Dear Friend of NEW,

We’ve had another amazing year helping nonprofits. This annual report will give you the facts and figures, but I also want to present the “human” element of what we do through our programs here at NEW.

• npServ™ After NEW donated five computer work stations to Aim High School, math teacher Molly Urquhart sent the following message: “Students are excited about doing math for the first time on the computer and tend to do more problems than assigned. They’re using the computers to build digital notebooks and have never been more organized – I don’t worry about them forgetting their homework anymore!” Aim High School provides individualized education to students with Asperger’s Syndrome, anxiety disorders, attention deficits, and other learning differences.

• BoardConnect® We received this note from Samuel D. Abrams, Board Chair of Mariners Inn, after a board training: “As a result of working with you, we’re in a much better place as an organization. Thanks for the great guidance and direction!” Mariners Inn provides 24-hour residential substance abuse treatment for adult homeless men in southeast Michigan, promoting their return to health, independence, and increased self-worth.

• The NEW Center “Being a member of the NEW Center’s Affiliate Program has been a terrific fit for us,” writes Nancy J. H. Jennings, CEO of the Women’s Caring Program. “I would highly recommend that any nonprofit consider becoming a NEW affiliate as a first step before taking on the monthly expense of a traditional office.” The Women’s Caring Program provides financial support to children from low-income working families for quality childcare and early childhood education.

• ResourceConnect® NEW has helped Atlantic Impact “flourish” according to Anise Hayes and Samantha Kelley, Co-Founders. They write, “This year we collaborated with national museums and nonprofits to show 600+ at-risk youth the importance of connecting the past to their present-day communities through historical education. NEW was an important part of our growth!” Atlantic Impact increases opportunity in struggling communities by using history to empower youth to be the next generation of innovators.

These stories are merely snapshots of the impact each of our programs has had over the past year. There are hundreds more stories we could share as testimonials to the work we do at NEW and thousands more lives we have touched. Through our work with nonprofits, we are impacting every sector of our community, including the most vulnerable among us. We are truly helping nonprofits make a difference!

In service,

Michael R. Tyson
President & CEO
Homes for Black Children assists with the temporary placement of children who are removed from their families. An intervention agency that focuses on family preservation, Homes for Black Children is dedicated to making sure that no child is without a permanent home.

npServ addresses information technology (IT) needs strategically and cost-effectively for nonprofits. Through a high-touch approach and innovative business-sector technologies, npServ helps nonprofits create and maintain an optimal IT environment tailored to their mission, budget, and needs. Nonprofits are able to strengthen operations, reduce costs, and manage program, fundraising, data, and other needs more effectively. Affordable fixed monthly service rates give nonprofits predictable IT costs and responsive, on-call support from a team of technology experts. Services include Comprehensive IT Support, Managed Server Support, Hosted Server Support, Contact and Donor Management, Email and Collaboration Software, and Custom Technology Solutions.

This year, npServ:

• Provided ongoing IT support and maintenance to 39 nonprofits and over 350 workstations
• Provided email, shared calendaring, and collaboration services to nearly 500 nonprofit users
• Launched a new IT service, Hosted Server Support, providing a basic computing infrastructure for small nonprofits
• Hosted one-on-one sessions for 13 nonprofits to receive advice and technical assistance from Google experts on Google AdWords, Analytics, and Apps

“npServ recently completed a major overhaul of our computer network. Our staff are now more efficient and flexible because applications are running faster and we have remote login capabilities. npServ staff were very responsive to our questions, which were never too big or too small, and the attention they gave to ‘extras,’ like new flat screens and printers, really helped boost staff morale. Thank you, npServ!”

Jacquelynn Moffett, Executive Director, Homes for Black Children

Homes for Black Children assists with the temporary placement of children who are removed from their families. An intervention agency that focuses on family preservation, Homes for Black Children is dedicated to making sure that no child is without a permanent home.
BoardConnect®
Comprehensive Board Development

BoardConnect®/Board360™/The Board Room

BoardConnect strengthens nonprofit boards through comprehensive leadership training and support and by helping nonprofits recruit motivated, diverse trustees. It also builds civic engagement by preparing community members for board service and connecting them with nonprofits in need. Partnering with businesses and associations, BoardConnect provides dynamic board service opportunities to employees and members. A strong focus on diversity gives boards the skills and insight they need to lead. BoardConnect online resources – Board360, an affordable assessment tool, and the Board Room, a unique governance toolkit – complement training and recruiting, giving nonprofits the support they need to implement best practices for high-performing boards.

This year, BoardConnect:
- Provided customized, in-depth governance training to nearly 60 nonprofit boards
- Trained over 220 candidates in the basics of nonprofit board service
- Trained nearly 1,100 nonprofit staff and board members in governance best practices
- Connected over 35 candidates to nonprofit board positions
- Provided the Board Room’s governance toolkit to over 370 nonprofits
- Provided Board360’s professional board assessment to nine nonprofits
- Supported three providers in re-delivering BoardConnect services in their communities

“Our work with BoardConnect has been an organization-saving partnership. Wayne County SAFE started small and grew exponentially in a very short period of time – we didn’t have the time or knowledge to create the necessary infrastructure or build governance capacity. BoardConnect has come in and, through technical support and education, transformed our organization. We now have the capacity and knowledge to be sustainable and continue to grow!”

Kimberly Hurst, PA-C, Executive Director, Wayne County SAFE

Wayne County SAFE provides comprehensive and compassionate medical-forensic care to Wayne County survivors of sexual assault in a timely manner with immediate crisis advocacy, follow-up care and counseling, and provision of expert witness testimony.
The NEW Center provides affordable office space, meeting space, and shared infrastructure to 501(c)(3) nonprofit organizations in southeast Michigan. NEW Center tenancy offers nonprofits a modern facility, a collaborative atmosphere, shared amenities, reduced overhead, and a beautiful riverfront location. An Affiliate Program provides access to some of the Center’s shared resources at a fraction of the cost of 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, media equipment, and a beautiful river view.

This year:
- 19 organizations called the NEW Center home
- 11 organizations participated in NEW’s shared telephone system
- Nearly 1,600 nonprofit meetings and events were held at the NEW Center
- Over 14,500 participants used NEW Center meeting rooms

“The NEW Center allows us to maintain very low overhead and still have great office and meeting space for our staff, interns, program participants, and board members. The conference rooms have wonderful views and are well equipped. The location, parking, and kitchen facilities are fantastic. The NEW staff is friendly and helpful, and we enjoy meeting other nonprofit tenants. We love the NEW Center!”

Sue Schooner, Executive Director, Girls Group

Girls Group empowers middle and high school girls to achieve emotional and economic security by graduating from high school and becoming first-generation college graduates. Girls Group provides year-round programming and mentoring to develop character, leadership, self-confidence, and social consciousness, including the desire and ability to mentor others.
Through a variety of online and offline resources, ResourceConnect links nonprofits and community members to the latest information, opportunities, and best practices for nonprofit management. Personalized one-on-one assistance – available by email, by phone, or in person – and powerful grant and resource databases help nonprofits address challenges as they arise. Fundraising support includes guided access to a database of over 100,000 potential funders, and the popular “Get Connected” series provides information on critical nonprofit issues, as well as networking opportunities. From how to start a nonprofit to how to sustain one in a tough economy, no question is too big or too small.

This year:

- Over 400 individuals, representing over 225 organizations, received answers to their nonprofit management questions or one-on-one assistance searching the Foundation Directory Online
- Over 350 nonprofit staff, trustees, and community members attended nine “Get Connected” information and networking events
- Over 10,000 individuals received NEW’s online newsletter, NEWSNOTES
- NEW’s Directory of Nonprofits received over 165,000 public page views
- NEW’s Nonprofit Resource Database of area service providers, websites, books, and other resources received nearly 120,000 public page views

“NEW’s ResourceConnect program has been immensely helpful to Legacy Land Conservancy. We appreciate access to the information they provide, including the invaluable Foundation Directory Online database of funding opportunities. With help from ResourceConnect staff, we’ve been successful finding grant support. The staff also went above and beyond recently when we were searching out a specific project – they sent us additional information we’d never have found on our own.”

Susan Cooley, Director of Development, Legacy Land Conservancy

Legacy Land Conservancy protects forests, prairies, farms, wetlands, and waters – today and forever.
Audited Financials 2011–2012

REVENUE

- Earned revenue: $500,058 (62%)
- Grants, contributions, and sponsorships: $311,916 (38%)
- TOTAL: $811,974

EXPENSE

- Programs and services: $734,747 (76%)
- Management and general administration (including fundraising): $233,557 (24%)
- TOTAL: $968,304

WE THANK Our Community Partners

- Ann Arbor Area community foundation
- The Lloyd and Mabel Johnson Foundation
- McGregor Fund
- OnLine Tech
- W.K. Kellogg Foundation
- The Kresge Foundation
- Special thanks to our Founding Partner: mckinley Foundation
WE THANK Our Supporters

2011–2012 SUPPORTERS

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Honorable Kurtis T. Wilder
Zingerman's Delicatessen

2011–2012 IN-KIND SUPPORTERS

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Mike Smerza
Toyota
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Michael R. Tyson
United Way of Washtenaw County
Florian Vankamp-Wright
Judy Walker

VOLUNTEER AND STUDENT SUPPORT

With tremendous gratitude 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 part in NEW’s work to help nonprofits make a difference in communities throughout southeast Michigan.

NEW is deeply indebted to Mike Smerza for his time, expertise, and unwavering commitment to NEW over the past 15 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, warm thanks go to the interns, work study students, and volunteers from the community who have supported NEW and its mission this year: Claire Abraham, Mark Keaton, Stephanie Kenner, Courteney Reed, and Aaron Tyson. NEW also wishes to thank the many presenters in its Get Connected workshop series for their expert service to NEW and the nonprofit community, as well as the Professional Volunteer Corps and St. Clare’s Episcopal Church for invaluable assistance maintaining the NEW Center property for the good of the community.

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.
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President & CEO
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