Dear Friend of NEW,

In April NEW celebrated 18 years of service to the nonprofit community in Michigan. It occurred to me that 18 years is the same amount of time it takes to raise a child from infancy to adulthood. As “parents” of a sort, our entire team has been and remains committed to NEW’s success. Serving as the incoming CEO of this organization, I am fortunate to have inherited a well-reared “child”!

For nonprofits, success poses an interesting dichotomy in a world where value is often determined by the “bottom line.” Nonprofits have a unique “double bottom line” – one not only of money, but also of mission. At NEW, our success is defined by our ability to support our clients in advancing their mission (helping nonprofits make a difference in their communities), to earn revenue to support our own mission, and to strike an appropriate balance between the two.

These days, our mandate is to help nonprofits do more with less as the need for services skyrockets and contributions continue to fall. In spite of a CEO transition and a challenging economy, NEW has continued to demonstrate growth this year, bringing practical, high-impact services to nonprofits throughout southeast Michigan and across the state:

- In its fifth year, NEW’s technology program, npServ, continued to show explosive growth, providing affordable, expert IT support to over 30 nonprofits, managing over 330 workstations.
- BoardConnect provided in-depth governance training to over 70 organizations and placed over 40 individuals on nonprofit boards and committees.
- The NEW Center reached 100% occupancy once again, serving over 20 nonprofit tenants and fully covering its own program costs.
- ResourceConnect continued to break service records, serving over 600 individuals, representing over 300 organizations.

Since our inception, NEW has helped thousands of organizations that in turn have assisted many more individuals and families. That is our value proposition – when we help nonprofits, they are better able to help our communities.

Our team uniquely understands the challenges of the nonprofit community. I am proud to serve with them and to continue to “raise” NEW to greater heights of success. As we grow, we remain dedicated to providing excellence in service to our clients and the greater southeast Michigan community.

We also thank our many generous supporters from the bottom of our hearts – because it really does take a village to raise a child!

In service,

Michael R. Tyson
President & CEO
NEW developed npServ in 2006 to address technology needs strategically and cost-effectively for nonprofits. Through a unique high-touch model that employs innovative business-sector technologies, npServ helps nonprofits create and maintain an optimal technology environment tailored to their mission, budget, and needs. Affordable fixed monthly service rates give nonprofits predictable IT costs and responsive, on-call support from a team of technology experts.

Services include comprehensive desktop and server support, email and collaboration software, contact and donor management, and specialized IT infrastructure and support. Through npServ, organizations emerge not only more efficient operationally, but also empowered to develop technology capacity on their own and to advocate for themselves. With technology serving as a powerful ally rather than a drain on resources, nonprofits are able to focus on mission and expand their impact in the community.

This year, npServ:
- Provided comprehensive, on-call desktop and server support to 33 nonprofits and over 300 users
- Delivered specialized IT infrastructure and support services to five nonprofits
- Provided email, shared calendaring, and collaboration services to over 500 nonprofit users
- Delivered Google Adwords and Apps training to over 150 nonprofit professionals

Client Profile

THE GREENING OF DETROIT

The Greening of Detroit has been working for Detroit’s environment for 22 years. The Greening is dedicated to cultivating and supporting a healthy urban community with trees, green spaces, food, education, and training opportunities.

“Working with NEW has been a great experience. We knew we needed a complete overhaul of our IT systems and services and were pretty sure we’d never be able to afford it. NEW came in and showed us how to achieve our IT goals, then helped us reconfigure our services so we really could afford the whole package. Now we have systems that work and more IT support than we’ve ever had – this impacts our work to improve Detroit’s environment every day!”

Rebecca Salminen Witt, President
Client Profile

THE ARK

The Ark is dedicated to the enrichment of the human spirit through the presentation, preservation, and encouragement of folk, roots, and ethnic music and related arts. The Ark provides a safe and welcoming atmosphere for all people to listen to, learn about, perform, and share music.

“BoardConnect has been a key resource for navigating our organizational growth and development. From helping us implement current best practices in board structure and governance, to tailoring sessions around our specific needs, BoardConnect continues to provide us with real-world tools, information, and insight.”

Marianne James, Executive Director

BoardConnect®/Board360™/The Board Room

BoardConnect strengthens nonprofit boards through leadership training and support and builds civic engagement by recruiting and training community members for board service. Services include board training, recruiting, matching, and online resources. Trainings help new trustees learn the ropes and experienced members take their leadership to new heights. Recruiting and matching services bring fresh talent and solid qualifications to nonprofit boards, connecting the best and the brightest in the community with nonprofits in need.

BoardConnect also partners with businesses and associations to provide dynamic service opportunities to employees and members. A strong focus on diversity gives boards the skills and insight they need to provide effective leadership. BoardConnect online resources complement training and recruiting, helping nonprofits implement best practices for high-performing boards. Resources include Board360, a comprehensive and affordable assessment tool, and The Board Room, a unique governance toolkit.

This year, BoardConnect:

• Delivered training or matching services to over 220 nonprofits
• Provided customized, in-depth governance training to over 70 nonprofit boards
• Trained over 270 candidates in the basics of nonprofit board service
• Trained over 1,450 nonprofit staff and board members in governance best practices
• Connected over 40 candidates to nonprofit board positions
• Provided the Board Room’s board development toolkit to over 270 nonprofits
• Provided professional board assessment to eight nonprofits through Board360
• Supported four service providers (in Battle Creek, Kalamazoo, Marquette, and Flint) in re-delivering BoardConnect training and matching services
The NEW Center

High-Quality Office and Meeting Space

Home to a supportive community of nonprofits, the NEW Center provides affordable office space and shared infrastructure to nonprofits. Tenants enjoy a collaborative atmosphere, reduced overhead, and a beautiful riverfront location. With NEW handling the facilities, nonprofits are free to focus on their mission. 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.

The NEW Center also provides flexible, accessible meeting and event space for 501(c)(3) organizations. Nonprofits enjoy convenient highway access, free onsite parking, full kitchen facilities, telephone and Internet access, and a beautiful river view.

This year:
• Twenty-one organizations called the NEW Center home
• Eleven organizations utilized NEW’s shared telephone system
• Four organizations participated in NEW’s Affiliate Program
• Over 1,640 nonprofit meetings and events were held at the NEW Center
• Over 14,450 participants used NEW Center meeting rooms

“... for the AORE: our first Executive Director, first independent physical national office space, and the first time the organization has committed to an infrastructure for sustainable success. The NEW Center, its community, and its resources have catapulted us further and faster than we ever imagined. I attribute many of our 2011 successes to the NEW Center and its staff!”

Jeannette Stawski, CAE, Executive Director
ResourceConnect helps organizations and individuals find answers to their nonprofit management questions. A variety of online and offline 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 and meet challenges as they arise.

Fundraising support includes guided access to a database of over 100,000 potential funders, and NEW’s popular “Get Connected” series provides networking opportunities and information on critical nonprofit issues and concerns. 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 come to ResourceConnect for assistance.

This year:

- Over 600 individuals, representing over 300 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, a comprehensive database of nonprofit funders
- Over 9,500 individuals received NEW’s online newsletter, NEWSNOTES
- NEW’s Directory of Nonprofits, profiling over 630 nonprofits in southeast Michigan, received over 165,000 public page views
- NEW’s Nonprofit Resource Database, containing over 1,300 area service providers, websites, books, and other resources, received nearly 120,000 public page views

“ResourceConnect has been a tremendous resource for strengthening our organization. The staff has been incredibly helpful, efficient, timely, and overall wonderful to work with while providing us with information and solutions to issues facing our nonprofit. The support provided has been invaluable and a great contributor in helping our organization excel. Thank you!”

Bonnie Hanes,
Executive Director
NEW serves nonprofits throughout southeast Michigan and works with partners to deliver NEW’s services outside the region. Our online services are available nationwide. www.new.org
WE THANK Our Supporters

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Victoria Wong
Zingerman’s Delicatessen

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Ann Gladwin
Linda Goldberg
Jen Lowenberg
Online Tech
Quicken Loans
Katherine Scott
Mike Smerza
Jim Trost
Judy Walker

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 Jean Borger (jborger@new.org) with corrections.

IT IS WITH TREMENDOUS APPRECIATION that NEW acknowledges the contributions of all board members, committee members, and volunteers who have given of their time and expertise over the past year. Their passion and service have played an important role in NEW’s ongoing work to help nonprofits make a difference in communities throughout southeast Michigan.

NEW is deeply indebted to Mike Smerza for his technical expertise and unflagging commitment to NEW over the past 14 years. The countless volunteer hours he has contributed have ensured the smooth functioning of NEW’s database and website. NEW extends a very special thank you to Mike for continuing to be a vital part of the NEW team.

Finally our warmest thanks go to the interns, work study students, and volunteers from the community who have supported NEW and its mission this year: Julia Akman, Alison Bird, Nicole Calloway, Jenna Casey, Mark Keaton, Stephanie Kenner, Alisha Opperman, Nicole Marack, Veronika Toth, Jim Trost, Kayoua Yang, and Joe Wagner. NEW also wishes to thank the Community Consulting Club, the Professional Volunteer Corps, and the University of Michigan Ross School of Business for invaluable assistance this year.
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Ann Arbor Area Community Foundation
For good. For ever.

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Online Tech

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Special thanks to our Founding Partner:

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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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Ann Gladwin
Resource Specialist
Michael Haak
npServ™ Network Administrator
Neel Hajra
President & CEO
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Development Director
Diana Kern
Vice President of Programs
Justin Lunning
npServ™ Director
Yodit Mesfin Johnson
Director of Business Development
Dallas Moore
Manager of Program Support
Paula Rand
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Dan Robin
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npServ™ Director
Lia Stevens
Director of Administration and Facility
Michael R. Tyson
President & CEO

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