



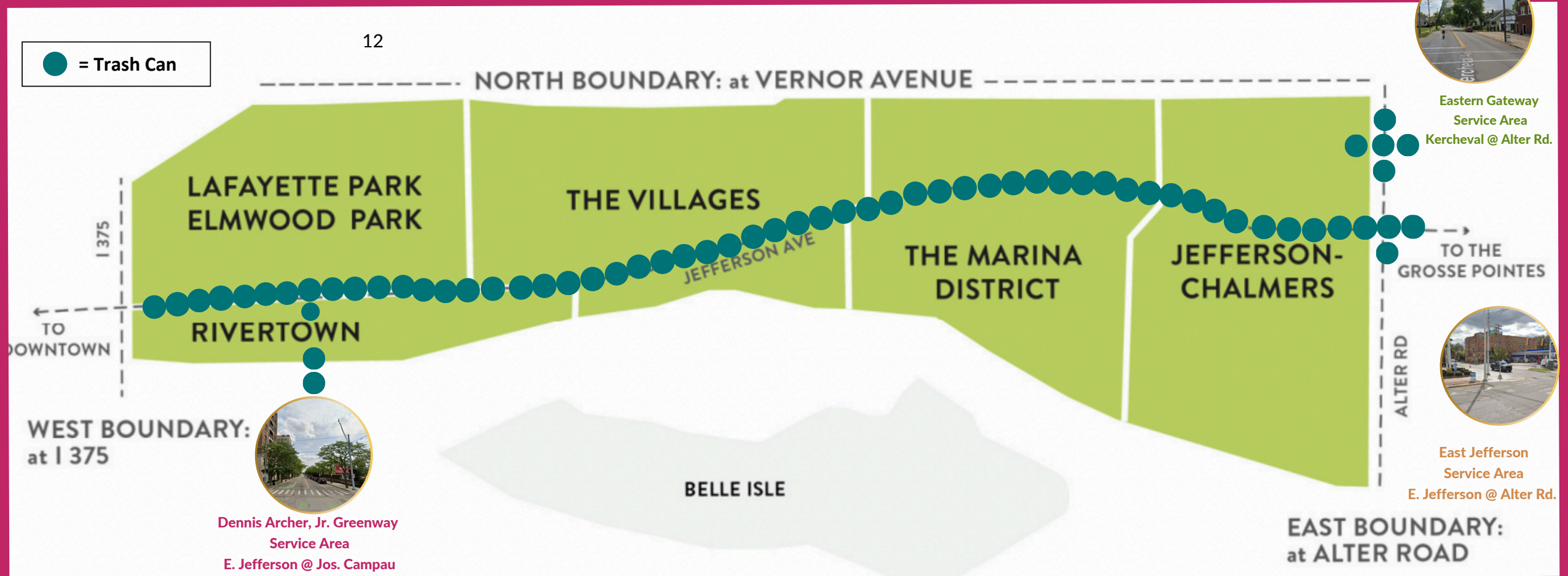
Clean Ambassador  
Program: Creating  
clean, safe and  
vibrant spaces in our  
neighborhoods.

2024 - 2025 Small Business Donation Opportunities





# Creating Opportunities for Detroiters



**15 miles**  
**Sidewalk Maintained**

**42,000**  
**Residents**

**21,200**  
**Clean Ambassador Hours**

# OUR IMPACT (2013-2023)



**155 Trash Bins**

**Emptied &  
Maintained 3x  
Per Week**



**3500+**

**Pedestrians &  
Motorists  
Assisted**



**1095 Tons**

**Trash Removed**



**5000+**

**Graffiti Tags  
Removed**



# Creating Clean, Safe and Vibrant Spaces

JEI funds Clean Ambassadors to provide an enhanced level of care to public spaces along east Jefferson Avenue, the lower portion of the Dennis Archer, Jr. Greenway, and key eastern gateways at Alter & Jefferson, and Alter & Kercheval.

A friendly visible presence, JEI's Clean Ambassadors provide litter management services 3x weekly to more than 15 miles of sidewalks. They maintain more than 155 pedestrian trash cans, and provide hospitality services to residents, visitors, shoppers and business owners. They also provide additional eyes on the street to boost public safety and help JEI identify issues before they become a problem.





# Creating Clean, Safe and Vibrant Spaces

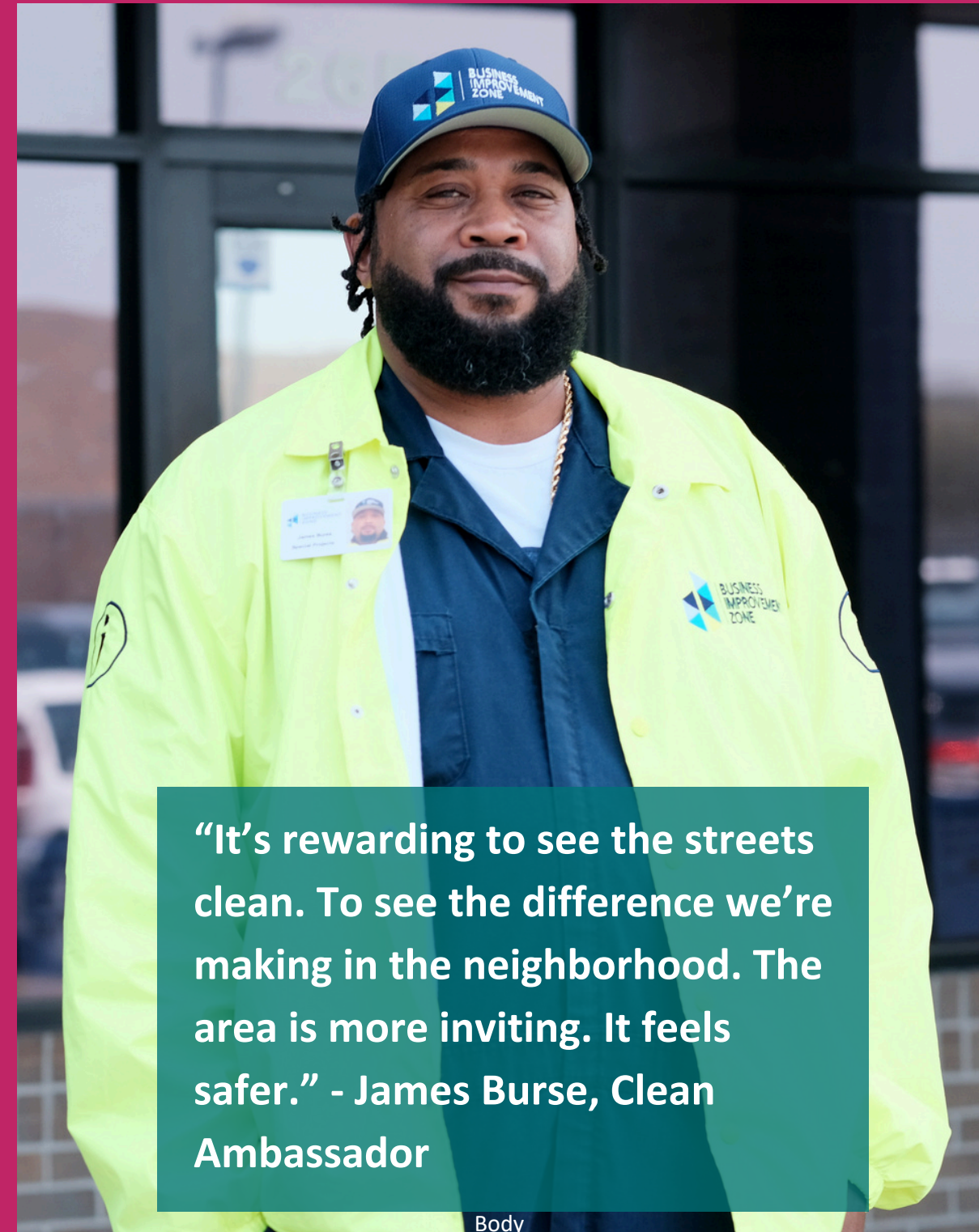
By maintaining clean, attractive streets, Clean Ambassadors enhance the area's livability and economic vitality, thereby giving residents what they deserve: Clean, safe and vibrant places.



In supporting JEI's Clean Ambassador Program, you are not only supporting clean, safe and vibrant spaces, you are also contributing to local job creation.

Our program offers well-paying entry-level jobs that help individuals re-enter the labor force and develop new skills. Over time, Ambassadors earn opportunities to advance into leadership positions and further enhance their skills. All of our Clean Ambassadors live in Detroit, with the majority residing within the East Jefferson corridor where they serve.

By sponsoring this program, you are investing in the community's future, providing meaningful employment opportunities, and ensuring the continued vitality of Detroit's neighborhoods. Your support makes a tangible difference, helping to build a stronger, more resilient community for everyone.



**“It’s rewarding to see the streets clean. To see the difference we’re making in the neighborhood. The area is more inviting. It feels safer.” - James Burse, Clean Ambassador**





# SMALL BUSINESS OPPORTUNITY LEVELS AND BENEFITS

<div>\$2,000</div> <div>East Jefferson Champion</div>	<div>\$1500</div> <div>East Jefferson Advocate</div>	<div>\$1000</div> <div>East Jefferson Supporter</div>	<div>\$500</div> <div>East Jefferson Friend</div>
<ul style="list-style-type: none"><li>• Prominent logo placement on JEI website as a program sponsor.</li><li>• Feature spotlight in JEI newsletter</li><li>• Mention on JEI digital platforms</li><li>• Promotional 12 x 18" window clings for your business.</li><li>• Acknowledgment in JEI Annual Report.</li></ul>	<ul style="list-style-type: none"><li>• Acknowledgement on JEI website as program sponsor.</li><li>• Mention on JEI digital platforms.</li><li>• Promotional 12 x 18" window clings for your business</li><li>• Acknowledgement in Annual Report</li></ul>	<ul style="list-style-type: none"><li>• Acknowledgement on JEI website as a program sponsor.</li><li>• Mention on JEI digital platforms.</li><li>• Acknowledgement in Annual Report.</li></ul>	<ul style="list-style-type: none"><li>• Acknowledgement on JEI's platforms.</li><li>• Acknowledgement in Annual Report</li></ul>

# DONOR BENEFITS

Community Impact	Workforce Development	Visiblity and Recognition	Corporate Social Responsibility
<p>Directly contribute to the cleanliness and beautification of east Jefferson, enhancing the quality of life for residents and visitors.</p> <p>Support the creation of safe, welcoming public spaces that foster community pride and engagement.</p>	<p>Invest in job training and skill development for local residents, helping them gain valuable experience and improve their career prospects</p> <p>Empower individuals to become community leaders and role models, promoting long-term economic stability and growth.</p>	<p>Receive public acknowledgment for your support through donor-branded trash wraps placed prominently along E. Jefferson, visually appealing social media ads, customized window clings placed prominently in storefronts along E. Jefferson, social media &amp; newsletter acknowledgements, media campaign, live-streamed events, flyer distribution, video interviews.</p>	<p>Enhance your reputation by demonstrtating a strong commitment to social and environmental responsibility.</p> <p>Build positive relationships with the community, customers, and other stakeholders by actively participating in local improvement efforts.</p>



# THANK YOU!

Support the work of JEI  
while increasing your  
corporate visibility.

*Jefferson East, Inc.*  
➡ *Go East™*



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CEO

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**Clean & Safe Program**

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