

NEW

HELPING **NONPROFITS**
MAKE A DIFFERENCE



ANNUAL REPORT 2009-2010



Dear Friends,

Each year we witness the remarkable spirit of our community – its hope, commitment, and ability to meet challenges and make the most of opportunities in good times and in bad. From the hundreds of organizations we serve each year, to the tens of thousands of individuals they impact each and every day, we're proud to be a part of this incredible community. We're proud to help nonprofits make a difference.

It's been an extraordinary year. In 2010 NEW worked with over 560 nonprofits throughout southeast Michigan – organizations working hard to support families in need, improve educational and employment opportunities, preserve our farmland and rivers, and bring the vibrancy of the arts to everyone.

NEW's innovative programs build the effectiveness, efficiency, and sustainability of nonprofits. Through leadership, technology, information, and infrastructure support, our services give nonprofits the edge they need to continue to make a difference in today's challenging economic climate.

More and more, NEW's impact is reaching into every neighborhood in southeast Michigan, further afield to communities throughout the state, and ultimately across the country and around the world through national and international organizations based right here in southeast Michigan.

We thank our Ann Arbor founders and the many supporters and partners who have made our work possible and who have shared their resources, insight, and expertise to help us broaden and deepen our work. Southeast Michigan is our home, and we are committed to building strong and lasting partnerships that will bear fruit in our community for years to come. We look forward to continuing to work with you, and for you!

With kind regards,

Neel Hajra
President and CEO



NEW's MISSION

NEW helps nonprofits succeed by strengthening nonprofit management and offering solutions to issues facing the nonprofit community.

NEW serves nonprofits in southeast Michigan and works with partners to deliver NEW's services outside the region. Our online services are available nationwide. www.new.org



About NEW

NEW helps nonprofits make a difference through board leadership, technology, information, and infrastructure services. In 1992, the McKinley Foundation and a diverse group of community members were eager to develop a unique and valuable community resource at the northern entrance to Ann Arbor. The idea was to create a facility that would help nonprofits by providing high-quality office space, shared equipment and amenities, and a supportive community that would foster collaboration and the sharing of ideas and best practices. With wide support of the community, the NEW Center was born. Our first 20 tenants found immediate benefit in lower overhead costs and on-site cooperation with other nonprofits. NEW soon realized that nonprofits could benefit from a variety of additional support services and developed targeted programs to meet their needs:



BoardConnect is NEW's proven board training and matching program, building the leadership skills of nonprofits and community members. BoardConnect trains nonprofit boards to be more effective and helps organizations recruit new board members. It also helps individuals find meaningful service opportunities and helps businesses meet community service goals by training employees, then connecting them with nonprofits seeking board and committee members. Additional online services provide practical guidance in conducting board business.



npServ provides innovative technology services for nonprofits. The npServ Team acts as an organization's IT advocate, helping them meet current technology needs and plan for the future. NEW acts as a nonprofit's Chief Technology Officer and network administration team rolled into one. Organizations learn to build infrastructure and use their resources more effectively, allowing them to do more with less. Services include affordable infrastructure, IT support, email, donor management, and technology and new media workshops.



ResourceConnect offers guidance on management best practices and referrals to high impact professional services. Our expert staff offers assistance with management questions through a Resource Center and helpline. An Online Resource Directory provides access to the latest nonprofit management practices, hands-on tools, professional services, and publications. At our offices in Ann Arbor and Detroit, nonprofits can access a national database of over 98,000 grantmakers.



The NEW Center in Ann Arbor provides quality office and meeting space to nonprofits, offering a beautiful riverfront location, convenient highway access, and free onsite parking. Nonprofit tenants benefit from below-market rent and shared resources and amenities. Flexible conference room space is also available to any nonprofit at low cost, and, through our Affiliate Program, non-tenant nonprofits can enjoy some of the benefits of tenancy, including a NEW Center mailing address.





BoardConnect®

Comprehensive Board Development



Client Profile

YANKEE AIR MUSEUM

The Yankee Air Museum is dedicated to preserving southeast Michigan aviation history, providing public education for grades K–12, restoration and maintenance of historic aircraft, and restoration and conservation of aviation artifacts and research material.

“The work BoardConnect has done with us has been invaluable. It has helped us improve our board structure and implement best practices for our committees. BoardConnect is helping us create a truly high-performing museum, and for that we are deeply appreciative!”

*Randy Hotton,
Executive Director*

BoardConnect®/Board360™/The Board Room

BoardConnect builds the leadership and effectiveness of nonprofit boards, helping nonprofits fulfill their missions in difficult times. Services include board training, recruiting, matching, and online resources. BoardConnect training supports board members over the full life cycle of board service, helping new members learn the ropes and providing in-depth guidance as organizations address higher-level issues such as mission and long-term strategy. New and experienced trustees alike return from BoardConnect sessions invigorated and eager to take their governance responsibilities to new heights.

BoardConnect recruiting and matching services bring fresh talent and solid qualifications to nonprofit boards. Public and sponsored workshops and events engage the best and the brightest in the community and connect them with nonprofits in need. BoardConnect also partners with businesses and associations to offer dynamic service opportunities to employees and members. A strong focus on board diversity gives boards the skills and insight they need to provide effective leadership and be responsive to their constituents and communities.

BoardConnect online resources complement training and recruiting services, helping nonprofits understand and implement best practices for high-performing boards. Resources include **The Board Room**, a unique governance toolkit with downloadable templates and sample documents, and **Board360**, a comprehensive and affordable board assessment tool.

This year, **BoardConnect**:

- Delivered training, matching, or governance support services to over 230 nonprofits
- Provided customized in-depth governance training to over 70 nonprofit boards
- Trained over 290 candidates in the basics of nonprofit board service
- Connected 44 candidates to nonprofit board positions
- Trained over 1,250 nonprofit staff and board members in governance best practices
- Provided The Board Room’s board development templates and tools to nearly 750 nonprofits
- Launched Board360, a comprehensive board assessment tool for nonprofits
- Supported four service providers (in Battle Creek, Kalamazoo, Marquette, and Flint) in re-delivering BoardConnect training and matching services to local nonprofits in their communities.





npServ™

Technology Solutions for Nonprofits

npServ is an innovative, affordable technology support program designed specifically for nonprofits. Through a close relationship with each organization served, npServ helps nonprofits create an optimal technology environment to support their mission, budget, and needs. Services include managed desktop and server support, email and collaboration software, contact and donor management, social media training and consulting, and overall IT guidance and advice.



npServ acts as an organization's IT advocate, attending meetings with service providers and offering guidance and training in day-to-day operations, equipment purchase, and long-range technology planning. Organizations emerge not only more efficient operationally, but also empowered to use technology more effectively and to advocate for themselves. Affordable fixed monthly service rates give nonprofits predictable IT costs and responsive, on-call support from a team of technology experts.

npServ's communication and fundraising services are available individually or in conjunction with full IT support. Email and collaboration software allows nonprofits to communicate more effectively and streamline service delivery, project management, and other key operations. Contact and donor management services help nonprofits optimize and professionalize fundraising, outreach, and publicity efforts. Both services save time and money and give nonprofits a professional edge in their interactions with staff, donors, constituents, volunteers, and other stakeholders.



This year, npServ:

- Provided managed desktop and server support to 25 nonprofits and over 220 users
- Provided email and collaboration services to over 280 nonprofit users
- Trained nearly 250 individuals to deploy social media on behalf of their nonprofits
- Provided in-depth web and social media consulting to 14 nonprofits
- Provided general technology training to nearly 160 individuals representing 120 nonprofits
- Partnered with nonprofit associations and leading technology providers and consultants to improve service and reach more organizations.

Client Profile

LUELLA HANNAN MEMORIAL FOUNDATION

The Hannan Foundation enhances quality of life for senior citizens in Metropolitan Detroit – with a focus on the City of Detroit – by identifying their unmet physical, social and financial needs and maintaining facilities and creating programs that both address these needs and preserve the dignity of seniors.

“We appreciate the complete support offered by NEW’s npServ team. The solution they found for our computer lab is working great, and the insights they provided helped us secure a recent technology grant to further strengthen our operations. They truly are our IT advocates.”

*Tim Wintermute,
Executive Director*



Client Profile

HEIDELBERG PROJECT

The Heidelberg Project is a Detroit-based community organization dedicated to helping neighborhood residents come together to use art to rebuild the structure and fabric of under-resourced communities and to create a way of living that is economically viable, enriches lives, and welcomes all people.

“NEW has been an amazing resource to our team, from advice and direction on grants and grant resources, to board development. All of the NEW staff have been knowledgeable and easy to work with. The support and guidance offered by the ResourceConnect program was especially helpful when we were sometimes overwhelmed with what to do first.”

*Jenene Whitfield,
Executive Director*



ResourceConnect helps organizations find answers to their nonprofit management questions. A variety of free in-person and online resources link nonprofits to the latest information, opportunities, and best practices. Personalized one-on-one assistance – available by email, phone, or in person – and powerful grant and resource databases help nonprofits understand the landscape they face and meet challenges as they arise. From how to start a nonprofit to how to build an effective donor base, no question is too big or too small, and any organization may contact us for assistance.

In addition to its helpline service, **ResourceConnect** offers an array of popular resources. With the help of the Foundation Directory Online, the nation's leading online resource for funding research, nonprofits can create a funding prospect list from a database of over 98,000 funders. An online resource directory puts nonprofits in touch with high-impact professional services, dynamic web resources, and helpful publications, including national resources and information specific to southeast Michigan. Our Directory of Nonprofits serves as a resource to donors, volunteers, and other stakeholders in the region, and the “Get Connected” speakers’ series provides information on a range of critical nonprofit issues, as well as networking opportunities.



This year:

- Over 550 individuals, representing 306 organizations, received answers to their nonprofit management questions through NEW's helpline or in-person consultations
- Over 110 individuals received one-on-one assistance searching the Foundation Directory Online
- Over 4,900 individuals received NEW's online newsletter, NEWSNOTES
- NEW's Directory of Nonprofits, profiling over 600 nonprofits in southeast Michigan, received nearly 102,000 public page views
- NEW's Nonprofit Resource Database, containing over 1,200 area service providers, websites, books, and other resources, received over 50,000 public page views.



The NEW Center

High-Quality Office and Meeting Space

Home to a supportive community of nonprofits, the **NEW Center** is a first-class nonprofit facility offering below market-rate office and meeting space to 501(c)(3) organizations. NEW Center tenants enjoy a collaborative atmosphere, reduced overhead, and a beautiful riverfront location. With the NEW Center team handling the facilities, tenants are able to focus on what they do best: fulfilling their mission and working for the good of the community. Amenities include shared telephone, Internet, mailroom, and copying, as well as free parking and meeting space and access to NEW's capacity building services at reduced rates.



The **NEW Center** also offers flexible, accessible nonprofit meeting and event space. Nonprofits enjoy convenient highway access, free onsite parking, full kitchen facilities, telephone and Internet access, and a beautiful river view. Nonprofits may also take advantage of NEW's Affiliate Program. Designed to reduce overhead for non-tenant organizations, affiliate status offers access to the NEW Center's shared resources and amenities at a fraction of the cost and often serves as a stepping stone to full tenancy.

This year:

- Eighteen organizations called the NEW Center home
- Eight organizations participated in NEW's shared telephone system
- Two organizations participated in NEW's Affiliate Program
- Over 1,870 nonprofit meetings and events were held at the NEW Center
- Over 14,000 participants used NEW Center meeting rooms.



Client Profile

APPROPRIATE TECHNOLOGY COLLABORATIVE

The Appropriate Technology Collaborative creates sustainable technologies that promote economic growth and improve quality of life for low-income people worldwide, designing, developing, and distributing affordable technological solutions that empower people and promote dignity.

"The resources available to us as tenants of the NEW Center have been invaluable. The opportunities to connect and collaborate with other nonprofits, the access to meeting facilities, and the shared services offered at the NEW Center would have all been out of our reach at another location. NEW is where nonprofits grow and succeed!"

*John Barrie,
Executive Director*



Compassion Capital Initiative

Building Capacity for Community and Faith-Based Organizations

Client Profile

VSA MICHIGAN—
The state organization
on arts and disability

VSA Michigan strives to create an inclusive society where people with disabilities participate in, learn through, excel in, and enjoy the arts.

“Thank you so much for the straight-ahead presentation you made to our board members! It was very clear, informative, and appropriately directed to our organization. I really feel good about the direction the board is taking as a result of frank discussion and clear thinking, and your presentation added to the success. We’ll keep you posted on our progress!”

Lora Frankel,
Executive Director

NEW is in its third year working with New Detroit’s Compassion Capital Initiative (CCI). A competitive program, the CCI provides opportunities for community and faith-based organizations to improve program and organizational infrastructure. NEW provides training and technical assistance to build the capacity of these organizations. Participants receive training in board governance and technology through NEW’s BoardConnect and npServ programs. Select organizations also receive more directed guidance in such areas as information technology, board composition analysis, board orientation, and board fundraising. NEW also provides advanced governance training to CCI organizations that qualify for sub-awards.

CCI organizations often have limited funds, but they have a high impact on the communities they serve. NEW is thrilled to play a role in sustaining the work of these vital community-based nonprofits in partnership with New Detroit. We’re proud to have worked with over 65 organizations throughout our partnership.

New Detroit is a coalition of Detroit area leadership that addresses race relations by working to impact issues and policies that ensure economic and social equity. CCI is a federal initiative funded by the U.S. Department of Health and Human Services Administration for Children and Families.



NEW Service Events

Connecting Nonprofits and Volunteers for Stronger Communities



At NEW we recognize the need for non-traditional approaches in bringing talented and engaged individuals to nonprofit boards in southeast Michigan. In early 2009, we launched our service event concept to meet this need. Our *Spring into Service* and *Fall into Service* events create a fun “speed-matching” environment where nonprofits and candidates can meet and talk about their needs and interests. These unique events take place in the spring (Ann Arbor) and the fall (Detroit). Lightning-round introductions, information sessions, and networking opportunities combine to help jumpstart the board matching process, bringing new talent and connections to nonprofit boards.

Building board diversity is a central, ongoing objective of NEW’s BoardConnect program. Our service events help us reach a demographic of potential board members that is younger, more diverse, more entrepreneurial, and more tech savvy. This year’s events drew over 170 future board and committee members and 40 nonprofits, and the ultimate impact is clear – 60 of the individuals who participated went on to join a nonprofit board.

NEW is excited to build ongoing partnerships to support board service and board matching in southeast Michigan. Our partners have included Community Legal Resources, the Cultural Alliance of Southeastern Michigan, the Michigan Nonprofit Association, New Detroit, and the United Way for Southeastern Michigan. NEW’s service events would not be possible without the generous sponsorship of the DTE Energy Foundation.

Client Profile

HERITAGE WORKS

Heritage Works promotes youth and community development through cultural arts and traditions.

“NEW’s *Fall into Service* event had a significant impact on our organization. We were able to share our mission and reach people we would not have met without the event. As a result of our participation, we were able to secure two new board members!”

*Rhonda Greene,
Executive Director*



WE THANK **Our Supporters**

2009–2010 SUPPORTERS

Carol Amster
Ann Arbor Area Community Foundation
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Leon Bunch
Elizabeth and Royal E. Caswell, III
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Washtenaw County
Weidmayer, Schneider and Raham
Richard and Gretchen Weir
Ambassador and Mrs. Ronald Weiser
W. DeWayne Wells
Honorable Kurtis T. Wilder

In compiling these lists of the people who help make NEW's work possible, we have made every effort to ensure accuracy and apologize for any errors or omissions. Please contact Nancy Jennings, (734 998-0160 x223 or njennings@new.org) with any corrections.

2009–2010 IN-KIND SUPPORTERS

Penny Acosta	Online Tech
Larry Cohn	Donna Pikula
Community Consulting Club	Anthony Ryan
Ann and Tom Gladwin	Mike Smerza
Nancy Jennings	Statistics in the Community
Stuart Kramer	Lia Stevens
Douglas McClure	Judy Walker

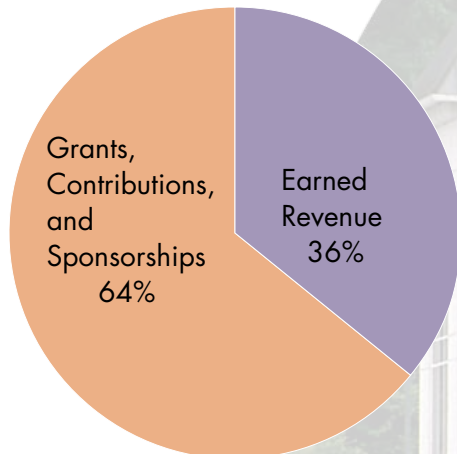
IT IS WITH GREAT APPRECIATION that NEW acknowledges the contributions of all board members, volunteers, and committee members who have given of their time and shared their expertise in so many ways over the past year. Their passion for service has played an important role in NEW's ongoing efforts to help nonprofits make a difference in our community.

NEW is deeply grateful to Mike Smerza for thirteen years of technical expertise. The countless volunteer hours he has contributed to NEW have ensured the smooth functioning of our database and website. NEW extends a very special thank you to Mike for being part of the NEW team.

Finally, thanks go to the interns and work study students who have helped support NEW's mission: Nicole Morack, Alicia Opperman, Dan Robin, and Katelyn Sedelmyer. We also want to acknowledge volunteers Donna Pikula, Krista Proctor-Woon, and Susan Zael. Their energy, enthusiasm, and assistance throughout the year were very much appreciated.

Audited Financials 2009–2010

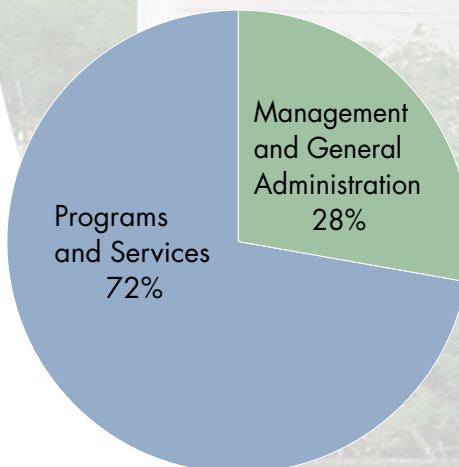
REVENUE



REVENUE

Grants, contributions, and sponsorships	\$748,886	64%
Earned revenue	\$411,731	36%
TOTAL	\$1,160,617	

EXPENSE



EXPENSE

Management and general administration (including fundraising)	\$306,447	28%
Programs and services	\$776,164	72%
TOTAL	\$1,082,611	

Our Community Partners



Ann Arbor Area
community foundation

For good. For ever.



COLOCATION | DEDICATED SERVERS | MANAGED DATA CENTERS

James A. & Faith Knight Foundation



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NEW

Nonprofit Enterprise at Work

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NEW is a 501(c)(3) nonprofit organization.

HELPING **NONPROFITS** MAKE A DIFFERENCE



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npServ™ Technician

Ann Gladwin
Resource Specialist

Michael Haak
npServ™ Administrator

Neel Hajra
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IT Director

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BoardConnect®*

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Computer Consultant

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