

**TRANSFORMING  
THE FUTURE,  
TOGETHER**



# REALIZING A VISION, EXPANDING IMPACT

Nonprofit Enterprise at Work (NEW)'s story is one of continuous transformation toward a future of empowered leaders, flourishing (not merely surviving) organizations, and vibrant communities. When we opened our doors in 1993, the site—1100 N. Main Street in Ann Arbor, MI—was a former junkyard. Local philanthropists had come together and transformed it into an arts incubator. The anchor tenant, Artrain, Inc. had a vision that the arts should be available to everyone, everywhere. They rooted the tenets of inclusion and accessibility, which remain in our organizational DNA. Yet, despite our progress, we still have work to do to embody these values and the tenets of social justice.

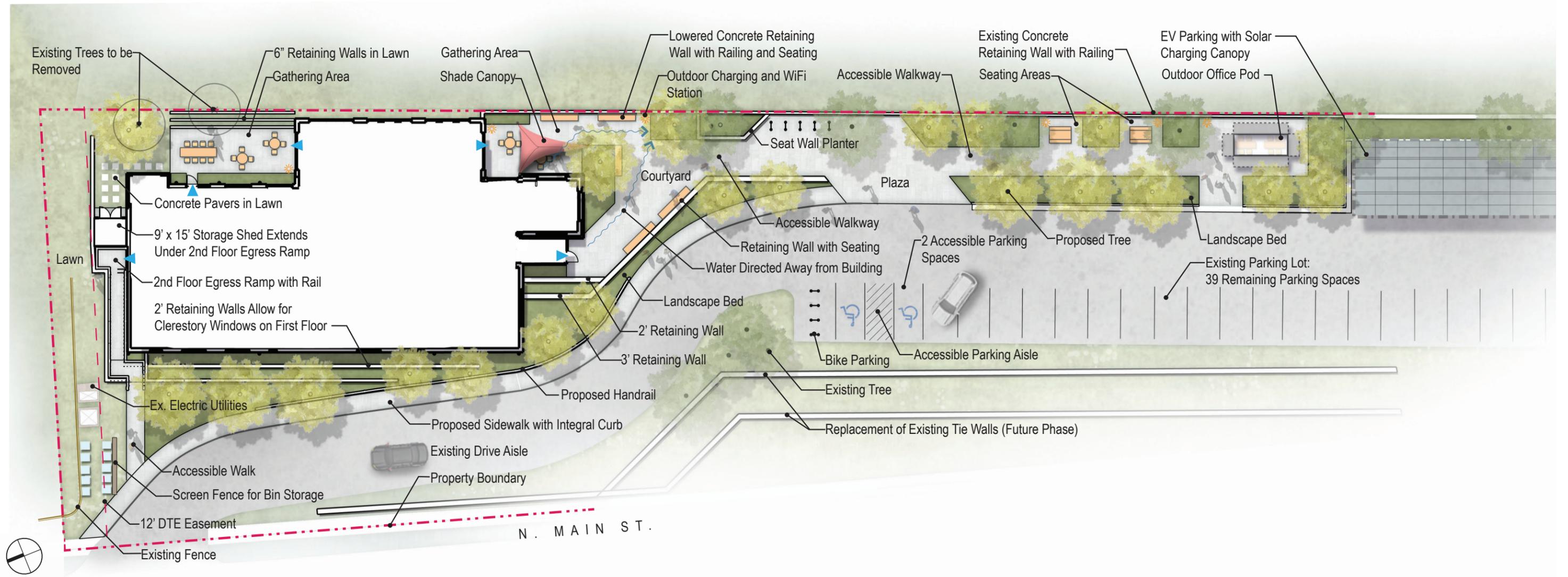
The current building is aging and for a few years we've grappled with ways we can continue stewarding the early vision of our physical space. Then, 2020 happened. In the midst of all the turmoil, demand for our services exploded. Our team began to reimagine what else could be possible. What would it truly take for this space and our work to embody our values of inclusion and collaboration? What might be possible if our space could inspire change and not simply be a container for its agents?

By bringing mission-driven people together, we will deepen collective impact in ways that seemed impossible before. The \*new\* NEW Center will become a hub of collaboration between change-makers across our community. It will provide doers and allies with programs, resources and mixed-use space to nurture partnerships. That means continuing to open our doors to mission-driven leaders, organizations, and communities. We need organizers alongside institutions. We need philanthropy connecting with program volunteers. There are lessons to learn across sectors, and the melding of our practices can look like radical social justice. As we transform the future, we're transforming our physical space to embody our mission, vision and values.

**The NEW Center will inspire our community, and bring us together to realize the just and thriving society we all want to live in.**



# SITE PLAN



Design study of the Main Street facade featuring a mural and screen as both a super graphic and reducing glare from the western sun. Windows are enlarged to offer more visibility to activities within the renovated building.



Process view of the new courtyard replacing asphalt parking with landscaping and outdoor seating allowing for work, informal meeting, or just taking a break with a view of the Huron River.



**VIEW FROM THE HURON RIVER**

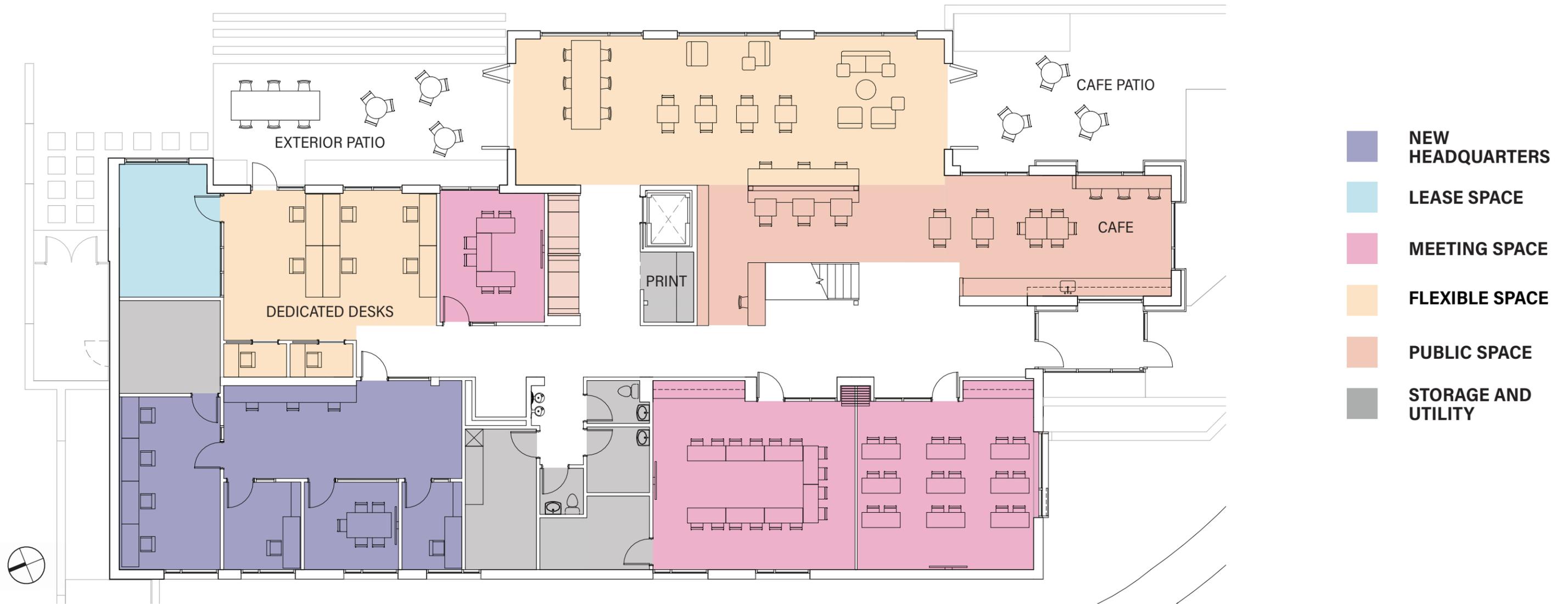
# WHY NOW, WHY NEW?

Ann Arbor and the world have changed over the past 30 years, let alone since 2020. There is more stratification of class and race. Ann Arbor has seen an increase of wealth in mostly middle to upper class white populations. The historically Black neighborhood where NEW resides has been gentrified and its Black families and residents displaced. Indigenous histories here have been erased. Washtenaw County is the eighth-most economically segregated metro area in the U.S. The county is divided by development patterns established through racist housing and lending policies. And the impacts of historical segregation persist, especially across the distribution of power. **We must prioritize creating intentional connections to bring diverse people and organizations together for collaboration.** Optimally, the NEW Center will become a haven for change welcoming the entire community, not just those working or volunteering in nonprofits. We will create new moments to work and innovate across barriers of race/ethnicity, class, gender, ability, age and more.

**We move at the speed of trust and capacity.** COVID has changed the way we work forever. People want to gather for work with a purpose and they want to do so safely. Minimally, this means how and where we work must change. NEW has earned the trust and respect of the social change community in Southeast Michigan. We've done this alongside nonprofits equipping and inspiring them with quality consultation, leadership development programming, and back-office support (leases, IT, fiscal sponsorship and bookkeeping) that enable leaders to focus on their missions. Our diverse team and board are admired for our courage and commitment to change with and for our community. We're supporting organizations as they shift their work and align their cultures with their values. **NEW is realizing our mission and vision by changing what it means to do work for the social good.** We're calling in EVERY single person and organization – many hands – to be the change we need now.



# FIRST FLOOR PLAN



Concept view of the stair and elevator relocated to a central location flanked by collaborative work areas with the opportunity for skylights to bring light into the center of the space.



Study of the east facade with new cladding and enlarged river-facing windows as well as a renewed tower, ground floor café, and outdoor seating creating a new entry approach.

# SECOND FLOOR PLAN



- NEW HEADQUARTERS
- LEASE SPACE
- MEETING SPACE
- FLEXIBLE SPACE
- PUBLIC SPACE
- STORAGE AND UTILITY

A new flexible workspace has operable glass walls opening into new landscaped patios for ample opportunities for fresh air and views of the Huron River.



Preliminary view of a new courtyard entry and the former stair tower as an occupiable space for working and meeting with the ability to take in views of downtown and the river.





**INTERIOR VIEW OF FLEX SPACE AND CAFE**

# PLANNED SUSTAINABILITY STRATEGIES

While most of the research and technology for sustainable building investigates new construction, it is important not to forget the sustainable possibilities of existing buildings. With that being said, the reuse of an existing building is one of the most sustainable measures that can be taken towards reducing our carbon footprint in construction. Reuse maintains the culture of an area while improving usability and bridging old and new. The transformation of the NEW facility will include the following sustainable measures:

- **LED lighting throughout and lighting sensor controls**
- **Skylights + Daylighting: Metering at 10ft from exterior wall**
- **Expanded windows and openings bringing the outside in**
- **Insulation/Exterior Envelope(R20) + New insulated Low-E windows**
- **Replace impervious surfaces with plantings**
- **Add trees/ shade canopy to mitigate heat island effect**
- **Site design that creates exterior work/ meeting spaces**
- **Photovoltaic panels shading parking and providing power to the Electric Vehical (EV) charging stations**
- **All electric utilities (no gas to the renovated building)**

- **New HVAC with improved efficiency**
- **Air purification for improved indoor air quality (IAQ)**
- **Low volatile organic compound materials (VOC) interior finishes**

In addition to reducing energy consumption and the negative impacts of the built environment on the natural environment, many sustainable design strategies also improve the wellbeing of the building occupants. It is known that natural light improves worker satisfaction and productivity. Creating a bright and welcoming atmosphere, these spaces have a greater connection to the outdoors offering multiple benefit from happiness to improved work performance. With the design transformation providing a variety of spaces from the cafe to collaborative work areas on both floors, and various exterior spaces, there are increased opportunities for connection and flexibility which have a positive impact on worker's mental health. Overall, these strategies create a win-win for, the environment, building users, and the NEW community.

# INVEST IN RADICAL CHANGE

At NEW, our values guide every decision we make and we are unapologetically following our values in this project. One of those values is **investing in our people, clients and communities**. This project will have immediate and direct social and economic impact for local organizations, entrepreneurs and SE Michigan workers. We've hired local architects, financial advisors and general contractors throughout. Aligned with our value of **honoring diversity of ideas, experience and identities**, more than 85% of our consultants and contractors are women, LGBTQIA+ and/or Black-led enterprises.

The complete renovation of the building and landscapes are projected to be ten million dollars (\$10M). Beyond construction costs, we are raising an additional five million dollars (\$5M) to support our growing staff, programs and our business operations.

The total capital raise is \$15M. **We know that this is a bold goal and approach.** We recognize that not everyone will buy in. That's okay. We will not replicate past patterns of scarcity in our sector. We know this investment will have a long-reaching impact for years to come. We are inviting those who understand the importance of new behaviors and patterns to support our new future. **By investing in NEW you are investing in radical change. And we need that now.**



**SUPPORT OUR  
PROJECT HERE**



# PROJECT TEAM

Our vision and project is supported by numerous partners including the Ralph C Wilson Jr. Foundation. Their investment enabled us to hire Designing Justice + Designing Spaces to lead us through a community-centric concept design process. We're grateful to have had many members of this community in the focus groups and conversations they led. That process yielded a design scheme for the new space, one that honors history, provides for the present, and catalyzes the futures of our community. Since then, we've been working with the folks at Proxy as our owner's representative, and InToto Studio leading the design team with InSite Design Studio to take that scheme from concept to reality. We plan to have the team of A Squared Construction Management Group and L.S. Brinker start building the transformation of the NEW Center next year. We're proud that 85% of our consultants and contractors are women, LGBTQIA+ and/or Black-led enterprises.

**PROXY**

**INTOTO**STUDIO

**INSITE**  
design studio, inc.

 Designing  
Justice+Designing  
Spaces

**L.S. BRINKER**

A **BRINKER** Company

+

**A SQUARED**

Construction Management Group