



New Sector  
ALLIANCE

Boston, MA

San Francisco Bay Area, CA

# Social Impact Report 2010



New Sector Alliance is a proud partner of California Volunteers, the Massachusetts Service Alliance, and the Corporation for National and Community Service





## A Year of Service

A Message from our CEO and Founder

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Dear Friends,

Greetings! It is hard to believe that 2010 marks New Sector's nine year anniversary as a 501(c)(3) nonprofit working to pursue our unique mission: accelerating social change by strengthening organizations today, while developing leaders for tomorrow. Since inception, we have engaged over 1,000 young leaders and 1,000 experienced business volunteers to complete 500 projects for 300 organizations working to improve health and education outcomes, increase economic opportunity and environmental sustainability, and meet other critical community needs.

The stories told on the pages that follow share some of the highlights of our past twelve months, including the expansion of our Residency and Summer Fellows programs from Boston to the San Francisco Bay Area.

In recent surveys, 93% of our RISE and 100% of our Summer Fellows clients reported that New Sector helped them better serve their constituents. Similarly, 100% of our RISE and 96% of our Summer Fellows program participants reported that New Sector increased the effectiveness with which they can contribute to the social sector, and 85% indicated that they are more likely to be involved in lifelong service and civic engagement as a direct result of their New Sector experience. When polled, our program alumni noted that while they have launched careers in academia, business, nonprofit leadership, and combinations thereof, nearly all remain involved in effecting social change in some capacity.

These statistics only tell half of the story, however. Each day, New Sector Residents and Summer Fellows improve systems, create new programs, and mobilize volunteers at organizations that are building a healthier, sustainable, and more equitable society. We are incredibly grateful for the support we have received from individuals and institutions working across sectors.

As New Sector's 10th anniversary approaches, we will be continuing to grow and strengthen our core programs and launching some exciting initiatives, including a new leadership structure and new strategic partnerships. We look forward to keeping you abreast of these developments, and to continuing to partner with you to expand our impact in 2011 and beyond. Sincere thanks for your generous contributions to and support of our mission and programs.

With warm regards,

A handwritten signature in black ink that reads "Carlin B. Janson".

Carlin B. Janson  
CEO & Founder



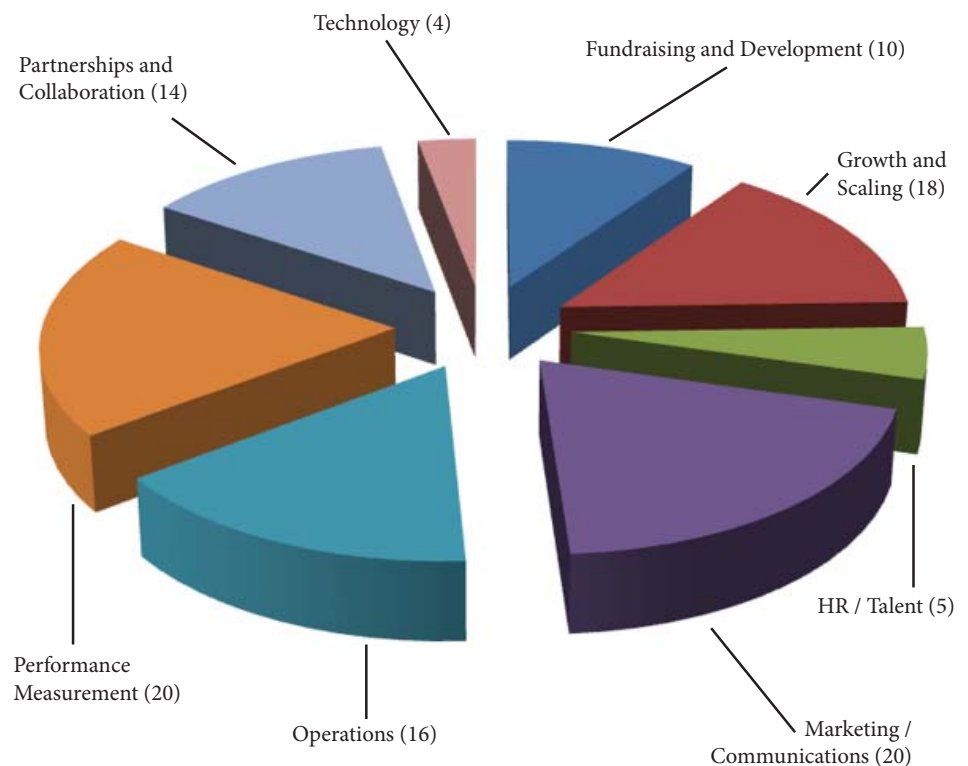
## Strengthening Nonprofits

In 2010, New Sector Alliance completed **107 projects for 85 organizations** seeking to improve their results and expand their impact in both the Bay Area and Greater Boston. The majority of these projects were led by **102 AmeriCorps members** serving on-site. New Sector strives to endow program participants with an **ethic of lifelong civic engagement** – developing leaders for the future while building a stronger nonprofit community today. With projects ranging from start-up business plans to mergers and strategic alliances, we helped clients carry out their mission during challenging times. New Sector’s focus on capacity building allowed our clients to **grow smart and grow strong** so they can better serve community needs across the nation.

“[Our Summer Fellow] was able to recognize what the Stone House’s challenges were, turn its challenges into opportunities, and excite the key stakeholders towards one specific, shared direction. I have never met a young person who was able to do this as well as he did.”

– Elizabeth Stone House

## 2010 Projects by Practice Area



## 2010 Client Organizations

- AIDS Action Committee of Massachusetts
- Alameda County Government
- Aspire Public Schools
- Bay Area Red Cross
- Body by Brandy 4 Kidz
- Boston After School & Beyond
- Boston Area Rape Crisis Center
- Boston Center for the Arts
- Boston Children's Museum
- Boston Community Capital
- Boston Senior Home Care
- Boston Society of Architects
- Boston Veterans Association Research Institute
- Breakthrough Collaborative
- Building Educated Leaders for Life
- Building Impact
- Cambridge Cares About AIDS
- Cambridge College
- Children's Discovery Museum
- Citizen Schools
- City Year
- Codman Academy Charter Public School
- Codman Square Neighborhood Development Corporation
- College Bound Dorchester
- Community Servings
- Diploma Plus
- Dorchester House Multi-Service Center
- Dotwell
- Education Pioneers
- Elizabeth Stone House
- Evelyn & Walter Haas, Jr. Fund
- Fairmount CDC/Indigo Line Collaborative
- First Place for Youth
- FSG Social Impact Advisors
- GreatSchools
- Initiative for a Competitive Inner City
- Jewish Vocational Services
- Just a Start
- JRI Health
- Knowledge Is Power Bay Area Schools (KIPP)
- Local Initiatives Support Corporation
- Mass Housing Partnership
- MATCH School
- Mattapan Community Development Corporation
- Metro Lacrosse
- MGH Division of Global Psychiatry
- National Consumer Law Center
- New Profit Inc.
- NewSchools Venture Fund
- New Sector Alliance
- Nonprofit Finance Fund Capital Partners
- Nuestra Comunidad Development Corporation
- On the Rise
- Pacific Community Ventures
- Partners in Health
- Peace First
- Peninsula Symphony
- Phillips Brooks House Association
- Port of Oakland
- Prevention Institute
- Project for School Innovation
- Project HIP HOP
- Public Health Law and Policy
- Raising A Reader MA
- Reading Partners
- SF Works
- Solar Richmond
- Somerville Community Corporation
- Sportsmen's Tennis Club
- StopWaste.Org - Castro Valley Sanitation District
- StopWaste.Org - City of Albany
- StopWaste.Org - City of Hayward
- StopWaste.Org - Oakland Unified School District
- Strong Women Strong Girls
- Talent Initiative
- Teach Plus
- Teacher U
- The Achievement Network
- The Boston Foundation
- The Boston Plan for Excellence
- Tides Foundation
- Training, Inc
- Upwardly Global
- Womens Institute for Housing and Economic Development
- Women's Lunch Place
- Work, Inc.
- Year Up
- Youth UpRising



"Having [our Resident] has been amazing. She has produced high quality work and moved projects forward that are essential for our growth and sustainability. Working with her has been a pleasure."

- Strong Women Strong Girls



“[Our Resident] has demonstrated the rare ability to be analytical, show strong verbal and written communications skills, and serve as an excellent project manager.”

- Education Pioneers

## Developing Future Leaders

This year, New Sector Alliance placed **123 highly motivated students and young professionals** in full-time positions and on off-site consulting teams at nonprofit organizations on both the East and West Coasts. On consulting teams, **the boardroom became the classroom** for graduate students who completed strategy projects with support from New Sector staff. With the generous support of the Corporation for National and Community Service, our AmeriCorps members—Residents and Summer Fellows—were given tools they could apply immediately to the **pressing needs of local nonprofits today**, while also acquiring essential skills for the rest of their career. Recruited from some of the nation’s top universities, current undergraduates, MBA students, and young professionals alike were able to **maximize their impact in the community** through our unique model of professional service.

Over 60% of last year’s Residents have chosen to stay at their host site after their AmeriCorps term was completed. The fact that so many **AmeriCorps members were extended offers of employment** in a tough economy demonstrates the value they have added to their host sites. New Sector is proud to support Residents as they continue their service beyond their original commitment.

### 2010 Program Participants

Besan Abu-Joudeh  
 Bishara Addison  
 Daniel Adler  
 Derica Arceneaux  
 Zachary Arnold  
 Patricia Arty  
 Chase Behringer  
 Daniel Benevento  
 William Bragg  
 Nate Brown  
 Madison Burke  
 Eamonn Campbell  
 Stacey Chin  
 Jedd Cohen

Lauren Coleman  
 Nelson Cooper  
 Moeena Das  
 Matt Diffey  
 Kevin Dillon  
 Rhett Dornbach-Bender  
 Mary Dory  
 Folake Dosu  
 Matthew Duffy  
 Nadia Eghbal  
 Chizoba Ekemam  
 Brittany Estes  
 Peter Fishman  
 Caitlin Fleming

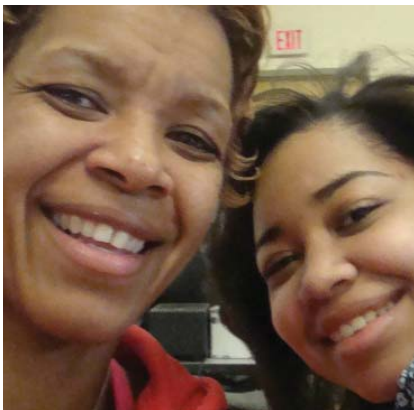
Rebecca Fleming  
 Laura Gardner  
 Rodrigo Garza  
 Grant Gilles  
 Trey Goggins  
 Sumeet Goil  
 Adam Gonzales  
 Peter Grace  
 David Greis  
 Claire Griffing  
 Jaelyn Grimshaw  
 Rohan Grover  
 Chenxing Han  
 Jen Harber

Tyneisha Harden  
 Cormac Harkins  
 Marcus Haymon  
 Steven (Mitch) Heath  
 Nancy Hidalgo  
 Silvia Hidalgo  
 Andrea Hodge  
 Connie Hu  
 Marilyn Hylton  
 Nene Igietseme  
 Catherine Jampel  
 Nitin John  
 Jennifer Johns  
 Jonathan Johnson



**Tunisia Owens**  
**Youth UpRising · Bay Area**

Youth UpRising, a nonprofit organization located in East Oakland, CA, seeks to transform communities through youth leadership. In just five years, Youth UpRising has attracted over 5,000 young people age 13–24 who participate in various programs and wraparound services that address the violence that permeates their community. The unique model and success of the organization has caught the attention of the US Attorney General and enjoys the support of local government, the police department, and community members who recognize the need for strategic and directed youth empowerment. One of Youth UpRising’s new initiatives is the development of four social enterprises: YU Eat, a café and catering social enterprise; YU Create, an artistic services social enterprise; YU Work, a janitorial services social enterprise; and YU Count, a data services social enterprise overseen by New Sector Resident Tunisia Owens. Tunisia is working to improve the venture by creating a new youth-centered professional development curriculum, writing a new business plan, and expanding YU Count’s marketing initiatives with a new youth marketing team.



**Ashlee Yates**  
**Body by Brandy Fit 4 Kidz · Greater Boston**

In response to alarmingly high rates of childhood obesity in her community, social entrepreneur Brandy Cruthird created an innovative intervention – an intensive fitness program that targeted the entire family. With support from The Boston Foundation and others, Brandy has been matched with three AmeriCorps members – Ashlee Yates [pictured here,] Chris Scott, and William Bragg. All three have worked to improve the organization’s approach to performance measurement, market the program to new participants, improve the IT infrastructure of the organization, and continue its growth trajectory. Brandy’s work has been profiled on NBC Nightly News and countless other media channels, and she was recently named the recipient of Citizens Bank Annual Champion in Action Award. Brandy credits a large part of the organization’s success to her New Sector AmeriCorps members: “Ashlee, Chris, and now Will have been such a blessing to me. Having them here has taken this organization to the next level, and they inspire all of the staff around them to a high standard of work.”

Joya Jones	Carlos Livingston	Koji Omiya	Daron Sharps	Grier Tumas
Jamie Kallestad	Christine Loui	Meghan O’Toole	Gopi Shavankaram	Daniel Valmas
Phil Kaye	Patrick Martin-Tuite	Tunisia Owens	Sumbul Siddiqui	Hui Hua (Ada) Wan
Rebecca Kim	Sarah Matsui	Michael Park	Nichole Smith	Chun Ying Wang
John Kost	Mariel Matze	Benjamin Paviour	Reid Spolek	David Weinstein
Peter Kramer	Christopher McVety	Jacob Perten	Emily Spurl	Mollie West
Brian Kroener	Hannah Melnicoe	Samantha Pierre	Lindsay Stradley	Erin Wilson
Lily Kunin	Kendra Moore	David Pineros	Todd Swisher	Ashlee Yates
Tim Kutnick	Sierra Morton	Mercedes Politi	Paul Teplitz	Yi Zhang
Deb Lee	Faustina Mutata	Charles Posner	Jamaica Thacker	Linda Zheng
Rachel Levenson	Alina Muzykina	Marlon Roberts	Pallavi Thatai	Patrick Ziennik
Hieu Le	Jenni Nelson	Jorge Mas Saavedra	Tara Thomas	
Faith Lin	Gene Nubla	C. Nikole Saulsberry	Raquel Toledo	
Andrea Liou	Kalaya Okereke	Christopher Scott	Elaine Tsai	



**Firms Represented by 2010 Volunteers**

- Accenture
- Alliance Consulting Group
- Babson College
- Bain & Company
- Booz & Company
- The Boston Consulting Group
- Bridgespan
- Cambridge Associates
- Center for Effective Philanthropy
- Communities in Schools
- Deloitte
- Eduventures
- EMC<sup>2</sup>
- Ex Librik
- FSG Social Impact
- Google
- Harvard Business School
- HwC Ventures
- Isovera
- L.E.K. Consulting
- Liberty Mutual
- McKinsey & Company
- MindTree
- Mission Measurement
- MIT Sloan School of Management
- OC & C Strategy
- Olive Grove Consulting, LLC
- Oliver Wyman
- Opera Solutions
- Oracle Corporation
- The Parthenon Group
- Results Capital Management
- State Street Bank
- Stroud Consulting
- TCC
- Teach for America
- Trinity Partners
- The Wharton School

## Fostering Cross-Sector Partnerships

New Sector Alliance continues to leverage talent from professional service firms on each of our projects. Our **high-engagement volunteer opportunities** allow professionals to leverage their skills and shape the career of program participants while directly impacting our client organizations.

This year, we connected **95 volunteers from 38 firms** with opportunities to serve the San Francisco Bay Area and Greater Boston communities by lending their expertise. Whether allowing junior consultants to stretch their skills by coaching Residents through their year of service or utilizing the experience of a veteran consultant for a large-scale strategic plan, our model of **cross-sector collaboration** has proven a unique professional outlet for our volunteers and provides clients and participants with highly skilled guidance at a fraction of market rates.

### Opportunities for Engagement

#### Mentoring Young Leaders

Mentors provide professional guidance on project management, business communication and career development while learning more about the operations and strategy needs of nonprofit organizations.

#### Training and Development

Trainers and speakers offer their expertise by leading biweekly workshops for our AmeriCorps members in subject matters ranging from business ethics to nonprofit finance.

#### Advising Consulting Projects

By guiding the analytical process and coaching MBA students, advisors ultimately help our teams to develop high-impact recommendations and to build their own relevant skills.



# 2010 Corporate Volunteers

John Adractas  
Monica Adractas  
Laura Anglin  
Jennifer Anttonen  
Charles Babcock  
Christa Babcock  
JoJo Bahnam  
Dominique Baillet  
Samantha Beard  
Christopher Bell  
Pallav Bhatnagar  
Jamie Breen  
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Stasha Fyfe  
Jatin Gada  
Becky Gaile  
Brian Garvey  
Chhavi Ghuliani  
Caitlin Gillooly  
Harsha Goolya  
Trinidad Grange-Kyner  
Ann Gregory Goggins  
Emily Hall  
Eric Hart  
Chile Hidalgo  
Emily Hill  
Linda Hood  
Tyler Hull  
Lorraine Imperial  
Lisa Isaacs  
Layusa Isa-Odidi  
Christine Jacobs  
Christopher Jedras  
Stevan Jovanovic  
Dan Kessler  
Julie Kidd  
Dave Kim  
Richard King  
Will King  
Akifumi Kita  
Lisa Koetter  
Joanna Kroon  
Wojtek Kubik  
Aditi Kulkarni  
Judith Li  
Jen Liao  
Susan Lin  
Cara Lodigiani  
Kasey Maggard  
Yih-Han Mah  
Christopher Malone  
David Mark  
Elliot Mattingly  
Jason Meyersburg  
Erfaan Mojgani  
Edmund Morgan  
Preeta Nayak  
Imran Oomer  
Margaret Orr  
Kate Pasicznyk  
Natasha Pereira-Kamath  
Russell Porter  
Shelby Prichard  
Sam Ribnick  
Amanda Rinderle  
Kay Rollins  
Justin Saeheng  
Nena Sanderson  
Diane Schweitzer  
Melissa Scott  
Nikhil Shah  
Mark Shahinian  
Dhruv Singh  
Ellen Sojka  
Kumar Srikantappa  
Jodie Stahly  
Shannon Thomas  
Jason Thompson  
Lea Vihinen Tompsett  
Vikram Viswanathan  
Kelly Wagner  
Emily Wang  
Hampton Watkins  
Bart Welch  
Marybeth Williams  
Eileen Yang



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**"I am passionate about innovative approaches to social change and I believe that New Sector and its alumni are an incredibly powerful and promising means to grow capacity and leadership in the sector."**

**- 2009 Summer Fellow**

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## Today's Impact...

### Resident kickoff

In September, we were thrilled to bring together **Residents who would be serving on both coasts for a two-week long bootcamp**. They were eager participants in trainings such as AmeriCorps rules and regulations, diversity and inclusion, managing up, issue-based problem-solving, program evaluation, analyzing data, and reflection. Getting to know one another in person has already catalyzed many self-organized learning opportunities for Residents, who have initiated bi-coastal email lists on particular topics of interest, compared their relative experiences, and supported each other's service experiences.



### UNCF

New Sector's **relationship with UNCF continued this summer, as we worked to develop the next generation of nonprofit leaders**. Thanks to UNCF's partnership with the Walton Family Foundation this summer, 18 carefully selected students from UNCF member schools took on summer internships at education reform nonprofits in Boston, NYC and Washington DC. We were thrilled to partner with UNCF in providing **joint training opportunities** to all of the selected students and in supporting those placed in Boston-area nonprofits. We are grateful to the many Boston nonprofit leaders who 'rolled out the red carpet' for our guests. We have also continued to recruit heavily from UNCF schools this year for our AmeriCorps Residency and are **excited about the talent that we have already uncovered** through this partnership.



### Alumni

New Sector's **growing alumni community numbers over 1,000 young professionals and includes members engaged across the nonprofit, business, and public sectors**. New Sector alumni are united by a commitment to leverage resources across sectors to address community needs, a creative spark to drive innovative solutions to pressing challenges, and a shared dedication to achieve social impact throughout their lives. This year marked a **major leap forward in our alumni's commitment** to continuing the successes of New Sector through building our alumni board. Alumni are now taking on the role of consultant advisers to current AmeriCorps members, creating online networking platforms to better stay in contact with one another, recruiting and selecting new members of the New Sector network, and training current AmeriCorps members.



"I am committed to preserving and growing the connections among New Sector alumni... A large aspect of the program's value from my perspective is the continued support and collaboration among alumni to further develop strong leaders and ideas within the sector. The greater connection, continued collaboration and activity within the alumni network, the greater impact New Sector alumni can have."

- 2010 Summer Fellow

## ...Tomorrow's Leaders



### Grace Moore Resident in Social Enterprise 2008

Grace Moore joined New Sector in 2008 as a Resident in Social Enterprise at Codman Square Health Center, one of the largest and most respected community health centers in the city. She worked on the organization's performance evaluation system, which allowed her to get to know the overall structure of the organization and its management. Grace shares, "**My New Sector Residency supervisor gave me a lot of freedom to see all the functions of the organization.** I was placed with Codman because of my interest in public health, and I started sitting in on our diabetes initiative meetings."

"While my Residency year was winding down, HR posted a job for a Community Health Worker position, and I realized that I was interested in taking it on. It's very different from what I started through the Residency, but I've taken a lot of what I learned through the Residency and applied it. I work directly with patients who have type II diabetes and largely do home visits. **A big part of what I do is connect them to other resources and help them navigate the healthcare system, and without the bigger picture view on the organization and health care in general that I got from the Residency, I wouldn't be as effective.** I've also been able to share what I've learned with the other Community Health Workers."

Grace is now applying to nursing graduate school. She hopes to work first delivering primary care in Family Medicine and perhaps in policymaking and leadership roles in the future, and knows that her experience as a Resident will continue to be an asset.

Outside of work and applications, Grace has stepped up as **one of the leaders of New Sector's emerging Alumni Board.** Grace says, "I thought one of the greatest parts of the Residency was the other people I got to know, and I didn't want to lose track of them. I helped write the charter and accepted a nomination as Alumni Board Co-Chair along with the wonderful Dave Kim, and it's been everything I could've hoped for. I love reconnecting with our alumni, getting to use a different part of my brain, and helping to build a vision for what we want to do as a Board. We're now working on several targeted projects, and I'm heading up our events and fundraising committees."

Grace is just **one of hundreds of talented New Sector alums who are making their mark in the world.**



## Acknowledging AmeriCorps



New Sector has been a **longtime partner of the Corporation for National and Community Service**, both as a VISTA grantee and an AmeriCorps grantee of Massachusetts' state commission, the Mass Service Alliance. In 2010, we were thrilled to enter into a new stage of our partnership and become a national direct grantee of the federal Corporation for National and Community Service. This national direct grant allowed us to **expand and serve nonprofits in Greater Boston and San Francisco Bay Area**, and tied us even more directly into the national service movement and into the larger growth of skills-based volunteering.

The Corporation for National and Community Service is a **federal agency that engages more than five million Americans in service** through Senior Corps, AmeriCorps, and Learn and Serve America, and leads President Obama's national call to service initiative, United We Serve. AmeriCorps members serve through more than 3,000 nonprofits, public agencies, and faith-based and other community organizations, helping meet critical needs in education, public safety, health and the environment. **The variety of service opportunities is almost unlimited.** Members may tutor and mentor youth, build affordable housing, teach computer skills, clean parks and streams, run after-school programs, or help communities respond to disasters. New Sector's program offers **an exciting new extension of AmeriCorps' traditional direct service offerings**, and we are grateful to have had guidance and advice from other long-time national direct grantees this year as we continued to strengthen our community impact.

Thanks to this partnership with AmeriCorps and the Corporation for National and Community Service, New Sector is bringing many new nonprofits into the AmeriCorps family. We are grateful for their **continuing and expanded partnership.**



All photos on this page courtesy of the Corporation for National and Community Service

# Thank You to Our Investors and Supporters

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Matt Taylor  
Meghan Trombly  
Sheila Warren  
Jason Young



## FY 2010 Statement of Activities

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<u>Revenue</u>	In-Kind Contributions	\$1,419,612
	Program Service Revenue	\$824,592
	Contracts & Grants	\$374,291
	Unrestricted Contributions	\$37,220
	Interest & Other Income	\$9,533
	Total	<u>\$2,665,248</u>

<u>Expenses</u>	Program Services	\$2,555,530
	Management and General	\$83,293
	Fundraising	\$16,283
	Total	<u>\$2,654,926</u>

Increase/(Decrease) in Unrestricted Net Assets	\$10,322
Net Assets Beginning of Year	\$714,371
Net Assets End of Year	\$724,693

"An investment in New Sector is a highly leveraged way to achieve community impact. Every dollar is matched by in-kind donations from corporations and universities, enabling New Sector not only to strengthen nonprofits and address pressing social challenges today, but also to develop future civic leaders for tomorrow. It's a win-win-win."

– 2009 Donor

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Babson College

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For more information, please visit  
[www.newsector.org](http://www.newsector.org)



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