

Annual Reports: Presenting Your Successes



COMMUNICATIONS

A Detailed Guide To Creating Professional Annual Reports

Launched in 1982 by Jim and Patty Rouse, The Enterprise Foundation is a national, nonprofit housing and community development organization dedicated to bringing lasting improvements to distressed communities.

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COMMUNITY DEVELOPMENT LIBRARY™

This book is part of the Enterprise Community Development Library, an invaluable reference collection for nonprofit organizations dedicated to revitalizing and reconnecting neighborhoods to mainstream America. One of many resources available through Enterprise, it offers industry-proven information in simple, easy-to-read formats. From planning to governance, fund raising to money management, and program operations to communications, the Community Development Library will help your organization succeed.

ADDITIONAL ENTERPRISE RESOURCES

The Enterprise Foundation provides nonprofit organizations with expert consultation and training as well as an extensive collection of print and online tools. For more information, please visit our Web site at www.enterprisefoundation.org.



About This Manual

What is an annual report?

An annual report is a credible, versatile document through which you can communicate the successes of your organization. An annual report authenticates your community development organization and shows that you are operationally and financially sound.

Annual Reports: Presenting Your Success gives you the tools to make your voice heard by organization supporters and stakeholders. It is designed to help the staff of nonprofit community development organizations create effective annual reports and make the process less intimidating. This manual includes examples, checklists and information to help you:

- Understand the elements of a good annual report.
- Follow the eight steps to creating a successful document.
- Write and design the report.
- Hire consultants or freelancers.
- Distribute the annual report.
- Create a budget.

This manual is part of the *Communication* series within The Enterprise Foundation's Community Development Library™. This series provides detailed information on all aspects of communications — from developing a central message to creating a comprehensive communications strategy. Other manuals in the series provide information on:

- Creating brochures and newsletters
- Developing action alerts
- Working effectively with the media
- Writing marketing sheets
- Organizing neighborhood tours
- Creating a message for your organization and identifying an audience

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Introduction

As more and more nonprofits vie for the same pool of support and dollars, accountability is more important than ever. People are more likely to support you financially when they see concrete evidence that their dollars are being used wisely. Your annual report can be the determining factor.

An annual report familiarizes readers with your nonprofit on every level: objective, mission, financial status, projects, programs and people. With its focus on financial information and yearlong accomplishments, this document substantiates your nonprofit's contributions to the community and bestows instant credibility.

People are more likely to support you financially when they see concrete evidence that their dollars are being used wisely. Your annual report can be the determining factor.

Using photos and personal stories of your customers and supporters to illustrate your successes makes your story come alive.

Developing an annual report can be time-consuming and expensive, but it is time and money well spent if it's well written and designed, and provides appropriate information. After all, it's a document that will have a long life, stand as an introduction to potential donors and serve as your nonprofit's general marketing brochure.

But what if your nonprofit does not have the resources or a sufficient number of successful projects to justify producing a traditional annual report? Change the name! Call it a community report or an annual review. Do not let a title stop you from touting your financial stability and accomplishments.

Elements of a Good Annual Report

Corporate benefactors and others who read a lot of annual reports expect to find information in a certain order within the document. This makes it easier for you to organize the information for your annual report. However, this also challenges you to make the text concise, conveying important information in few words. Pictures, which create visual interest, must be selected carefully to deliver the impact you want.

Typically, an annual report is organized in the following order:

- Front cover — title and theme plus the organization's name and logo
- Letter from the executive director or board president
- Mission statement — one or two sentences describing your nonprofit's goal and purpose
- Optional — table of contents
- History of your nonprofit
- The organization's philosophy and beliefs
- Statistics and profiles of the people you serve
- Highlights of accomplishments for the year — projects, programs, services
- Optional — future plans
- Map illustrating the geography of your project, the location(s) of your program and your organization's sphere of influence
- Financial statements — audited or not audited is acceptable
- Awards, grants, loans and donations your nonprofit has received
- Roster — the executive director's name and board members' names and affiliations
- Optional — staff listing
- Acknowledgments of all contributors, supporters and volunteers
- Back cover — your nonprofit's logo, address, phone and fax numbers, email and Web site addresses, any photographer and sponsor credits

Eight Steps to Success

Tackling a project as important and encompassing as an annual report requires organization. Use the following eight steps to ensure the process moves forward and does not become an onerous burden to your nonprofit.

STEP 1

KEEP GOOD RECORDS

Because your annual report chronicles a year of history and accomplishments, your entire staff should be able to contribute to the project. It is essential that each staffer keeps records to support your achievements — dates, events, people, recognition, etc. Trying to backtrack and collect year-old information is difficult, and the results are too often incomplete or inaccurate.

STEP 2

APPOINT A PROJECT LEADER

Assign overall authority to one person. Look for a conscientious staff member with good communications and organizational skills, and an eye for clarity and creativity. As project leader, this person is responsible for developing and managing the budget; meeting deadlines; recruiting writers, designers and proofreaders; and overseeing all aspects of the production process.

STEP 3

ESTABLISH A BUDGET

Your budget should include staff time and, depending on the skills of your staff, the cost of hiring writers, designers, photographers and the cost of printing. An example is provided in the Sample Budget section.

STEP 4

DEVELOP A THEME

Decide on key messages and build a theme that encompasses them, such as “1,500 Homes in Five Years,” or “Thanks to Our Pioneers.” A theme gives you a framework for your language and graphics. It also helps you present your information concisely. You can create a new theme or tie in to one being used in your other marketing materials. Invite key staff and board members to participate in developing the theme. Brainstorm ideas.

STEP 5

PRESENT A PROFESSIONAL APPEARANCE

An annual report covers a variety of topics, from heartwarming stories that illustrate your programs to the financial highlights of the past year. You must package this diverse mix of information so it comes across intelligently, clearly and credibly. The right choice of words and visuals is critical. Use headlines and sub-heads to guide readers through the content. Charts and bulleted copy can present information concisely as well as add visual interest to the page. Choose art and photos that complement your text.

Look at other annual reports to see the range of possibilities, what you like and do not like, the type of information included and typical organization. Ask staff and volunteers to bring in samples they like. Ask board members and partner organizations for a copy of their annual reports. Your public library may also be a resource.

STEP 6

BE ACCURATE — FROM FACTS TO FINANCIALS

An annual report is a statement of your credibility so double-check all facts and figures. Make certain your financial information adds up, and you have counted correctly the number of people you have served and the number of homes you have rehabilitated. Allocate your funds correctly. Do not lump funds under general overhead that really belong elsewhere, or you could present a misleading picture of your operating expenses.

Because your financial statement is the component that differentiates your annual report from other marketing materials, you must allow time to compile the appropriate data accurately. Notify your financial officer and your accountant in advance of the information you will want and when you will want it.

Your list of accomplishments — projects, programs and services — should be inclusive, so double-check with your staff and your board to ensure that you capture all of the highlights. Identify the VIPs who lent their support as well as your supporters, donors, grantors, volunteers and partners. Double- and triple-check the spelling of their names, titles and affiliations.

STEP 7

PICTURE YOUR WORK IN WORDS AND PHOTOS

Write about what your nonprofit does to benefit people and the community. Use photos to send strong messages and instantly telegraph the community support your nonprofit is receiving. Show dignitaries, civic leaders and donors interacting with the people you serve and your staff. Include before and after pictures of properties you have renovated. Pictures validate the work your organization does — your day care kids at play, a first-time home buyer, a neighborhood cleanup or a block watch on patrol. Seeing is believing.

Determine the photos you want to use according to the message you want to send or the point you want to make, not by the photos you have on file. Hiring a professional photographer is a good investment.

STEP 8

CHOOSE A GOOD PRINTER

Most nonprofit annual reports are booklets printed in two or more colors of ink, so select a reliable printer that specializes in these types of jobs. Ask for recommendations and compare price quotes, especially if you will need the printer to do more than just the printing. Ensure the printer provides you with a proof (called a blue-line) even if you are printing in only one ink color. Allow at least three weeks for printing, more if you print a full-color report.

Writing the Annual Report

Your annual report should tell three stories: the effect your work is having in the neighborhood, the community support you enjoy and your ability to manage finances successfully. While they are separate stories, they are interrelated — as your annual report should show.

Here are guides to help you organize your annual report.

BUILD AROUND A THEME

Start by selecting your theme, either creating a new one or building on a theme you are currently using in another communications tool. Put the theme on your cover and use it as an organizing element throughout the annual report.

TELL YOUR HUMAN AND FINANCIAL STORIES

Put your most significant projects, programs and activities up front. Include basics like who, what, when, where, how and why. Highlight the benefits you have provided to the community and the support you have received. This will be important to your broad audience of politicians, corporate donors and neighborhood residents.

It's not enough to show your constituents that your nonprofit is a good money manager. You must also touch their hearts with the people you have served, the community improvements you have made and the community support you receive. Nothing does this like anecdotes about real people. Intersperse them among the facts and figures. Always acknowledge investors, donors and partners. Add a few sentences that clearly explain how people or organizations can give you money or other support.

CREATE A CONSISTENT STYLE

Use headlines for each section and subheads for greater detail. This helps people who skim your annual report quickly grasp the substance. While everyone on staff can provide information, it's a good idea to have one person draft the final report so the writing style and tone are consistent. Write in the active voice to give your text more energy and make your words convincing.

ORGANIZE YOUR INFORMATION

Present your information in an easy-to-follow format, grouping your successes in thematic sections. Sample pages in the appendix illustrate how one nonprofit organized its annual report into sections. Affordable housing projects were presented in the section Investing in Hope Through Affordable Housing. Support for other initiatives and community development corporations was shown in the section Supporting Grassroots Initiatives.

Be sure to include complete contact information in one location and double-check it, especially the phone numbers, for accuracy. Often placed on the back cover, this information should include:

- Organization name
- Address
- Telephone and fax numbers
- Email address
- Web site

FOCUS ON HIGHLIGHTS

Reporting the details of everything your non-profit has done would dilute your message and swell the size of your annual report. Select highlights from the key accomplishments gathered during your brainstorming session. Quantify your highlights: how many people were helped, how many houses were rehabbed, how much money was raised, which dignitaries were involved, the level of community support received or the number of hours your volunteers worked.

BE ACCURATE

Accuracy is critical to your credibility and image, so re-add numbers, triple-check the spelling of dignitaries' names and dial phone numbers to be certain they are right. Double-checking only takes a few minutes and avoids months of embarrassment.

Do not rely on computerized "spell check" to catch problems. For example, the function will not identify a mistake when "we housed five families" ends up as "we hosed five families." Always have two people proofread the document, especially the financials. Have people in charge of the projects or programs you are writing about verify your facts.

WRITE POWERFUL PHOTO CAPTIONS

Captions are the second most-read item of any report (headlines are first). Use captions to provide pertinent, valuable information. For example, write captions for photos of VIPs so readers do not miss the significance of their support. That being said, not all photos need a caption if they are explained in the text. Avoid using "stock" photos (photos purchased for the sole purpose of illustrating a concept). Because you do real work with real people, it is important to your credibility to show real photos of those people and the work you do.

Design Elements

The design of your annual report is as important as the content. Because design and content work together to project a professional image, think about the message the design conveys. Here are nine elements you need to think about. A word of caution: Just because you have graphic capabilities on your computer doesn't make you a graphic artist. Depending on the skills of someone on your staff, this may be one project for which you choose to rely on a professional.

ONE

DESIGN AND LAYOUT

Although your budget will dictate how fancy the report will be, you can add effects that will make it interesting and attract readers. To begin with, the front cover should be visually appealing and invite readers to open your annual report. On the inside, use photographs, illustrations and graphics that relate to your theme. Choose type fonts and colors consistent with your other marketing materials. Use white space as a strategic design element. Keep in mind, however, that if your annual report is too glossy or printed in full color, some audiences will think it an inappropriate use of funds. There is a fine line between being eye-catching and being too extravagant.

TWO

TYPE FACES AND TREATMENTS

Although your computer has a variety of type fonts, use only two or three styles throughout your annual report. Use italic or bold for emphasis. Never use a font size smaller than 10 point; anything smaller is too hard to read. Maintain a type-size hierarchy, making headlines largest, subheads next largest, then body text, then captions. Most often, designers recommend using a sanserif type, like Helvetica, for headlines, subheads and captions, and a serif type, like Times Roman, for the "body copy" or main text of the document.

THREE

FINANCIALS

Format financial information according to standard accounting practices. Be sure all numbers are aligned properly, with dollar signs placed appropriately. While you must use columns of figures, pie charts and graphs are an excellent way to show readers at a glance where the money comes from and where it goes. Get financial information from your financial officer on disk. If you have to input the numbers, you increase the risk of errors. Proofread. Proofread. Proofread.

A sample financial statement is included in the appendix.

FOUR

PHOTOGRAPHY

A good picture is worth a thousand words. Pictures of people receiving awards, helping others or attending your events are tremendous testimonials. Ensure the photos you select represent diversity. Mix old and young, males and females, children, families and dignitaries interacting with the people you serve.

If you do not have the photos you want, hire a photographer to take pictures at several of your sites. Be explicit as to the pictures you want. If your budget prohibits hiring a professional, you may be able to recruit a photography student. Use all-purpose 35mm color film whether your pictures will be printed in black and white or full color. This way, you will begin to build a library of good photography that you can use for other communications vehicles.

Another source of photos may be the dignitaries and company executives who attended your events. They are often accompanied by staff photographers and may let your nonprofit use their photos for free.

FIVE

STANDARD SIZES

Annual reports are usually 8 1/2 x 11 inches. This size fits standard filing systems, and envelopes and mailing costs are less expensive than for larger sizes. In making your decision, consider how the report will work with other printed pieces such as your letterhead and pocket folder.

SIX

COLORS

Color adds energy, interest and emphasis. Most nonprofits print in one or two colors (black plus a second color). Screening the second color adds interest to highlight a sidebar of text. To save money, print your cover in three or four colors of ink and keep inside pages to one or two colors. Check your color choices with your printer to be sure they will print well. Some, like yellow, are too light. Ask for a color proof before you commit to printing.

SEVEN

PAPER STOCK

The paper you print your annual report on, called stock, is an integral element of your design. Stock comes in a variety of colors, textures, finishes, weights and prices. You can even select from recycled stocks. Your cover should be printed on stock that is heavier than the inside pages, but the two papers should complement each other. Ask your printer to show you a variety of stock samples and price each one. Because you will be printing on both sides of the paper, select an opaque stock. Here is a money-saving tip: Using the printer's house stock is usually a very affordable option.

EIGHT

QUANTITY

If a magazine printed only one copy, the publisher would still have to pay to create the negatives and printing plates, set up the press, load the inks, print and bind the issue. This is true of all printing. After the initial setup, the cost for increased quantities is minimal because you are only paying for the additional paper and press time. When you calculate the quantity to be printed, include copies for your dignitaries and benefactors with extras for potential investors, partners, donors and customers you may encounter during the upcoming year. Increase your quantity if you have planned a special event for the coming year. Most nonprofits print between 500 and 5,000 annual reports. If you need fewer than 500 copies, consider photocopying them at a professional copying center.

NINE

PRINTING

Choose a printer early in your process. Agree on the schedule — when you will deliver the job, when you will see the color proofs, the blueline, and when and where the report will be delivered. Agree on how the printer will receive your job — on disk, over the Internet, what software program. Generally, printers accept electronic files on either IBM-compatible or Macintosh disks. Confirm the quantity, the due date, the ink selection, the stock choices, how it will be bound, delivery information and any special instructions.

Some printers will give nonprofits a reduced price, especially if they support your mission or you agree to use them exclusively. They may trade their services for recognition in the report.

Using Consultants or Freelancers

Writing, designing and producing a professional-looking annual report requires hardware and software with graphics capabilities and staff trained to use them. Without both equipment and talented staffers, you should consider hiring a consultant or freelancer for the job. If you can only afford to outsource one communications job all year, make this the one.

DEFINING YOUR EXPECTATIONS

Depending on the skills of your staff, you can job out all of your annual report or selected pieces — writing, photography or design. Most consultants will do as much, or as little, as you need. This includes ad agencies and public relations firms. But whether you work with a firm or individual freelance writers or designers, make certain they have experience producing annual reports and can perform the work you expect. Look for creativity, knowledge of your industry and experience with nonprofits of your size and budget. Ask other nonprofits for recommendations of firms or freelancers. Check references — you want a big boost to your image, not a big nightmare.

CHOOSING A CONSULTANT

Once you have identified two or three professional contacts, ask them for:

- Their background, list of services, specific rates and their qualifications or those of their staffs
- Samples of annual reports they have produced
- Samples of work they have done for nonprofits
- An itemized project cost for your annual report
- References

WORKING WITH A CONSULTANT

Be explicit about what you want, when you want it and how much it will cost. At the start:

- Ask for an estimate or establish a not-to-exceed figure for your job. Ask if out-of-pocket expenses are marked up or billed net. Good questions help you stay in budget and give you a sense of the hours needed to complete different tasks.
- Determine at the start who will be your contact.
- Agree on milestones, deadlines, payment and additional payment if deadlines are missed.

EXPLORING PRO BONO POSSIBILITIES

If you cannot create your annual report in-house and cannot afford a professional, ask a corporate benefactor to donate the graphic services within the company. Some advertising agencies and public relations firms do pro bono work for nonprofits. Before you approach them about donating work, however, know the scope of work, what resources your organization can provide and the time frame. You should also be prepared to suggest how the benefactor may be recognized for its contribution.

Annual Report Timeline

Typically, annual reports are printed to coincide with annual meetings, board meetings or other special events. To ensure your annual report is published and delivered on time, work backward from the date of the meeting or event. Advance planning will let you work around travel, vacations and the schedules of your staff and volunteers. Plus, you will have time to recruit sponsors to underwrite costs.

Here is a general guideline of what steps need to be taken when and the order in which they should be taken.

Annual Report Production

Estimate budget	3 months out
Prepare detailed schedule	3 months out
Recruit sponsors	3 months out
Brainstorm theme, content, photos	3 months out
Select consultants (if needed)	2 1/2 months out
Draft, refine, proofread copy	2 1/2 months out
Approve initial design concept	2 months out
Draft layout	1 1/2 months out
Route for final approvals	1 1/2 months out
Request quotes from printers	7 weeks out
Choose printer	6 weeks out
Prepare final art for printer, proofread	4 weeks out
Send to printer	3 weeks out
Receive finished reports	due date

Distributing Your Annual Report

APPROPRIATE AUDIENCES

Because annual reports are generally expensive to produce, they are usually reserved for VIPs — community leaders, key donors, investors, partners and policy-makers. When you need to make an impact at meetings to request funding or at meetings with government officials, include a copy in the information package. Sending it to potential donors and grant makers is also smart, as it summarizes your nonprofit's experience and track record.

APPROPRIATE USES

Many nonprofits distribute their annual report at well-attended events like annual meetings or fund raisers. This saves mailing costs, gives people a great first impression of your nonprofit and gives them a reference they can keep. When celebrating benchmark anniversaries, some nonprofits produce more lavish annual reports to mark the occasion. Because reporters usually will not take the time to read annual reports, do not include them in media kits or media pitches; use a one-page marketing sheet instead. (See the Community Development Library's *Marketing Sheets: Promoting Your Program* for details.)

YOUR DATABASE

If you do not already have your mailing list in a computer database, take the time to create one that includes your various audiences — from individuals to organizations to businesses. While this can be time-consuming, think of it as an initial capital investment. There are a variety of inexpensive, database management software programs available for most computer systems that will make the job easier and the information more useful. (See the Community Development Library's *Action Alerts: Mobilizing Your Network* for more information on constructing databases.)

When you need to make an impact — send an annual report.

Databases require maintenance. New names must be added and old ones deleted regularly. For example, the contact at a particular organization may change or a volunteer may get an email address. If your staff does not have the time or the skill to manage the database or handle mass mailings, you can hire companies to do this for you.

Sample Budget

As with all other aspects of nonprofit organizations, budgeting your annual report is important. Here is a sample budget you can use as a guide. It shows the approximate time required for the various tasks and the range of rates you can expect to pay consultants or freelancers. The price will vary widely depending on the specifics of your report and the business costs in your community.

Formal Annual Report (16 pages)

<p>Internal Coordination Time needed: 20 hours</p>	\$1,170 to \$3,240
<p>Writing Develop theme, write, edit, revise, proof Time needed: 40 hours</p>	\$1,950 to \$5,400
<p>Design Design concept, select and place all graphic elements and photos, coordinate printer and photography, prepare electronic files for printer Time needed: 40 hours</p>	\$2,600 to \$7,200
<p>Printing Specifications: two colors, 8 1/2 x 11 inches, 28 photos Quantity: 1,000</p>	\$2,000 to \$3,000
<p>Miscellaneous Color outputs, deliveries</p>	\$45 to \$100
Total	\$7,765 to \$18,940

Having staff take care of internal coordination and writing can lower these costs to \$4,645 to \$10,300.
If you mail copies, you will need to add about \$1.00 for each mailed copy, plus the envelope cost.

Basic Annual Report (4 pages)

Internal Coordination Time needed: 10 hours	\$390 to \$1,080
Writing Develop theme, write, edit, revise, proof Time needed: 15 hours	\$650 to \$1,800
Design Design concept, select and place all graphic elements and photos, coordinate printer and photography, prepare electronic files for printer Time needed: 15 hours	\$975 to \$2,700
Printing Specifications: one color, 11 x 17 inches folded to 8 1/2 x 11 inches, two photos Quantity: 1,000	\$550 to \$800
Miscellaneous Color outputs, deliveries	\$20 to \$50
Total	\$2,585 to \$6,430

Having staff take care of internal coordination and writing can lower these costs to \$1,545 to \$3,550.
If you plan to mail copies, you will need to add \$400 to \$500 for postage and envelopes.

Checklist From Start to Finish

Following this checklist will help you create an effective annual report and make the process less intimidating.

- Assign responsibility to one person.
- Collect samples of other annual reports for ideas.
- Establish the due date.
- Plot timelines and deadlines on your calendar.
- Allocate budget dollars or recruit underwriter(s).
- Hire a freelance writer and designer (if necessary and budget permits) or select a public relations firm or ad agency.
- Hold a brainstorming session to generate a theme and establish primary stories or messages.
- Develop your theme.
- Notify your accountant or your financial officer of what financial information will be required and when.
- Check with dignitaries and staff for photos.
- Request photography bids, hire photographer, arrange and coordinate photo shoot (if necessary).
- Collect financial information.
- Write the copy — including headlines and photo captions.
- Decide on quantities.
- Solicit printing quotes.
- Select a printer, establish the delivery date.
- Design and lay out the front and back covers and the inside pages.
- Select photos and write the captions.
- Choose ink colors, type fonts and paper stock.
- Edit and refine copy.
- Proofread everything — triple-check the financials, the spelling of names and the accuracy of telephone numbers.
- Route for final approvals.
- Set up mailing database.
- Prepare the final art for printer (text, financials and photographs).
- Deliver art to the printer with instructions.
- Proof blue-line and color proofs from the printer.
- Take delivery of annual reports.
- Distribute or mail annual reports.
- Thank sponsors.

Appendix

A SAMPLE ANNUAL REPORT — FINANCIALS

Financial Statement

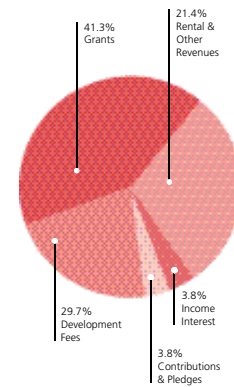
ABC Nonprofit and Subsidiaries Condensed Consolidated Financial Statements Years Ended December, 31, 1996 and 1995

	1996 (unaudited)	1995
Revenues		
Where the Money Comes From		
Grants	\$875,377	\$1,084,053
Development Fees	630,346	978,207
Contributions and Pledges	80,454	272,513
Homebuyer Assistance (net)		15,272
Interest Income	80,331	25,468
Rental Properties & Other Revenue	452,547	662,304
	<u>\$2,119,055</u>	<u>\$3,037,817</u>

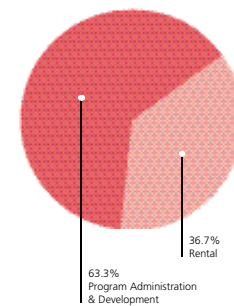
Expenses

Where the Money Goes		
Grants Pass Through		\$19,935
Program Administration and Development	\$1,184,615	1,179,688
Rental Properties	687,687	880,234
	<u>\$1,872,302</u>	<u>\$2,079,857</u>
Revenues Over Expenses	\$246,753	\$957,960
Equity in Losses of Limited Partnerships	(72,833)	(9,286)
Change in Net Assets	\$173,920	\$948,674
Net Assets, January 1, 1996 and 1995 Respectively	\$3,184,066	\$2,235,332
Net Assets, December 31, 1996 and 1995 Respectively	<u>\$3,357,926</u>	<u>\$3,184,006</u>

1996



1996



The complete, audited ABC Nonprofit Financial Report is available upon request.

Supporting Grassroots Initiatives

CDCs Lead the Way ABC Nonprofit provides funding and technical assistance to community development corporations (CDCs) for neighborhood social services, new housing construction and old building renovations. The CDCs are Homes on the Hill, St. Luke's, St. Stephen's, Somerset, Dayspring, Renaissance, Miracit, Northside, Greater Linden, Neighborhood House and Main Street Business Association.

A Home
of Their
Own



Spurring Safety ABC Nonprofit is home to two national programs, sponsored by the Corporation for National Service, designed to build neighborhood strength to fight crime and violence. One is the AmeriCorps VISTA Safe Neighborhood. AmeriCorps members deliver direct services to a range of residents while VISTA assists with organizing block watches, community festivals and neighborhood clean-ups.

The second program is ABC Nonprofit and The Enterprise Foundation's joint Community Safety Project. Accomplishments such as establishing 26 block watches and beautifying a community park all within its first year make this program a model for national emulation

When the Derosettes bought a house through ABC Nonprofit's HOPE 3 program, they didn't know the deal would include participating in a national HUD-sponsored home-ownership conference and meeting President Clinton. In return for down payment assistance from ABC Nonprofit, the Derosettes performed community service and helped rehab their home.

Investing in Hope Through Affordable Housing

Willow Creek Woods — New Homes as Little as \$500 Down

ABC Nonprofit teamed with the city of Columbus and state of Ohio to offer mortgage credit certificates and subsidies for families that have difficulty amassing a down payment. Homes are valued from \$75,000 to \$85,000 and built by Rockford Homes.



New Salem Homes — Affordable Rents with All the Extras

ABC Nonprofit is partnering with Renaissance CDC and Dayspring Christian CDC to construct 64 three- and four-bedroom apartments close to local schools and a city recreation center. Each has an attached garage and modern appliances including a gas range, frost-free refrigerator and air conditioning.

Raspberry Glen — A National Award Winner

Named the nation's best affordable multifamily housing development, these 100 units were 100 percent leased before completion — again proving the demand for affordable housing far exceeds the supply. Open floor plans allow parents to cook, run laundry and help with homework all at the same time. Working single parents earning \$15,000 to \$26,460 year are the targeted tenants.

Stoddart Studio Apartments — Walk to Work Convenience

ABC Nonprofit partnered with Lutheran Social Services to renovate these 52 affordable studio apartments downtown. Stoddart offers rents that include all utilities and access to nearby malls, restaurants, banks and groceries for those making the transition from homelessness.

Notes

Notes

THE ENTERPRISE FOUNDATION

The Foundation's mission is to see that all low-income people in the United States have access to fit and affordable housing and an opportunity to move out of poverty and into the mainstream of American life. To achieve that mission, we strive to:

- Build a national community revitalization movement.
- Demonstrate what is possible in low-income communities.
- Communicate and advocate what works in community development.

As the nation's leader in community development, Enterprise cultivates, collects and disseminates expertise and resources to help communities across America successfully improve the quality of life for low-income people.

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