

*Case for Support*

**TOGETHER WE TRANSFORM**



 **NEW**

# The NEW Center Transformation Campaign

*Together, we can make this vision a reality.*



Imagine a place where community and connection ignite powerful change. The NEW Center Transformation is not just a renovation; it's a revolution in social justice and equity. For over 30 years, NEW has been the heartbeat of nonprofit innovation in Southeast Michigan, nurturing leaders and organizations dedicated to a just and thriving society.

Now, we're taking a bold step forward. Our \$11 million campaign will transform our historic space into a vibrant hub for collaboration, cultural events, and sustainable practices. This is more than bricks and mortar—it's a movement to dismantle systemic inequities and build resilience.

Join us in creating a space where Black, Brown, Indigenous, and marginalized communities lead the charge for change. With state-of-the-art facilities, sustainable features, and a commitment to inclusivity, the new NEW Center will be the epicenter of social transformation.

INVEST IN A FUTURE WHERE EVERYONE THRIVES.

*Join the NEW Center Transformation Campaign and be a part of a legacy of impact.*



# The NEW Center Transformation

## Connection | Community | Cultivation



How can we unlock our vision of a just and thriving society? By working together—across our differences and shared values—to dismantle systems that hinder opportunity and access to healthy, thriving lives, while building resilience across the social sector and our communities.

Nonprofit Enterprise at Work (NEW) is one of the region's largest nonprofit campuses, connecting social change leaders and organizations through programs, rentable space, and services that free up focus for their mission-related work. For over 30 years, we've cultivated a community of leaders and partners committed to transforming the future together.

By joining our campaign, you're aligning with some of the region's best in social change outcomes. Imagine a reimagined physical space dedicated to cultivating the future we need now through place-keeping, deeper relationships, powerful learning communities, and essential tools for even better outcomes for those impacted by systemic societal issues. NEW is a trusted guide to those who are transforming systems, structures, and organizational cultures to advance long-lasting solutions for equity and justice.

We're here to shift the narrative about 'not-for-profit' work, nurturing new ways of leading and working. We aim to bring justice-committed leaders and the broader social sector together to break the old and build anew. There's a place for you in this movement of nonprofits, activists, cultural workers, socially-conscious business leaders, and government entities invested in social change.

# A note from our CEO, Yodit Mesfin Johnson

My dreams for the transformation of the physical space that NEW has owned and operated for the last 31 years, and the expansion of our mission, have very little to do with bricks and mortar. It's personal –for as long as I've been in this work the issues of inequity and injustice have persisted.

The neighborhood our building is in, the same one I spent time in as a kid, has dramatically changed. Black residents owned 54% of the homes in this area in the mid-20th century. Today, they own fewer than 8%. The communities and people I've devoted my life's work to are struggling in numerous ways. And, their erasure and the histories that helped make this area what it is concerns me, just as the growing racial and economic segregation of our county does. Today, Washtenaw County is the 8th most income-segregated county in America, according to the Washtenaw Opportunity Index.

Since our inception, we've served more than 10,000 nonprofits and leaders as a regional intermediary in Southeast Michigan. Still, inequities persist and, in fact, they're worsening.

So why the New Center Transformation (NCT) campaign? Why now? The numbers in United Way's ALICE report start to tell the story:

The organizations that provide human and social service to our communities – our clients – need a different approach. Beyond being worn out with the starvation cycle in the nonprofit sector and the incremental change we're seeing among the thousands of people and organizations we've served, this campaign embodies the idea that we are #BetterTogether and #WeAreWhoWeNeed.

The NCT is about a just transition from dogged individualism, scarcity, and lack to mutuality, cooperation, and well-being. In order to ensure that every citizen of southeast Michigan has what they need, are treated with dignity and are not just surviving but thriving, there will need to be a shift in how we operate our organizations and boards and how we access resources (financial, technical, and more), especially for those led by and serving people from historically marginalized identities and communities.

If we want better results in the social sector, we'll have to behave and act differently. We need justice-committed leaders who can exchange wisdom, experience, and knowledge, develop their capacities to lead, have proper technological and financial backing, are engaging in cultural work with artists and creatives, and places for people to gather, learn, connect, and grow, together.

***We are who we need.***

YODIT MESFIN JOHNSON, CEO





# The Solution: The NEW Center Transformation

The New Center Transformation is not just a revitalization of our building but an expansion of our mission. It's about bringing the real solutionaries to the table, fostering collaboration, and addressing social and economic disparities. This campaign embodies social justice and transformation work, making the NEW Center a hub for collaborative transformation.





# Empowered Leaders, Flourishing Organizations, Thriving Communities

The 'new' NEW will serve more leaders through programs, cultural events, community meetings and access points for our partners. The New Center Transformation will create more space for community events, meetings and conferences.

NEW will provide rental space and conference rooms to nonprofits and small businesses, and offer IT and financial services, enabling them to focus on their missions while we support their operations.

NEW will be open to the public at no cost sixteen hours a day. We'll host monthly culture night markets and documentary screenings and our cafe will be open five days a week, offering a welcoming space for everyone.

NEW aims to be the greenest nonprofit in Ann Arbor. Our sustainable features will include LED lighting, expanded windows, photovoltaic panels, and all-electric utilities, creating a space that not only serves the community but also protects the environment.





# Future Goals

With the NEW Center Transformation, we envision a transformed social sector and region that is thriving, resilient, and harnesses unbridled joy. Our mission expansion goals include:

- Serving as a Place-Keeper for Black and Indigenous histories and cultures
- Increasing the strength of Southeastern Michigan's nonprofit industry by supporting thousands of nonprofits annually
- Leading as a hub for social justice and transformation work in Michigan and beyond
- Hosting community-based events, like night markets, cultural evenings, art galleries, and public engagements
- Leading environmental justice initiatives in Ann Arbor with our clients as partners

## Sustainable Features

*Our renovation will include:*

- A gorgeous, accessible 3-season space with space for work and gatherings
- Geothermal HVAC system provides decarbonized heating & cooling
- LED lighting and lighting sensor controls
- Skylights and expanded windows for natural light
- Plantings and shade canopies to mitigate heat
- Photovoltaic panels and electric vehicle charging stations
- Improved indoor air quality with new filters and low-VOC materials
- Use of local materials and craftsman where possible





# The NEW Center Revitalization Details: A Hub for Collaborative Transformation

Located on the banks of the Huron River in Ann Arbor on the ancestral, traditional, and contemporary lands of the Anishinaabeg – The Three Fire Confederacy, the NEW Center features over 11,000 square feet of convening space for the social sector. Owned by NEW and home to 20 tenants, our building supports 600+ organizations annually. The New Center Transformation will meet the growing needs of our community, shift towards environmentally conscious practices, and address aging infrastructure.





# The NEW Center Revitalization Details: A Hub for Collaborative Transformation

## CAMPAIGN FUNDRAISING GOAL: \$11M

Our working campaign goal includes mission expansion (\$3M) and building renovation (\$6M) plus site work / upgrades to accommodate environmental improvements (\$1M) and contingency (\$1M) to protect NEW against cost increases that may occur during the fundraising process. All costs are reviewed regularly to continue to be prudent stewards of all funds. We invite you to join us in this transformative journey, contributing to the \$11 million needed to bring this vision to life.





# Support this Campaign

Join us in transforming the NEW Center into a hub for social justice, collaboration, and transformation. Your support will help us create a space where diverse communities can come together to drive meaningful change and where we work in concert with the land and the communities around us .

To support this campaign, please contact Will Jones III, Vice President, at [wjones@new.org](mailto:wjones@new.org), visit [our website](#), or scan the QR code to make a donation.

*Together, we can make this transformation a reality.*

NEW IS A 501C3 NON PROFIT ORGANIZATION, EIN: 38-2825019. YOUR DONATION IS TAX DEDUCTIBLE. DONATIONS CAN ALSO BE MAILED TO 1100 NORTH MAIN ST. SUITE 100 ANN ARBOR, MI 48104 OR TRANSFERRED VIA ACH. FOR QUESTIONS, REACH OUT TO WILL JONES III AT [WJONES@NEW.ORG](mailto:WJONES@NEW.ORG). PLEASE PUT "NCT" IN THE CHECK MEMO.





