adult children who she raised in South Fulton – which has been the geographic focus of hers both professionally and personally. So, while she is not a native, she considers herself a Georgia Peach!

Meaghan Shannon-Vlkovic, VP and Southeast Market Leader, Enterprise Community Partners



Meaghan Shannon-Vlkovic is vice president and Southeast market leader for Enterprise Community Partners. She leads programmatic work in the region, leveraging Enterprise's capital, policy and solutions platform to support affordable housing and community development. This includes capacity building for the public and private sector in areas of community investment, proactive preservation and production of affordable housing.

Prior to joining the Enterprise's Southeast office in 2010, Meaghan was development director at Monadnock Construction in Brooklyn, New York, where she was responsible for analysis and planning of housing development opportunities. From 2001 to 2004 she was a program officer and assistant director of housing and finance in Enterprise's New York office, where she coordinated technical assistance and training to nonprofit and for-profit developers while overseeing a project management team and portfolio of low-income housing tax credit developments.

Previously Meaghan was executive director of Aquinas Housing Corporation, a Bronx nonprofit, community-based organization involved in the rebuilding and management of 45 properties encompassing 1,200 units of housing serving the formerly homeless, seniors and families with low to moderate incomes. Her entry into community revitalization started as a social service director working with formerly homeless families, where she created a job readiness program utilizing the Adkins Life Skills program and a computer lab providing a pathway for training and employment opportunities.

Meaghan earned her bachelor's degree from SUNY Oneonta College and her master's degree from CUNY Hunter College. Meaghan is a board member of Partners for Home, the Atlanta Land Trust and Saving Our Atlanta Regional Residents.

Daniel Threet, Research Analyst, National Low Income Housing Coalition



Dan Threet is a research analyst and ACLS/Mellon Public Fellow at the National Low Income Housing Coalition (NLIHC). In recent years, he has been a principal author of *The Gap*, NLIHC's annual assessment of the nationwide shortage of affordable and available housing for the lowest-income renters, and *Out of Reach*, which documents the pervasive gulf between the costs of decent housing and the wages people actually earn.

Dan is a graduate of Georgetown University, where he earned a Ph.D. in philosophy. His research in that field centered on political philosophy, distributive justice and the demands of social equality. He comes to NLIHC by way of the Mellon/ACLS Public Fellowship, which places recent humanities and social science Ph.D.s in public-service organizations. Dan has a master's in philosophy from the University of Houston, a bachelor's in English from Pennsylvania State University, and a bachelor's in philosophy and English from the College of Charleston.

Kimberly Wright, Senior Vice President and Executive Director, Metro Atlanta's American Heart Association



Kimberly D. Allen Wright is the senior vice president and executive director for Metro Atlanta's American Heart Association. Kim is an experienced leader with a track record of success in developing structural alignment, leading change initiatives and delivering innovative strategic solutions for both profit and non-profit organizations.

As the daughter of an Air Force intelligence specialist, she spent her childhood overseas living in Madagascar, Peru and Honduras. Her proficiency in Spanish later led her to serve as a translator for the Argentinian swim team during the 1996 Paralympic Games. She also performed as a stepper in the Welcome to the World segment during the opening ceremonies for the 1996 Centennial Olympic Games in Atlanta under the direction of Kenny Ortega.

Kimberly graduated with honors from North Carolina A&T State University in 1992 with a degree in banking and finance. Upon graduating she accepted a job with McMaster-Carr Supply Co. in Atlanta. In 1999, Kimberly left McMaster-Carr to launch her own company, Castleberry On-Site Massage Inc., which provided chair massage and mobile spa services to corporations. Kimberly secured major contracts with high-profile clients such as Bell South, Jameson Hospitality and CNN.

Kimberly joined the American Cancer Society in the fight against cancer following her mother's diagnosis with colorectal cancer in 2001. As the director of mission solutions, she was responsible for the development and delivery of constituent education program materials and mission-based tools. She was also the national strategic lead for African American Collaborations/Partnerships and a spokesperson for the American Cancer Society's Choose You initiative.

In late 2012, Kim joined Pitney Bowes Management Services as a business development executive where she worked with both profit and nonprofit organizations improving their data analytics and integration, communication intelligence, messaging via multi channels and print outsourcing.

Kimberly is an active member of several volunteer organizations including Alpha Kappa Alpha Sorority Inc., the Junior League of Atlanta and the National Black College Alumni Hall of Fame. She also served on the visitors board at her alma mater, and the advisory board for the Allen Etiquette Institute. In 2002 Upscale Magazine named Kimberly one of 10 Power Brokers of the Millennium. Kimberly resides in Atlanta with her two children Storm and JW.

Pastor Marcus T. Watkins, Senior Minister, Simpson St. Church of Christ



Pastor Marcus T. Watkins is a native of Rogersville, Alabama. He has been married to Gloria (Baker) Watkins for 33 years and together they have been blessed with two beautiful daughters, Portia who is a registered nurse at Wellstar Hospital and Tiara who is a college student at Athens State University in Alabama. They are also the proud grandparents of Phoenix Skye Yarborough and Dakota Raine Yarborough.

Marcus attended Lauderdale County High School and after graduating in 1986, immediately joined the United States Air Force. He honorably served his country for 10 years.

Marcus has had extensive secular and religious training. He holds a bachelor's degree in business management and has attended the community college of the Airforce, Valdosta State University, Georgia Military College, Paul Quinn College, International Bible College, and Oakland City.

In 2012, after nine years of faithful service to the Line St. Church of Christ in Evansville, Indiana, Pastor Watkins was called to Lead the Northside Church of Christ in Hartford, Connecticut.

In 2018, Pastor Watkins became senior minister of the historic Simpson St. Church of Christ in Atlanta, taking the baton from Dr. Andrew J. Hairston after his 55 years of faithful service. Under his leadership Simpson Street has forged ahead with the vision of his predecessor and his current vision to lead the people of God.

Simpson Street is currently positioning itself to be a viable part of the Vine City Community, in the near future with two major projects: the Mikros Childcare and Learning Center (proposed) and The Simpson affordable housing initiative.

In addition to his Pastoral work, Marcus has also launched his own logistic company (Evlogo Unlimited, LLC) that will focus on federal and local contacts in the trucking industry. He lives his life by the motto: To whom much is give, much is required.