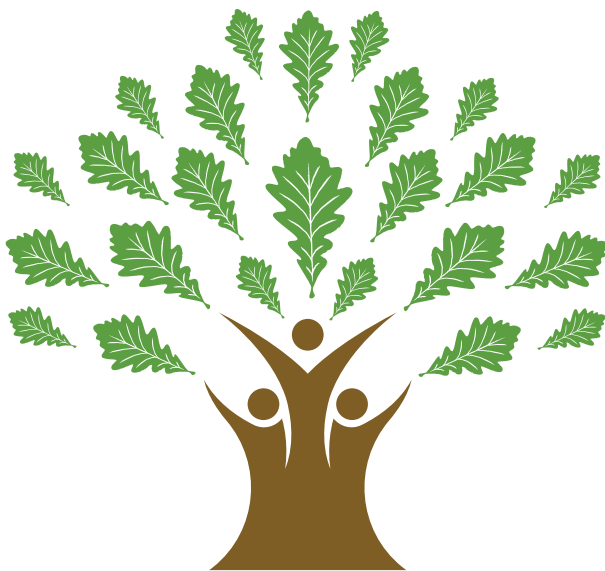




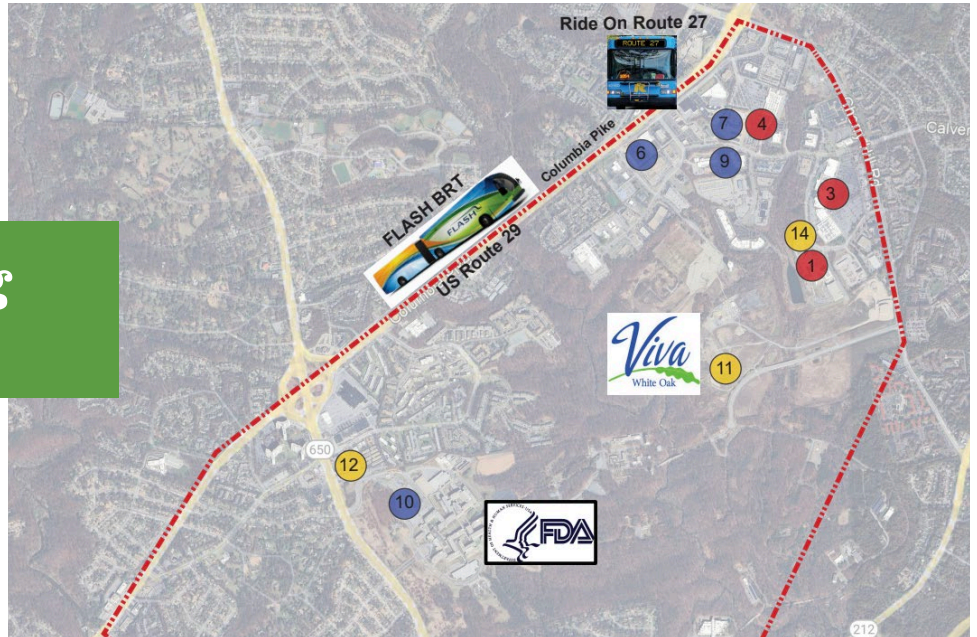
CASE FOR SUPPORT



**Friends of
White Oak**

Founded in 2017, Friends of White Oak is a 501c3 nonprofit committed to community engagement, economic development, and advocacy that supports the ongoing development of a safe, diverse, vibrant, and sustainable greater White Oak community in the eastern region of Montgomery County, Maryland.

Reimagining White Oak



White Oak is the Heart of Eastern Montgomery County.

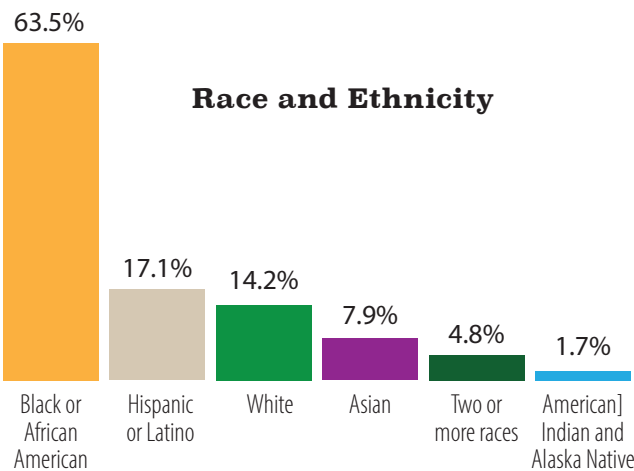
Through community engagement, advocacy, and economic development opportunities, Friends of White Oak is working toward the full implementation of the White Oak Science Gateway Master Plan (approved and adopted on July 29, 2014 by the Montgomery County Council), a comprehensive development strategy that aims to create a vibrant, sustainable, and economically just community in the White Oak area of East County in Silver Spring, Maryland.

The plan envisions White Oak’s major centers evolving from conventional, auto-dependent suburban shopping centers, business parks and light industrial areas into vibrant, mixed-use, transit-served nodes through economic inclusion, affordable housing, small business support, sustainable development, workforce training, and equitable transportation. By addressing the diverse needs of our community and promoting opportunities for all residents to thrive, this plan serves as a model for creating a more viable White Oak.



White Oak by the Numbers

White Oak area population is 16,347 as of April 2020.



58.5%
Speak a language other than English at home

Perception Doesn't Match Reality

Lack of identity and aesthetics



Strong Life Science Focus

FDA and Adventist HealthCare White Oak Medical Center

Lack of cohesive urban design



Diversity celebrated

Transportation Issues/
poor connectivity



Vision in process to develop White Oak into vibrant, mixed-use, transit served nodes.

Transit hub with easy access to transportation (BRT FLASH)

High crime



MCPD District 3 Station in the heart of White Oak

Few things to do



Growing food culture

Food popups, plans for food incubator and manna food distribution center

Economic issues



Vibrant small business community on the verge of growth

Our Impact to Date

In 2023, FOWO received its official status as a 501c3. Since that designation, our volunteer board has dedicated a total of approximately 80+ hours of volunteer time each month. To date, we've:

- Successfully advocated for the White Oak Recreation Center, in the heart of the White Oak community, to be **designated as an Early Voting site**, as part of an ongoing effort to increase and support access to the ballot box.
- Developed **strong relationships with local policymakers**, including our District 5 Councilmember Kristin Mink, and our District 20 Legislative Delegation, which includes Sen. Will Smith and Delegates Jheanelle Wilkins, Lorig Charkoudian, and David Moon, who work with us on issues that affect the White Oak community. Together, we've effectively advocated for \$500K in funding to support the **Facade Improvement Plan** to improve the structures in aging developments and beautify the neighborhood.
- Launched the **"Reimagine White Oak"** campaign by bringing together policymakers, major real estate developers, including MCB Real Estate, Viva White Oak, PS Ventures/ Hillandale Gateway and NRP Group/The Logic Apartments, and more than 200+ business owners and residents to learn about plans for major economic development projects in White Oak. This effort resulted in local developers actively changing their development plans to meet the identified needs of the community.
- Ongoing advocacy for additional funding to support the White Oak community, including **\$2M from the state to support planning and strategy to replace the vacant Sears building** at White Oak Shopping Center.
- Partnered with **"Arts on the Block"** to reinvigorate community engagement in placemaking through the arts and displaying public art to help beautify old White Oak.
- Played a **significant role in ensuring major improvements for the Hillandale Center** on New Hampshire Ave, a critical safe community and family oriented park.
- Successfully advocated, in partnership with other key players, for the opening placement of **Montgomery College's East County Education Center** in White Oak.
- **Partnerships with 10+ community organizations**, including White Oak Recreation Center, Adventist Healthcare at White Oak Medical Center, Springbrook High School and more through various local events and sponsorships including National Night Out, Annual Concert at the Lake, Fall Festival, and more.
- Convened more than **75+ local residents to hear directly from WRS Real Estate Inc.**, a major developer in White Oak, regarding the reimagination of the Amalgamated Transit Union's 46-acre international headquarters site in White Oak area with roughly 1.3 million square feet of new residences and retail space.
- Hired local students as **paid summer interns from Springbrook High School** and act as an ongoing partner for student volunteer service hours.
- Participated in **MoCo's first-ever Black Business Expo** with the Montgomery County Black Collective.
- Conducted a community survey that garnered more than 600 responses from community members on what type of development projects they want to see in the new White Oak.



Looking Ahead

FOWO is working to fundraise and secure new operational and programmatic support. With greater **resources**, **FOWO will be able to:**

- Hire a part-time staffer to assist with the administrative tasks of running a non-profit
- Cover annual operational needs such as insurance, email and web development services
- Engage in organizational and field capacity-building opportunities
- Support more local organizations
- Host bigger, more influential community events and programs with wider reach
- Increase awareness and visibility of White Oak through a more robust marketing plan
- Support ongoing voter registration and early voting efforts in White Oak
- Create a digital and printed community directory of local businesses that can be shared with residents

Help us to reach more people and have a bigger impact in White Oak.

Donate Today

 info@friendsofwhiteoak.org
 www.friendsofwhiteoak.org

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#ReimagineWhiteOak