

# ANNUAL REPORT

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09



**NEW**  
Helping Nonprofits Succeed



Dear Friends,

At NEW we are passionate about one thing: helping nonprofits succeed. We see on a daily basis the vital role nonprofits play in our community – helping those struggling to meet the challenges of difficult times and enhancing quality of life for us all. It is our privilege to build the success and sustainability of these organizations, ensuring the continuity of the valuable services they provide. We are proud of the impact we have through the many nonprofits we serve. Impact that is...

**Helping the most vulnerable in our community** – helping families in crisis find food and shelter, improving the lives of at-risk children and youth, helping seniors stay in their homes.

**Creating a brighter future** – empowering children in urban communities to take ownership of their own good health, helping adults learn to read, promoting youth and family development through ethnic and cultural programs.

**Giving hope** – helping individuals in conflict resolve differences peacefully, supporting the vibrancy of the arts with access for all, enriching the cultural, economic, and social vitality of the region.

**Encouraging stewardship** – preserving our farmland and rivers, protecting animals, empowering individuals and organizations to advocate for cleaner, healthier communities.

**Having global effect** – creating affordable, sustainable technologies for the developing world, training students in Haiti to provide world-class health care in their communities, bringing hope for a better future to vulnerable children in China.

The organizations featured above and throughout the pages of this report provide only a small representation of the over 500 nonprofits NEW served in 2009. Working in our own community, in other communities across the state, or even around the globe, these organizations inspire us and give meaning to the work done every day by our team at NEW.

In 2009 NEW's innovative programs helped nonprofits transform their organizations through strong leadership, effective infrastructure, increased technology and administrative capacity, and efficient use of resources and funds. As nonprofits faced unprecedented challenges, NEW's impact was greater than ever before.

Our success would not have been possible without the help of our many supporters and partners. You each share in our success, and we thank you for your support. We are committed to continuing to work with you to realize our vision of an effective, productive, resilient nonprofit sector that is able to grow with the needs and opportunities of all the communities it serves.

With kind regards,

Neel Hajra,  
President & CEO

## NEW's Mission

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

# BoardConnect<sup>®</sup>

## Comprehensive Board Development

BoardConnect is NEW's nonprofit board and leadership development program. BoardConnect trains community members interested in board service, educates nonprofit staff and boards on governance best practices, connects nonprofits in need of trustees with qualified candidates, and provides convenient online resources. Our combination of governance training, matching, and support is unique in Michigan – no other provider offers these services as part of an integrated package, providing training and support for the full life cycle of board development.

BoardConnect also maintains a strong commitment to board diversity, exceeding national nonprofit board averages for age, gender, and racial and ethnic diversity in its candidate trainings.

This year, BoardConnect:

- Delivered training, matching, or governance support services to over 500 nonprofits
- Provided in-depth, customized training to over 50 nonprofit boards
- Trained over 250 candidates in the basics of nonprofit board service
- Connected 83 candidates to nonprofit board positions
- Trained over 850 nonprofit staff and board members in governance best practices
- Provided online board development templates and tools to over 300 nonprofit subscribers
- Developed new resources including webinars and an online Board Assessment Tool
- Expanded work with state and regional partners and umbrella organizations to reach more nonprofits despite a difficult economy

### Starfish Family Services

*"At Starfish, we have made BoardConnect a critical component of our board development processes. All new board members are encouraged to attend NEW's "Serving on a Nonprofit Board" workshop to supplement our own board orientation. We find that board members – of all experience levels – come back from BoardConnect training invigorated and eager to take their governance responsibilities to new heights. In addition, BoardConnect staff have effectively facilitated board development training with our entire board, objectively helping them interpret and respond to board survey feedback and refocus energy and discussions on mission and long-term strategy."*

– Ann Kalass, CEO  
Starfish Family Services



**Mission Statement:**  
Strengthening families to create brighter futures for children. Starfish Family Services is headquartered in Inkster and serves all of southeast Michigan, with a focus on western Wayne County. Starfish serves more than 9,000 at-risk children and families each year.

# npServ™

## Technology Solutions and New Media

NEW's npServ program takes a novel approach to nonprofit computing and administration, combining new technologies to bring affordable, reliable information technology (IT) to nonprofits. Our signature IT support service transforms nonprofit IT capacity and office capabilities – supporting program development, service delivery, record keeping, evaluation, fundraising, and other key functions – while reducing IT costs and environmental impact.

Over the past year, npServ has developed exciting new services and custom solutions. A growing emphasis on new media and online community development helps nonprofits increase transparency and engage volunteers, donors, and constituents in support of their mission.

This year, npServ:

- Provided comprehensive IT infrastructure, training, and support to 11 nonprofits and over 100 users
- Provided email and shared calendaring to nearly 400 users
- Trained over 225 individuals to deploy new media on behalf of their nonprofits
- Provided in-depth web and social media consulting to 5 nonprofits
- Provided general technology training to over 75 individuals representing 46 nonprofits
- Provided a new financial file server solution to 3 nonprofits
- Partnered with nonprofit associations and leading technology providers and consultants to improve service and reach more organizations
- Helped nonprofits implement greener, more cost-effective technologies, reducing overall IT costs by up to 75% and computer-related energy use by up to 90%

### Latino Family Services

*"NEW's npServ team has been a much-welcomed resource for Latino Family Services through its daily IT support, but also as an ongoing IT advocate. Our organization needed an unbiased evaluation of our networking and server needs, and it helped to have another nonprofit like NEW understand where we were coming from. It's based on this trust that we've engaged npServ to support our entire organization's IT needs, from web-based email to automatic data backups. We are not only more efficient operationally but also empowered by our partnership with NEW."*

– Alicia Villarreal, President and CEO  
Latino Family Services, Detroit



#### Mission Statement:

Latino Family Services is a community agency that provides and coordinates comprehensive human services for residents of Wayne County with particular emphasis on Latino residents. These bilingual services enhance the quality of life for children, youth, adults, families, and the developmentally disabled.

# ResourceConnect®

## Personalized Information and Resource Referral

ResourceConnect helps organizations and individuals find answers to their nonprofit management questions through a variety of online and offline resources. A help line, free one-on-one consultations, and powerful grant and resource databases are just some of the services that link nonprofits to the latest information, opportunities, and best practices.

A new ResourceConnect series called Get Connected provides networking opportunities and information on issues of interest to nonprofits including strategic planning, fiscal health, fundraising, technology, compliance, and public relations.

This year:

- Over 550 individuals, representing 276 organizations, received answers to their nonprofit management questions through NEW's help line or in-person consultations
- Over 120 individuals received one-on-one assistance searching the Foundation Directory Online, a database of over 98,000 funders
- 1,400 individuals subscribed to NEW's online newsletter, NEWSNOTES
- NEW's Directory of Nonprofits, profiling over 575 nonprofits in southeast Michigan, received nearly 107,000 public page views
- NEW's Nonprofit Resource Database, containing over 1,200 area service providers, websites, books, and other resources, received over 77,000 public page views

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### Ann Arbor Summer Festival

*"NEW's ResourceConnect program was incredibly helpful to the Ann Arbor Summer Festival as we looked to strengthen our organizational policies and procedures, specifically as they relate to governance best practices. In addition to NEW's wealth of nonprofit sector knowledge, its staff offered great assistance and guidance in our efforts."*

– Robb Woulfe, Executive Director  
Ann Arbor Summer Festival



Photo courtesy of: Myra Klarman <http://myraklarman.com>

#### Mission Statement:

The mission of the Ann Arbor Summer Festival is to present a world-class celebration of arts and entertainment that enriches the cultural, economic, and social vitality of the region. Preparing to celebrate its 27th season, the festival offers an energetic mix of regional, national, and international artists of all disciplines.

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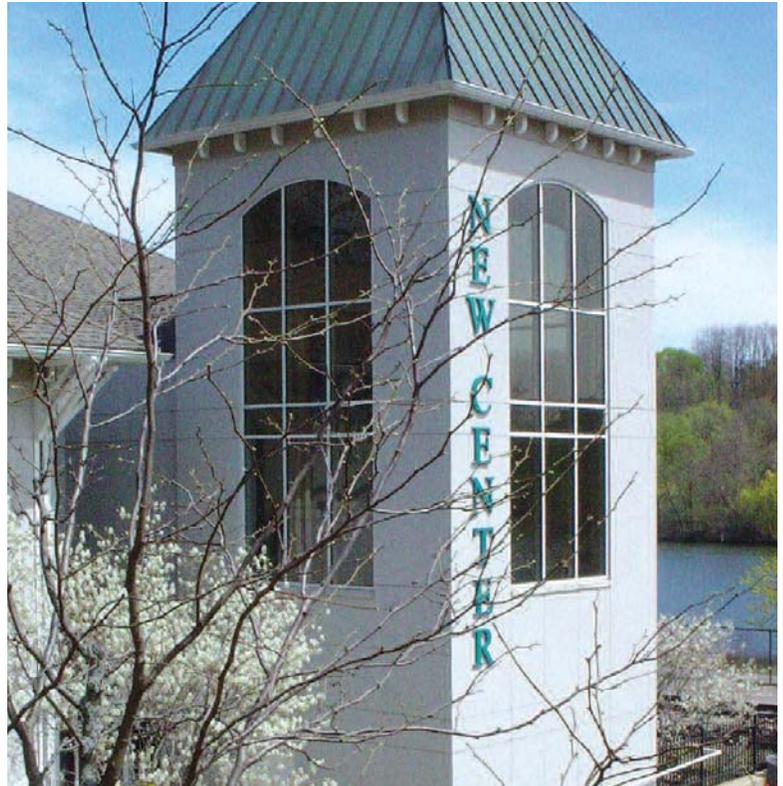
# The NEW Center

## Quality Office and Meeting Space

The NEW Center provides affordable office space and shared infrastructure to nonprofit tenants in a professional community of other civic-minded organizations. An Affiliates Program allows non-tenant organizations to take advantage of the Center's shared infrastructure and amenities, and NEW's onsite conference rooms are available for use by any nonprofit.

This year:

- 17 organizations called the NEW Center home
- 3 organizations participated in our Affiliates Program
- Nearly 12,000 participants used NEW Center conference rooms for over 1,800 meetings and events



## Legacy Land Conservancy

*"The NEW Center is a wonderful home for Legacy Land Conservancy. We appreciate being part of a real community of fellow nonprofit organizations, and it's fantastic when a project partner is right across the hall! We never have to worry about finding good meeting space, fixing the copier, or troubleshooting the internet connection. With the NEW team handling the facilities, we can focus on our mission of protecting local forests, fields, wetlands, and rivers."*

Susan Lackey, Executive Director  
Legacy Land Conservancy



### Mission Statement:

The Legacy Land Conservancy (formerly Washtenaw Land Trust) protects the forests, fields, wetlands, and rivers of southern Michigan. Serving Washtenaw and Jackson counties, the Conservancy's mission is to protect local nature and farmland, today and forever.

## WE THANK OUR SUPPORTERS

Herbert and Carol Amster  
Ann Arbor Area Community  
Foundation  
Arts Alliance  
Chris Ballard  
Leon Bunch  
Letitia Byrd  
Elizabeth and Royal E. Caswell III  
Community Foundation for Southeast  
Michigan  
Martha Darling and Gil Omenn  
Judy and Steve Dobson  
Molly Dobson  
Doyle Fund for Nonprofit Workforce  
Capacity Building  
DTE Energy Foundation  
Del Dunbar  
Aaron Dworkin  
Cheryl Elliott  
First Investors Corporation  
Beth and Joe Fitzsimmons  
Gardner-Pokempner Charitable Fund  
Ann and Tom Gladwin  
Bob Guenzel  
Neel Hajra  
Joyce Hunter  
Donna Huntsman  
Hylant Group  
Phil Jenkins  
Lloyd and Mabel Johnson Foundation

W.K. Kellogg Foundation  
Wendy Kemp  
Diana Kern  
Key Foundation  
Carol Knight-Drain and Scott Drain  
James A. and Faith Knight Foundation  
Jen Lenard-Benson and Mike Benson  
Yan Ness  
Thomas and Darlene O'Brien  
Jefferson Porter  
The Power Foundation  
Quicken Loans  
Kraig Rasche  
James S. and Bonnie Reece  
Ashish and Norma Sarkar  
Patrick and April Savage  
Fred Shell  
Mike Smerza and Nancy Keppelman  
Lia and Rick Stevens  
TCF Foundation  
United Bank and Trust  
United Way of Washtenaw County  
Judy Walker  
Washtenaw County  
Richard and Gretchen Weir  
Ambassador and Mrs. Ronald Weiser  
Honorable Kurtis T. Wilder  
Zingerman's Community of  
Businesses

## IN-KIND SUPPORTERS

David Brooks  
Linda Goldberg  
Lloyd and Mabel Johnson Foundation  
Doug McClure  
Online Tech  
Donna Pikula  
Mike Smerza  
Judy Walker  
Ambassador and Mrs. Ronald Weiser

## VOLUNTEER AND STUDENT SUPPORT

NEW gratefully acknowledges the contributions of all the volunteers, board members, and committee members who shared their expertise and their time this year. These individuals and their passion for service are vital to strengthening the nonprofit community.

NEW is deeply indebted to Mike Smerza for his expertise and good humor over the past 12 years. Mike's countless volunteer hours have been invaluable for the smooth functioning of NEW's database and website. NEW extends a very special thank you to Mike.

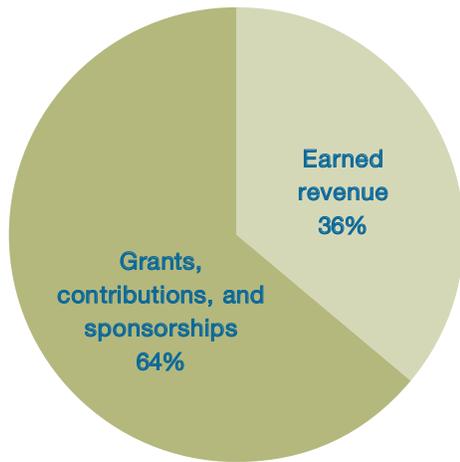
Thank you to interns and work study students Yi-Wei Chen, Ayawa Fiagbedzi, David Heetderks, Zenia Lewis, Nicole Morack, Suketu Patel, Katelyn Sedelmyer, Andrea Steves, and Sarah Waugh. Thank you to volunteers Molly Maguire, Donna Pikula, and Krista Proctor-Woon. Their energy, enthusiasm, and assistance were greatly appreciated.



*We have made every effort to ensure accuracy and apologize for errors or omissions. Please contact Ann Gladwin (734-998-0160 x 218) with any corrections.*

## AUDITED FINANCIALS 2008-2009

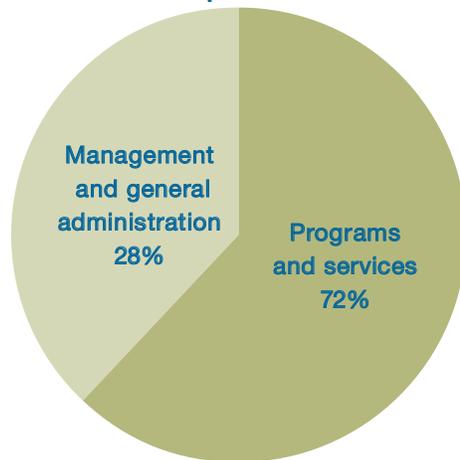
### Revenues



### Revenues

Grants, contributions, and sponsorships	\$515,998	64%
Earned revenue	\$295,905	36%
<b>TOTAL</b>	<b>\$811,903</b>	

### Expenses



### Expenses

Management and general administration (including fundraising)	\$283,142	28%
Programs and services	\$718,897	72%
<b>TOTAL</b>	<b>\$1,002,039</b>	

## NEW STAFF 2008-2009

Jean Borger  
*Development Associate*

Marianne Clauw  
*BoardConnect® Advisor*

Jenni Dones  
*Program Associate*

Ann Gladwin  
*Resource Specialist*

Neel Hajra  
*President and Chief Executive Officer*

Donna Huntsman  
*Program Associate*

Meg Kennedy Shaw  
*Administrative Assistant*

Diana Kern  
*Vice President of Programs*

Jen Lenard-Benson  
*Development Director*

Justin Lunning  
*IT Director*

Yodit Mesfin-Johnson  
*Program Associate*

Dallas Moore  
*Senior Program Associate, BoardConnect®*

Nat Pike  
*npServ™ Administrator*

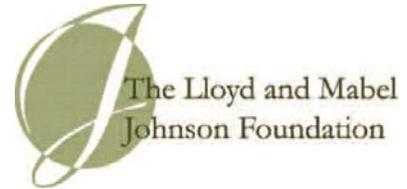
Patrick Rady  
*npServ™ Administrator*

Linh Song  
*npServ™ Director*

Lia Stevens  
*Director of Administration and Facility*

Jill Tewsley  
*Community Outreach Manager*

## OUR COMMUNITY PARTNERS



James A. & Faith  
Knight Foundation



The Power Foundation

Special thanks to  
our Founding Partner:

mckinley  
Foundation

## NEW BOARD OF TRUSTEES 2008-2009

Honorable Kurtis T. Wilder, Chair  
*Michigan Court of Appeals*

Wendy Kemp  
*Quicken Loans/Rock Financial*

Joyce Hunter, Vice Chair  
*Ann Arbor Public Schools*

Carol Knight-Drain  
*James A. & Faith Knight Foundation*

Leon Bunch, Treasurer  
*Barefoot, Cramer and Associates, LLC*

Jefferson K. Porter  
*University of Michigan*

Martha Darling, Secretary  
*Community Leader*

Kraig Rasche  
*Sagient*

Chris Ballard  
*Bodman LLP*

Judy Walker  
*Cleary University*

Royal Caswell, III  
*McKinley, Inc.*

Rick Weir  
*Ann Arbor Center for Independent Living*

Aaron Dworkin  
*Sphinx Organization*

Larry Whitworth  
*Washtenaw Community College*

Neel Hajra  
*NEW*

ANN ARBOR NEW CENTER

DETROIT HANNAN HOUSE



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