



# 2017 ANNUAL REPORT

**NEW HOPE**   
Center for Grief Support

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## STAFF

Rick Guttersohn, MSW - Executive Director  
Mary Kraft, CCLS - Program Director

## ADVISORY COMMITTEE

Chip DeClue  
Ed Doody  
Rich Kern  
Barry McKenna  
Cathy Clough - Founder & Executive Director Emeritus  
John Baird - Founding Board Chairman

## BOARD OF DIRECTORS

Steve Rowley - Board Chairman  
Debbie Damesworth - Corporate Secretary  
Jim Pilat - Corporate Treasurer  
Beth Voyles  
Tom Krause  
Alan Walthall  
Sylvia Arakelian

## MAKING A DIFFERENCE

2017 was a year of great change for New Hope Center for Grief Support. Every change was made with one goal: to increase our impact in the community. When I took on the responsibility of leading this mission, I had two primary goals: to invest in our culture and to identify and train up leaders who can model our culture. As a peer support organization, our program is only as effective as the incredible volunteers who invest their own time and life experiences into those who are grieving. What we do is so much bigger than simply providing grief support. We bring hope, healing, and new beginnings to people who are grieving. There is a difference, and I see it every time we wrap up an eight-week workshop or hear people's stories at a volunteer orientation. People feel love and joy in the midst of pain. They feel hope again! This is a special community, and I am so proud of the emotional energy and financial contributions that each of you has poured into helping so many people begin and continue their grief journey this year. Your support is saving lives!

With Gratitude,  
Rick Guttersohn, MSW



# WORKSHOPS

Heading into 2017, we wanted to increase the effectiveness of each of our programs. So we focused on program efficiency, limiting the number of multi-week workshops to 5 (as compared to 13 in 2016). Despite this significant decrease in workshops, we helped 307 people, only 6% less than the 327 in 2016. As a result, we were able to spend more time training and supporting our volunteer facilitators and speakers, enhancing our registration process, and providing additional participant resources and activities.

These changes made a significant difference in the lives of each participant! 94% of the participants better understand their grief, and 91% felt able to talk about their loved one! We saw significant emotional changes in the participants, with 85% saying they could better communicate their thoughts and feelings, and 83% saw improvement in their ability to cope with their emotions. And despite their overwhelming nature, 71% felt better prepared for upcoming holidays, special days, and milestones!

We truly made a difference in 2017!

## PROGRAM EFFICIENCY

YEAR	TOTAL WORKSHOPS	TOTAL REGISTRATIONS	REGISTRATIONS PER WORKSHOP	TOTAL SEMINARS	SEMINAR PARTICIPANTS	PARTICIPANTS PER SEMINAR
2016	13	327	25.2	6	155	25.8
2017	5	307	61.4	6	169	28.2

## WORKSHOP IMPACT

- 94% Better understand their grief
- 85% Can better communicate their thoughts and feelings
- 83% Are able to cope with their feelings more effectively
- 91% Are able to talk about their loved one
- 71% Feel better prepared for upcoming holidays/special days



## SEMINARS AND SUPPORT

### 169 SEMINAR ATTENDANCE

In total we had 169 people attend seminars throughout the year! Our "From Heartbreak to Healing" seminars were a great first step for people to learn about their grief, while our first ever "Finding Your Superpowers" seminar helped kids and families learn more about the ways they can find meaning and purpose after a loss by helping others. And our Hope for the Holidays memorial seminar helped people navigate upcoming holidays and remember their loved one.

Because of the new facility and change in programming strategy in 2017, we were better equipped to help people at all stages of their grief journey connect to multiple programs and experience greater healing! One participant who attended our July Heartbreak to Healing seminar shared how she came in with almost a "checklist" set of expectations after her husband died. However, as she heard each person share about their grief journey, she realized she needed to just experience and process her grief instead of accomplishing a set of tasks. She then completed an eight-week workshop and is now plugged into an ongoing support group! Her journey is a perfect example of how each of our programs is designed to work together to help someone find hope, experience healing, and eventually discover life-changing new beginnings.

### PEER SUPPORT GROUPS

### 217 AVERAGE MONTHLY GROUP ATTENDANCE

We launched a new monthly support group for widowers, breaking the stereotype that men shouldn't express emotion. Our Starting Again group doubled in attendance, while the rest of our peer-led groups continued to provide compassionate support throughout the year. We also saw numerous group members take the next step and become volunteers!

### INDIVIDUAL SUPPORT

This was an incredible addition to our programming in 2017. Hiring Mary Kraft as Program Director and moving to the new facility allowed us to provide individual and family support, often with people only weeks or days after a loss. In total we had 32 individual support meetings, with 29 coming after the move in June! Serving as a first step, this allowed us to connect them with the best possible support and resources, with many pre-registering for workshops and seminars!

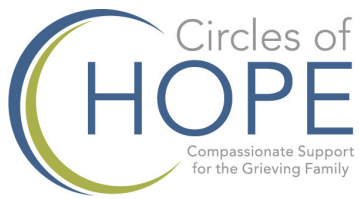
**32** 1:1'S WITH INDIVIDUALS OR FAMILIES

**3** BEFORE MOVE

**29** AFTER MOVE







The Circles of Hope program evolved this year from an ongoing support group with two separate entities to an inclusive family grief support workshop series. This change tied the adult topics to the children's learning and allowed family members to communicate with each other in an atmosphere of trust and acceptance.

One family shared how much it meant to have dinner available for them each session. Without it, they wouldn't have been able to attend. Sharing a meal also allowed the families to bond with each other and open up about some of the challenges they face.

## OTHER FAMILY EVENTS

May: Family Balloon Launch

June: Family Game Night

July: Family Dinner & Art Project at Creatopia in Plymouth

August: Annual Summer Kids Camp





## VOLUNTEERS

In May we had our first annual Volunteer Appreciation Dinner and had almost 100 people attend! It was a fun event that gave us the chance to thank and recognize the many volunteers who give so selflessly of their time and talents to help New Hope deliver on our mission to grieving people around Metro Detroit.



## OTHER OUTREACH & EVENTS

- January: Crisis Outreach & Memorial Service at Walter Academy Charter School in Pontiac
- February: Counselor Outreach at Northville High School
- February: Presentation at Business Leaders Team Networking Group in Plymouth
- March: Presentation at Wayne State University's Mortuary Science Program
- November: Guest Speaker at Grief and Loss dinner at Venture Church in Howell
- December: Annual "New Hope for the New Year Holiday Party Fundraiser"

In June we moved our facility to Downtown Northville which has improved New Hope's accessibility and visibility in the community and given us the ability to conduct seminars and other events on-site.

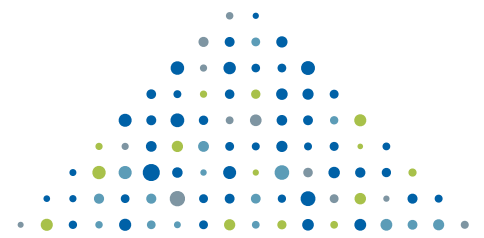
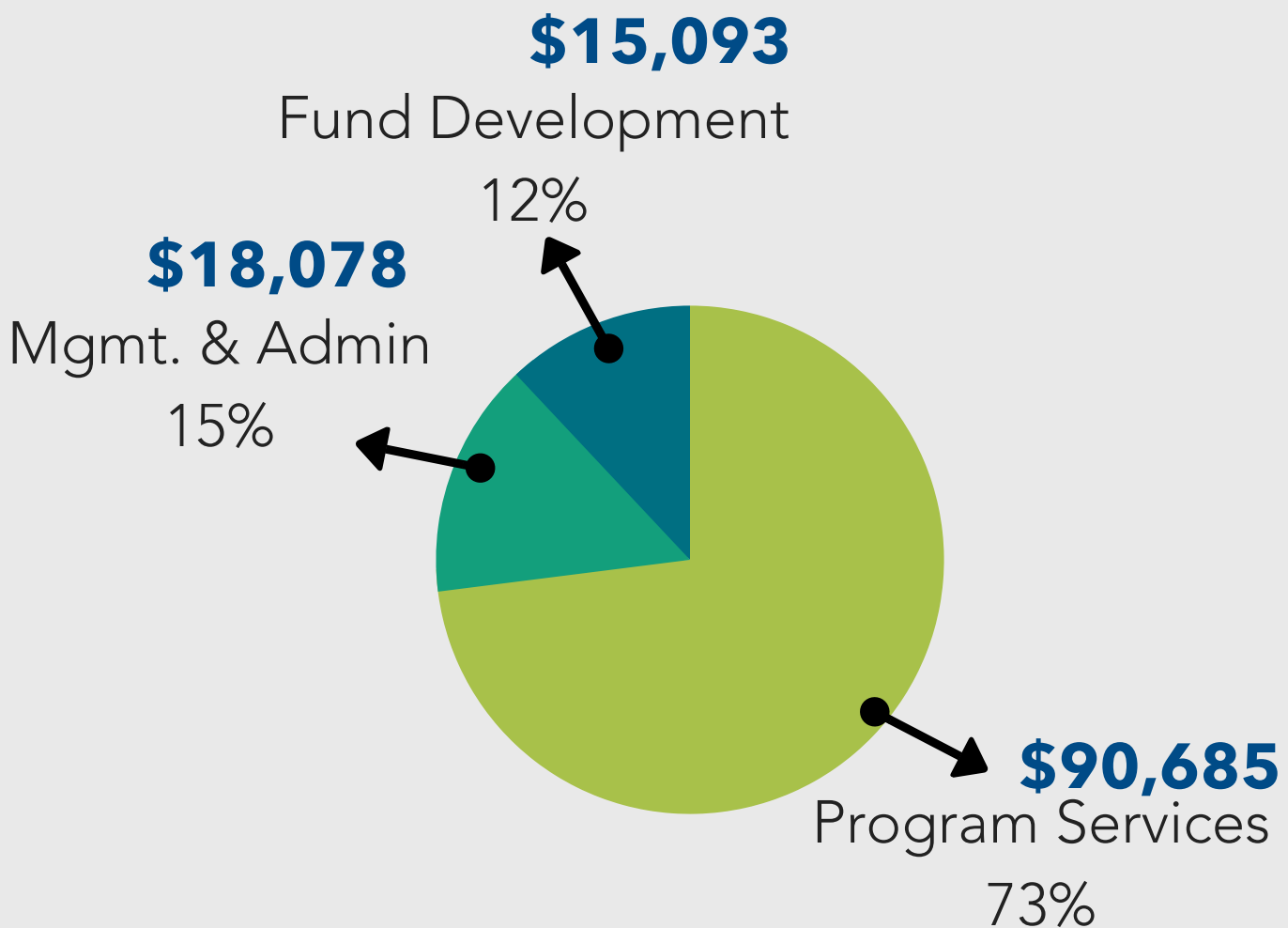
We had over 100 people attend our Open House and grand opening in July!



We began the year committed to wise stewardship and organizational transparency. The increased programming impact in 2017 happened despite a 13% decrease in expenses from 2016 and a 21% decrease from 2015. We were able to keep expenses extremely low during the first half of 2017, with only 30% of our year-end expenses coming before June. This gave us the financial health necessary to hire a full-time program director and move to the new facility in Downtown Northville. This was a significant change from years past when New Hope's programs were all ran by the executive director and a staff position was dedicated to fundraising and events. This new staff structure allowed us to invest a significantly higher amount of time and energy into our programming, training, and volunteer leadership development.

## 2017 EXPENSES

# \$123,856

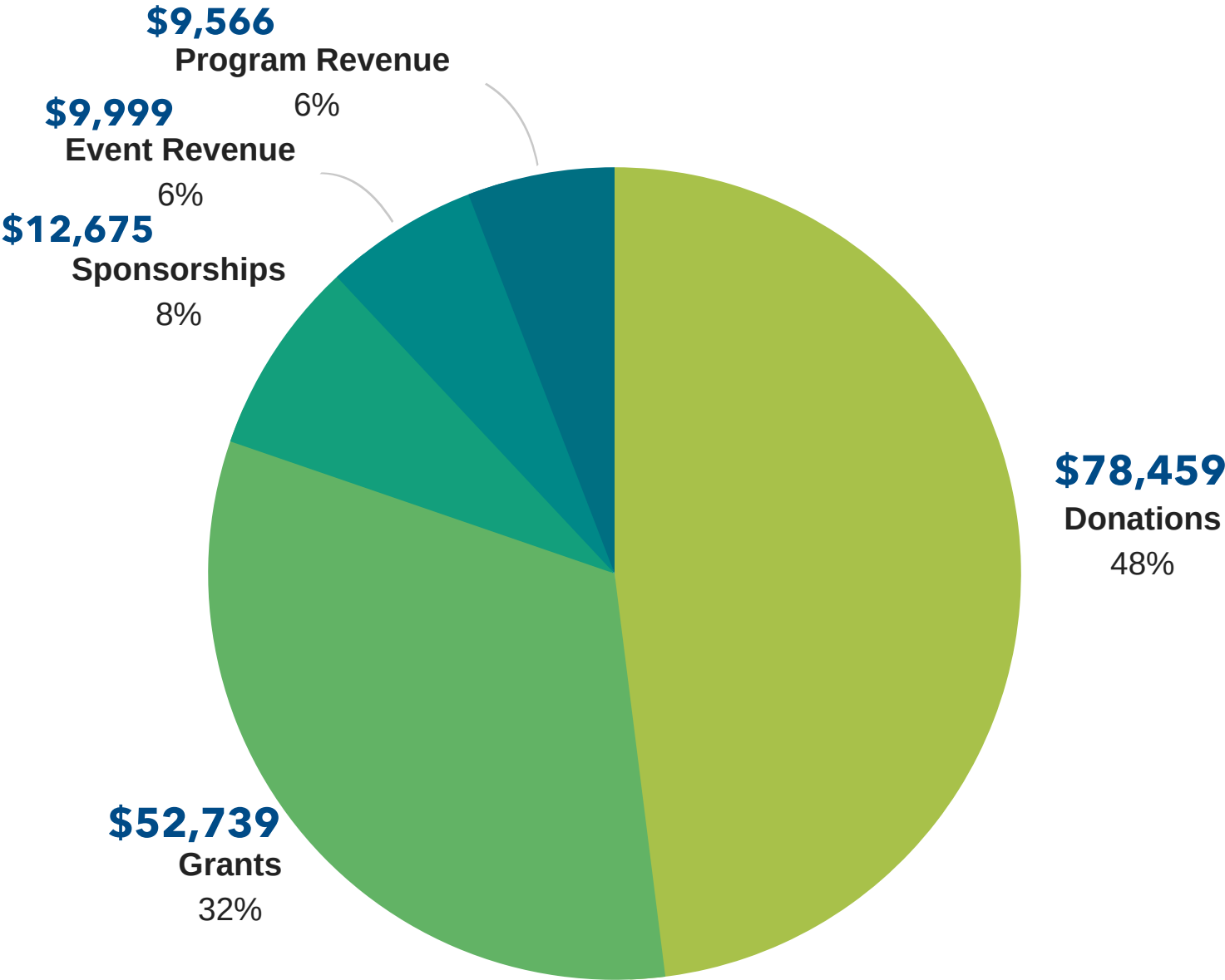




DONATIONS

One of our goals in 2017 was to make our fundraising efforts more efficient so we could invest even more time and energy into grief support, outreach, and training. Your generosity helped us do that! Almost 50% of our revenue in 2017 came from individual donations or volunteer-led 'FUN'raising events! A big part of this was the '\$6K Founders Donation Match' at the end of the year. In contrast, only 14% of our revenue came in from special events (including sponsors) in 2017, as opposed to 44% in 2015. Significant increases in grant revenue have also helped tremendously, increasing from 10% of our revenue in 2015 to over 32% in 2017.

2017 REVENUE  
\$163,438



Our hope is that everyone who attends a New Hope program experiences Hope, Healing, and New Beginnings. This means we need to be intentional about launching new programs to help facilitate Hope (101 level), Healing (201) and New Beginnings (301). Our first priority in 2018 is to launch more ongoing support groups so that those who complete a workshop or seminar can experience greater healing and have an ongoing place to connect and grow with others.

In order to do that, we plan to invest the budget surplus from 2017 in our infrastructure by adding to our staff, providing additional training for volunteer leaders and making a much-needed upgrade to our technology systems. This technology will help us increase our communication with our program participants, volunteers, and donors, while also vastly improving our registration process at programs and events! We are also looking into additional space so that we can offer more consistent and specialized programming throughout the year.

## GET INVOLVED

Our ministry is growing yet there is still need in our community for more high-quality grief support and education...more than we can keep up with. We are seeing increasingly more people reaching out after experiencing a loss from suicide or overdose. We are also seeing people reach out with much more recent and traumatic losses (less than a month after a death). We are hoping to diversify our programming so that everyone can find the help they need and begin their journey towards hope, healing, and new beginnings.

Below are some ways you can help!

### VOLUNTEER

You can help provide compassionate care and peer support to grieving adults and children. Or, you can help behind the scenes through event planning, administrative support, fundraising, or outreach.

[newhopecenter.net/volunteer](http://newhopecenter.net/volunteer)

### DONATE

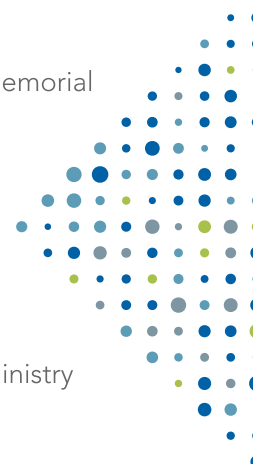
Consider making a one-time gift, joining our Heroes of Hope monthly donor program, or make a memorial gift in honor of your loved one.

[newhopecenter.net/donate](http://newhopecenter.net/donate)

### SPONSOR

Your business or organization can sponsor a specific program or event, or you can support our ministry through an affinity (annual) sponsorship.

[newhopecenter.net/sponsor](http://newhopecenter.net/sponsor)



*Thank you to our*  
**SUPPORTERS**

We are grateful to the following organizations for supporting our mission to bring  
**Hope, Healing, and New Beginnings**  
 to adults and children grieving the death of a loved one



*Welcome home.*



**PREFERRED,  
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**THANK YOU**  
for helping make  
a difference in 2017!



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