

OUR MISSION



To promote and develop economic, housing, arts and cultural, and community programs that increase income and education levels, and political engagement of Denver-area residents.

NEWSSED's primary focus has been to solve long-term economic problems in disadvantaged communities by securing and coordinating resources for neighborhood revitalization and business development, developing needed shopping areas and services, fostering minority and neighborhood business ownership, job retention and creation. NEWSSED fosters home ownership and affordable rental opportunities, neighborhood organizing and hosts cultural events.

STAFF

Veronica Barela, President/CEO
Keith Siebert, Controller
Ray Stranske, Director of Housing & Economic Development
Andrea Barela, Development Director
Cecilia Cervantes, Neighborhood Stabilization Program Manager
Mercedes Fuentes, Housing Counseling Program Manager
Veronica Acosta, Home Ownership & Foreclosure Counselor
Paul Flohr, Housing Counselor
Victor Caesar, Business Incubator Program Manager
Adriana Tarango, Housing Counselor Assistant
Valeria Hernandez, Office Manager & BSO Associate
Denny Thompson, General Assistant

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NEWSSED CDC + Santa Fe Drive Redevelopment Corporation
901 W 10th Avenue Suite 2A
Denver, CO 80204
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The ZONE Business Connection Center
725 Santa Fe Dr. Denver, CO 80204,
Phone: 720-974-7477

NEWSSED.ORG
SANTAFEDRIVE.ORG



NEWSSED
COMMUNITY DEVELOPMENT CORPORATION

2014 ANNUAL REPORT

LETTER FROM OUR PRESIDENT

What is the Community Development Corporation Movement and why is it a significant part of the American fabric? NEWSSED C.D.C. and its 42 years of serving the city of Denver and the Latino community is a part of a movement whose goals and mission are to create social and economic stability in neighborhoods that were once considered beyond repair. Community Development Corporations have proven that they change the lives of poor people as they are established in urban cities and rural areas across the country. In the U.S. CDCs are the principle suppliers of affordable housing in addition to the construction and refurbishing of millions of square feet of retail, commercial and industrial space. They have also created and preserved tens of thousands of jobs in the country's most distressed cities. The Ford Foundation refers to the C.D.C. movement as, "Corrective Capitalism." CDC's are the most important economic catalyst for change in poor neighborhoods. They offer a holistic approach to rebuilding communities as well as an array of services - from leadership to job development and everything in between such as; community organizing, human services, civil rights advocacy, credit unions, business enterprise, retail and commercial development, arts and culture programs, events, homeless shelters, health programs, education programs, fish farming, etc. It is no wonder they are so successful. Bobby and Ethel Kennedy and Senator Javits started the movement and it was called "Bridges to Human Dignity."

2014 was a great year for NEWSSED; we continue to build the foundation for family and community self-sufficiency through business development, financial education and home pre-purchase and foreclosure counseling. NEWSSED's Cinco de Mayo was wildly successful and The Zone Business Connection Center hired on a full time Program Manager. In addition, NEWSSED's role in real estate development, politics, and civil rights activism continues to be paramount to who NEWSSED is and why our work continues to be influential in the world of economic development. The Board and Staff of NEWSSED are dynamic individuals whose contributions to the community are well known throughout the City. Please check our websites at Newsed.org and SantaFeDrive.org. You can support NEWSSED through an online financial contribution and by attending our community events.

Thank you for your support.

Sincerely,

VERONICA BARELA NEWSSED
President/CEO - 37 years



◆ Our Supporters

FOUNDATION. CORPORATE & GOVERNMENT

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Finance Authority
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Development
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LUMINARIAS DE SANTA FE DRIVE

Maintenance District A
Maintenance District B
Mission Yogurt Inc.
Power Imaging
Chicano Humanities & Arts
Council
Denver's Art District on
Santa Fe

THE YEAR IN REVIEW

Housing and Economic Development



\$27,100 of down payment assistance
was distributed to **5 homebuyers**

133

people received
Foreclosure Prevention
Counseling



24
clients
purchased a home

328

people attended the first time
hombuyer class!



Business Support Office and Events

26 total businesses
assisted



18
Part time jobs
created

13
Full time jobs
created

61

people attended
Business Classes



The Zone Business
Connection Center
opened for business,
assisted 12 clients

570 people

attended the 23rd Annual
Civil Rights Awards



Up to **400,000 people** attended the
26th Annual Cinco de Mayo Festival

◆ Our Financials

Statement of Financial Postition

ASSETS	2012	2013	2014
Cash & Cash Equivalents	\$577,935	\$654,196	\$773,258
Grants & fees receivable	232,034	173,969	143,294
Inventories	1,302,548	276,281	279,159
Investments	1,880,646	1,798,877	166,321
Prepaid expenses & other	6,326	913	114
Property & Equipment	3,019,500	2,942,386	2,858,618
Other Assets	\$4,345,090	\$4,620,256	\$6,322,159
Total Assets	\$11,366,091	\$10,466,878	\$10,542,923
LIABILITIES			
Accounts payable	\$30,819	\$20,945	\$27,756
Wages/P/R Taxes payable	19,550	11,536	11,206
Notes Payable	1,171,852	792,653	641,522
Deferred income	28,457	47,560	208,678
Other current liabilities	469,778	106,920	392,979
Long term notes payable	4,689,282	4,417,632	4,381,812
Total Liabilities	6,409,738	5,397,246	5,663,953
Net assets:			
Unrestricted	4,444,785	4,598,519	4,440,997
Temporarily restricted	511,568	471,113	437,973
Total Net Assets	\$4,956,353	\$5,069,632	\$4,878,970

◆ Our History, Our Work

During the past four decades, NEWSED has led the transformation of Santa Fe Drive and the surrounding West Denver neighborhoods into a thriving business and residential district all while ensuring that low-income and working residents assume a central role in the vision and leadership of the community. NEWSED has done this through business development, the creation of affordable housing, housing rehab, foreclosure assistance, first time homebuyer assistance, retail/commercial development and political/community engagement initiatives.