



# 2021 | ANNUAL REPORT

**MetroMorphosis®**  
*Transforming Urban Communities from Within*

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## A LETTER TO OUR COMMUNITY



Dear Baton Rouge Community,

Looking Back on 2021, one thing truly stands out for us: the deep and abiding sense of community displayed in a year following the height of the COVID19 pandemic and seemingly heightened social unrest and racial injustice. Add to that the tremendous amount community support shown in the aftermath of the Winter Storm of 2021 and Hurricane Ida, and our appreciation for our community only grows.

In 2021 alone, our community has fed, clothed, trained, mentored, educated, advocated for and empowered tens of thousands of individuals. Whether through the work of your own hands or by donating goods and funds, you stepped up. And because of that, our city is a much more vibrant place to live and work.

We've always known that the greatest asset our community has is its people. It's why we choose to begin our work with and build our work around the people closest to the challenges we want to address and the opportunities we want to create. It is why citizen mobilization is a primary indicator of our success and why we've created opportunities to equip and develop thousands of citizens to participate in elections, the local economy and their community's educational institution. Because at the end of the day, it is the people that matter and only what matters most to the people will be maintained.

But, people do not live in a vacuum, so we've also concentrated our efforts on changing the context in which people operate. We've worked with groups to change practices and policies that have historically acted as barriers to success for certain groups of people and built catalytic partnerships between organizations who typically have the same aspiration for our community even as their approaches differ. We've also worked to change how the story of our community is told. So often, the story is one of deficit and loss, but through our partnerships with several media outlets and media professionals and the launching of our Black Futures campaign which utilizes the Ghanaian principle of Sankofa, we've begun to identify opportunities to tell a new narrative around Black and Brown people and the communities in which they live.

All of our work to build capacity serves to position us, our partners, and the citizens of our city to be more impactful in creating a vibrant, thriving city for all. Our work has never been just about us. And if we are to ever see real change in our city, it never can be.

We are better together. And we are thankful that you are with us.

Sincerely,

Raymond A. Jetson and Sherreta R. Harrison

Chief Executive Catalyst and Sustainability Catalyst

# OUR VISION AND VALUES

*MetroMorphosis envisions a critical mass of engaged people equipped to transform their own communities.*

## Our Values

### EXCELLENCE

Quality execution that exceeds the status quo and prioritizes continuous improvement



### LEARNING

The use of data and information to inform decisions and make adjustments

### CHEMISTRY

The bonding of personalities among team members that allows for ease of partnership



### SELF-CARE

The intentional prioritizing of activities that serve to strengthen, heal and build us mentally, physically and emotionally

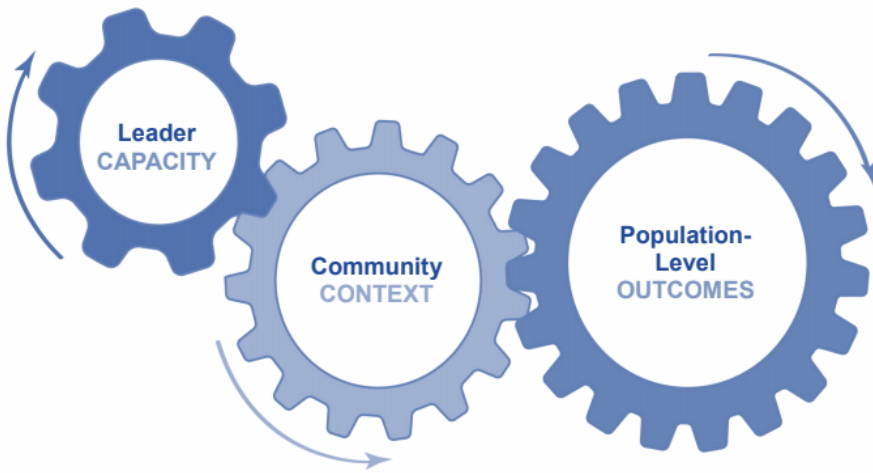


“We’ve always known that the greatest asset our community has is its people. It’s why we choose to begin our work with and build our work around the people closest to the challenges we want to address and the opportunities we want to create.”



## HOW CHANGE HAPPENS

Long-term change that results in a vibrant, thriving city is not simply the result of a direct service to those most in need. While we recognize the value of meeting immediate needs for those in our communities, MetroMorphosis has intentionally taken the systems approach to change. That is to say we have chosen to focus our efforts on shifting the conditions that hold a challenge in place. This practice is meant to complement the work of our community partners who provide direct service. Together, our work ushers in large scale change while allowing for those impacted by the change to thrive.



*Sustainable change begins by building the capacity of people who can lead the change and impacting the environment in which they create change. Image courtesy of Forum for Youth Investment*

also ensuring that large procurers have policies and practices in place that don't intentionally or inadvertently hinder the businesses from securing the contracts or mobilizing a community around voting and civic engagement while simultaneously working to remove barriers that may prevent them from full exercising that right.

When the first two gears are properly and consistently turning, we will begin to see movement on the third gear which represent the population outcomes (increased voter turnout, increased spending with small businesses and job growth, improved graduation rates and health and wellness outcomes.)



ReEntry partners work through an activity to develop a community aspirations

# PEOPLE AND NUMBERS

*The work of MetroMorphosis is centered around 5 Approaches in 4 key areas with 3 intended impacts.*



## The 5 Approaches to Community Change

Mobilizing Citizens

Building Catalytic  
Partnerships

Reactivating Assets

Leading Narrative  
Change

High Performance

## The 4 Key Areas for Community Change

Community  
Engagement

Voting & Civic  
Duty

Inclusive  
Economies

Families and  
Education

## The 3 Intended Impacts of Community Change

Redefined systems with a  
focus on equity

Activated assets and mobilized  
citizens equipped to participate in  
those systems

Fundamental shifts in the way we  
think and talk about inner- city  
communities



# PEOPLE AND NUMBERS

*The work of MetroMorphosis is driven by a small team and overseen by a board of 7.*

## 2021 Board of Directors



**Brandon Smith**  
*Chair*



**Raymond Jetson**



**Sarah Kracke**  
*Secretary/Treasurer*



**Charlette Minor**



**Johnathan Hill**



**Jason Thrower**



**Joshua Hollins**



**Morgan Udoh**

## 2021 Team & Consultants

**Raymond A. Jetson**  
*Chief Executive Catalyst*

**Luke St. John McKnight**  
*Innovations & Partnerships Catalyst*

**Sherreta R. Harrison**  
*Sustainability Catalyst*

**T.C. Nash**  
*Communications Catalyst*

**Dr. Sonia Daniels**  
*Community Impact Catalyst*

**Terina Washington**  
*Operations Catalyst*

**Rachel Jackson**  
*Program Catalyst- LaunchBR*

**Darren Wilson**  
*Business Development Catalyst*

**Tyra Banks**

**Dr. Sharbreon Plummer**

**Stacey Baxter**

**Frankie Robertson**

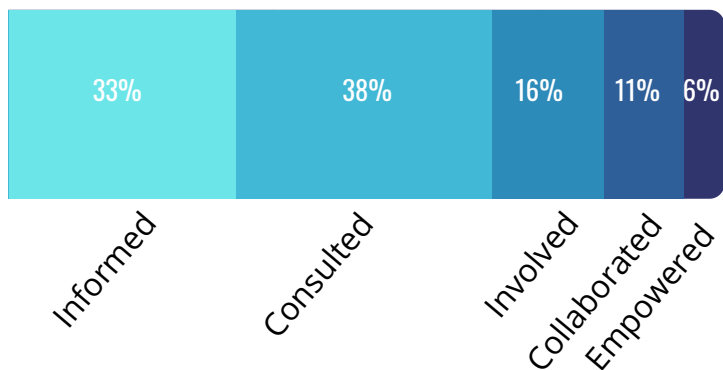
**Michael Mitchell**

**Dr. Phelecia Udoko**

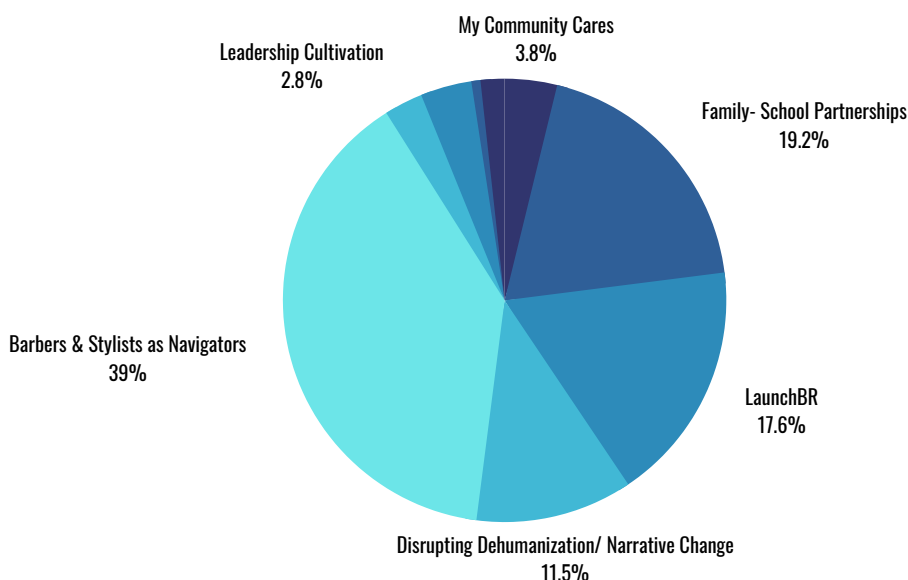
# PEOPLE AND NUMBERS

This year, we have **mobilized 1,260 citizens to act on behalf of their communities.**


## Mobilization by Level of Engagement



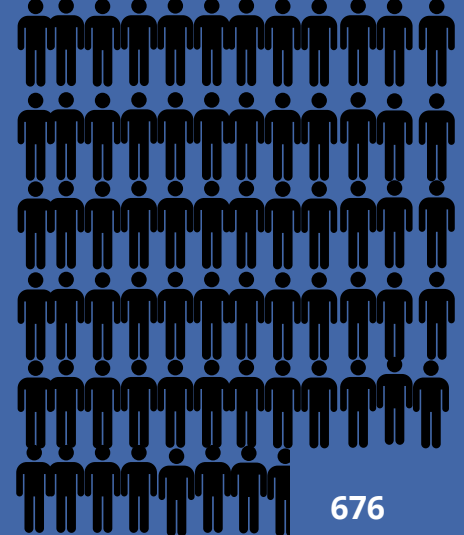
## Mobilization by Containers



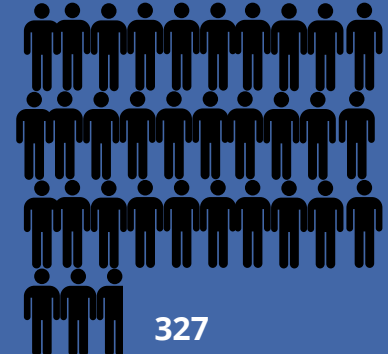
## Mobilization by Key Area

 = 10 people

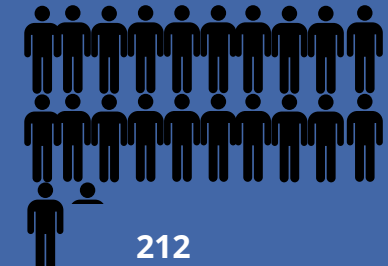
### Community Engagement



### Families & Education



### Inclusive Economies



### Voting & Civic Duty



## Collective Action Networks

*Groups of committed actors working toward a shared aspiration for their community*

# PEOPLE AND NUMBERS

*In 2021, we developed or sustained 5 **collective actions networks** to increase the isolated impact of individual organizations and to create a more coordinated approach to community issues.*

### My Brother's Keeper Baton Rouge (MBK BR)

- 15 partners representing organizations and communities
- focused on addressing the persistent opportunity gaps facing boys and young men of color
- established 3 action tables to address issues in workforce development, education and public safety

### Urban Leaders Roundtable

- 9 partners representing public, quasi- public, and community based agencies
- focused on coordinating efforts to improve the quality of life in our city
- launched a joint newsletter and developed The Urban Agenda, a coordinated approach to addressing the city's most pressing issues

### ReEntry

- 10 partners representing various services available to formerly incarcerated persons
- focused on coordinating efforts to reduce recidivism and establish shared case navigation
- completed planning for shared case navigation system and selected lead agency to implement plan

### Urban Elders Council

- 6 partners age 65 and older
- focused on protecting the interests, rights and needs of our aging community
- signed an MOU with Build Baton Rouge to serve as advisors to the development projects and entered into an agreement with SU Law Center to help protect family property

### Baton Rouge Procurement Opportunity Partnership (BRPOP)

- 26 large procurers of goods and services
- focused on increasing supplier diversity and spend with small businesses
- funneled nearly \$8M in contracts to women-, veteran- and minority- owned businesses in the Capital Region



# PEOPLE AND NUMBERS

***Barber shops and Beauty Salons** continue to be vital assets to the community and can play a critical role in providing much needed resources to community members.*

*This year, we launched our **Community Health Hub** initiative which built upon the 2020 Barbers and Stylists as Navigators work to impact health and wellness outcomes in the community.*



“

One of my clients was homeless after losing her job. I made a referral from the list and she was able to find housing and start her own business. Now she is doing very well.

”

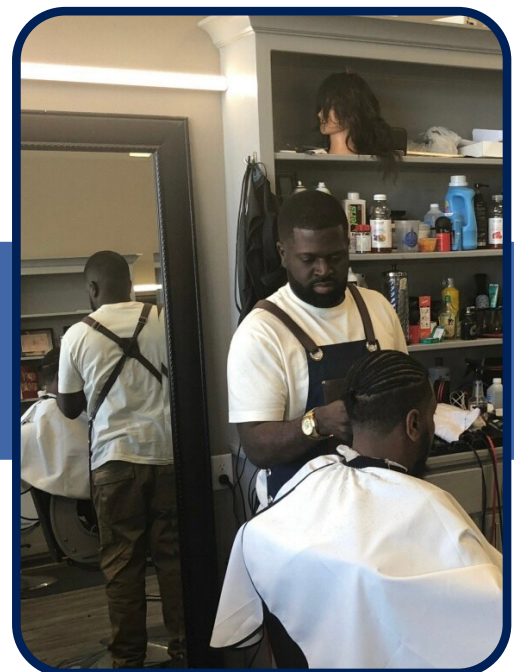
13

shops equipped with resources and equipment to make connections with clients and community members

551

referrals to community supports made with 80% of referrals being marked as helpful

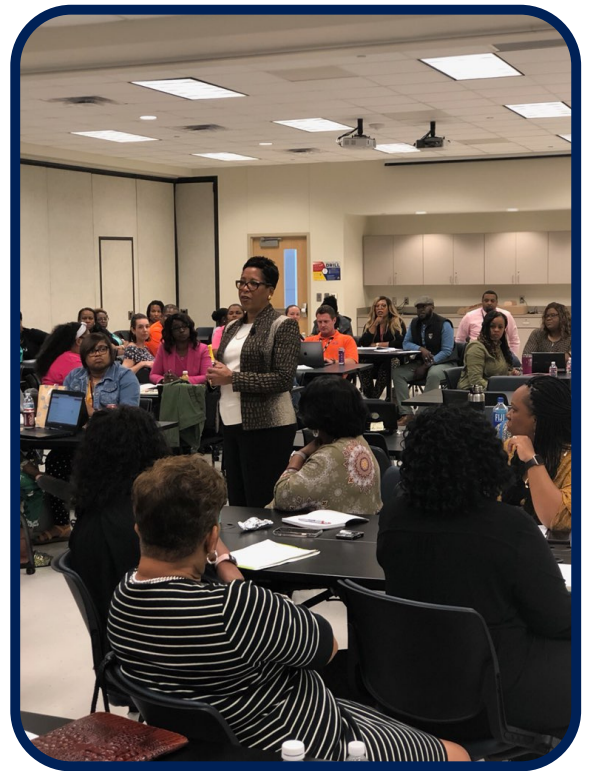
*"This initiative has been a benefit to my clients because they see me more than they see their doctor or anyone who would give them tips to help them during this time. We talk and they know I won't steer them wrong."*



# PEOPLE AND NUMBERS

**Family- School Partnerships (FSP)** are critical to student outcomes. By equipping families, communities and schools to work together, gaps in capacity and in learning can be closed.

This year, we built on the foundation laid by Our Schools... Our Excellence (OSOE) and expanded the work of FSP throughout the state.



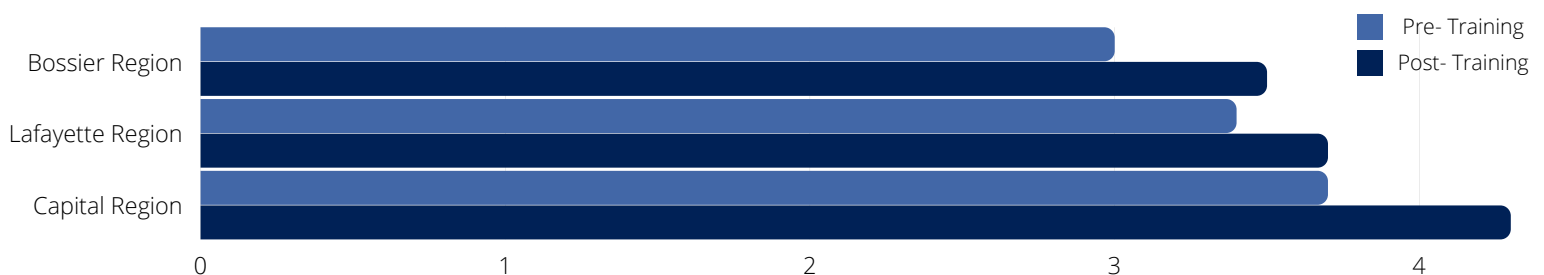
# 300

school leaders across the state received training on Collective Impact for Transformative Family Engagement

# 63%

of participants reported feeling better equipped to implement the State's new Family Engagement Framework after 1 session

How confident are you that your district has the capacity to implement the new Be Engaged framework?



# PEOPLE AND NUMBERS

*With over 90% of businesses in the Capital Area qualifying as small businesses, the success of the Baton Rouge economy requires a robust and equitable environment for small businesses to thrive.*



*This year, we **coached, vetted, and connected** small businesses to opportunities through our **LaunchBR container** to increase their capacity to provide services and increase their access to capital and contracting opportunities.*

## 55

women, minority and veteran owned  
businesses vetted and connected to  
training, contracting and capital  
opportunities

## 100+

coaching hours to assist small businesses  
with bid preparations and DBE  
certifications

## \$12M+

awarded in contracts to small women,  
minority and veteran owned businesses  
through MovEBR

# PEOPLE AND NUMBERS

*In 2021, we launched our first ever **Black Futures Campaign** to document the rich contributions made to Baton Rouge by its Black citizens.*

*The city- wide celebration featured community conversations, webinars, panel discussions, and an EBR Schools Virtual Program inspired by the written history, **Black Baton Rouge Yesterday and Today**.*

# 131

community downloads of the written history

# 5

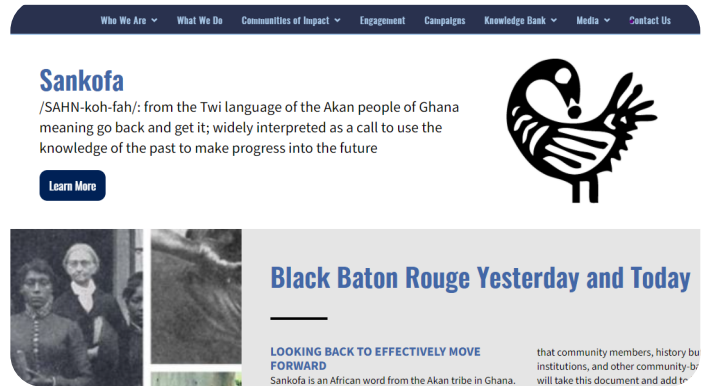
community conversations featuring elected officials, community members, entrepreneurs and activists

“

Scotlandville, South Baton Rouge, and Eden Park should form a coalition.

To[o] much history, culture, richness... and in truth [w]e tell the real story of Baton Rouge as a whole

”



## Community Partners

All Nations Worship Assembly BR

Capitol Park Museum

East Baton Rouge Parish Library

East Baton Rouge Parish School System

Elm Grove

Humanties Amped

McKinley Alumni Association

McKinley Alumni Center

NAACP

New Sunlight Baptist Church

North Baton Rouge Now  
Southern Grind Cofe

Shiloh Baptist Church

“

Because at the end of the  
day, it is the people that  
matter and only what  
matters most to the  
people will be maintained.

”

For more information on our work, visit  
[metromorphosis.net](http://metromorphosis.net) or follow us on social media

