

Cultivating volunteers, the lifeblood of the nonprofit community

More than 50 nonprofit leaders attended the fourth annual New Vitality workshop, *Growing Volunteer Service in Challenging Times*. Sponsored by Comerica Bank, United Way for Southeastern Michigan and UPS, the Nov. 12 workshop featured Nancy Macduff, an internationally recognized trainer and author, who offered practical techniques on how to deal with the recruitment and retention of volunteers.

New Vitality event partners were ARISE Detroit, the Detroit Executive Service Corps, Metropolitan Detroit Volunteer Administration Network, and NEW. The partners extend a sincere thank-you to this year's host, Hospice of Michigan.

Because it is critical for nonprofit leaders to understand that managing volunteers requires different skills than managing paid staff, the 2009 workshop focused on current issues within nonprofit volunteer management.



Nancy Macduff was featured speaker for the 2009 New Vitality workshop.

DESC volunteers tour Kresge Foundation's green headquarters



In late June, DESC volunteers had a rare opportunity – to pay a visit a vision realized. Their destination was a three-acre site in Troy, home of the Kresge Foundation. An organization that makes grants across the country, the Kresge Foundation designed and constructed a green building to bring visibility to sustainable design. That effort has achieved certification for Leadership in Energy and Environmental Design. From grass roofs and use of recycled materials to natural lighting, the building helped tour participants see what can be. DESC consultants will be able to share this experience with the nonprofit community, as agencies begin to think green. For more information, visit www.Kresge.org and click on Our Green Headquarters.

OUR WINTER PROGRAM LINE-UP AWAITS YOU!

Register at esc-detroit.org/event page

Executive Directors Financial Management Training: Dec. 11, 9 a.m. to 3 p.m.

For EDs with at least a year's experience and a working knowledge of basic book-keeping and accounting terminology.

Financial Policies and Procedures Manual: Dec. 9 from 9 to 11 am.

Assist your organization with the creation and implementation of your own policies and procedures.

Leadership Skills Training for the Novice Leader: Jan. 8, 9 a.m. to 3 p.m.

This one-day leadership training seminar is designed for individuals with limited leadership experience, three years or less.

Leadership Skills Training for the Experienced Leader: Jan. 22, 9 a.m. to 3 p.m.

A one-day seminar for those with at least three years of leadership experience.

Also Available: Executive coaching and team-building services for nonprofit leaders and organizations. Questions? Just call 248-395-2840, ext. 28.

Local icon taps Corps talents

With a 94-year history of service, a staff of 40-plus and an annual budget of \$6.5 million, you'd think the Detroit Urban League (DUL) might be resting on its impressive laurels. Far from it.

"In March, we completed our third run in eight years at revising our Strategic Plan," DUL President/CEO N. Charles Anderson said. "This time, the experts from DESC helped us through the process, and yes, we are pleased with the outcome."

A desire to "access the most talented individuals at the most cost-effective price" led to the decision to call in the Corps, he added.

While the Strategic Plan helps chart DUL's future

course, it also takes immediate action. One striking example is the name change that will more accurately reflect the organization's reach and presence. Thus, the Detroit Urban League is transforming into the Urban League of Detroit and Southeastern Michigan.

"Today, our 20-plus programs and services reach more than 70,000 people annually," Anderson noted. "That includes Arab and Hispanic populations in large numbers. And with clients in Macomb and Oakland counties as well as Wayne, we needed a name that reflected those changes."

While DUL had less formal interactions with DESC over the years, the Strategic Plan revision was the organization's first participation in a Corps program. "It was very beneficial to have an outside facilitator give us a sense of how other organizations structure their operations, and to get us to think hard and fast," Anderson said. "The DESC consultants left us with a challenge to monitor and report outcomes as a board, and we're fulfilling that mandate now."

To find out more about DUL, contact the Urban League at 313-832-4600, or visit their web site, www.deturbanleague.org



Strategic alliance services continuing

Detroit's poor economic environment continues to take its toll on nonprofit organizations. Many are searching for strategies to sustain their missions and meet an ever-increasing demand for services.

For the past 16 months, SMART (Strategic Mergers and Alliance Resource Training) has offered educational opportunities, consulting services and legal services to help agencies examine strategic alliances as an option in sustaining their missions.

SMART is a collaborative effort of Community Legal Service, Detroit Executive Service Corps (DESC), Michigan Nonprofit Association, Nonprofit Finance Fund and United Way for Southeastern Michigan (UW). The funding to support this initiative came from the Hudson Webber Foundation and UW.

A SMART evaluation, conducted by Formative Evaluation Research Associates, will be available in late January of 2010.

As this two-year project comes to a close, each partner is taking the lessons learned and integrating strategic alliance services into on-going programs.

DESC's strategic alliance practice area will be comprised of program collaboration, mergers and resource sharing. Program collaboration involves formal agreement to contract, exchange or share programs/services to better serve clients. Mergers cause a legal change in organizational status and structure. Resource sharing is exchanging, selling or sharing administrative services to improve operational efficiencies of both organizations.

DESC will continue to offer strategic alliance analysis at no cost to nonprofits.

Those interested in learning more about the on-going strategic alliance service are invited to call Vanessa Guillebeaux at 248-395-2840/27.

Bill Grier: A legacy of giving

The Detroit Executive Service Corps lost a treasured friend and longtime supporter with the passing of Bill Grier as this issue of *The Communicator* went to press. A major factor in the Corps' success, Bill served DESC for 17 years following his retirement from the National Association of Manufacturers in 1987. He passed away peacefully at his home in Bloomfield Hills on Nov.13, at the age of 93. Our sympathies to Ann, his wife of 63 years, and their five children.



New funding challenges inspire and motivate

This is a difficult year for our country, with record numbers of lay-offs, home foreclosures and businesses in bankruptcy.

These uncertain times have been especially hard on nonprofits as they struggle to meet client needs with shrinking resources. Many have never been in this position before and are uncertain of where to turn for assistance.

For 27 years DESC has been a trusted "go-to" resource for nonprofits in our community. As we work with these organizations to address their challenges, we are seeing first-hand the impact the economy is having on our region.

DESC has not been immune to the downturn in Detroit's economy. Over the past four years we have lost three major funders – GM, Ford and now Chrysler. The loss of these dollars is taking a toll on DESC's ability to meet the needs of the nonprofit community.

At a recent board meeting, Myron Frasier, DESC's Development Committee Chair, challenged board members to work together to help DESC raise \$25,000 in new funds to replace some of the lost auto company funding.*

Board members accepted this challenge and have begun to put their individual plans into action.

■ Gene Jacoby, DESC Director Emeritus, has established a matching gift challenge to board members. Gene will match all gifts made by the board in 2009 up to \$3,000, as long as the gifts exceed what board members gave in 2008. This is in addition to his annual personal gift.

■ Don Kaegi, a DESC consultant and new board member, has raised more than \$6,600 from family and friends. In addition, Don has teamed up with DESC board member/consultant Jim Suhay to approach members of their coffee group to support DESC.

■ Allen Venable, another new board member, has been

instrumental in opening the funding doors for DESC with a local banking institution.

Based on early indicators we are confident our funding challenges will be met, or even exceeded.

We hope you will consider joining these efforts and make your tax-deductible gift today.

Your donation will stretch five times in its power to improve nonprofits because it will be supported by thousands of hours contributed by our dedicated volunteer consultants.

**As we were going to press we were already over the half-way mark!*

To All Who Supported Our Work in 2009 ... Thank You!

KEYSTONE (\$25,000 OR MORE)

Community Foundation for Southeast Michigan
McGregor Fund

PATRONS (\$10,000 - \$24,999)

DTE Energy Foundation

SPONSORS (\$2,000 - \$9,999)

Robert M. Bilkie, Jr.
Extang Corporation
Flagstar Bank
Michael R. Leep, Sr.
Masco Corp. Foundation
State Farm Insurance Co's
The Village Woman's Club Foun.

UNDERWRITERS (\$500 - \$1,999)

William C. Adams
Alpine Electronics of America
Alps Automotive, Inc.
Donald Barber
James E. Bayson
James A. Brisko

UNDERWRITERS (\$500 - \$1,999)

Suzanne Dibble
Kenneth Holloway
Jerry A. Jorgensen
John F. Keegan
Key Bank
Michael Long
Charles MacGregor
Deanna McGraw
Alexander McKeen
Niccole Metzger
Herbert & Elsa Ponting Foundation
Jack Rady
William J. Reminder
Harold & Carolyn Robison Foundation
A. Alfred Taubman Foundation
Mr. & Mrs. Hank Whiting, Jr.

FRIENDS (\$250 - \$499)

Kay Fitzpatrick
William F. Grier
Lynne K. Nagy
PPG Industries

ASSOCIATES (TO \$249)

Floyd E. Allen
Carl Bergman
Joseph C. Collins, Jr.
Richard J. Duncan
Tony Elder
Pat Hoyer
Joseph L. Hudson, Jr.
Mr. & Mrs. John T. Huntington, Jr.
Don Kaegi
Jean Koehler
Kevin Koswick
Marion McCarthy
Doug and Gwen North
Rudolf Russart
Jim Seavitt
Tom Wagner
M.C. Walker

HONORIALS & MEMORIALS

In Honor of Don Kaegi
Floyd E. Allen
Carl Bergman
Joseph C. Collins, Jr.
Richard J. Duncan
Tony Elder

Pat Hoyer
Mr. & Mrs. John T. Huntington, Jr.
Kevin Koswick
Michael R. Leep, Sr.
Doug and Gwen North
Jim Seavitt
M.C. Walker

In Honor of Don Kaegi & Jim Suhay

Tom Wagner

In Honor of Deanna McGraw

Marion A. McCarthy

In Memory of Jerry Austin Jorgensen, Jr.

Jerry A. Jorgensen

In Memory of Dr. Arch Kane

William F. Grier

In Memory of Martin Oetting

Harold & Carolyn Robison Foundation

In Memory of Robert Magill

William F. Grier

In Memory of Will Scott

William F. Grier

In Memory of Alvie Smith

William F. Grier

In Memory of Boyce Tope

William F. Grier

Volunteer Spotlight on ...



I find the work fascinating and the clients inspiring. It's fun to work with the passionate and talented consultants and staff at DESC.

Carla Barrows-Wiggins

Carla Barrows-Wiggins is still a few months shy of her first year of service as a DESC volunteer.

But the Corps' newest intern has already been active in several key areas, including board development, business and strategic planning, strategic alliances,

crisis management and on the training committee.

It all started with an Internet search for an opportunity to meld a lifetime of education and business experience with community service.

"DESC looked like a great opportunity to use my skills and to stay active professionally while doing something good and worthwhile," she recalled.

A personal goal of working in the nonprofit world led to her subsequent proposal: an internship with DESC. The arrangement benefits both participants. The Corps gets the on-site insight of an expert in managing IT business applications and projects, and Carla is



Carla Barrows-Wiggins

learning more about how nonprofits function and the challenges they face.

Despite (or perhaps because of) a B.S. in Physics and an M.S. in Computer Science, Carla feels information technology should serve business, not dominate it. "IT is just a tool to enable

business to fulfill its mission," she notes. "It's the business that's important."

In terms of preparing her for the wide variety of nonprofit service opportunities, Carla's life experience definitely complements her education. "I grew up in the Air Force, the youngest of four daughters," she said. "We moved all over, and I never met a place I didn't like."

Married for 35 years, Carla is the mother of an adult son. Her hobbies include science fiction, gardening, domestic archeology ("that's digging through the layers in your home"), and walking.

CLIENTS SERVED IN 2009

555 Gallery and Studios
Abstinence & Prevention Agency
Abundant Children & Family Services
Academy of the Americas
Adult Well-Being Services
American Autoimmune-Related Diseases Assoc.
Architectural Salvage Warehouse of Detroit
ARISE Detroit
Ark Nonviolence Program
Arts & Scraps
Ballet Renaissance - Detroit Opera House
Birmingham Bloomfield Symphony Orchestra
Bethune Comm. Services
Black United Fund of Mich.
BIOTECH Corporation
Bridging Communities
Brightmoor Comm. Center
Catholic Social Services
Centro Multicultural La Familia
Charity Music, Inc.
Christ The Shepherd Lutheran Church
Citizens for Better Care

Clinton River Watershed Council
Coalition on Temp. Shelter
Coleman A. Young Found.
Common Ground
CARE
Cranbrook House and Gardens Auxiliary
Dearborn Pastoral Counseling Center
Detroit Alliance for Asthma Awareness
Detroit Area Art Deco Soc.
Detroit Urban League
Dominican Literacy Center
Dominion Family Services
Dunamis, CDC
Eaglevision Ministries Inc.
First Congreg. Church
First Unitarian Universalist Church
Friends of Alger Theater
Friends of Belle Isle
Friends of Detroit Rowing
Genesis Hope
Girl Scouts of Macomb Cty.
Greater Detroit Agency for the Blind & Visually Impaired
Habitat for Humanity Detroit

Head Injury Survivors of America
HAVEN, Inc.
Heritage Works
Holistic Development Community Center
Homeless Action Network of Detroit (HAND)
Hope Community Church
InsideOut
Literacy Arts Project
Intense Mentoring
International WAGR Syndrome Association
JazzyKat Kids
Jewish Vocational Services
Judson Center
Leadership Macomb
Living Independence for Everyone
Looking for My Sister
LTI Information Technology
Macomb County Habitat for Humanity
MCREST
Matrix Theatre
Mercy Education Project
Michigan Jewish Institute
Michigan State Univ. CMS

Mosaic Youth Theatre
Motivity
Motown Historical Museum
Northend Christian Comm. Development Center
Oak Park Business & Education Alliance
Oakland County Habitat for Humanity
Oakland County Pioneer & Historical Society
P.O.W.E.R. Organization
Piast Institute
Programs to Educate All Cyclists
Rainbow Alliance, Inc.
Reading For the Blind
Redford Interfaith Relief
Retrogreen Living
Rochester Neighborhood House
Serenity Services
Sisters Acquiring Financial Empowerment
South Oakland Shelter
Southfield Comm. Foundation
SPEC (Social Programs Evaluators & Consultants)
Special Ministries of Livingston County
St. Aloysius Church

St. Matthew's and St. Joseph's Episcopal Church
St. Peter's Home for Boys
Stepping Stone
Therapeutic Riding
Sweet Dreamzzz, Inc.
Synergy Partners, LLC
Teen HYPE Youth Development Program
The Agrarian Adventure
The Ark Association
The Community House
The Help Foundation
The Reggie McKenzie Foundation, Inc.
The Underserved Group
Tri-County Dental Health Council
Twelfth Street Missionary Baptist Church
Umoja-Nia
United Cerebral Palsy of Metropolitan Detroit
Upgrade Foundation
Waggin Tails Dog Rescue
WARM Training Center
Warren Conner Development Coalition
Wayne Mediation Center
Woodward Avenue Action Association