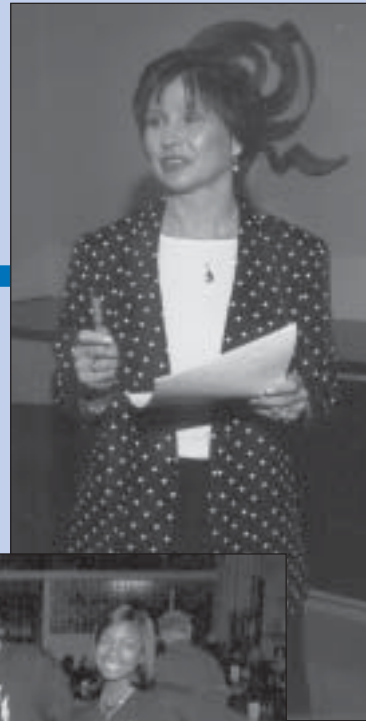


Detroit Executive Service Corps

2000 ANNUAL REPORT



Put Our Management Expertise to Work for You

Open letter to the DESC community

It is with great honor and pride that we present to you the Detroit Executive Service Corps 2000 Annual Report.

The past 12 months marked many improvements in our usefulness to the community. Most important was the number of partnerships we formed, an important affirmation of our mission that enabled us to broaden and strengthen our areas of service.

Our consulting activity remains a viable program that improves the effectiveness and efficiency of agencies serving thousands of needy individuals in our community. The unusual broad range of our consultants' skills enables us to focus on the needs of these organizations. Since volunteers provide our services, the consultants can devote as much time as necessary to assist the client without concerns about our "bottom line."

DESC has initiated leadership development programs for both principals in public schools and managers of nonprofit agencies. These programs address an unmet need in the community and greatly improve the effectiveness of those organizations by creating strong confident leaders.

Adding Group Facilitation, CBO Mentorship and Leaders Circle consulting training components has enhanced quality of services. Our training now provides a diverse array of nonprofit management topics that strengthens consultant skills. We plan to add Grant Writing and Risk Management in 2001.

Our greatest challenge in 2001 will be to market our services to the nonprofit community.

Educational services have expanded through partnership to many new schools. More than 2,000 students received services through Dialogues, field trips, classroom presentations, Skill Development, and the Lego project. DESC partnered with the Eastern Michigan Black Alumni Center to provide a Dialogue at Eastern Michigan University. DESC's leadership in the FIRST Lego League (FLL) project helped to bring 17 middle schools to the inaugural Detroit FLL District competition in early December.

Internal operations were also a focus of activities in 2000. We completed our 1998 strategic plan and involved the major stakeholders in a revision. The Board of Directors accepted the revised plan in June and implementation is underway.

Development efforts increased annual revenues by 9% over 1999. The new dollars helped to launch Leaders Circles and Leadership Development for Principals. At the same time, the staff and Finance Committee controlled expenses to maintain a balanced budget, and invested contributions to increase assets.

All of our efforts to increase revenue, control expenses and carefully invest our assets, combined with the dedication and enthusiasm of our nonprofit consultants and educational volunteers, continue to offer enormous potential for benefit to Detroit area nonprofits and the educational communities.



Deanna McGraw, Richard Bortfeld

We continue to be thankful for the most generous support of our many volunteers and donors. This potent combination of personal and financial commitment makes possible the important services DESC provides to the community.

Thank You,
Richard Bortfeld
Board Chairman
Deanna McGraw
Executive Director

Vision

To be the premier organization in the Detroit area effectively utilizing the skills and experience of retired and active executives and managers in promoting and practicing volunteerism for the betterment of nonprofit and governmental organizations and the public schools.

Missions

■ CONSULTING: To facilitate the development of more effective managerial and operational practices by nonprofit and governmental organizations in the greater Detroit area.

■ EDUCATION: To work with high and middle schools in the Detroit area to encourage students to complete their high school education and to acquaint them with the realities of the work place.

Expanded programs reach more students

Under the leadership of DESC Board of Directors member Jameson Teamor, DESC has formed a Community Education Committee (CEC) to guide and strengthen programs for Detroit Public Schools students.

The CEC consists of volunteer members from business, education, city government, community agency and religious arenas. The primary focus of the committee has been to develop systemic initiatives that expose students to achieve academic success and career objectives, as well as to develop comprehensive evaluation measures to determine the effectiveness of selected services, create advisory committees at participating schools to direct DESC activities, and aggressively recruit individual volunteers and partnerships.

Those goals are reflective of the Corps philosophy. "This committee work is consistent with the vision and mission of DESC and promotes the important work we do in the schools," DESC Executive Director Deanna McGraw said.

Through the oversight work of the committee, DESC has been able to expand the Round Table Dialogues program, involve parents in the Parent/Student Dialogues, increase the number of field trips, and reach students through classroom presentations and the Lego project.

Teamor notes, "The programs are helping students to focus on their future as well as build a strong bridge that will carry them into a college career or employment opportunities. We feel

it is vital that students understand the importance of securing a strong academic foundation while in middle and high school, and to equally realize that the more education they receive, the better quality of life they can enjoy for the rest of their lives."

"DESC executives provide our students motivational experiences as well as opportunities that enhance their development. Our student evaluations of the Round Table Dialogues show the program to be highly successful. They really look forward to being part of the Dialogues."

Kurt A. Pratel, Director
Randolph Career/Technical Center

Partnerships broaden educational horizons

September of 2000 found ANR Pipeline hosting the second annual DESC Partnership Reception. The reception gave us the opportunity to recognize organizations that are committed to investing in the youth of this community. DESC believes fos-

tering collaborative partnerships between organizations that focus on public education helps students more effectively meet the challenges of a global society.

DESC seeks to engage all sectors of the community to join our efforts to aid the Detroit Public

Schools and other districts in the improvement and enhancement of the quality of education for all students.

In forming partnerships, we are able to bring our human resources together to support students in making good decisions today that will impact their lives tomorrow. The role is a pivotal one. As DESC Board Chair Dick Bortfeld puts it: "There are many small and large organizations with a deep commitment to the education of our children. DESC strives to be the conveyor and leader of these efforts."

We invite other companies and organizations to join this partnership effort to reach more students with the rich range of resources available in our own community.

Cover Shots *(clockwise from top left)*

DEEP IN DIALOGUE at the first Advisory Board Breakfast in May are Coleman Young Foundation President Larry Doss and retired UAW President Douglas Fraser.

PRESSING HOME A POINT during an April training session for the Michigan Minority Business Development Council is retired National Technology Team Account Executive Terri Wong.

WHO BENEFITS WHEN business leaders donate their time and expertise to DESC? The faces of these Brooks Middle School participants at the FIRST Lego League competition offer one enthusiastic answer.

Robotics challenge unites participants

How can you spark excitement over science, engineering, computers and math in the minds of local middle-schoolers?

Detroit Executive Service Corps members have found the answer in the FIRST (For Inspiration and Recognition of Science and Technology) Lego League robotics competition. The FLL 2000 event enjoyed an amazing 125-percent increase in the number of participating Detroit schools over 1999 (its first year in this area). Seventeen local teams totaling 120 students traveled to the district level of the competition; 11 teams went on to compete at the state level.

n A testament to teamwork

That resounding success was the result of a true team effort.

Partnering with the University of Detroit/Mercy, Detroit Area Pre-College Engineering Program and the Detroit Public Schools, DESC provided a leadership role in bringing the Lego League to inner-city schools. In addition to securing 11 sponsors to each provide a volunteer engineer to coach the student teams, the Corps fielded 15 volunteers at the district competition.

"The end result exposed 120 middle-schoolers to the exciting world of technology," noted DESC Executive Director Deanna McGraw. "But that wasn't the only benefit. It also demonstrated how an effective partnership between schools, businesses and community groups can motivate and teach young people."

n Bigger and better

Plans are already underway to build on the success of the 2000 Lego League competition.

"Forty middle schools will be targeted in 2001, and DESC will remain a primary partner,"

McGraw said. "We are now seeking volunteers and corporations to get involved in this expanded event. They should call Jameson Teamor at the DESC office (248-213-1780) to lend their support."

While the 2001 event will

present the typical staffing challenges, McGraw has a leg-up on the situation this time.

"Last year's Lego League 'hooked' many of the volunteers, and they are ready to serve again next year," she said.

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FLL: The view from the front lines

The following summary was adapted from an article written for one of the schools participating in Lego League 2000.

As the hour for the Dec. 2 FLL District Competition approached, the hum of powering-up laptops joined the sounds of scurrying feet and youthful chatter in the Engineering Building at University of Detroit Mercy.

Accompanied by 50 volunteers and teachers, students intently reviewed computer programs designed to maneuver their fully autonomous robots to victory. The student-assembled robots darted around playing fields as large as ping-pong tables as their young handlers practiced in anticipation of the real thing.

Brooks Middle School science teacher Ida Walker summed up the pervasive enthusiasm this way: "I love it! They love it! They can't get enough of it!"

To land one of the 20 spots in the school's robotics program, students must be interested in design, technology and a scientific career. Walker said the interest translates into a passion for learning. "I have never had a problem with my students. We love robotics. We could do it every day."

The event showcases not only the technology skills of participating students, but their collaborative and presentation aptitudes as well. Through a partnership between FIRST and the Lego Group (known for interlocking toy building blocks), the FLL was inaugurated in 1999 with a mission to inspire interest in science and engineering among 9- to 14-year-olds.

The program works like this: Student teams are issued Lego Mindstorm Robotic Invention Systems 1.5 kits to build their small robots. They then develop five programs to guide their robot to fulfill their missions. Students work on the projects for approximately eight weeks.

The FLL program does more than teach science skills. It motivates students to excel, compete and practice leadership skills in several judging areas: research, design, teamwork, creativity, spirit and sportsmanship. It also enhances problem-solving by building the annual challenge on a real science or technological problem facing human society.

DESC brings Leadership Development to Detroit

Following the lead of other Executive Service Corps across the nation, DESC developed two leadership programs for nonprofit managers. Since strong, positive leadership skills are a hallmark of effective organizations, DESC piloted the Leaders Circle and Leadership Development for Principals in 2000. Seventy-three individuals have been involved in this leadership initiative.

In preparation for the programs, two volunteer training programs, Group Facilitation and Leaders Circle, were implemented. Each of these models is based on the day-to-day operational skills needed to be a successful leader.



CHEERFULLY SHARING HIS EXPERTISE, DESC consultant Lee Carrick is surrounded by some Leaders Circle participants.

“There is really no other place to learn ...”

In September 2000, DESC launched the Leaders Circle Program, a new approach to building leadership capacity among nonprofit leaders and managers. Leaders Circles are based on a process known as action-learning, and are part of a growing trend referred to as “Peer Learning Communities.”

Leaders Circles bring together individuals from different organizations who are then able to

share perspectives about what works and what doesn't work. Ann Brown, Executive Director of the Detroit Primary Care Network, cites this as the reason that prompted her to enroll in the Circles. “I recognize this level of involvement as the next step in developing my administrative skills, and a great opportunity to interface with other agency executives,” she noted.

That Leaders Circle participa-

tion leads to improved organizational performance is demonstrated by Shaun Nethercott, Executive Director of Matrix Theatre, a participant in DESC's first Leaders Circle.

“Participation in Leaders Circle prepared me to lead my agency to achieve the right kind of growth,” she said. “For a small organization there is really no other place to learn how to become an Executive Director.”

“I was tremendously pleased that New Detroit referred us to DESC. The programs are exactly what leaders of nonprofits need. The workshops, mentor and Leaders Circles helped me move Mo' Better to another level of operations.”

Mo' Better Health Executive Director Velonda Thompson

New breath for Brother Rice

Brother Rice High School is a Detroit-area Catholic college-preparatory school. To meet the challenges of a new millennium, school officials requested DESC assistance in facilitating a Board Development project to improve productivity, increase knowledge and become self-renewing. A DESC team led by Ken Holloway assisted the organization leadership in assessing their needs.

Although Brother Rice has

been in existence about 40 years, a Board of Directors has only been in place for the past decade. Extensive efforts were devoted to assisting these key individuals in understanding their roles and responsibilities as Board members. Thorough reviews of board-staff communications, as well as board and committee operations, were undertaken. The result was a more cohesive and effective leadership team for Brother Rice.

Reaching Out

Improving the operations of nonprofit organizations continues to be the focus of DESC efforts. Sixty-five volunteer consultants assisted 48 organizations in the Detroit area. Consulting requests included strategic planning, board development, human resources and financial management. The Community Based Organizations project reached 15 small agencies that benefited from a full slate of services: organizational assessment, mentors, business workshops, Leaders Circles and technology support. DESC also provided services for special projects that included financial basics workshops, Board Development training and providing judges for Crain's Best Managed Nonprofit and United Ways Outstanding Executive Director.

Consultant numbers hit new high

A total of 65 consultants participated in a broad range of DESC programs for area nonprofit organizations in the year 2000. This represented a record high for number of consultants, with 14 new members joining our ranks.

As the consultant experience-base continued to expand, many of the 48 clients assisted in the past year utilized three and sometimes four DESC experts to gain the best mix of support services possible. The scope of nonprofit organizations ranged from a Troy group with a dream of erecting a veterans memorial in their city, to large educational and social service agencies with multi-million-dollar annual budgets.

One area of our management support that came into its own in 2000 was board development. After extensive in-house training

of many of our consultants, we undertook several major board development projects, including HAVEN, Inc. in Pontiac and Brother Rice High School. Other areas of our consulting work encompassed strategic planning, fund-raising development, human resource assessment, financial management and organizational assessment.

Volunteers are the lifeblood of the Detroit Executive Service Corps, for it is their experience and collective expertise that we bring together to best serve our clients. The on-going training as well as professional interaction helps to strengthen us and thereby assist our non-profit clients with a broad range of management services. Virtually every client's experience becomes as rewarding to them as it does to the consultants themselves. In essence, they learn from us and we learn from them.

YEAR 2000 CONSULTANT PROJECTS

TRADITIONAL CONSULTING

- d Assoc. for Children's Mental Health
- d Birmingham Bloomfield Art Center
- d Black Legends Professional Basketball Foundation
- d Brother Rice High School
- d Children's Center
- d Children's Home of Detroit
- d Detroit Public Schools
- d Eureka
- d Guadalupe Middle School
- d HAVEN, Inc.
- d Independent Housing
- d Lifeliners
- d Lighthouse
- d New Detroit
- d Planned Parenthood
- d SADD of Michigan
- d Sand Castle Hospice
- d 36th District Court
- d Troy Veterans Memorial
- d Turning Point

SPECIAL PROJECTS

- d United Way judging panel
- d S.E.Michigan Nonprofit facilitation
- d Grantsmanship Seminar
- d Mich. Minority Bus. Devel. Council

COMMUNITY-BASED ORGANIZATIONS

- d Detroit Omega Foundation
- d Detroit SNAP
- d Guiding Hand
- d Metro Empowerment
- d Mo' Better Health
- d Old Landmark
- d People's Community Services
- d People's United Methodist Church
- d Quality Career Skills Labs, Inc.
- d Robinson House
- d Schools of 21st Century Sisterhood
- d Trinity Community Development
- d United Generations Council
- d Wise Steward Ministries
- d Young Audiences of Michigan

SNAP success!

A small community-based organization, Detroit SNAP provides crime-prevention programs for multi-family housing residents in Detroit's near-downtown area. The residents report great success with these intervention programs and the "life-saving" support of SNAP.

SNAP was referred to DESC through New Detroit's CBO program, and has since received business workshop instruction, the services of a mentor, and Leaders Circle experience.

Executive Director Sharon Sexton reports, "These programs provide structure for our efforts. The workshops have provided the information, and the mentor is helping to implement the improvements. The Leaders Circle is giving me much-needed peer support."

PLDP: A program just for principals

In only its second year, DESC's Principal Leadership Development Program has already doubled in size. From a single group of 17, the Program now serves two groups of 30 principals from Wayne, Oakland and Macomb counties.

The reason is simple: This area's educators are hungry for more opportunities to enhance their knowledge and skills.

The leadership and management issues key to the Principal Program are directly linked to the National Standards for School Leaders, developed by the Council of Chief State School Officers. These standards focus on "those topics that form the heart and soul of effective leadership."

Comments from principals participating in the 2000-01 PLDP Series reflect the success of the Program's focus :

"Because of this leadership program I have become a stronger and more effective leader. It was difficult for me to confront problems in my school, and through this class I have learned how to do this in a way I am comfortable with. It has helped me face problems head on and to positively communicate. This class has given me leadership courage."

*Penny Stocks, Principal
Ashley Elementary
Anchor Bay Schools*

"The Principal Leadership Program has finally given me the tools I need to meet the demands of being a principal in the twenty-first century. The workshops are a great way for business to work collaboratively with schools and help better schools and ultimately children."

*Patrick Brown, Principal
St. Peter School, Harper Woods*

"We teach teachers to deal with the 'whole child.' Finally, a leadership seminar to help principals deal with the whole, complex educational environment."

*Berna Ravitz, Principal
Wood Creek Elementary
Farmington Public Schools*

"DESC has been a great help to me"

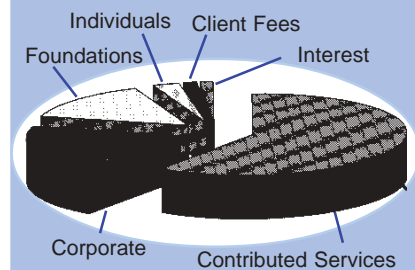
Learning-disabled young adults from ages 14 to 26 often face severe problems that prevent them from becoming productive adults. Poor self-esteem, along with limited daily living and work readiness skills, often leads to homelessness and criminal activities. Independent Living Housing Inc. is a start-up organization that is seeking to address these issues. The organization had a vision to bring support and training to these young adults but lacked the organizational skills to implement their dream. Executive Director Ruth Shortie contacted DESC for help. She is now in the CBO Business Workshops and receiving grant-writing consultation. She says, "It's been wonderful to learn so much about how to bring these services to the youth. DESC has been a great help to me."

Toward a more effective court

The 36TH District Court in Detroit is making major efforts to improve services. When the Court completed a five-year strategic plan in 2000, they requested assistance from DESC to help effectively implement the plan. A team of three DESC consultants is now working with the Court on the project.

Court Administrator J. Otis Davis states, "The DESC team has brought an objective, experienced outside direction to aid the court in implementation of our strategic plan. The staff has been receptive to their ideas and suggestions. The DESC consultants and court staff are working as a team and making great progress in implementing a plan to make the 36TH District more effective."

THE LEVERAGE FACTOR



Every dollar contributed to DESC is matched many times by the value of time donated by DESC volunteers.

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A tight ship

The Detroit Executive Service Corps holds a firm line on expenses. About 90 percent of DESC work is done by volunteers, with overall coordination and administration by a four-person staff: Executive Director Deanna McGraw; Development Director Bill Grier; Office and Consulting Manager Jacklin Redmond; and Development and Educational Manager Harriett Rivers.

Year 2000 Financial Highlights

The past 12 months saw a continuation of our efforts to strengthen the financial condition of DESC and invest in programs for the future. Revenue reflected moderate growth and includes grants received in 2000 but dedicated to programs that will not be undertaken until 2001. The significant increase in Project fees reflects revenue specifically dedicated to the Community Based Organizations (CBO) program, as well as modest fees charged to Leaders Circles participants. Most CBOs are small neighborhood-based organizations, primarily serving youth, often with volunteer or part-time Executive Directors and five-figure budgets.

Almost all growth in our year 2000 expenses related to increases in specific program expenditures. Leaders Circles (monthly meetings of peer non-profit managers facilitated and led by our volunteers but managed by paid staff) were new in 2000. The Leadership for Principal program, now in its second year, was able to accommodate twice the participation of 1999. The CBO program includes specially designed training for small organizations as well as a new computer technology offering (funded by New Detroit/Skillman). Our other expenses in total remained about the same. Investments made in 1999 for volunteer training and client and volunteer recruitment were not recurring but were offset by the addition of a part-time staff person to support the higher level of volunteer and program activity.

Investments by our supporters continue to offer exceptional bang-for-the-buck. The market value of our delivered service "product" easily exceeds \$15,000. This is minimally offset by a modest service charge to the non-profit client and complemented by the donation of many hours by our highly skilled volunteers. Thus funds contributed to DESC have enormous leverage in benefiting the non-profit community.

DETROIT EXECUTIVE SERVICE CORPS (A 501(C)(3) Organization) STATEMENT OF ACTIVITIES FOR THE YEAR ENDED DECEMBER 31, 2000

REVENUES:	
Contributed Services	\$694,250
Corporate Contributions	\$145,600
Foundation Grants	\$73,000
Individual Contributions	\$20,042
Project Fees	\$51,281
Interest Income	\$12,609
Total	\$996,782

EXPENSES:	
Contributed Services	\$694,250
Compensation	\$157,137
Resource Development	\$19,929
Occupancy	\$14,999
Office Supplies and Expenses	\$24,993
Volunteer Training, Conferences & Recognition Programs	\$5,880
Community-Based Organizations	\$9,504
Leaders Circles	\$11,981
Leadership for Principals	\$12,790
School Dialogues Program	\$5,013
Total	\$956,476

CHANGE IN NET ASSETS	\$40,306
NET ASSETS, BEGINNING OF YEAR	\$220,050
NET ASSETS, END OF YEAR	\$260,356

***NOTE:** This is a preliminary financial statement prepared from the records of the organization. It has not been audited. Audited financial statements for DESC should be available about July 1, 2001.*

How you can help

We need volunteers and dollars from the community to mix with our organizational and training skills to deliver high-quality, nominal-cost assistance to area non-profits.

DESC offers diverse opportunities for retired senior executives to use lifetime experiences to help government, community agencies and schools achieve the highest

value for scarce dollars.

Alternatively, spend a few mornings a year with other retired and active executives in Roundtable Dialogues, counseling students on the value of education and what they'll need to succeed.

In addition, your cash contributions provide tremendous leverage in the delivery of assistance to our clients. It's a deductible, high-value

investment in our community.

If you know of a non-profit group that could benefit from the wealth of managerial know-how available through DESC, get in touch:

**23815 Northwestern Highway,
Southfield, MI 48075
(248) 213-1780**

**Email: DESCDM@worldnet.att.net
Website: <http://comnet.org/desc>**

THEY MAKE IT HAPPEN ...

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GATHERED FOR A 2000 DESC board portrait are (back from left) Karen Roth, Peter Wong, Jameson Teamor, Ken Holloway, Charlie MacGregor, Leo Brennan, Greg Ulferts, Carl Smith, Deanna McGraw, (front) Gene Jacoby, Hunter Pickens, Bill Adams, Richard Bortfeld, Hank Whiting and Bob Smith.

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* Consultant **Participates in School Dialogues ***Consultant and School Dialogues

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A wealth of real-world experience

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Harry Wylie*
President
Hallmark Strategies

**Participates in School Dialogues*

FINANCIAL SUPPORTERS

DESC recognized the following foundations, corporations, and individuals for their philanthropic investment in 2000.

We are grateful for their generous support.

KEYSTONE (\$25,000 or more)	UNDERWRITERS (\$500-\$1,999)	FRIENDS (\$250-\$499)	ASSOCIATES (\$25-\$249)
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