Embracing CHANGE
MNA’s membership is geographically diverse. In 2012–13, 900+ members were located in various regions throughout the state, forming a powerful network that represents all areas of Michigan’s nonprofit sector.
Michigan Nonprofit Association (MNA) is proud to have served Michigan’s nonprofit sector for nearly 24 years. Built on the belief that a strong nonprofit sector yields strong communities, MNA and its board of directors are committed to positioning the sector as a vital leader in building and sustaining thriving communities.

This year’s annual report is themed "Embracing Change for a Strong Future." Late last year, we said farewell to one of the sector’s most visionary leaders, Kyle Caldwell. His legacy of leadership as MNA’s president and CEO over the past seven years positioned MNA as a thought leader, credible resource and critical voice for the sector. His vision to create a nonprofit center came into fruition in 2011, paving the way for the Nonprofit Center at the Armory, a highly regarded collaborative workplace and home to six nonprofit organizations. His imprint will forever be a part of the rich history of MNA.

In April 2013, the Board of Directors completed its search for a new leader to move MNA toward its future of serving Michigan’s nonprofit sector. On behalf of the MNA Board of Directors, I am happy to welcome Donna Murray-Brown as MNA’s new president and CEO, and the first woman to serve in this position in the organization’s history. We are truly excited about MNA’s future under her inspirational leadership.

This is a year of renaissance for MNA, and the Board of Directors is proud to share this annual report highlighting the stories of Embracing Change.

Comprising 10 percent of Michigan’s workforce and contributing $137 billion to Michigan’s economy, the nonprofit sector is a fundamental contributor to building and maintaining vibrant communities. As the nonprofit sector further evolves to serve the needs of Michigan’s communities, now is the time for creative solutions, innovative programs and the need to embrace change as a method for mission attainment. MNA will continue to be focused on engaging the collective voice of nonprofits, leveraging the power of human capital, fostering collaboration and effective practices and cultivating and sharing resources and information.

Thank you for 23 years of continued support. Your valuable partnership is vital to the transformation taking place in our great state.

Sincerely,

Sheilah P. Clay
Chair, MNA Board of Directors
Michigan Nonprofit Association (MNA) serves nonprofits to advance their missions. That is a tall order in an ever-changing environment. As the world of the nonprofit sector continues to evolve, the MNA team adapts and creates innovative solutions to serve the needs of our stakeholders. The theme of this year’s annual report represents our deliberate and thoughtful approach to Embracing Change.

We have highlighted our ability to embrace change through the lens of our organizational values: Leadership, Diversity and Inclusion, Integrity, Collaboration and Excellence. Some of the most notable accomplishments to highlight are:

» The ability to create innovative opportunities to expand our membership. We are proud that Habitat for Humanity Michigan and their more than 80 affiliates across the state now have access to the programs and services of MNA.

» We launched the inaugural Michigan Civic Health Index in partnership with the Council of Michigan Foundations, Michigan Community Service Commission, Michigan Campus Compact, Volunteer Centers of Michigan, the LEAGUE Michigan and the National Conference on Citizenship. The report examines the behaviors and attitudes of Michiganders regarding civic life in our state and provides insight into strong civic life being an integral factor to building strong communities.

» We officially added the highly acclaimed Data Driven Detroit (D3) to our family of programs and services. The addition of D3 creates opportunities for nonprofits to have access to high-quality data and information to make informed decisions about their work.

On April 2, 2013, I was given the honor by the MNA Board of Directors to lead the work of MNA as its new president and CEO. The rich history and the strong legacy of leadership is what I plan to build upon in creating a strong future for MNA. Over the next year, we plan to work towards connecting our programs in a greater way to further strengthen our ability to serve the nonprofit sector.

On behalf of the staff of MNA, we sincerely thank you for your unwavering support, partnership and commitment to us and to Michigan’s nonprofit sector. We are excited to share an inside look at our accomplishments over the past year and to pique your interest for what lies ahead for MNA’s work in the future.

Regards,

Donna Murray-Brown
President and CEO
Board of Directors 2012-2013
Mr. Rich Homberg
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2-2013
—Our Mission—
Michigan Nonprofit Association serves nonprofits to advance their missions

—Our Vision—
Michigan’s nonprofit sector will be a vital leader in building and sustaining thriving communities

—What We Value—
» Collaboration – Demonstrating a commitment to building and sustaining partnerships with business, government and nonprofits.

» Diversity and Inclusion – Embracing, respecting and celebrating diverse identities, abilities, cultures and points of view to advance our organization and the larger nonprofit sector.

» Excellence – Demonstrating a strong commitment to innovation, quality and the need for high level expertise.

» Integrity – Practicing accountability, honesty, responsibility, dependability and trust in all of MNA’s work.

» Leadership – Fostering an environment where innovative and bold service to others can grow.

—Our Strategic Priorities—
» MNA will be the recognized and respected voice of Michigan’s nonprofit sector.

» MNA will provide trusted leadership that assists Michigan’s nonprofit sector in adopting effective advocacy and civic engagement strategies.

» MNA will serve Michigan’s nonprofit sector by providing resources, convening organizations and building strategic relationships.

» MNA will be a model collaborative workplace where people are valued.
Excellence: Demonstrating a strong commitment to innovation, quality and the need for high-level expertise.

Working with nonprofits on innovative ways technology can be used to empower and transform their organizations is part of Highway T’s DNA. One such example of innovation can be seen in Highway T’s HandsOn Tech VISTAs working with Restore Northeast Detroit (Restore NED) to create a virtual community/Web presence linking local organizations and community activists working towards a common goal of neighborhood revitalization and community engagements. Such a project demonstrates how technology can be leveraged to support municipal and community initiatives addressing distressed neighborhoods.

Highway T provides quality technology services to its more than 20 managed care clients every day, which look to Highway T as their outsourced tech support provider.

During the past year, Highway T increased its capacity of supporting more than 400 workstations and servers by enhancing its helpdesk operations and managed care services. These, along with other organizational investments, are some of the reasons Highway T has seen substantial growth over the past year.
When the Detroit Symphony Orchestra looked to outsource some of its tech support needs, it looked to Highway T to not only provide daily technology support and helpdesk services, but to also provide on-call tech support for their evening and weekend events.

Additionally, when the United Ways of Kalamazoo and Battle Creek decided to merge their organizations, Highway T was tasked with handling all of the technology integration matters related to the merger including website domains, email systems, networks, workstations and servers. Highway T successfully assisted both United Ways with the merger with very little, if any, downtime.

Over the past fiscal year Highway T’s HandsOn Tech program provided high level expertise and training to more than 725 people from more than 375 nonprofit organizations with numerous free and low-cost technology tools and topics throughout the year.

Two organizations that sought Highway T’s expertise were Wayne Metro Community Action Agency and the Detroit Police Athletic League. Both organizations had staff members who needed training on Google Apps technologies. Highway T’s HandsOn Tech VISTAs provided Google-specific training sessions for their staff members on how to better utilize Google Apps tools to collaborate and work more effectively within their organizations.

Other examples of Highway T’s focus on innovation, quality and high-level expertise over the past year include:

» Working closely with a mental health and substance abuse nonprofit agency to deploy iPads in the field for case workers to better document and perform their duties in a more flexible and secure manner.

» Assisting a nonprofit women’s business center with strategically identifying how to integrate its various technology systems into a more integrated solution.

» Offering free technology advice (“Curbside Consulting”) to nonprofits at numerous workshops and conferences.

These and many other examples demonstrate Highway T and MNA’s strong commitment to excellence!
INTEGRITY

Integrity: Practicing accountability, honesty, responsibility, dependability and trust in all of MNA’s work.

Data Driven Detroit (D3) joined Michigan Nonprofit Association as an affiliated program in December 2012. D3’s mission is to provide accessible, high-quality information and analysis to drive informed decision-making. D3’s partners and clients are primarily philanthropic nonprofit and community organizations.

D3’s small staff has evolved into a 15-person team with a variety of backgrounds including urban planning, demographics, sociology, geographic information systems, public health, education, Web development and graphic design. It is housed in an open office on the third floor of TechTown, an entrepreneurial incubator located north of the Wayne State University campus in Detroit.

Operating grants from the Kresge Foundation, the Skillman Foundation and the W.K. Kellogg Foundation allow D3 to work with a wide range of clients to produce tailored Web tools, reports, maps and other products. D3’s work is all focused on increasing data-driven outcomes in policymaking and planning processes throughout Detroit and Michigan.
In one of its earliest, landmark projects, D3 worked with the Detroit Office of Foreclosure Prevention and Response, Community Legal Resources (now Michigan Community Resources) and the University of Michigan Ginsberg Center to conduct a comprehensive survey of residential property in Detroit. D3 staff worked on the planning, routing and mapping of the project, as well as data entry and quality control. Those data, now referred to as the Detroit Residential Parcel Survey (DRPS), have formed the backbone for many D3 projects, including the work of Community Development Advocates of Detroit (CDAD) and Skillman Good Neighborhoods. DRPS was also one of the initial inputs for the Detroit Future City strategic framework.

D3 is committed to making data, visualizations and analyses accessible through a variety of online and printed products. D3 believes in increasing data accessibility, while respecting sensitivity and privacy, by building relationships and restructuring data in such a way that it can be released to the widest possible audience. All of D3’s work is focused on increasing data-driven outcomes in policymaking and collaborative planning processes throughout Detroit and Michigan. D3’s work helps build the civic capacity of communities through the infusion of data.

As D3 continues to grow, it will continue to collect, analyze and visualize data with the tools and talent available. In December 2012, Philanthropy News Digest ran an article entitled, “More Nonprofits Using Data to Boost Performance.” The essence of the article can be summed up in this quote: “While data collection and analysis isn’t a new idea for the sector, it has grown from a tool used largely for demonstrating financial transparency and accountability to a means of building a knowledge base about target populations and adapting programs to better serve constituents.”

The D3-MNA affiliation will serve to give Michigan nonprofits and funders a strong partner in their data development efforts.

Change:

Erica Raleigh (left), acting director of D3, is shown surveying parcel quality with a local stakeholder.
Through long-standing traditions of service, volunteerism and innovation, Michigan residents have demonstrated the transforming power of community that is present when we all work together for the common good.

This common good is supported in Michigan by a service infrastructure like no other. For more than 25 years, the partners involved in producing the inaugural Michigan Civic Health Index have been growing and strengthening community engagement in Michigan by connecting, sharing and securing resources, supporting individuals, groups and organizations, and by holding up Michigan’s community members as our best resource.

To help us better understand how to support this infrastructure and grow civic engagement, MNA and its affiliates – the Michigan Community Service Commission (MCSC) and the Council of Michigan Foundations (CMF), in partnership with the National Conference on Citizenship (NCoC) – spent time fully investigating the civic health of Michigan.

The results of our investigation have been summarized into the 2010-11 Michigan Civic Health Index. The report measures the engagement of Michigan residents in important civic activities such as voting, volunteering, interacting with neighbors, community participation and charitable giving. Through the report, we have reaffirmed that Michigan has a great foundation and infrastructure for civic health. The report showed our communities are doing well in some areas of civic engagement and have room for improvement in others.

Highlights and key findings of the report include:

» 2,080,000 Michigan residents volunteered in 2011.
» These volunteers provided more than 233 million hours of service valued at $5.1 billion.
» 90 percent of state residents believe there is a greater need for charitable organizations today than in the past.
» 89.7 percent believe charitable organizations play a major role in making Michigan's communities better.
» In 2011, 86.8 percent of Michigan citizens contributed money, property or both to a charity or nonprofit organization.
» While 60 percent of Michigan residents trust all or most of their neighbors, just 12.1 percent exchanged favors with neighbors frequently.
» In 2010, 71.4 percent of Michigan's eligible residents were registered to vote, relative to just 65.1 percent nationally, and 47.3 percent voted, relative to 45.5 percent nationally.
In 2011...

2,000,000+
Michigan Residents Volunteered

233,000,000+ HRS
were served by Michigan volunteers

94%
of Michigan volunteers gave 20+ hours

$5.1 BILLION
is Michigan's volunteer service value

These key indicators continue to drive conversation and strategic planning among the partners as we maintain our commitment to enhancing civic engagement activities throughout Michigan.

Data provided in the Michigan Civic Health Index was based on analysis of the Census Current Population Survey 2010 voting/registration supplement and 2011 volunteering and civic engagement supplements, provided by the Center for Information and Research on Civic Learning and Engagement at Tufts University. Additional information on philanthropy was provided by the 2012 Michigan State of the State Survey conducted by the Institute for Public Policy and Social Research at Michigan State University.

Perspective on charitable organizations...

there is a greater need for these organizations today than in the past 90%

they are more effective now than five years ago & are honest & ethical in the use of donated funds 74%

they play a major role in making our communities better 89.7%

The Civic Health Index is online at:
Diversity and Inclusion: Embracing, respecting and celebrating diverse identities, abilities, cultures and points of view to advance our organization and the larger nonprofit sector.

Michigan Nonprofit Association has a deep history rooted in the principles of partnership and collaboration. Through the years, we have participated in numerous opportunities which have involved cross collaboration among all sectors including government, academic institutions, nonprofits, businesses, faith-based organizations and many more. As a result of these opportunities, MNA has extensive networks in the targeted communities as well as throughout the state.

MNA has been fortunate to receive funding from the W.K. Kellogg Foundation to support work designed to build effective, civically engaged community models. MNA’s strategy is to leverage its networks and deep community partnerships to create comprehensive civic engagement aimed toward communities across Michigan, particularly in the targeted areas of Detroit, Kalamazoo and Flint.

This work is based on the following three key components:

Advancing collaboration

Using a collective impact framework, MNA aims to raise the awareness of nonprofit organizations regarding practical strategies and tools to meet its mission through a cooperative community stakeholder approach.
Supporting lifelong civic engagement

MNA will support lifelong engagement using two strategies. The first begins through its affiliate partners, where MNA will maintain the volunteer infrastructure whereby people – from school-aged children through adults – have a heightened sense of responsibility to their communities. Secondly, MNA will further advance its cultivation of civically engaged communities by building the advocacy skills of community-based organizations to galvanize stakeholders around political and nonpolitical issues affecting their quality of life.

Deepening capacity through diversity and inclusion

Building off of its internal and external work in diversity and inclusion, MNA will provide relevant and sustainable capacity building support designed to increase the effectiveness of nonprofits with a deeper understanding of their organizations, their human capital and the people and communities they serve.

As we look ahead in delivering our work, we will engage many of our specific network partners who serve the targeted communities and are engaged in the development of lifelong engagement infrastructure.

Over the next four years, MNA will use this framework to organize and highlight our work in the sector. We also will use it as a platform to introduce and begin the dialogue on the importance of what nonprofits are doing to address issues of diversity, inclusion and equity.

While we recognize there is much to be done, this work builds the capacity of nonprofit organizations by providing tools, customized resources and connections to better equip them in meeting their missions. As the statewide leader, MNA will impart its expertise in collaboration, diversity and inclusion, and civic engagement along with its partners to create a foundation that will empower communities for years to come.
Embracing Change: COLLABORATION

Collaboration: Demonstrating a commitment to building and sustaining partnerships with business, government and nonprofits.

One partnership that has been around since day one of the Michigan Nonprofit Association’s existence is that with the Council of Michigan Foundations (CMF). CMF is a 501(c)(3) nonprofit membership association of more than 350 grantmaking organizations working together to strengthen, promote and increase philanthropy in Michigan. While the roots of the partnership run deep – from our public policy and advocacy work to ongoing special projects that bring together Michigan nonprofits and foundations – one of the more symbolic collaborations was the recent combining of our annual conferences.

In 2012, CMF celebrated its 40th annual conference and MNA continued its long tradition of convening nonprofit leaders for the Michigan Nonprofit SuperConference. In previous years, the conferences were two separate events, designed to meet the needs of the nonprofits and foundations respectively. Recognizing that Michigan foundations and nonprofits are a dynamic and growing part of the state’s economy and are crucial for the health of our communities, it was important that we began looking for opportunities to bring the two forces together.
On Oct. 8-9, 2012, Michigan Nonprofit Association and the Council of Michigan Foundations partnered and welcomed more than 800 nonprofit leaders for conference activities themed around “Strong Partners for a Strong Michigan.” The conference, held in Dearborn, created the perfect opportunity for participants from grantmaking and grantseeking organizations to explore ways to innovate and collaborate. Highlights from the conference included:

» “TED-style” Tool Talks from sector leaders around the topics of investment, impact, inclusion, information and involvement

» Breakout sessions on education, healthcare, human services, environment and the arts

» Interactive sessions resulting in a 2013 Road Map for a Stronger Michigan nonprofit sector

» A special closing plenary by Dr. Peter Diamandis that challenged participants to consider how tools of collaboration allow us to address humanity’s grand challenges

The first convening was a huge success, and as a result more and more collaborations are occurring across Michigan where nonprofits and foundation continue to work together to bring about positive change in their communities. As for conference collaboration, it was a success as well, evidenced by the fact that MNA and CMF partnered again in 2013 and have future collaborative conference opportunities on the horizon.
MNA would like to thank the following organizations for their generous support of our programs and services during the 2012–13 fiscal year.

Chairman’s Society ($50,000+)
Corporation for National & Community Service
State of Michigan
The Kresge Foundation
The Skillman Foundation
U.S. Department of Health & Human Services
W.K. Kellogg Foundation
Charles Stewart Mott Foundation
Herbert H. & Grace A. Dow Foundation
Max M. & Marjorie S. Fisher Foundation
King-Chavez-Parks Institute
The Ford Foundation

Trustees’ Society ($25,000–$49,999)
Marguerite Casey Foundation
Erb Family Foundation

President’s Society ($10,000–$24,999)
Lumina Foundation
Battle Creek Community Foundation
Detroit Pistons
Center for Nonprofits & Voting
Meijer
State Farm Mutual Automobile Insurance Company
Charter One
Ohio Campus Compact

Directors Society ($5,000–$9,999)
CEDAM

Blue & White Society ($2,500–$4,999)
Points of Light Institute

Investor’s Society (up to $2,499)
Youth Service America
Mutual of America
Association of Independent Colleges & Universities of Michigan
Council of Michigan Foundations
Consumers Energy Foundation
Microsoft
Crowe Horwarth LLP
Michigan Health Council
Jewish Federation of Metro Detroit
Pondera Advisors
Grand Haven Area Community Foundation

In our efforts to strengthen the capacity of Michigan’s nonprofits, MNA is committed to building the volunteer support infrastructure in Michigan.

To help facilitate this process, the ConnectMichigan Alliance was created. We are also extremely grateful to the 227 organizations and individuals who established the ConnectMichigan Alliance Endowment Fund, managed by the Capital Region Community Foundation in Lansing, which ensures support for volunteerism in Michigan.

The endowment provides a backbone for programs, services, office space and staff, while our diverse revenue sources allow us to deliver critical and timely services and develop innovative programming.

A comprehensive list of donors to the ConnectMichigan Alliance Endowment Fund can be found online at MNAonline.org/cmaendowment.aspx.
MNA would like to thank the following contributors for their generous support of our programs and services during the 2012–2013 fiscal year.

**Chairman’s Society ($1,000+)**
- Ibrahim Ahmed
- Diana Algra
- Kyle Caldwell
- Dave & Patsy Eisler
- Scott Goemell

**President’s Society ($500–$749)**
- Cathy Adcock
- Edward & Deborah Blews
- Michael Boulus
- Kelley Kuhn
- Donna Murray-Brown
- Jacqueline Taylor
- Lorna Utley

**Director’s Society ($250–$499)**
- Carolyn Bloodworth
- Sheilah P. Clay
- James Crisp
- Scott Dzurka
- Kareemah El-Amin
- B. Elliot
- Greg Hahn
- Richard Homberg
- Nick Ilitch
- Ted Jones
- Paul Long
- William Mayes
- James Pearl
- David Price
- Anne Rosewarne
- Christie Schichtel
- Scott Schropp
- Liz Siver
- J. Watson-Olson

**Blue & White Society ($100–$249)**
- R. Cohn
- Rob Collier
- Kathy Cooney
- Paula Cunningham
- David Donovan
- David Fike
- Bill Gesaman
- Warren Goodell
- Jennifer Goulet
- Michael Hansen
- Kathy Hayes
- Kimberly Houston-Philpot
- Gilda Jacobs
- K. Jones
- Adam King
- Elizabeth Klee
- Bill Liebold
- Chelsea Martin
- Kari Pardoe
- Richard Rappelye
- John Schneider
- Jacquelynn Schropp
- David Seaman
- Doug Stewart
- Christian & Jenée Valasquez
- Paula Kaiser Van Dam
- Leon Wilson
- Renee Zientek

**Investor’s Society (up to $99)**
- Marilyn Beardslee
- Ashley Branoff
- Amy Crockett
- Mary Estrada
- Annie Fenton
- Susan Greenberg
- Beckie Hawes
- M. Huisman
- Reggie LaGrand
- Shelley Long
- Kerri Long
- Brandon Seng
- Mark Shaw
- Melissa Strapec
- Bridget Clark Whitney
- Shannon Zoet
Financial Snapshot
2012/2013
Statement of Financial Activity
-Year Ending June 30, 2013-

--Revenue--

- Grants ....................................................... 3,593,224
- Endowment ................................................ 824,999
- Fees for Service ........................................ 752,313
- Dues .............................................................. 398,157
- Contributions .............................................. 36,204
- Publications ............................................... 9,936
- Sponsorships ............................................... 8,250
- Interest ....................................................... 2,106
- Miscellaneous ............................................. 2,035

Total ......................................................... $5,627,224

--Expenses--

- Salaries & Benefits ....................................... 3,071,147
- Program Grants & Sponsorships ...................... 717,137
- Office Operations ......................................... 714,158
- Contract Services ......................................... 612,512
- Meetings .................................................... 156,275
- Travel ........................................................... 151,155
- Professional Development .............................. 2,232
- Miscellaneous Expenses ............................... 2,074

Total .............................................................. $5,426,690
Donna Murray-Brown
President & CEO

Diana Algra
Senior Director for Civic Engagement, Executive Director-Volunteer Centers of Michigan

Jeffrey Bross
Project Manager, Data Driven Detroit

Kathy Cooney
Executive Assistant to the President & CEO

Amy Crockett
Program Assistant, Mentoring to Access Corps

Mary Estrada
Events and Logistics Coordinator, Volunteer Centers of Michigan

Annie Fenton
Capacity Building Manager

Diana Flora
Detroit Revitalization Fellow, Project Manager, Data Driven Detroit

Kat Hartman
Project Manager, Data Driven Detroit

Beckie Hawes-Bagget
Operations Manager

Adam King
Technical Manager, Highway T

Kelley Kuhn
Vice President & Chief Strategy Officer

Josh Long
Project Manager, Data Driven Detroit

Kerri Long
Operations and Support Assistant

Shelley Long
Network Coordinator, Michigan Campus Compact

Chelsea Martin
Program Coordinator, Volunteer Centers of Michigan

Jennifer McArdle
Program Manager, MNA AmeriCorps VISTA Program

Kurt Metzger
Director Emeritus, Data Driven Detroit

David Mieksztyn
GIS Analyst, Data Driven Detroit

Nicolas Miller
Web Developer, Data Driven Detroit

Gregory Parrish
Data and Technology Manager, Data Driven Detroit

Dana Politi
Office Coordinator, Data Driven Detroit

Michael Rafferty
Director, Metro Detroit Partnership

Erica Raleigh
Acting Director, Data Driven Detroit

Nicole Reed
Accounting Clerk

Christie Schichtel
Program Manager, Mentoring to Access Corps.

Mark Shaw
Consulting Manager, Highway T

Melissa Strapec
Assistant Director, Michigan Campus Compact

Terry Streetman
Membership and Advocacy Coordinator

RaJon Taylor
Help Desk & SalesForce Associate, Highway T

Nellie Tsai
Director, The LEAGUE Michigan

Leon Wilson
Director, MNA Technology Systems and Director, Highway T