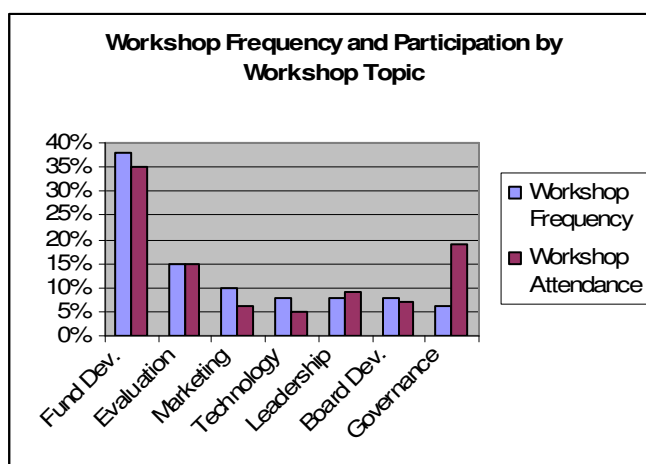
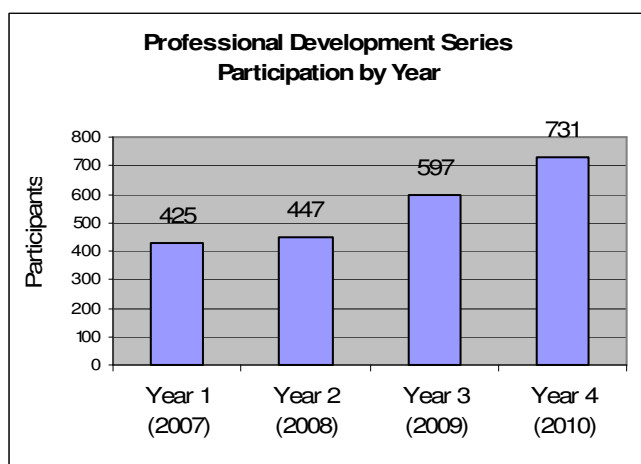




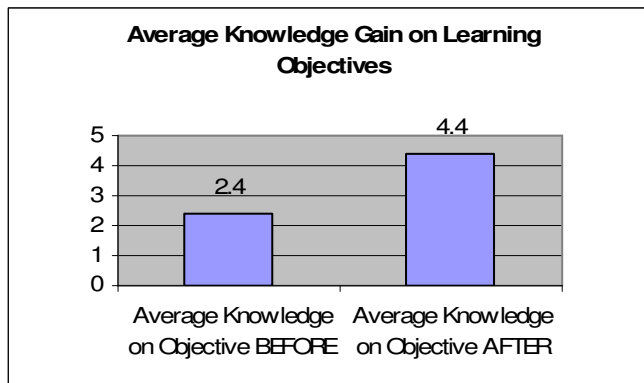
NorthSky Nonprofit Network 2010 Annual Summary Statistics

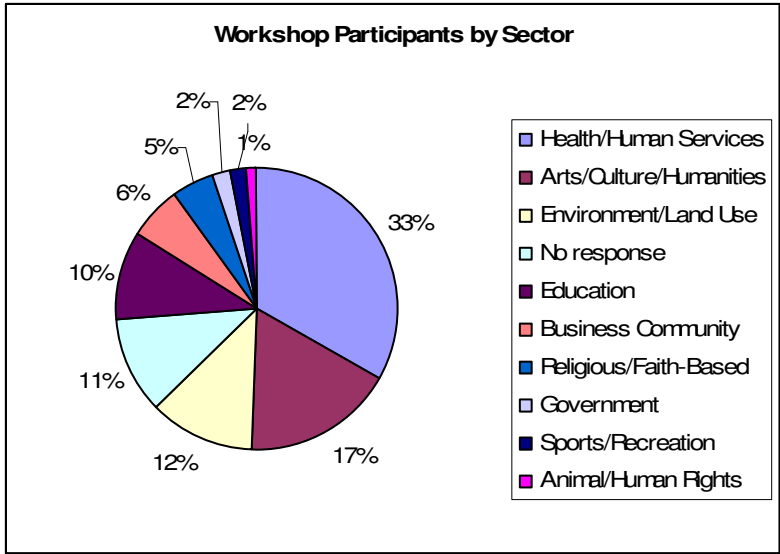
PROFESSIONAL DEVELOPMENT SERIES

- **48** Workshops and Trainings were conducted in 2010, a **20% increase** over 2009.
- **731** people participated in workshops/trainings (duplicated count). This was a **22% increase** in participation over 2009 and a **72%** increase in participation over 2007 (year 1).



- **79%** of participants (579) filled out a survey rating the workshop they attended. The following results are based on the information from those surveys (n = 579).
- The item that most closely associated with a behavioral intention or **longer-term outcome**, "I will be able to use what I learned here to better serve my organization" **increased** from an average of **4.5** in 2009 to **4.7** in 2010.
- The average level of **knowledge** regarding workshop learning objectives **before** a workshop was rated by participants as **2.4** on a scale of 1 (nothing) to 5 (a great deal of knowledge) and **4.4 after** the workshop (2.0 point increase). This was a .20 point greater increase than 2009.
- Respondents rated their **Plans to Use** the knowledge gained from the workshops an average of **4.6** on a scale of 1 (nothing) to 5 (a great deal). This was a .30 point greater increase than 2009.

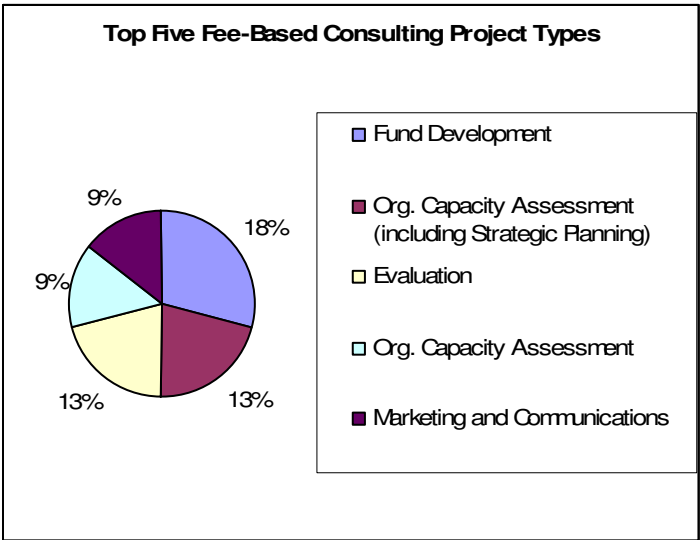
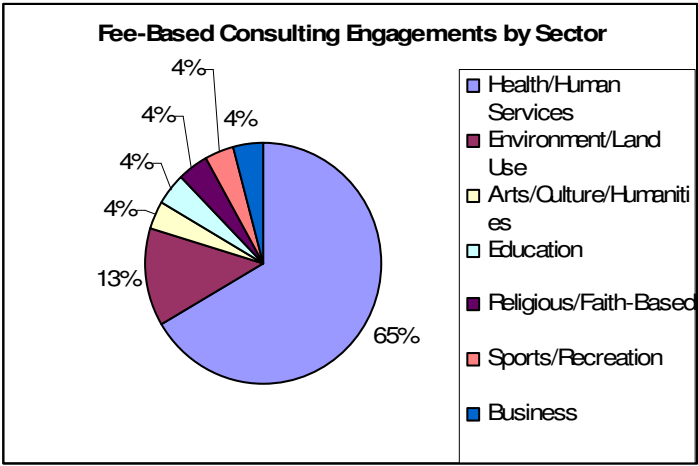
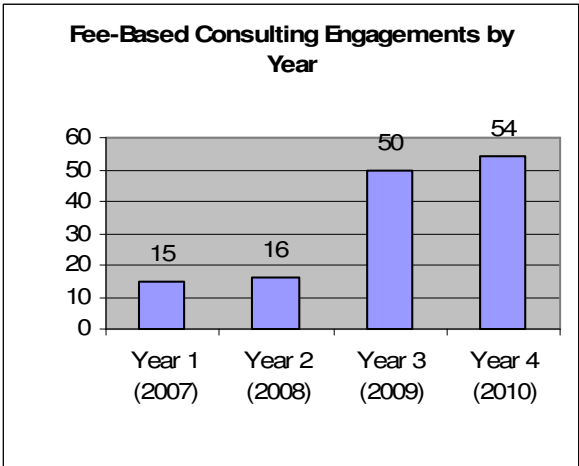




- Across 11 items, participants had a very positive reaction to the workshop/training sessions – average of **4.6** on a scale of 1 to 5 with 5 being the most positive. This average stayed consistent from 2009.
- Workshop participants were most likely to be from the Health and Human Service Sector (33%) and serve Grand Traverse County exclusively (29%) or Multiple Counties in the Service Area (24%).

FEE – BASED CONSULTING

- **54** Fee-Based consulting engagements were completed with **49** organizations in 2010. This is an 8% increase over 2009 and a 260% increase over 2007 (year 1).



- Fee-based consulting projects were most likely to be from organizations headquartered in Grand Traverse County (76%) or Benzie County (12%).
- Clients completed a satisfaction form for **47%** of fee-based engagements. The following results are based on those responses (n = 23).
- Across 17 items, respondents had a very positive reaction to the consulting received – average of **4.6** on a scale of 1 to 5 with 5 being the most positive.

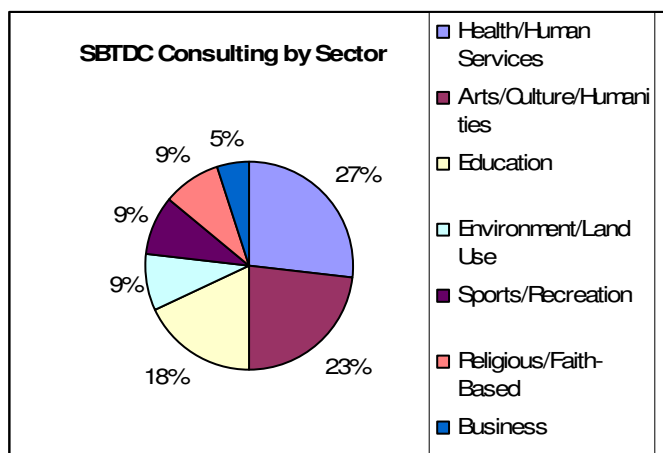
- Responses ranged from an average high of **4.9** on “Display sensitivity to ethnic, culture, gender and organizational differences” to a low of **4.3** on “Design and implement ideas that will encourage us to remain responsive to making changes as needed.”
- The most **significant contribution** made by the consultant were identified as: (*open ended question coded by the evaluator*)
 - Identified issues/gaps/needs and strategies to address them (8)
 - Facilitated the creation of plan or framework (e.g. fund development plan, marketing plan, strategic plan, evaluation plan) (4)
 - Provided Specialized Expertise and Credibility (3)
 - Provided New/Fresh Ideas/Perspectives (3)
 - Provided Objectivity (2)
 - Inspired (1)

SBTDC COUNSELING

- **48** SBTDC counseling engagements were completed or on-going at the end of 2010, an increase of 14% over 2009.

- **276** hours of SBTDC counseling were provided during **109** sessions.

- The most frequent Categories of SBTDC counseling were **Fund Development** (38%), **Business Development** (18%), and **Strategic Planning** (7%).



- SBTDC clients were most likely to be from Grand Traverse County (64%), Leelanau (14%), or Manistee (9%)

- Clients completed a satisfaction form for **56%** of SBTDC engagements. The following results are based on those responses (n = 27). NorthSky would like to increase this response rate to 80% in 2011 and has revised their evaluation plan in an effort to meet this new goal.

- Across 17 items, clients had a very positive reaction to the counseling received – average of **4.5** on a scale of 1 to 5 with 5 being the most positive.

- Responses ranged from an average high of **4.7** on 6 items to a low of **4.1** on “Give both positive and negative feedback related to the organization’s effectiveness,” “Design and implement ideas that will encourage us to remain responsive to making changes as needed,” and “Create materials and messages that reinforce changes as needed.”

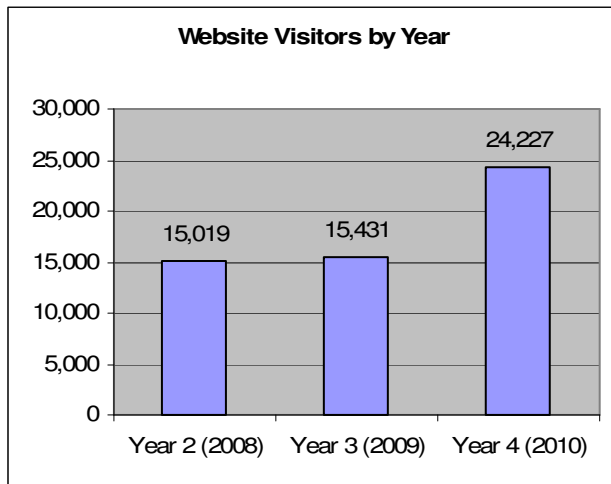
- The most significant contribution made by the counselor were identified as: (open-ended question coded by evaluator)

- Helped to develop a process/steps to solve problem or implement plan (3)
- Provided encouragement and support (3)
- Business development assistance (2)
- Provided new ideas and suggestions (2)
- Helped locate additional assistance (1)

- Board development assistance (1)
 - Network facilitation (1)
- The SBA uses the following indicators to measure the economic health and viability of the organizations being served since an organization's first meeting with NorthSky.

SBA Indicator	Percent of NS SBTDC Clients Reporting Change in Indicator	Amount Reported
Increased Capital	48%	\$1,121,854
Created Jobs	26%	9
Retained Jobs	41%	38

WEBSITE



- In 2010, a total of **24,227** visitors made **84,345** visits to the NorthSky website (**991,936** hits). This represents about a **45% increase** in website activity over 2009.
- **7,253** items were downloaded from the website. This is **139% increase** over 2009.
- The most popular downloads were a Building a Case Statement Worksheet (246), Organizational Capacity Assessment Info Sheet (214), and Board Member Commitment Agreement (203)

CONDUIT FOR NEW RESOURCES

- NorthSky leveraged over **\$61,000** in direct resources for organizations in the area through facilitation of the MI NOW! and Recover Michigan programs (\$36,454) and the Michigan Council for Arts and Cultural Affairs program (\$24,600).
- NorthSky leverage of new capital, jobs retained and new jobs created on behalf of individual organizations was reported in the SBTDC evaluation section as **\$1,121,854 of new capital, 8 new jobs and 38 retained jobs.**
- NorthSky received **\$22,000** of Kellogg Foundation funding granted to MNA and then re-granted to NS on behalf of Rotary Charities for purchase of technology equipment and consultant time to transition RC from its previous technology platform to its current position. This was done through NS' agreement on behalf of RC to participate in a shared technology platform with MNA and four other management support organizations.
- NorthSky wrote the grant proposal to the Michigan Economic Development Corporation to support business development services that resulted in a **\$30,000** grant to RC for business development services for the Grand Vision.