A message from the Executive Director

The Indian activist, Mahatma Ghandi, sparked an international movement through a simple but transformative idea, “If we could change ourselves, the tendencies in the world would also change.” This beautifully simple concept acknowledges the power of people and the way we shape the world around us. Since 2005, New Sun Rising has worked to nurture a community of people who embody this notion. We support people who don't merely talk about change but commit their lives to action. People with a strong sense of purpose. People who lift up others. People who make the world a better place now and for our children.

For many of us, 2017 brought new challenges to our cultural, environmental, and economic well-being. Tough conversations ensued as people began to ask whether the ‘tendencies in the world’ were reflective of their values or were in need of change. New Sun Rising responded with our most impactful year ever, supporting 156 non-profits and entrepreneurs who committed to use their power to make positive change in their communities.

During this past year we also made some fundamental changes, such as clearly communicating our goals through a new mission statement:

New Sun Rising builds vibrant communities through culture, sustainability, and opportunity.

And, building upon a decade of lessons learned while helping grassroots leaders overcome their challenges, we published the Vibrant Communities framework to inspire others to join the movement. We adopted new core values of Equity, Entrepreneurship, and Place to focus our decision making. We strengthened our team to mirror the diversity we value in life and expertise, adding: Zaheen Hussain (Director of Sustainability), Jamie Johnson (Performance Improvement Manager), and Leigh Solomon Pugliano (Director of Opportunity) to join Daniel Stiker (Director of Culture + Operations) and myself. We also acquired the Millvale Moose to develop a Center for Community Vibrancy with a number of mission aligned partners.

This 2017 Impact Report offers a glimpse into how New Sun Rising and our partners are building vibrant communities. Not simply dreaming about what’s possible, but by demonstrating that today, people are working hard to strengthen our culture, achieve sustainability, and create opportunity for all. We hope that you'll join us.

Scott Wolovich, Executive Director
What We Do

New Sun Rising builds economic and social vibrancy in partnership with underserved communities. Our programs help emerging leaders to develop plans, strengthen connections, and access resources. Together, we catalyze action based upon the priorities of residents.

IGNITE
Mentoring workshops inspire early stage startup leaders to move rapidly from idea to impact

LAUNCH
Incubator programs nurture social businesses + non-profits aligned with community values

GROW
Services scale established organizations, equitable real estate projects, + collective impact initiatives

FISCAL SPONSORSHIP
Financial management services, access to grants, tax-deductible donations, + non-profit project management benefits

VIBRANCY FUNDS
Loan, grant, and award programs to invest in leaders who create vibrancy with their community

Together, we raised $896,320 to support 156 non-profits + businesses which resulted in 393 community collaborations and served 134,826 customers + clients
Vibrant Communities

For over 12 years, NSR has supported grassroots leaders and the communities they serve. In 2017 we used those lessons to sharpen our focus through the three core values of our Vibrant Communities framework: Equity, Entrepreneurship, and Place.

**EQUITY**

The opportunity gap continues to grow for women, minorities, and low to moderate income families. Vibrant Communities honor and co-power local stakeholders for equitable development throughout the revitalization process.

**ENTREPRENEURSHIP**

Investment and training programs are accessible by a select subset of the larger economy. Vibrant Communities nurture a broader entrepreneurial mindset to promote self-sufficiency and wealth.

**PLACE**

Social and economic gains are often misaligned with local needs and priorities. Vibrant Communities understand that being a good neighbor and lifting up others are critical to a resilient future.

Supported organizations focused on building

- **43%** culture
- **22%** sustainability
- **35%** opportunity

in communities with a **22.5%** avg poverty rate

through leaders who are

- **64%** women
- **36%** men

- **47%** black
- **40%** white
- **11%** other
Embracing the unique characteristics of people is critical to promoting equitable change. In 2017, New Sun Rising supported 67 organizations that explore, express, or engage community culture, building awareness for shared values that create trust throughout the region.

"Pittonkatonk has grown from a small gathering in a backyard with a few hundred people to a city wide community festival that works in 3 major parts. Thanks to New Sun Rising, Pittonkatonk now includes an education program, resource tent, and city wide recognition as a true community event." - Pete Spynda, Director of Pittonkatonk

Culture

Connected
193 neighbors
through
31,500 hours of activities + interactions
between Afghani, Bhutanese, Burmese, Congolese, Iraqi, Rwandan, Syrian, and American families

Empowered
5,000 community members
Served
2,000 adolescents with arts + culture education

Empowered
160 adolescents via education and creative writing
resulting in
20 community partnerships
Designing for environmental impact strengthens the health of our people, planet, and economy. In 2017, New Sun Rising supported 34 organizations that promote sustainable practices, improving food, air, water, and energy systems in our region.

“Working in conjunction with the four founding organizations of the Millvale EcoDistrict Collaborative, New Sun Rising retained staff capacity to lead implementation of the Millvale EcoDistrict Pivot Plan, including a multi-municipal partnership to help measure and reduce the negative impacts of air quality, locating 412 Food Rescue’s Good Food Project in the Moose Building, and developing a micro-grid renewable energy project with Pitt’s GRID Institute.”

-Zaheen Hussain, Millvale Sustainability Coordinator.
Small business and nonprofit growth and retention, to create hyperlocal economic, social, + intellectual capital

Improving access to resources for underserved communities helps bridge the opportunity gap. In 2017, New Sun Rising supported 55 organizations that build opportunity, laying a foundation of skills, knowledge, and wealth to catalyze equitable growth in our region.

Reclaimed
7 abandoned properties

Trained + Hired
8 men w/ barriers to employment

Rehabilitated
2 vacant homes

Provided
1,000hrs pro-bono professional + volunteer services

"NSR gave us the materials to build our foundation. They acted as our accountant to keep us straight, connected us with others doing creative, impactful work throughout the region, and gave us insight into interesting ways to raise money to reach our goals."

-Jmar Bey, Director of the South Hilltop Men’s Group

Opportunity

66% of grads attained full time jobs with an avg. salary of $55K

1/2 from demographics underrepresented in tech building $1.65mil in wealth

NSR sponsored
4 community incubators to activate local plans

acquired or programmed
6 commercial buildings as opportunity hubs

launching
47 social businesses + non-profits
Fiscal Sponsorship

Donations, grants, volunteering, and pro-bono professional services from people like you helped power our fiscally sponsored projects to their greatest impact ever. Some of the most innovative non-profit work in the region operates with our support.

Fiscally Sponsored Projects by Vibrancy Strategy

- Opportunity: 34.4%
- Culture: 51.6%
- Sustainability: 14.1%

Access to restricted funding, grants, donations, and other valuable project development benefits

In 2017, we supported 65 projects and managed $1,021,826 in fiscal sponsorship project financial activity, creating 151 community collaborations who served 121,117 clients.
In 2017, NSR established an impact investing portfolio to support leaders creating culture, sustainability, and opportunity in their community. Funds support social businesses, nonprofit projects, and community initiatives through a number of flexible and low barrier tools. Community partners help to determine the criteria, approval process, and target impact of each Vibrancy Fund.

<table>
<thead>
<tr>
<th>Grants + Awards</th>
<th>$63,826</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loans issued</td>
<td>$397,245</td>
</tr>
<tr>
<td>Loans repaid</td>
<td>$288,638</td>
</tr>
<tr>
<td>Repayment rate</td>
<td>73% within 12 months</td>
</tr>
</tbody>
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**Program Partners**

- **Hillman Family Foundations**
  - Ignite, Launch, and Growth Funds
  - 9 social businesses + nonprofits received $342,915 in loans to Launch + Grow their impact on food systems, equitable real estate development, product development, and civic arts in the region.

- **Neighborhood Allies**
  - Work Hard Pittsburgh Cooperative Loan Fund
  - 6 small businesses with founders who are minorities and/or women received $54,330 in loans to grow their products and services aligned with responsible environmental, social, or governance practices.

- **The Heinz Endowments**
  - Transformative Teaching Artist Awards
  - 10 teaching artists were recognized for playing critical roles in the lives of the youth they serve, through artistic skill building and mentorship in African American and “distressed” communities,
In 2017, funds invested into New Sun Rising programs resulted in significant returns for people, planet, and profit. We promote transparency and accountability of investees through outcomes measured in our annual Impact Assessment. Social Return on Investment (SROI) also included economic benefits achieved through environmental and social impacts.

Invested: $506,342 into NSR programs

Provided: 13x return on investment

SERVED: 134,826 clients + customers

Built: 393 community collaborations

Fostered: 203 job opportunities

Social Impact

Provided: 22,796 hours of volunteer + professional service

Economic Impact

Created: $6,416,278 of economic impact

13x return on investment
Financials + Support
Includes the financial activity of New Sun Rising, fiscal sponsorship, and Moose MODE Inc (a wholly owned subsidiary of New Sun Rising)

INCOME
Grants $1,760,734
Earned Income $458,961
Donations $271,257

EXPENSES
Programs + $1,559,132
Projects
General + $154,771
Administrative
Staff $192,365

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Donor Recognition
The work of New Sun Rising and our projects would not be possible without the generous support of:

Henry L. Hillman Foundation  The Heinz Endowments
Neighborhood Allies  The Buhl Foundation
Mary Hillman Jennings Foundation  The Pittsburgh Foundation
The Opportunity Fund  PNC Charitable Trust
Local Initiatives Support Corporation  Grable Foundation
The Sprout Fund  USNCR
Allegheny Conservation District  The Fine Foundation
The Forbes Funds  EcoDistricts
First National Bank  University of Pittsburgh
Walker Philanthropic Consulting  Anonymous Donor
Millvale Community Library  Nordstrom
Allegheny County Economic Development  84 Lumber
Penn Brewery  Boyd & Blair
+ many generous individual supporters

Support New Sun Rising:
www.newsunrising.org/ways-to-give/