

# NONPROFIT ENTERPRISE AT WORK

ANNUAL REPORT  
2002-2003



**n**  
~  
**e**  
~  
**w**

**Nonprofit Enterprise  
at Work**

1100 N Main St  
Ann Arbor, MI 48104

Ph: 734-998-0160  
Fax: 734-998-0163

email: [new@new.org](mailto:new@new.org)  
Web: [www.new.org](http://www.new.org)

---

# 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

# NONPROFIT ENTERPRISE AT WORK CELEBRATED ITS 10TH ANNIVERSARY!



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

fundors. [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 [Leadership<sup>2</sup>Go](#) 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.



HNV's Nicole Nette (l) assists State Representative Ruth Ann Jannick with the opening of the Women and Children's Home.

"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, help-

ing 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, [Jazzystry](#)

# 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 Armena Marderosian was pleased to work with a professional designer to develop a site that would be a repository of information by and about Suni and make his music available to people all over the world. "[Our Web site] has so much of our information all 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 appro-

priate 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-organ-

izations 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](#)

# Information Services



[Amazon-Africa Aid Organization](#) (3A0) 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 3A0 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

3A0. 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](#)

## Leadership<sup>2</sup>Go

Peg Upmeyer, Executive Director of [Arts and Scraps](#) in Detroit, has attended several [Leadership<sup>2</sup>Go](#) 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 Leadership<sup>2</sup>Go 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 Leadership<sup>2</sup>Go 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 Leadership<sup>2</sup>Go 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](#)

# Nonprofit Excellence Awards

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.



Kathleen Rhine, Washtenaw United Way (l) and Norman Herbert, Ann Arbor Area Community Foundation present the Excellence in Management Award to Ellen Schulmeister, Executive Director, The Shelter Association of Washtenaw County.

## 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](#)

**Collaborating Partners:** Ann Arbor District Library, Ann Arbor Hands-On Museum, The Ann Arbor News, Ann Arbor Public Schools, Pfizer Global Research and Development, Shaman Drum Bookshop, University of Michigan Life Sciences, Values and Society Program

Internet Technology Innovation Awards: [Michigan Eye-Bank](#), [The Women's Center of America](#)

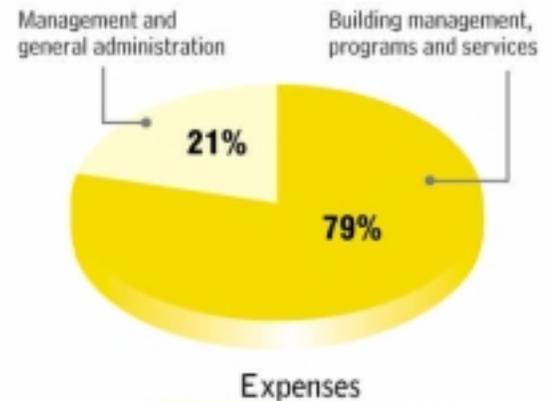
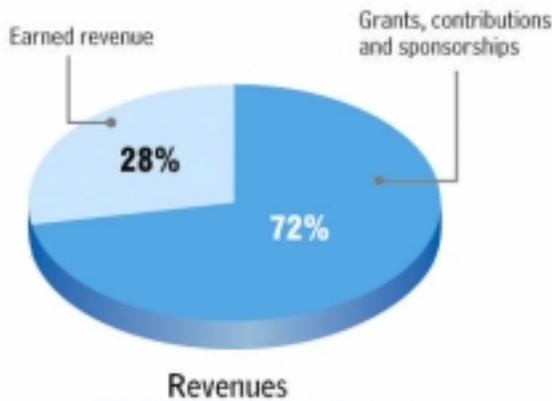
Award for Outstanding Contribution to Community Education: [Wild Swan Theater](#)

## REVENUES

Grants, contributions, and sponsorships .....	\$644,877
Earned revenue .....	\$253,273
<b>Total .....</b>	<b>\$ 898,150</b>

## EXPENSES

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



# AUDITED FINANCIALS 2002-2003

# NEW BOARD OF DIRECTORS 2002-2003

William G. Milliken, Jr., Chair  
Milliken Realty Company

Paul Saginaw, Vice Chair  
Zingerman's Community of Businesses

George E. Borel, Treasurer  
Deloitte & Touche LLP

Debra Polich, Secretary  
Artrain USA

Phyllis Donaldson Adams  
Dykema Gossett PLLC

James Balmer  
Dawn Farm

Albert M. Berriz  
McKinley Associates, Inc.

Letitia J. Byrd  
Community Leader

David Canter  
Pfizer Global Research & Development

Joan Chesler, PhD  
The Corner Health Center

Peter B. Corr, Honorary Trustee  
Pfizer Global Research & Development

Timothy R. Damschroder  
Bodman, Longley & Dahling LLP

Martha Darling  
Community Leader

Joseph Fitzsimmons  
Community Leader

James P. Frenza  
Ann Arbor Hands-On Museum

Susan Katz Froning  
Nonprofit Enterprise at Work

Robert E. Guenzel  
Washtenaw County

Carol Knight-Drain  
James A. and Faith Knight Foundation

Robert J. Martel  
Dunbar & Martel LLC

Michael F. Nold  
NanoBio

David N. Parsigian  
Miller, Canfield, Paddock & Stone PLC

Susan Pollay  
Ann Arbor Downtown Development Authority

Fred Shell  
DTE Energy

Peg Talburtt, PhD  
Michigan Women's Foundation

Jim Vick  
Eastern Michigan University

Cynthia Wilbanks  
University of Michigan

# 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 Pancioli, 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 organizations 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 consultants and executives from both the for-profit and nonprofit sectors is vital to the success of the organizations that attend our workshops.

# SUPPORTERS OF NEW

## Community Partners

Ann Arbor Area Community Foundation  
DTE Energy Foundation  
Ford Motor Company Fund  
James A. & Faith Knight Foundation  
Pfizer Global Research and Development  
The Power Foundation

## Program Supporters

Bank of Ann Arbor  
Bank One  
JC Beal Construction, Inc.  
Bodman, Longley & Dahling LLP  
Alice and John Dobson  
Butzel Long  
CapTrust Financial Advisors  
Comerica  
Dempsey, Inc.  
Bill and Molly Dobson Fund of the Ann Arbor Area Community Foundation  
Dobson McOmber Agency, Inc.  
Dykema Gossett PLLC  
Edward Surovell Realtors  
Elizabeth E. Kennedy Fund  
Key Foundation  
KeyBank  
Lloyd and Mabel Johnson Foundation  
McKinley Associates, Inc  
Miller, Canfield, Paddock & Stone PLC  
National City Corporation  
The Charles Reinhart Company  
Sarns Ann Arbor Fund of the Ann Arbor Area Community Foundation  
SBC Communications  
TCF National Bank  
Washtenaw County  
Washtenaw United Way  
Weidmayer, Schneider, Raham & Bennett

William J. and Dorothy K. O'Neill Foundation  
Zingerman's Community of Businesses

## Workshop Scholarship Support

City of Ann Arbor  
Junior League of Ann Arbor  
Washtenaw County

## Individual Donors

Phyllis Donaldson Adams and Julian Adams  
Carol and Herb Amster  
Jim and Martha Balmer  
Albert M. and Paula Berriz  
George Borel  
Letitia Byrd  
David Canter and Jean Rowan-Canter  
Joan and Mark Chesler  
Robin and Timothy Damschroder  
Martha Darling and Gil Omenn  
Judy and Steve Dobson  
Molly Dobson  
Alice and John Dobson  
Beth and Joe Fitzsimmons  
James and Mary Frenza  
Chuck Froning and Susan Katz Froning  
Patricia Garcia  
Anne and Paul Glendon  
Richard Goetz  
Karen and Neelav Hajra  
Jewel F. Hunter  
Carol Knight-Drain  
Bob Lyons  
Judy and Lawrence Macklem  
Robert J. Martel  
Charles M. Monsma  
Judith P. and Michael F. Nold  
David Parsigian  
Debra Polich and Russ Collins

Susan Pollay  
Kathleen and Philip Power  
Lia and Rick Stevens  
Margaret Talburtt and James Peggs  
Jim Vick  
Cynthia and Roy E. Wilbanks  
Cary A. Wilson

## In-Kind Supporters

The Ann Arbor News  
BKR Dupuis & Ryden  
Borders Group Foundation  
Bowers & Rein Associates, Inc.  
Busch's Valu Land  
Joseph Connor  
Hiller's Market  
Hunter's Harvest Catering  
Kroger  
Media Arts, Ltd  
Meijer, Inc.  
William G. Milliken, Jr.  
Professional Volunteer Corps  
Yasu Sakon  
Sam's Club  
Mike Smerza  
Michael Spaly  
Target  
Judy Walker  
Washtenaw Community College  
Whole Foods Market  
Rick Yurov

We have made every effort to ensure accuracy, and apologize for errors or omissions. Please contact Ann Gladwin (734) 998-0160 with any corrections.

NEW gratefully acknowledges Creative Services Ann Arbor, Pfizer Global Research and Development for the design and production of this report.