

# Rising to Meet the Challenge



# Answering the Call



As NSO reflects on our accomplishments during 2010, we realize the residents of our state continue to face serious economic challenges and people are still hurting. Their pain is broadcast on the evening news and written about in newspapers and magazines to local and national audiences. At NSO, we hear about that pain from the more than 110,000 individuals who call our Emergency Telephone Services & Suicide Prevention Center. We hear it from the thousands of older adults and persons with developmental disabilities we care for in Wayne and Oakland Counties. It is truly evident in the faces of the individuals and families who come to our Harper-Gratiot Multi-Service Center for assistance with basic needs and our youth who desperately want safe schools and communities. The eyes

of the over 3,000 homeless men and women at our Tumaini Center tell their own story with unspoken words.

The NSO team, however, is in the life restoration business and continues to move forward answering the call and finding solutions that will ease the pain, inspire hope, and create new possibilities for the people we serve. We are exploring new ways to serve individuals, families, and the larger community.

- In 2011, we will begin renovation of the historic former Michigan Bell Building to revitalize the community and create permanent affordable housing and support services for 155 homeless adults.
- Our Life Choices SPIN program is helping to keep families together, by teaching skills and providing support to parents with developmental disabilities so they can successfully raise their children.
- Through our Youth Initiatives Project (YIP), youth leaders have reached nearly 3,000 students with gun violence and substance abuse prevention messages and interventions – helping to give their peers a future.

State budget decisions impacted several of our programs last year and continue to cause uncertainty in human services, but NSO has never allowed challenges to define our mission. We have formed new relationships with individual donors, foundations, corporations, government entities, and community partners who made it possible for us to develop new and innovative ways to change lives and strengthen communities.

As you turn the pages of our 2010 Annual Report we hope you will be inspired by the many ways NSO staff work to empower the transformation of the human spirit. This is where change begins. None of this would be possible without your support and belief that together in true partnership we can make a difference. You often fill in the gap and make the impossible possible. Thank you for continuing to keep NSO “Always Within Reach.”

Sheilah P. Clay  
President and CEO

Ray C. Johnson  
Board Chair

## “Always Within Reach”

Neighborhood Service Organization is a diverse human service agency that compassionately reaches out to people, empowering them to improve their lives.

### Vision

To become the agency of choice, delivering unparalleled human services.

### Values

NSO was established by visionary leaders who believed in simple guiding principles:

- Access
- Collaboration
- Respect
- Compassion
- Commitment
- Quality
- Integrity



## Thanks to Our Supporters

NSO is grateful to early supporters of the Bell Building renovation and the Supportive Housing Program. Their guidance and encouragement have been invaluable.

Thanks to:

- Michigan State Housing Development Authority
- City of Detroit
- Wayne County
- The Kresge Foundation
- McGregor Fund
- Corporation for Supportive Housing
- Local Initiatives Support Corporation
- Homeless Action Network of Detroit (HAND)

# Shaping the Solution

People struggling with unemployment, mental illness and substance abuse need a comprehensive solution that simultaneously addresses all their problems. This is especially true for people who are chronically homeless. They need immediate shelter, food, and medical care, but they also frequently need substance abuse treatment, mental health counseling and job training.

NSO has been working hard throughout 2010 to complete a plan to renovate the historic Michigan Bell Building, which will become the heart of our Supportive Housing Program. The goal of the Program is to move people out of homelessness and into a facility that provides both a safe, secure place to live and the critical support services needed to regain control of their lives.

The Bell Building will provide 155 private, one-bedroom apartments for currently homeless individuals who will have access to on-site supportive services that include:

- Addiction treatment
- Mental health counseling
- Case management
- Life skills trainings (Financial, literacy, nutrition, and wellness)

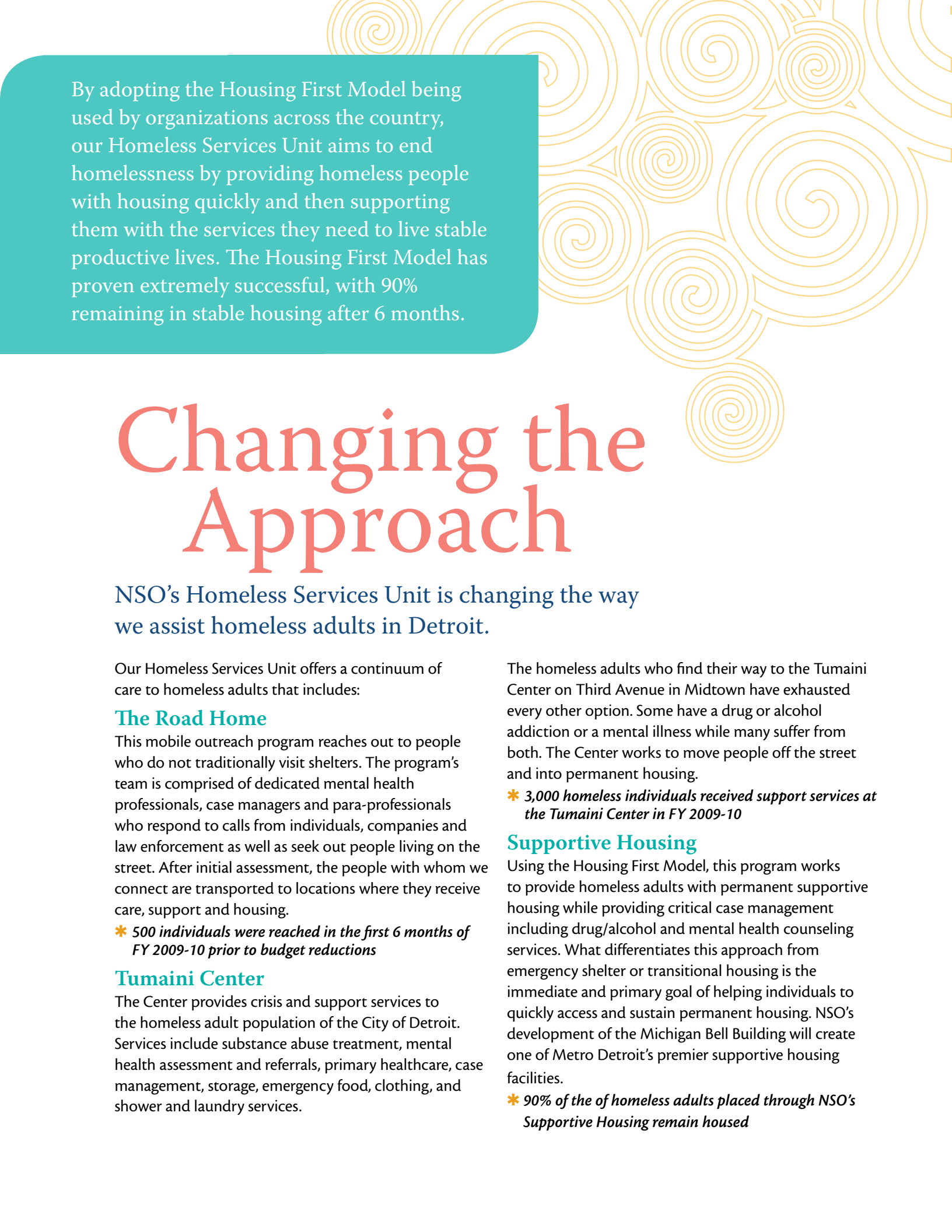
In addition, NSO will provide other amenities to residents such as:

- Library

- Computer, art and music rooms
- Gym and fitness center
- Federally qualified health care clinic
- Chapel
- Laundry facilities
- Walk-out roof garden for all tenants
- Small sundry shop with food and hygiene items

Through an innovative partnership with Focus: HOPE, located just down the street from the new facility, NSO will also make life skills programs, job training, and placement services available to residents. The renovation of the Bell Building will also be a catalyst for Focus: HOPE's community revitalization plans for the neighborhood.

NSO is proud to be at the forefront of this effort to end homelessness in Detroit. By providing hope, dignity and supportive housing solutions, we can help people make permanent changes in their lives and build positive futures.



By adopting the Housing First Model being used by organizations across the country, our Homeless Services Unit aims to end homelessness by providing homeless people with housing quickly and then supporting them with the services they need to live stable productive lives. The Housing First Model has proven extremely successful, with 90% remaining in stable housing after 6 months.

# Changing the Approach

NSO's Homeless Services Unit is changing the way we assist homeless adults in Detroit.

Our Homeless Services Unit offers a continuum of care to homeless adults that includes:

## The Road Home

This mobile outreach program reaches out to people who do not traditionally visit shelters. The program's team is comprised of dedicated mental health professionals, case managers and para-professionals who respond to calls from individuals, companies and law enforcement as well as seek out people living on the street. After initial assessment, the people with whom we connect are transported to locations where they receive care, support and housing.

*\* 500 individuals were reached in the first 6 months of FY 2009-10 prior to budget reductions*

## Tumaini Center

The Center provides crisis and support services to the homeless adult population of the City of Detroit. Services include substance abuse treatment, mental health assessment and referrals, primary healthcare, case management, storage, emergency food, clothing, and shower and laundry services.

The homeless adults who find their way to the Tumaini Center on Third Avenue in Midtown have exhausted every other option. Some have a drug or alcohol addiction or a mental illness while many suffer from both. The Center works to move people off the street and into permanent housing.

*\* 3,000 homeless individuals received support services at the Tumaini Center in FY 2009-10*

## Supportive Housing

Using the Housing First Model, this program works to provide homeless adults with permanent supportive housing while providing critical case management including drug/alcohol and mental health counseling services. What differentiates this approach from emergency shelter or transitional housing is the immediate and primary goal of helping individuals to quickly access and sustain permanent housing. NSO's development of the Michigan Bell Building will create one of Metro Detroit's premier supportive housing facilities.

*\* 90% of the of homeless adults placed through NSO's Supportive Housing remain housed*

## Thanks to CFSEM for the Emergency Food & Shelter Challenge Grant

In September 2010, NSO was tapped to participate in the Community Foundation for Southeast Michigan's Emergency Food and Shelter Challenge. For every dollar donated to NSO, the Community Foundation will match the donation at the rate of 1-to-2, or \$1 for every \$2 raised, up to a maximum of \$40,000. The Challenge Grant has the potential to help NSO raise \$60,000 in new donations.

Help us meet our goal by sending in your donation, using the envelope in this report.

## A Place of Her Own

Latoshua Goggins is well spoken and intelligent with an inner toughness and drive that helped her survive a difficult childhood. Removed from her birth mother at an early age, she lived in various foster care and youth homes in Tennessee until she was eighteen. After a year of college at the University of Tennessee at Knoxville, she made contact with her birth family in Detroit and moved here to be near them.

After her relationship with her natural father soured, Latoshua spent the next five years living with family members, friends and, frequently, on the street. The winter of 2007 was the worst. She lived in an abandoned house until workers found her and told her she had to leave. She slept in alleys after that, always managing to show up at work clean and pulled together. A co-worker heard her story and took her in until she could get back on her feet.

Then in May of 2010, confusion over a paycheck left her homeless again and this time, she found her way to NSO's Tumaini Center. She is grateful for the many different services provided on site. She received help from legal aid, medical care from the nurse practitioner and assistance in securing the paperwork she needed to qualify for Section 8 housing.

Today, she lives in a sunny, one-bedroom apartment and is hopeful about her future. Late in 2010 she was laid off, but worked to build her resume by volunteering at one of NSO's programs. Latoshua returned to school to pursue her degree in computer science and was recently hired part-time at NSO's Tumaini Center working with homeless individuals who are sitting in the seats where she once sat.

**“ I am so grateful to the people at NSO, for all the help they gave me. They stuck with me through all my issues. I know I wasn't easy to work with. But it's because of them I'm here. This is the first place of my own I've ever had. ”**

Latoshua Goggins





# Serving our Community

NSO has been serving the Detroit community for 55 years with innovative services to meet the needs of the people who are most vulnerable. Some of our services are location-based, serving neighbors who come to us for help. Other services focus on outreach, traveling out into the community, reaching people wherever they are. Still other services are offered statewide through our Help Lines. Below you will find an overview of the services offered by NSO in addition to the Homeless Services previously highlighted in this report. Through these services, NSO is able to help individuals, families and the community rise to meet the challenges of economic hardship.

## Direct Service

### Addiction Treatment Services

NSO's Addiction Treatment Services (ATS) offers an array of drug-free, substance abuse prevention and treatment services for individuals and families. People struggling with addiction to gambling, alcohol, heroin, cocaine and/or other drugs are treated on an outpatient basis. ATS provides outpatient relapse prevention classes and individual psychotherapy.

ATS also provides treatment for ex-offenders returning to the Wayne County Area with the fundamental goal of preventing recidivism. ATS offered three ex-offender programs during FY 2009-10. New Living targets the needs of those with past history of domestic violence battery, offering intensive group counseling and case management assistance. Professional Consulting Services (PCS) targets the needs of mild to moderately mentally ill adult and youth parolees, offering intensive evaluation, psychiatric stabilization, brief intensive case management, and placement in community programming. Drug Court offers weekly relapse prevention classes for individuals on probation who have a substance use disorder and diagnosed mental illness.

**\* 159 ex-offenders received services designed to address the issues of substance abuse or mental illness that are often barriers to successfully re-entering the community.**

### Gambling Treatment Program

NSO's Gambling Treatment Program operates Michigan's statewide Problem Gambling Help-Line and provides therapeutic services to compulsive gamblers and their families 24 hours per day, 7 days per week. A network of gambling treatment providers allows NSO to provide services to callers in their local areas. NSO provides educational training to professionals who treat compulsive gamblers and their extended families. NSO also has a Problem Gambling Speaker's Bureau that is available to speak to community groups and faith-based institutions.

**Problem Gambling Help-Line: 1-800-270-7117**

**\* 40,887 calls were received by the Problem Gambling Help-Line including 914 calls from compulsive gamblers. 54% of compulsive gamblers contacting the Help-Line entered treatment.**

### Harper-Gratiot Multi-Service Center

Located on the Eastside near I-94 and Harper Avenue, Harper-Gratiot Multi-Service Center (HGMSC) offers a range of services to its neighbors in one convenient location. As HGMSC is located near the Osborne neighborhood with the highest percentage of children in the city, many of our services are geared toward children and families. Basic needs are met through emergency food assistance, utility assistance, a clothing closet and referrals to other community services. HGMSC supports a Women, Infant & Children (WIC) program and United Children and Family Head Start program with a strong educational component. HGMSC also collaborates with the Accounting Aid Society to offer a tax assistance program to qualified low-income residents.

**\* 14,496 community members obtained basic needs services through NSO programs and/or referrals including 169 individuals who received tax assistance with refunds totaling \$142,610 going back to the community.**

### Home Instruction for Parents of Preschool Youngsters

This home-based preschool program helps parents get their children ready for success in kindergarten. The program uses Home Visitors to show parents how to be their child's first teacher by giving them the tools, skills and confidence they need to work with their preschoolers at home. Ninety percent of the programs Home Visitors are parents who formerly participated in the program.

**\* 167 families received one-on-one, in-home training from NSO, teaching parents how to be their child's first teacher while preparing them to enter kindergarten.**

### Life Choices

Life Choices provides support for children and adults with developmental disabilities and their extended families. Situated in Detroit's North End neighborhood, the center's services include comprehensive outpatient care, 24-hour crisis intervention, guardianship assistance, residential placement, parenting skills training, and art therapy. Life Choices also offers two unique support programs to our consumers and consumer families: the PLAY Project and SPIN (Supporting Parents' Individualized Needs). The

PLAY Project is a program designed to provide training and support for families of young children (18 months to 6 years) with autism. The SPIN program provides parents who have a developmental disability with weekly in-home trainings and support designed to develop, enhance and expand their parenting skills. Skill training includes budgeting, nutrition, school interaction, discipline and more.

**\* 1,681 children and adults with developmental disabilities received person-to-person support from NSO, helping them to live as independently as possible.**

## Older Adult Services

NSO's Older Adult Services Program (OAS) is a nationally recognized mental health program, and one of the oldest and largest mental health and aging programs in the state. OAS provides mental health outreach services to Wayne and Oakland County residents age 60 and over, individuals of any age living in nursing homes, and those with developmental disabilities living in nursing homes. Services are provided by a multidisciplinary staff, including psychiatrists, social workers, and psychologists. Our goal is to assist these individuals in attaining and/or maintaining the highest degree of independence possible. OAS staff facilitates access to resources, and provides services to individuals within their places of residence to help them reach their maximum potential and remain active community participants. Services include advocacy, assessment, therapy, linking and coordinating of services, psychiatric medication management, residential placement, consultation and education.

**\* Over 6,700 older adults with mental illness received services from NSO including visits to 5,000 individuals.**

## Training Services

Part of NSO's mission involves providing high-quality education and training for health care professionals, counseling professionals and the general public in topics related to empowering consumers to improve their lives.

NSO has an elite and well-versed staff with substantial expertise in their particular topic areas. Our speakers are practicing professionals so they have hands-on experience working with real people in real situations. Training workshops include Behavioral Management, Comprehensive Continuous Integrated Systems of Care (CCISC), Gambling Treatment Training, Pain Management, CPR & First Aid, Direct Care Staff Training as well as other trainings listed regularly on NSO's website.

In addition, NSO participated in the Individual Development Account (IDA) Program in 2010 funded through the Detroit Workforce Development Department. This program worked with residents of Detroit who were interested in purchasing a home, starting or expanding a business or furthering their education. Forty individuals participated in the program. The program provided financial literacy training, homebuyer education and business education. Individuals were expected to save a set amount of money per month to work toward achieving a savings goal as well as complete other program requirements. Once all requirements were met, individuals

received matching funds through the program to assist them in pursuit of buying their home, opening their business or furthering their education. To date, 7 became new homeowners, 10 became entrepreneurs, 8 furthered their education while others are still working to complete the requirements to receive match funds.

**\* More than 1,800 individuals enrolled in NSO training programs.**

## Youth Initiatives Project

Through youth leadership and advocacy training, the Youth Initiatives Project (YIP) encourages middle and high school age students to engage in activism as a means of improving their community. Using a peer-to-peer program model, YIP focuses on violence prevention and substance abuse prevention. The Weekend Leadership Academy reaches out to high-risk youth by addressing academic and social concerns while offering mentoring and life skills support. The weekend program also provides financial literacy training to prepare high school students to make wise financial decisions.

**\* 6,944 young Detroiters participated in NSO's youth-driven activities including leadership trainings, forums and public rallies.**

## Telephone Help Lines

NSO staffs six different Help-Lines through its Emergency Telephone Service/Suicide Prevention Center. Caring professionals offer counseling for individuals experiencing mental health, substance abuse or other interpersonal problems 24 hours a day, 7 days a week. Our center includes an outreach component which consists of critical incident stress management, speaker presentations and trainings on suicide prevention and crisis intervention.

**\* 118,127 individuals contacted NSO for support.**

### 1-800-270-7117

Michigan Problem Gambling Helpline provides counseling, crisis intervention and information and referral services for anyone living in the State of Michigan

### 1-800-273-TALK or 1-800-273-8255

National Suicide Prevention Helpline

### 313-224-7000 or 1-800-241-4949

Information and referral, crisis intervention and suicide prevention services for Wayne County

### 1-800-26-BIRTH or 1-800-262-4784

Pre-natal and maternal support services for anyone living in the State of Michigan

### 313-963-STAY or 313-963-7829

Homeless and domestic violence shelter referrals

### 1-800-811-4211

Information and referral to all of NSO's Programs

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To learn about any NSO program in greater detail, please visit us at [www.nso-mi.org](http://www.nso-mi.org).



Every day, NSO staff and volunteers rise to the challenge, meeting the needs of distressed and vulnerable people living in our community. Here are just a few of the notable achievements of 2010.

# Making a Difference

## Guiding Light Luncheon

Young women from Osborn College Preparatory Academy attended NSO's Guiding Light Luncheon designed to introduce them to professional women from a variety of fields.

## YIP "Hugs, Not Bullets"

Youth Initiatives Project's (YIP) annual Hugs, Not Bullets campaign works to replace celebratory gunfire with "hugs" for a safer community.

## YIP Teen Summits

Young men from YIP planned and facilitated a Male Teen Summit for their peers in the community. NSO Board Chair Ray C. Johnson acted as the master of ceremonies and panelist. Detroit City Council member James Tate served as the keynote speaker.

Young women from YIP planned and facilitated a Female Teen Summit. A panel of experts including keynote speaker Detroit City Council Member Saunteel Jenkins addressed Summit topics ranging from self-esteem and health to sexting and dating.

## Life Choices Cranbrook Kingswood Volunteers

Teenagers from Cranbrook Kingswood School in Bloomfield Hills volunteered to assist people with developmental disabilities during Saturday craft day at Life Choices.

## 2010 Census

NSO was a key partner with the Census Bureau assisting in Detroit's homeless count and providing space for a community resource center.

## Annual Meeting & Report to the Community

NSO's Annual Meeting of the Board of Directors and Report to the Community was held at Greater Grace Temple. The annual meeting was followed by a dinner honoring NSO partners and consumers. The prestigious NSO President's Award was presented to Mr. George Gaines, Jr. for his lifelong community service. NSO Champion Awards were given to the Homeless Action Network of Detroit (HAND), The Heat and Warmth Fund (THAW), Detroit City Council Member James Tate and WDVD 96.3 FM. NSO Unsung Hero Awards were given to Ms. Wanda Davis, City of Detroit and Ms. Linda King, Detroit Wayne County Community Mental Health Agency, for their work behind the scenes supporting NSO. Eight NSO Consumers served by seven different programs were presented with NSO Inspired Life Awards.

## Life Choices Starshine Theatre

Volunteers from the Players Guild of Dearborn worked with developmentally disabled individuals from NSO's Life Choices program to produce the second annual Starshine Theatre workshop. Life Choices students received hands-on experience working behind the scenes as well as performing on stage guided by the Guild's experienced volunteers.

## YIP Responds to Community Violence

YIP youth responded to a brutal killing and fire bombing that took place in their community with a press conference promoting Hugs, Not Bullets and their distribution of free gunlocks.

## HGMSC Festival – Ribbon Cutting

NSO's Harper-Gratiot Multi-Service Center (HGMSC) held their annual Health and Resource Community Festival and Open House in July. This free community event included health education and screenings, children's activities, information on nutrition, financial literacy resources, entertainment, giveaways and more. HGMSC also held a ribbon cutting celebration and Open House during the Festival celebrating the renovation of their facility.

## Life Choices Mural

Neighborhood Service Organization received a Kresge Community Arts Grant to create a mural on the north wall of NSO's Life Choices unit located at 8600 Woodward. The project was a collaboration that included lead artist, Herbert Massey, students from the College for Creative Studies and Life Choices consumers. The mural represents how consumers feel about their family, community and NSO. The mural was officially unveiled on August 17 and was followed by a reception and consumer art sale.

## Homeless Services Consumer Appreciation BBQ

NSO's Homeless Services Staff recognized the homeless consumers they serve with a Consumer Appreciation BBQ. Consumers enjoyed entertainment while NSO staff grilled and served food.

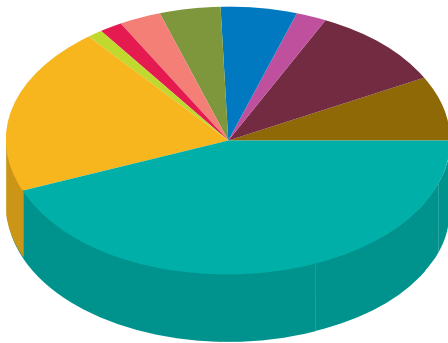
## Radio Show

Throughout the 2010 fiscal year, NSO President and CEO Sheilah P. Clay hosted a weekly one-hour radio show, "This Week with NSO" on WDRJ 1440 AM.



# Focusing on Efficiency

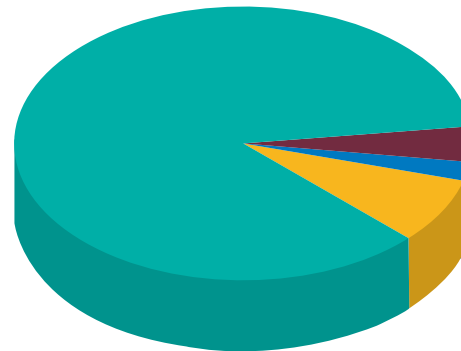
Throughout this fiscal year, NSO staff and board have worked hard to create a leaner more efficient agency that is able to meet the needs of more people with fewer resources. From moving to paperless payroll and reducing office equipment to negotiating reduced fees with vendors, every financial decision we make is designed to direct resources to the people we serve.



## Expenses by Program Area

*FY 09-10 Expenses*

|                                    |                     |
|------------------------------------|---------------------|
| Older Adults                       | \$9,347,986         |
| Developmentally Disabled Consumers | \$4,308,482         |
| Basic Needs                        | \$270,284           |
| Youth Services                     | \$333,389           |
| Supportive Housing                 | \$679,390           |
| Addiction/Gambling Services        | \$934,073           |
| Crisis Intervention                | \$1,195,596         |
| Early Childhood Education          | \$465,636           |
| Homeless Services                  | \$2,121,343         |
| Bell Building Re-Development       | \$1,613,927         |
| Sub-total service expenses         | \$21,270,106        |
| Administrative Services            | \$3,536,969         |
| <b>TOTAL EXPENSES FY 09-10</b>     | <b>\$24,807,075</b> |



## Revenue Sources

*FY 09-10 Revenue by Funder*

|                                |                     |
|--------------------------------|---------------------|
| Government                     | \$21,758,021        |
| Individuals/Corporations       | \$602,681           |
| Grants/Contracts/Other Revenue | \$1,925,394         |
| Foundations                    | \$989,727           |
| <b>TOTAL REVENUE FY 09-10</b>  | <b>\$25,275,823</b> |

# Celebrating our Donors

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(L to R): Staff from Henry Ford Health System's Office of Clinical Quality and Safety with some of the many toys they donated to NSO's HIPPIY program; The Dynamic Sisters of Beatrice Grant #282 and the Men of Action Williams Lodge #906 held their annual Burgers & Blankets fundraiser benefiting NSO at Fuddruckers in Dearborn, MI; Volunteers from "Thankful Enough to Give" prepare plates to serve to homeless individuals on Thanksgiving.

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Detroit, Michigan 48226

313.961.4890 \* 313.961.5120 fax

Addiction Treatment/MPRI Services

3430 Third Avenue

Detroit, Michigan 48201

313.832.3100 x1718 \* 313.267.0549 fax

Emergency Telephone Service/Suicide  
Prevention Center

313.961.1060 \* 313.963.3108 fax

313.224.7000 - crisis line

Gambling Treatment Program

800.270.7117 - help line

Harper-Gratiot Multi-Service Center

9641 Harper Avenue

Detroit, Michigan 48213

313.923.5050 \* 313.571.9866 fax

Home-Based Instruction For Parents  
Of Preschool Youngsters (HIPPY)

9641 Harper Avenue

Detroit, Michigan 48213

313.967.7830 \* 313.579.0610 fax

Real Estate Development and  
Management

220 Bagley Avenue, Suite 1200

Detroit, Michigan 48226

313.961.4890 \* 313.961.5120 fax

Life Choices

8600 Woodward Avenue

Detroit, Michigan 48202

313.875.7601 \* 313.875.7622 fax

Supportive Housing

5470 Chene

Detroit, Michigan 48211

313.967.5320 \* 313.579.0610 fax

Older Adult Services – Oakland

35 West Huron, Suite 10

Pontiac, Michigan 48342

248.335.0632 \* 248.335.1067 fax

Older Adult Services – Wayne

220 Bagley Avenue, Suite 1100

Detroit, Michigan 48226

313.961.7990 \* 313.961.6274 fax

The Road Home

3430 Third Avenue

Detroit, Michigan 48201

313.832.3100 x1742/1743 \* 313.832.5271 fax

Training Services

9641 Harper Avenue

Detroit, Michigan 48213

313.967.5446 \* 313.964.6366 fax

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