MISSION STATEMENT

Nonprofit Enterprise at Work helps nonprofits succeed by strengthening nonprofit management and offering solutions to issues facing our nonprofit community.

NEW’S COMMUNITY PARTNERS

NEW gratefully acknowledges our community partners. By supporting NEW, they are instrumental to the success of the nonprofit community.

James A. and Faith Knight Foundation

The Power Foundation
Dear Friends of NEW:

In April 2003, Nonprofit Enterprise at Work celebrated 10 years of providing office space and management capacity-building services to the nonprofit community in southeastern Michigan. This anniversary brought the opportunity to reflect and ensure we continue to provide what our community needs most. Our board and staff spent many hours during the 2002-2003 fiscal year measuring NEW’s services against our mission: Helping Nonprofits Succeed.

Not surprisingly, we found that the economic downturn created challenges for many nonprofit organizations, large and small. NEW refocused its programming on fundraising methodology and financial management—offering special programs that were widely attended, such as Emil Angelica’s “Coping with Cutbacks” and Terry Axelrod’s workshop “Raising More Money™.” NEW reviewed all of its services to ensure they are needed and useful to our nonprofit community. Some programs will be enhanced and others retired during the coming year. So, stay tuned!

For now, we invite you to share the stories from some of our local nonprofits who have used NEW’s resources to strengthen their organizations. Each organization plays a vital role in our community and we are proud to be able to work with them.

NEW is exceedingly grateful for the community’s continued financial support. A small number of dedicated individuals, foundations and businesses allows us to provide services that make a difference. Thank you!

Susan Katz Froning
President and CEO
For the past ten years, the NEW Center has been welcoming visitors to Ann Arbor and offering space and services to benefit the nonprofit community. Walking into the NEW Center today, it’s hard to imagine what was once in its place. Vision and resources from the McKinley Foundation provided the catalyst for broad community support to turn what had been a scrap yard into an office building for nonprofit organizations. Nonprofit Enterprise at Work, Inc. moved into the rehabilitated site on April 1, 1993 with the mission to manage the building and provide support services for nonprofit organizations. A more comprehensive history of NEW’s first ten years was published in the April 2003 issue of NEWSNOTES, our online newsletter.

SUMMARY OF NEW PROGRAMS

As stewards of the building, NEW rents space to 19 different nonprofit organizations that share common kitchen, workroom and meeting areas. In keeping with our mission of “Helping Nonprofits Succeed,” numerous programs have been implemented to help meet the challenges that nonprofits face. The popular Managing for Nonprofit Excellence workshop series offers training in all aspects of nonprofit management. The public Nonprofit Resource Library lends titles, answers questions on nonprofit topics, and helps find potential funders. WebConnect develops Web sites and trains nonprofit staff in their maintenance. Board Builders connects community volunteers with organizations seeking board members. NEW’s Online Consultant Directory provides up-to-date information, while the Leadership²Go Executive Director Series fosters communication among nonprofit leaders. May 2003 marked the eighth celebration of NEW’s Nonprofit Excellence Awards, recognizing excellence in nonprofit management, collaboration, technology, and educational outreach.

These programs are successful when they help nonprofits provide better programming and services to the public. We are pleased to share examples of these achievements on the following pages. Looking toward the future, significant challenges lie ahead, but accompanying them will be new solutions and accomplishments. NEW will pace itself with the needs of the sector, developing and refining our programming in ways that will best serve nonprofits, and in turn serving the community as a whole.
Board Builders

Home of New Vision (HNV) continues to be impressed with the commitment and motivation shown by their newest board members, discovered through NEW's Board Builders program. Nonprofit organizations and individuals interested in serving on boards find each other through an online matching system and are supported by NEW in making a board ‘match.’ HNV’s new initiates represent diverse backgrounds and bring an array of professional skills and new insights gained through training required by Board Builders.

Home of New Vision serves women committed to ongoing recovery from chemical dependency. Their services include transitional housing, an outpatient facility, a detox program, as well as outreach and referral. HNV needed new board members, but was concerned about the cost of the Board Builders program. They found, however, that the initial investment has been paid back many times over through in-kind donations by board members, and the hard-to-quantify benefits of professional expertise and skill that these new members bring to the organization.

“I am elated that we made the effort to participate in the Board Builders program, I will continue to recommend it to other organizations in the community.”
— Shannon Sakewski
Director of Development, Home of New Vision

Education and Training

Now in its ninth year, the Managing for Nonprofit Excellence series hosts over 100 workshops annually, covering a broad range of topics and attracting participants from all over the state. Workshops are presented by dedicated volunteers who impart their professional knowledge for the benefit of the nonprofit sector. NEW also sponsors special seminars on “hot” topics such as the workshop presented by Terry Axelrod who is well known for her Raising More Money™ fund raising strategies.

This special seminar was a defining educational experience for the Ann Arbor Teen Center, better known as the Neutral Zone (NZ), who took a team approach and sent board and staff members to the training. Those participants then educated their peers, helping the entire organization solidify their fundraising strategies. From this learning experience they reorganized their development effort. Now, their donor base is larger, and there are more people committed to NZ’s mission of providing a safe, creative outlet for teens during high-risk hours. “NEW has been instrumental in creating opportunities for education and support and for providing critical resources to local nonprofits,” says Lisa Dengiz, Executive Director of The Neutral Zone.

“Allocating time for the Grassroots Grantwriting workshop was valuable, timely and the best use of my day and resources. The most unexpected message and what impressed me the most was the instructor’s encouraging us to network as colleagues rather than to view ourselves as competitors over limited resources. What a healthy and positive attitude to carry back home!”
— Lori Saginaw
Executive Director, Jazzistry
Web Connect

No one today would dispute the importance of a Web site for businesses trying to connect with customers. This connection is equally important for nonprofit corporations, but many of them have neither the expertise nor the resources to establish an internet presence. NEW’s WebConnect program, funded through ongoing support from SBC, helped alleviate that problem by developing Web sites for 27 nonprofits agencies this year.

One of those organizations was The Suni Project, a nonprofit dedicated to the preservation and presentation of music by Armenian composer and teacher Grikor Mirzaian Suni (1876-1939). With no Web design experience, Executive Director Armenia Marderosian was pleased to work with a professional designer to develop a site that would be a repository of information and about Suni and make his music available to people all around the world. “[Our Web site] has so much of our information in one place and easy to find, by anyone at any time, and also gives a channel for personal communication with us,” said Ms. Marderosian. “This a huge help for making our message known.”

After the Web site was completed, NEW provided The Suni Project a list of volunteers willing to assist with site maintenance. This WebConnect service is very useful to nonprofits whose sites need only small updates or changes.

“NEW’s WebConnect program is incredible! Their staff was friendly, well-organized and informative every step of the way. We never dreamed we could have a Web site that is so professional and easy to maintain. What a fantastic opportunity.”

— Vanessa Mayesky
Washtenaw Literacy

Office and Meeting Space

The NEW Center is the home to the offices of 19 nonprofit organizations. Shared workroom, kitchen and meeting space offers a collaborative atmosphere and keeps costs low. Additionally, NEW’s three conference rooms can be rented for a modest fee by local 501(c)(3) nonprofits.

When Washtenaw Association for Community Advocacy (WACA) moved in as one of the first NEW Center tenants, the organization did not realize that the benefits would reach far beyond the reasonable rental rates. WACA ensures that people with disabilities and their families have choices, opportunities and the supports they need to be fully included in community life. In 1993 the organization had just downsized and was looking for more appropriate office space. “I had expected to be pleased with the location and the ability to hold meetings and make large numbers of copies without having to leave the building,” said Dohn Hoyle, WACA’s executive director. “What I hadn’t expected, however, was the collegial feel of the building.” This atmosphere is clear to anyone walking down the halls-organizations are not secluded in their offices, but leave their doors open, inviting communication and cooperation. Tenants support and inspire one another as they share common challenges, accomplishments, and ideas for success. “It felt really good to be a part of this project that lent credibility to the nonprofit sector,” Hoyle added. “WACA felt valued.”

“The variety of organizations in the NEW Center makes our work day interesting and it’s great having other environmental groups in the building to share ideas with. The money we save on rent goes right into programming to protect farmland and natural areas.”

— Bill Hanson
Executive Director, Washtenaw Land Trust
Amazon-Africa Aid Organization (3AO) was founded in 1999 in Ann Arbor. The nonprofit provides medical, technical and financial aid to impoverished people in the Brazilian Amazon and in Portuguese-speaking Africa.

Executive Director Dan Weiss is a regular visitor to the Nonprofit Resource Library where he uses FC Search, a searchable database on CD ROM. This comprehensive source of information on foundations and corporate giving programs compiled by the Foundation Center is a valuable resource for finding potential sources of funding. Because 3AO is international, and board members and volunteers are scattered around the world, limiting their possibilities to only local funders would have been little use to 3AO. Weiss says “NEW’s Resource Library has been an invaluable tool in helping us research and access funding opportunities around the country.”

“As a development director, I get bombarded with sales pitches for expensive directories and grant-writing conferences that hold out promises for oodles of money for Wild Swan Theater. Instead, I visit the Nonprofit Resource Library where I’ve got access to all the foundation directories I need, helpful advice and assistance from a well-informed librarian, and books by all the experts. And I can take some comfort that, in this challenging economic climate, I’ve got the NEW Center behind me all the way.”
— Madeline Diehl, Wild Swan Theater

Leadership²Go

Peg Upmeyer, Executive Director of Arts and Scraps in Detroit, has attended several Leadership²Go sessions since the program began in the spring of 2002. This peer-to-peer series aims to share best practices, develop a network of support and build new collaborations among nonprofit leaders. Ms. Upmeyer says, “The early morning, minimally-priced sessions work well in my schedule and for our budget. I have also made good contacts with other nonprofit organizations, crucial to our mission. We are presently collaborating with Artrain USA as a result of one of the sessions.” Arts and Scraps supports creativity in schools, organizations and families with recycled industrial scraps. Their educational programming for children, and the adults serving them, recycles 22 tons of material annually.

Attendees of the Leadership²Go program this year participated in panel discussions covering staff retention and working with the board of directors for effective organizational leadership. Says Upmeyer, “NEW has recruited excellent speakers, being careful to choose different sizes and ages of organizations so everyone can learn.” This first full year of Leadership²Go programming was funded by the generous support of the Sarns Ann Arbor Fund and the Bill and Molly Dobson Fund of the Ann Arbor Area Community Foundation and Pfizer (made possible by Peter B. Corr).

“I’ve taken concepts from the Leadership²Go panels and applied them to our mission of helping abused children. I recommend this time-effective, networking program for nonprofit executives.”
— John Yablonky, Executive Director, Christ Child House, Detroit
Achievements of Washtenaw County’s nonprofit community were celebrated at the 8th Annual Nonprofit Excellence Awards reception and ceremony on Wednesday, May 7, 2003, at Washtenaw Community College in Ann Arbor. Awards were given for management excellence, collaboration, technology innovation and community outreach.

The Shelter Association of Washtenaw County (SAWC) received this year’s $3,500 cash award for Excellence in Management. The association works with the community to allocate resources necessary to meet the needs of people who are homeless. The Excellence Awards selection panel, a group of community volunteers, chose the Shelter Association as a role model for other organizations based on their sound fiscal policies and administrative procedures. In their effort to continually improve services to the homeless population of Washtenaw County, SAWC sets yearly goals at its annual Board retreat. The organization has developed objective measures for evaluating whether their goals are being met and SAWC employs a long-term follow-up process with clients to determine the extent to which they are maintaining housing.

**Other Award Winners:**

Excellence in Management: **The Ann Arbor Symphony Orchestra**

Excellence in Management for New Organizations: **The Women’s Center of America**

Kathleen Power Collaboration Award: **Ann Arbor Reads**


Internet Technology Innovation Awards: **Michigan Eye-Bank, The Women’s Center of America**

Award for Outstanding Contribution to Community Education: **Wild Swan Theater**
Revenues

Grants, contributions, and sponsorships ........................................... $644,877
Earned revenue ................................................................................. $253,273
Total .................................................................................................. $ 898,150

Expenses

Management and general administration (including fundraising) ............ $ 167,959
Expenses for building management, programs and services ................ $ 614,515
Total .................................................................................................. $ 782,474

Audited Financials 2002-2003
# NEW BOARD OF DIRECTORS 2002-2003

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<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
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<tr>
<td>William G. Milliken, Jr.</td>
<td>Chair</td>
<td>Milliken Realty Company</td>
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<td>Paul Saginaw, Vice Chair</td>
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<td>Zingerman's Community of Businesses</td>
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<td>George E. Borel, Treasurer</td>
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<td>Deloitte &amp; Touche LLP</td>
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<td>Debra Polich, Secretary</td>
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<td>Artrain USA</td>
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<td>Dykema Gossett PLLC</td>
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<td>David Canter</td>
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<td>Pfizer Global Research &amp; Development</td>
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<td>Joan Chesler, PhD</td>
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<td>The Corner Health Center</td>
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<td>Peter B. Corr, Honorary Trustee</td>
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<td>Timothy R. Damschroder</td>
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<td>Martha Darling</td>
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<td>Joseph Fitzsimmons</td>
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<td>Peg Talburtt, PhD</td>
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<td>Jim Vick</td>
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<td>Eastern Michigan University</td>
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<tr>
<td>Cynthia Wilbanks</td>
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<td>University of Michigan</td>
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STAFF AND VOLUNTEERS 2002-2003

Susan Katz Froning, President and Chief Executive Officer
Ann Gladwin, Resource Specialist
Neelav Hajra, Manager of Technology Programs
Sandra Jackson, Receptionist
Dallas Moore, Program Associate
Patricia Panchioli, Director of Education Services
Liz S. Peintner, Manager of Board Programs
Daran Smith, Consulting Program Associate
Lia Stevens, Director of Administration and Facility
Andrea Wiggins, Program Associate

When local universities are in session
NEW benefits from the energy of as
many as 6 interns and 4 work study
students.

NEW appreciatively thanks our many
Web and technology volunteers who
give their time to agencies and organi-
zations looking for computer help. We
are especially grateful to Mike
Smerza, Super Volunteer, who for
seven years has been instrumental in
the management of our organizational
database and Web site.

NEW gratefully recognizes the in-kind
contributions of the many volunteer
faculty who make our workshop series
possible. The expertise shared by con-
sultants and executives from both the
for-profit and nonprofit sectors is vital
to the success of the organizations that
attend our workshops.
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We have made every effort to ensure accuracy, and apologize for errors or omissions.
Please contact Ann Gladwin (734) 998-0160 with any corrections.

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