

JUNE 2025



THE DREAM



Summer Youth Employment Program

Urban Dreams' **Summer Youth Employment Program** has been in full swing since early June and will run through July 30th.

Our youth participants have been busy gaining valuable career-ready skills, from **workplace communication** and **leadership** to **hands-on experience** in event coordination. The growth we've seen in just a few short weeks has been inspiring.

Starting **July 3rd**, Summer City Hoops has moved to **Birdland Park** for the rest of July.

We hope to see you at one of our upcoming events. Come support our youth and be part of the energy!

UPCOMING EVENTS

Celebrate summer with our Youth Employment students at these **FREE** community events! Follow us on Facebook for the latest updates.

Summer on Sixth

Every Wednesday July 2nd - July 30th, 2025
5:00 pm
Community Courtyard
601 Forest Ave. Des Moines, IA 50314

Summer City Hoops

Every Thursday July 3rd - July 31st, 2025
5:00 pm
Birdland Park
2100 Saylor Rd. Des Moines, IA 50313

Rendezvous on Riverview

Every Friday June 13th - July 25th, 2025
5:30 pm
Riverview Park
710 Corning Ave, Des Moines, IA 50313

JUNE 2025



JOIN US AT THE 2ND ANNUAL TOPGOLF DRIVING FOR DREAMS!

Join us as we return to Topgolf for the **2nd Annual Driving for Dreams** signature golf outing, supporting youth development in our community.

 **Date:** Thursday, August 21st

 **Time:** 3 pm - 6 pm

 **Location:** Topgolf - 7680 Coachlight Dr., West Des Moines, IA 50266

Whether you're a seasoned golfer or just in it for the good vibes, you'll help raise critical funds for our **Youth Golf** and **Summer Youth Employment Programs**, giving young people opportunities to build confidence, skills, and careers.

PRESENTING SPONSORSHIP | \$5,000

- Recognition as a Presenting Sponsor on all event materials & promotions
- 3 bays (up to 18 golfers total)
- 36 drink tickets
- Premier logo placement throughout the event

BIRDIE SPONSORSHIP | \$2,000

- 2 bays (up to 12 golfers total)
- 24 drink tickets
- Recognition as a Birdie Sponsor on all event materials & promotions
- Choose drinks, food, or coach

BAY SPONSORSHIP | \$1,200

- 1 bay (up to 6 golfers)
- 12 drink tickets
- Logo placement on the signage at your bay

INTERESTED IN SPONSORING THE EVENT?



Scan the **QR code** or use the **link** above the newsletter to secure a sponsorship.

QUESTIONS?



golf@urbandreams.org



515-288-4742



urbandreams.org

THANK YOU SPONSORS:



Urban Dreams Board Members

Pam & Harry Bookey

Dr. Mary Chapman

Kay & Bob Riley

CELEBRATING 40 YEARS OF URBAN DREAMS

June 6, 2025, marked the official celebration of our **40th anniversary**, a momentous occasion in our story. What an incredible journey it has been, filled with resilience, growth, and shared purpose.

From our humble beginnings in **1985** to where we stand today, Urban Dreams has been built on the enduring foundation of **community**, **equity**, and **empowerment**. As we commemorate four decades of impact and service, we proudly honor the individuals who have made this milestone possible: our steadfast supporters, invaluable partners, dedicated volunteers, tireless staff, and, above all, the vibrant community we serve.

Thank you for being part of this journey and for continuing to dream with us!



Want to help keep the fun going?

Scan the QR code or use the link above to sign up and sponsor a program or event!



BOARD MEMBER SPOTLIGHT

Meet the minds behind the mission! Each month, we are spotlighting one of our board members whose passion, perspective, and commitment are helping Urban Dreams thrive.

To kick off the Board Spotlight series, we're excited to introduce our Board Chair, Rona Berinobis. Get to know Rona and learn more about the experiences that shape her service and impact.

Rona Berinobis

Urban Dreams Board Chair

How long have you served on the Urban Dreams board?

5 years

What drew you to join the Urban Dreams board?

Izaah Knox's commitment, vision, and fortitude to uplift the Urban Dreams mission compelled me to take a leadership role on the board.



*SVP Corporate Social Responsibility,
Organizational Development, and
Communications, Athene*

Can you tell us about your professional background?

Half of my career was in Health Insurance sales and the other half in Human Resources, leading inclusion programs, talent acquisition, organizational development, communications, and corporate social responsibility. The ability to impact and influence positivity in this work has been a privilege.

What's something you've learned from being part of this board?

I am grateful to work with a group of dedicated board members with diverse backgrounds, experiences, and expertise with one common goal – to make Urban Dreams the best it can be. Izaah's leadership, influence, and abilities are the key to advancing the organization.

Don't miss the next issue of The Dream Newsletter, where we will continue highlighting the dedicated individuals guiding Urban Dreams forward.

JUNE 2025



JOIN US FOR A FREE NUTRITION CLASS

Join us for another free 8-week nutrition class hosted by **Iowa State University Extension and Outreach**! Learn ways to **save money**, **build cooking skills**, and **try new recipes**. Classes meet every Friday from 11 am - 1 pm, starting July 11th.



Every Friday
starting July 11



Urban Dreams
1615 2nd Ave. DSM, IA 50314



Call/text Michelle at
515.305.9962 to sign up



JUNE FOOD PANTRY STATISTICS



17,604

TOTAL POUNDS OF FOOD



2,050

TOTAL PANTRY VISITS



3

AVERAGE HOUSEHOLD SIZE

Food Pantry Hours

Monday 9:00 am - 5:00 pm
Tuesday 9:00 am - 5:00 pm
Wednesday 9:00 am - 5:00 pm
Thursday 9:00 am - 5:00 pm
Friday 9:00 am - 5:00 pm

Our Partners

Atlantic Bottling Co.	Kum & Go
Capital City Fruit	Kwik Star
Centro	Malo
Costco	Pizza Hut
Dollar General	Price Chopper
Food Bank of Iowa	Sam's Club
Garbanzo	Target
Gilroy's	Whole Foods
Hiland Bakery	World Market

FOUNDER WAYNE FORD'S DEDICATION CEREMONY

Come celebrate with us on **Wednesday, July 30th from 5:00 to 8:30 PM** as we close out Summer on Sixth with a special tribute to our founder, **Wayne Ford**.

For over 40 years, Wayne has been a driving force behind Urban Dreams. His legacy will be honored with the unveiling of a dedication plaque that celebrates his lifelong commitment to community, equity, and opportunity.



The celebration takes place at our Community Courtyard, 1410 6th Avenue, with **free food, live music, and reflections** on Wayne's incredible impact and the bright future ahead for Urban Dreams.

ARE YOU REGISTERED TO VOTE?

At Urban Dreams, we've recently begun tracking voter registration among our community. As of June, only **49%** of our community members were registered to vote. That means **51%**, more than half, are not yet signed up to make their voices heard.

While there are no presidential or national elections coming up, local elections still matter. **School boards, city councils, and county measures** have a direct impact on our neighborhoods, schools, housing, and safety. Participating in these elections is how we shape the future of our communities.



Want to Help?

If you're interested in volunteering to assist community members with voter registration, we'd love your support. Email us at admin@urbandreams.org to get involved.

Check Your Registration

You can confirm your registration status or sign up in just a few minutes at vote.org.



NORTHSIDE AFFORDABLE HOUSING PROJECT

Urban Dreams has owned the site for over **30 years** and is now ready to bring a long-held vision to life: **six high-quality, affordable row houses** for families earning at or below **50% of the area median income**.

We're asking for your support to help build these accessible, sustainable homes and create a stronger, more inclusive community.



*Front of row-houses
Simonson and Associates Architects*



*Back of row-houses
Simonson and Associates Architects*

WHY THIS PROJECT MATTERS

The initiative addresses the **critical shortage of affordable housing** in Des Moines and aims to promote **economic stability, community revitalization, and housing equity**.

Affordable Housing Shortage

The National Low Income Housing Coalition (NLIHC) reports a shortage of **25,234** rental homes affordable and available to households earning at or below **50% AMI** in Iowa.

Population & Workforce

Des Moines has a population of approximately **690,000**. The metro area requires **348,460** housing units. The current housing stock stands at **291,476** units, resulting in a **deficit of 56,984** units.



HOW YOU CAN HELP

Every donation, **no matter the size**, brings us one step closer to making these homes a reality. You can also make a big impact by spreading the word by sharing our posts on social media, telling your friends and family, and helping us build momentum in our communities.

Below is the estimated cost to complete the project and provide maintenance for the next five years.

ESTIMATED TOTAL COST: Up to \$2 million

Construction budget: Up to \$1.75 million

Full project budget: Up to \$2 million

- Includes 5 years of maintenance

FUNDING SOURCES

- \$1 million secured from **Polk County's ERA2 Affordable Housing Initiative**
- \$160,000 received from Prairie Meadows Legacy Grant



Help Build the Future of Affordable Housing in Iowa

Be a part of history! We're building the **first-of-its-kind** affordable housing project in Iowa, and your support will help make it a reality. Every donor will be permanently honored on a commemorative plaque displayed at the completed site, serving as a lasting tribute to your impact.

Scan the QR code or click the link above this newsletter to donate today!



*Front of row-houses
Simonson and Associates Architects*



*Back of row-houses
Simonson and Associates Architects*

URBAN DREAMS COMMUNITY CENTER

Rent the Urban Dreams Community Center!

Our community center has been buzzing with activity over the past few months, serving as a hub for connection and celebration. It's home to the Riverbend Neighborhood Association's monthly meetings, weekly AA gatherings, and a variety of other events. The space is perfect for hosting baby showers, holiday parties, corporate events, and more.

Amenities include:

- Capacity for 275 people standing
- Up to 15 round tables seating 8 people at each table
- Three mounted TVs and one mobile TV
- High-speed WiFi
- Convenient kitchenette
- Toucan video conference system



SCAN TO RESERVE

To reserve the space, please scan the QR code or follow the link provided above this newsletter. To use the community center, a minimum donation of \$25 an hour is required.



Summer Youth Employment Student Spotlight

This month, we're excited to highlight **Adom**, one of our amazing Summer Youth Employment Program students.

Adom helps out at the Urban Dreams office by supporting clients at the food pantry. He also assists with Rendezvous on Riverview, where he helps our community partners run weekly events.



Through the program, Adom is gaining valuable experience in leadership, event planning, and teamwork.

Thanks for all your hard work, Adom!

MISSION STATEMENT

Urban Dreams advocates for **all members of the community**, breaking down barriers to success and collaborating with key stakeholders to overcome obstacles and uplift **underserved** and **underrepresented** people.

VISION STATEMENT

Our Urban Dream is to create **equal opportunity and access** for people to pursue their Dreams.

FOLLOW US TO STAY UP TO DATE ON CURRENT EVENTS



Urban Dreams - Iowa
Facebook



urban.dreams.dsm
Instagram



urbandreamsdsm
Snapchat



@UrbanDreams
Twitter



Urban-Dreams
LinkedIn



www.urbandreams.org
Website



SCAN OUR LINK TREE TO
ADD US ON SOCIALS