



# HONNOLD FOUNDATION

*PROMOTING SOLAR  
ENERGY FOR A MORE  
EQUITABLE WORLD.*

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## Partner Overview: **North End Woodward Community Coalition (NEWCC)**

Detroit, Michigan is home to some of the most polluted zip codes in the United States, and has a [poverty rate](#) nearly three times that of the national average. In a city where asthma rates soar and many residents can't afford their medical bills, paying for electricity and other utilities can be next to impossible. However, efforts to reduce the burden of high utility bills for the city's low-income residents and decrease the pollution rate are underway-- and for NEWCC, introducing solar energy is a key part of the plan.

### **Organization Overview:**

[NEWCC](#) is a Detroit-based social justice and community development organization, working to improve the lives of Detroit's low-income residents. Their programs range from increasing access to the internet and clean energy for marginalized communities to streaming a radio station that keeps listeners up-to-date on local news.



### **Project Summary:**

In 2015, NEWCC purchased 15 homes at risk of foreclosure, and established Detroit's first community land trust. The trust keeps residents in their homes, and ensures affordability across multiple generations. "The families wanted to stay in their homes but just couldn't pay. We couldn't stand by and watch them be forced out of their homes. We knew we had to do something," said Reverend Joan Ross, the founder and Director of NEWCC.

In partnership with the solar panel manufacturer REC Group, NEWCC is installing best-in-class solar arrays on 10 of these land trust homes. The installations cut residents' energy bills in half, offset 41.5 metric tons of CO2 a year, and ultimately increase investment and resiliency in marginalized neighborhoods. The project also provides interested local residents with the opportunity to take part in a hands-on solar job training program, preparing them for future employment in the industry.



**Award Amount:** \$120,000

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