

Community Impact Report

June 2022

Each year, NEW surveys the communities, organizations, and individuals we serve to understand the impact of our work. The following report highlights important findings from NEW's 2022 Community Survey. We hope you find it easy to move through and understand.*

Survey timeline and methodology

Jan-Feb 22

NEW's Community Survey is developed and refined with the input from NEW's staff

Feb-Mar 22

Survey is released and promoted via email, social media, and NEW's Notes

Specific outreach is done in program areas with lower response rates

242

Number of responses received

This is a significant **increase from the past two community surveys** (86 in 2018 and 76 in 2020)

Mar-Apr 22

Program specific data is analyzed and shared with NEW team leads

Data is **used to inform budget and goals development for FY 22-23**

May-Jun 22

Results are shared with NEW staff at 2022 Staff Summit

Survey data is shared with Board of Directors and NEW's Community

NEW promotes the release of the survey data via email, social media, and NEW's Notes

Jul-Nov 22

Survey will be reviewed for edits for FY 22-23

In November, focus groups will be conducted to deepen understanding of NEW's impact across programs and communities



TRANSFORMING THE FUTURE,
TOGETHER

*For those interested, a more in-depth report can be found [here](#).

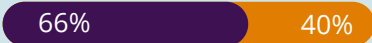
Demographics

Majority Gen X and Baby Boomers

60% of survey respondents work in Washtenaw County



3/4 of respondents identify as female



66% of survey respondents identified as white, and just under 40% identified as BIPOC (Black, Indigenous, and People of Color)*

NEW's Vision

NEW is most effective in advancing its vision as it relates to empowering leaders.

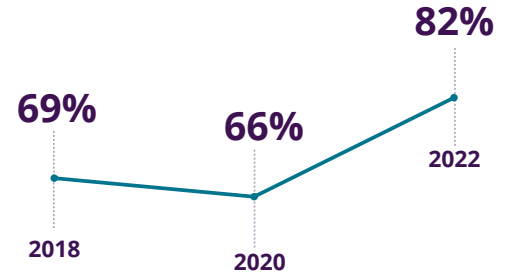
THE LEADERSHIP OF OUR NONPROFIT IS EMPOWERED TO ADVANCE OUR MISSION **66%**

THE COMMUNITY IN WHICH OUR ORGANIZATION IS LOCATED IS VIBRANT **44%**

OUR NONPROFIT IS FLOURISHING **36%**

Percentage of respondents that strongly agree with the corresponding vision statement.

More respondents in 2022 believe their nonprofits are flourishing as compared to previous years.



Percentage of survey respondents that strongly OR somewhat agree that their nonprofit is flourishing.

People value...

Communication

Responsiveness

Enhanced dialogue

"The conversations were challenging; most participants found them very helpful and eye-opening. they provided an excellent start to expanding our DEI conversations and process." Consulting Client

"I've rented for 10 years - a shared suite. I love being able to access 24/7. Conference rooms have been very helpful to do focused work with partners." Building Client

"We appreciate the ability to ask questions of the bookkeepers when numbers don't make sense, and that the NEW staff are prompt and understanding when responding." IT and Financial Services Client

Accessibility

Awareness of NEW's services

Client experience

Clarity on process and information

"Let people know what you can and can't do to help fill the gaps for community nonprofits." Consulting Client

"It's very helpful for us to rent office space and have the amenities offered by NEW at a price our organization can afford. It was very helpful to spend time with the financial resiliency group and to go through that program. I have used the information from that program a variety of times." Building Client and Learning Communities Participant

*Survey respondents were able to select more than one race/ethnicity category so the total is more than 100%.

NEW's Impact

Shifting focus and building capacity

Supporting personal and professional development

Enabling clients to find time to do their work

"The work with NEW has caused us to reflect about our work and the way we work more deeply than we could have possibly done on our own." *Consulting Client*

"Having a safe space to integrate different aspects of my experience as I thought about the kind of leader I want to be was deeply meaningful and healing." *Learning Communities Participant*

"The service has helped us move our organization to greater fiscal monitoring and accountability." *Financial Services Client*

"IT is of course the foundation of all communications, connectedness...we couldn't operate without NEW or another IT Co. We do not have internal capacity or expertise." *IT Services Client*

Our Theory of Change

There are shifts in the demographic and cultural structure of organizations toward greater diversity, equity, inclusion and justice

Leaders have the skills and resources needed to move towards a just and thriving society

Leaders of movements and organizations have deeper connections and are working together toward systemic change

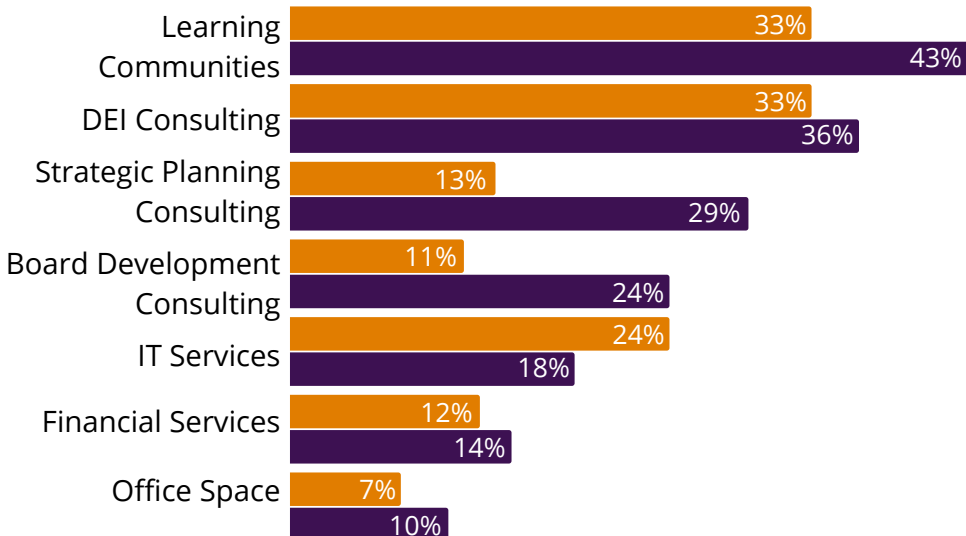
Leaders and organizations use data and tools to inform their decision-making processes

Leaders have freed-up capacity to focus on mission-driven work

Board members feel inspired to help nonprofits meet their missions and close their doors

Future Demands

■ % OF RESPONDENTS WHO RECEIVED THIS SERVICE IN 2020-22
 ■ % OF RESPONDENTS WHO ARE SEEKING THIS SERVICE IN THE FUTURE



The greatest areas of demand for future services are Learning Communities and Consulting Services

If you have shared feedback with us through this process, **THANK YOU!** Your input makes it possible for NEW to imagine and execute radical new ways of being and working that ensure every person in our community is seen and supported.

Have any questions about the information in this report or want to get in touch with us about our services and programs? Please email info@new.org