



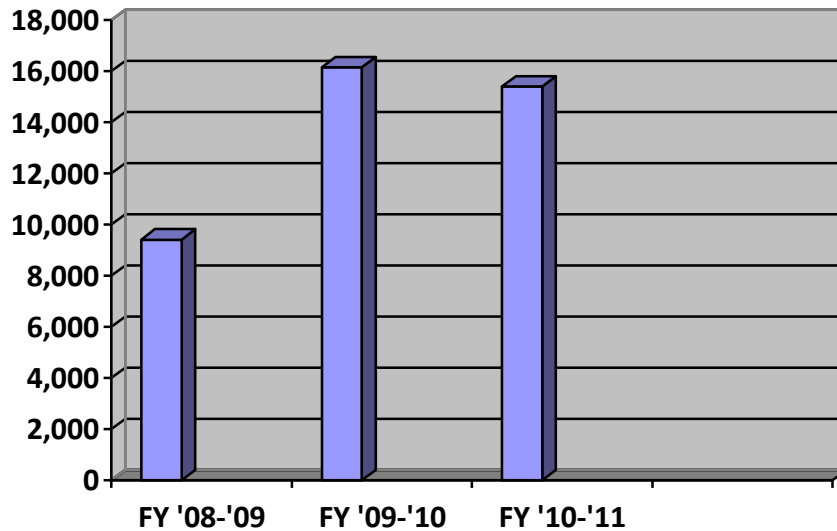
## SUMMARY OF ACCOMPLISHMENTS FY 2010-11

The fiscal year which ended June 30, 2011 marked an extremely successful year for New Directions Career Center. During challenging economic times, the Center's staff and Board worked diligently to compensate for funding cuts in some areas, so we could continue to meet the service needs of central Ohio women in transition AND build an operating reserve to make fluctuations in cash flow less stressful. We also continued efforts to broaden our level of visibility within the community, maintain standards that demonstrate accountability, and develop new partnerships as a means of improving service delivery. Board members and staff set high expectations and then focused time and energies on achieving them, with outstanding results. Highlights of accomplishments for FY 2010-11 included:

- Provided 15,399 hours of program service to 933 clients (through **all** programs) in the 2010-2011 fiscal year;
- Executive Director, Linda Danter, received recognition from ***The Women's Book***, as one of 44 women community leaders profiled in the 2010-2011 Columbus Area Edition of ***The Women's Book***;
- NDCC hosted its first "Fall Event" – an educational event designed to focus attention on various career topics/issues of concern to women, as a means of showcasing what the Center's work is all about. This first "Fall Event" featured nationally known career consultant, Nancy Anderson, addressing the topic of her books "Work with Passion" and "Work with Passion in Midlife and Beyond."
- Increased the number of community partnerships, volunteers and donors supporting the Center's mission;
- Began implementing a new program, E3 ("Educate, Empower, Elevate") funded by the Women's Leadership Council of United Way of Central Ohio. NDCC is one of three partners delivering this program designed to provide education and support to women who are motivated to pursue post secondary education, as a means of attaining their career goals and establishing lives of economic self sufficiency. The mission of the WLC and NDCC are perfectly aligned: "to empower women to achieve and maintain economic self sufficiency," so the partnership is an excellent fit.
- Continued our partnerships with the AARP Foundation's Work Search program, Columbus Metropolitan Library system, Consumer Credit Counseling, and several churches and other nonprofit organizations in an effort to provide quality services to more clients in need.
- Increased the Center's gross income by nearly 12% over the previous fiscal year, which allowed for creation of a much needed, three-month operating reserve.

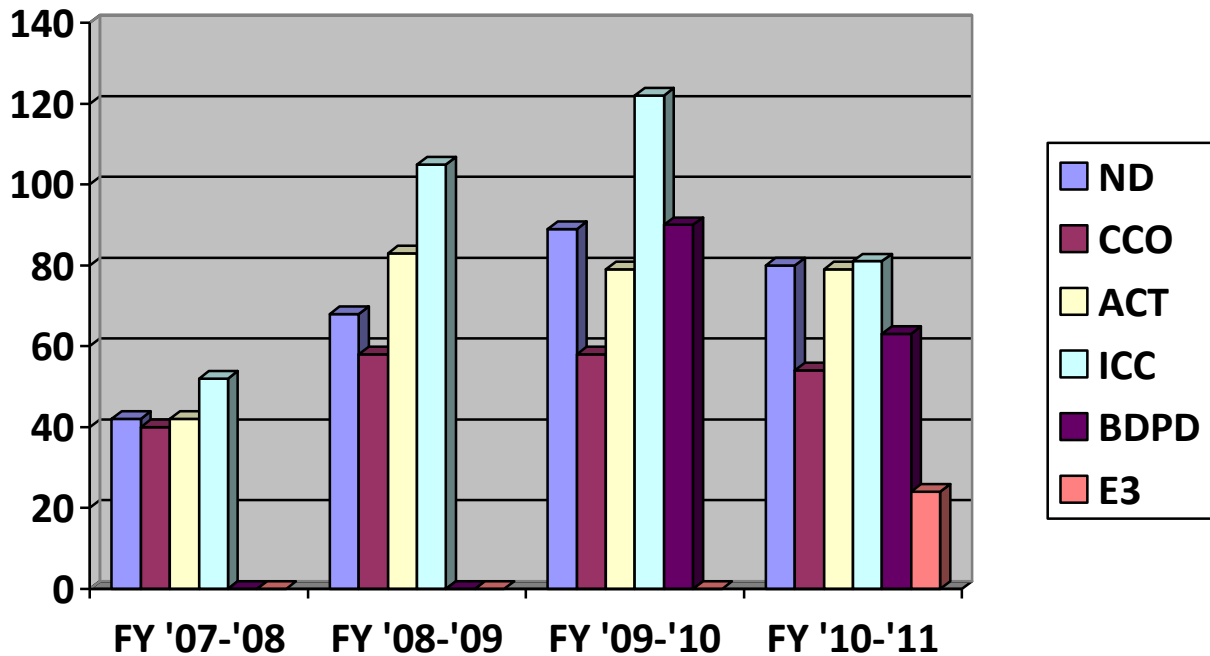
## Program Statistics for FY 2010-11

Total Hours of Program Service Delivered to Clients for Past Three Years



Clients served in **Programs** in FY 2010-11 compared with the three previous Fiscal Years

NDCC is making a strategic effort to move away from shorter-term (e.g. two-hour workshops), to longer-term, more intensive programs that can affect change.



ND = New Directions  
 CCO = Creating Career Options  
 ACT = Advanced Career Techniques  
 ICC = Individualized Career Counseling  
 BDPD = Bridging the Digital and Professional Divide  
 E3 = Educate, Empower, Elevate

## Program Outcome Results for FY 2010-11

Core Program Graduates (ND, ACT, CCO and ICC) responding to the Center's year-end survey reported the following results:

- 97% of survey respondents reported the program helped them set realistic and attainable career goals;
- 100% of all core graduates completed a written career plan;
- 95% of respondents to the year-end survey reported increased self-esteem and self-confidence after program completion;
- 92% reported improved self-marketing skills;
- 76% reported increased ability to overcome barriers;
- 45% of survey respondents had found employment and/or were enrolled in further education at the time of the survey;
- Average hourly wage for graduates of the Center's core programs was \$11.81/hr.
- Of those receiving public assistance when they came to NDCC, 20% were able to drop all or part of assistance after completing their NDCC program;
- 80% reported an increase in overall household income as result of their new job;
- 5 = the average number of months from NDCC graduation to beginning education program or gaining a new job.

"Bridging the Digital and Professional Divide" Program Graduates (program for seasoned workers) reported the following results:

- 100% of survey respondents reported that the program helped them to set realistic and attainable career goals;
- 86% of respondents to the year-end survey reported increased self-esteem and self-confidence after program completion;
- 95% reported improved self-marketing;
- 24% had found employment and/or were enrolled in further education at the time of the survey;
- Average hourly wage for graduates of the program was \$11.64/hr.
- 5= the average number of months from NDCC graduation to beginning education program or gaining new employment.

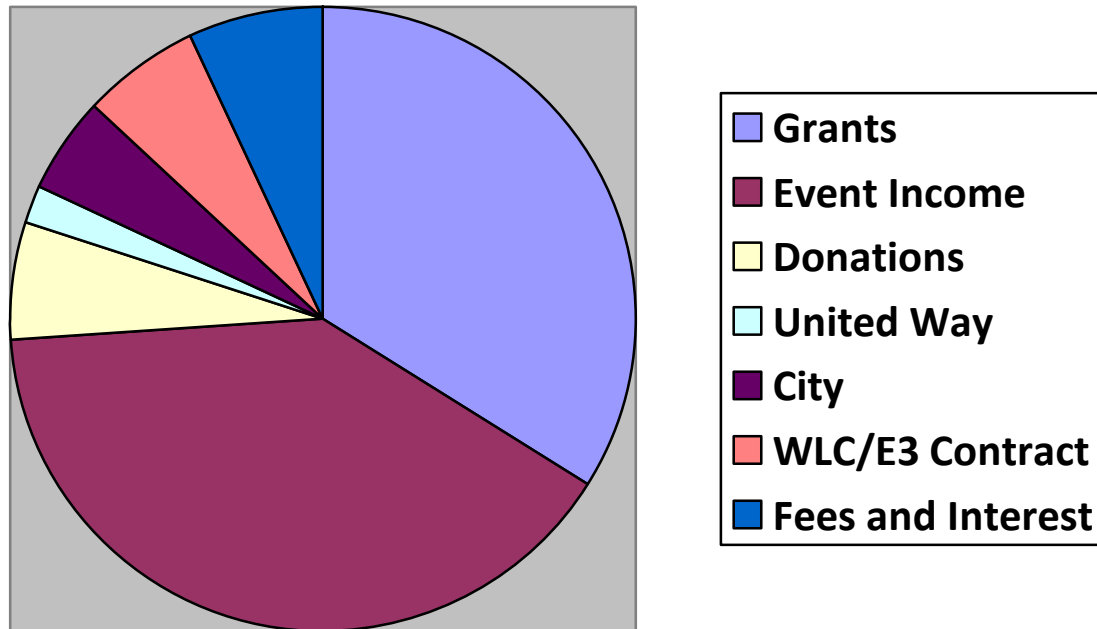
"Educate, Empower, Elevate (E3)" Program Graduates reported the following results:

- 90% reported the program helped them to set realistic and attainable career goals;
- 90% completed a written career plan;
- 90% reported increased self esteem and self-confidence after completing the educational component of the program;
- 90% reported improved self-marketing skills;
- 70% reported increased ability to overcome barriers;
- 50% had found employment and/or were enrolled in further education at the time of the survey – the remaining 50% are in the process of enrolling in higher education;;
- Average hourly wage was \$11.50/hr.

## FUNDING SOURCES FY 2010-11

### **Major Sources of Support for FY 2010-11:**

The Center is fortunate to have developed a diversified funding base over the past 31 years. Following is a pie chart depicting the sources of financial support for FY 2010-11:



The largest source of funding is currently from event income (\$241,135 or 40%). Corporate and community/family foundation grants account for the second largest source (\$206,000 or 34% of annual budget). Grants received during the FY 2010-11 came from:

• Alliance Data	\$60,000
• The English Foundation	\$30,000
• Limited Brands Inc.	\$25,000
• Harry C. Moores Foundation	\$20,000
• American Electric Power (AEP)	\$10,000
• Siemer Family Foundation	\$10,000
• Anonymous	\$10,000
• Honda of America, Mfg.	\$ 7,500
• Catholic Foundation	\$ 7,000
• Paul E. Duke Foundation	\$ 5,000
• Huntington National Bank	\$ 5,000
• TJX Foundation	\$ 5,000
• Tatman Robins Fund	\$ 5,000
• Cardinal Health	\$ 3,500
• USBank	\$ 3,000

The second largest source of funding came from events (28%). These included NDCC's annual signature event, Women of Promise (\$115,293), and the "30 in 30" events completed through June 30, 2010 (\$37,000).

NEW DIRECTIONS  
CAREER CENTER  
STATEMENT OF FINANCIAL POSITION  
AS OF JUNE 30, 2011 AND 2010.

<b>ASSETS:</b>	<b><u>2011</u></b>	<b><u>2010</u></b>
<b>Current Assets:</b>		
Cash	171,054	122,169
Investments	39,781	40,330
Assets Held by Others	113,691	93,005
Prepaid Expenses	3,978	4,029
Grants Receivable	2,678	2,518
Pledges Receivable	14,291	10,844
Security Deposit	<u>3,567</u>	<u>3,567</u>
Total Current Assets	349,040	276,462
<b>Property &amp; Equipment-At Cost</b>		
Equipment	22,923	20,001
Furniture & Fixtures	6,387	6,387
Leasehold Improvements	20,858	20,858
Less:- Accumulated Depreciation	<u>(27,738)</u>	<u>(22,126)</u>
Property & Equipment-Net	22,430	25,120
<b>TOTAL ASSETS</b>	<b><u>\$ 371,470</u></b>	<b><u>\$ 301,582</u></b>
<b>LIABILITIES &amp; NET ASSETS</b>		
<b>Current Liabilities</b>		
Differed Revenue	1,075	25,000
Accrued Expenses	<u>10,621</u>	<u>8,081</u>
Total Current Liabilities	11,696	33,081
<b>Net Assets</b>		
Unrestricted	318,298	226,476
Restricted	<u>41,476</u>	<u>42,025</u>
Total Net Assets	359,774	268,501
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b><u>\$ 371,470</u></b>	<b><u>\$ 301,582</u></b>

" The accompanying notes are an integral part of these financial statements. "

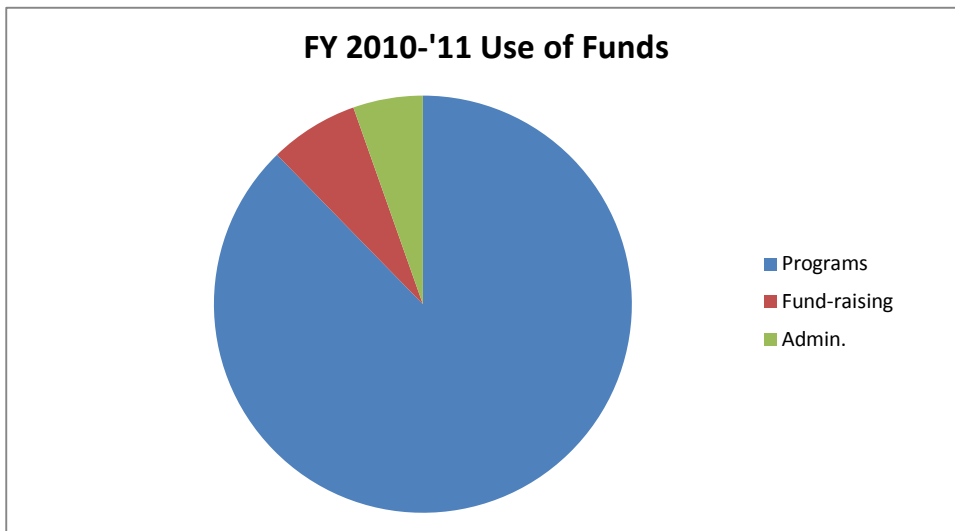
NEW DIRECTIONS  
CAREER CENTER  
STATEMENT OF ACTIVITIES  
YEAR ENDED JUNE 30, 2011

REVENUE	<u>UNRESTRICTED</u>	<u>RESTRICTED</u>	<u>TOTAL</u>
City of Columbus	\$ 31,015	-	\$ 31,015
United Way	50,398	-	50,398
Donations	34,080	-	34,080
Fees	28,109	-	28,109
Fund Raising	242,909	-	242,909
Grants	206,010	-	206,010
In-Kind Receipts	304,627	-	304,627
Loss / Gain on Investments	15,685	1,459	17,144
Interest	276	-	276
Vicki Hanger Scholarship	-	750	750
Net Assets Released from Restrictions	<u>2,758</u>	<u>(2,758)</u>	<u>-</u>
 Total Revenue	 915,867	 (549)	 915,318
 EXPENSES			
Salaries	301,942	-	301,942
Payroll Taxes	22,474	-	22,474
Insurance & Others	7,976	-	7,976
Professional Services	22,784	-	22,784
Supplies	23,792	-	23,792
Vicki Hanger Scholarship	750	-	750
Individual Assistance	10,801	-	10,801
Printing	3,681	-	3,681
Postage	2,382	-	2,382
Professional Development	1,781	-	1,781
Space Costs	40,040	-	40,040
Utilities	13,684	-	13,684
Auction Expenses	20,127	-	20,127
Travel	997	-	997
Telephone	3,598	-	3,598
Advertising	334	-	334
Depreciation	5,612	-	5,612
Bank Charges	3,513	-	3,513
Dues & Subscriptions	975	-	975
Miscellaneous Expenses	7,429	-	7,429
Office Expenses	195	-	195
Equipment Maintenance	1,777	-	1,777
Computer Services	22,774	-	22,774
In-Kind Expenses	304,627	-	304,627
	<u>-</u>	<u>-</u>	<u>-</u>
 Total Expenses	 824,045	 -	 824,045
 Change in Net Assets	 91,822	 (549)	 91,273
 Net Assets- Beginning of the Year	 226,476	 42,025	 268,501
	<u>-</u>	<u>-</u>	<u>-</u>
 Net Assets- End of the Year	 <u>\$ 318,298</u>	 <u>\$ 41,476</u>	 <u>\$ 359,774</u>

"The accompanying notes are an integral part of these financial statements."

## How NDCC Spent Available Funds in FY 2010-11

New Directions Career Center is extremely careful about how available funds are spent. We value the trust our donors place with us every time a contribution (small or big) is made. Of the total expenses incurred for the 2010-'11 fiscal year 87.7% was spent on delivery of programs and services (68.9% of this was spent delivering the core programs: *New Directions*, *Creating Career Options*, *Advanced Career Techniques*, and *Individual Career Counseling*; 22% was spent on the computer program *Bridging the Digital and Professional Divide*; 8.5% was spent on the *Educate, Empower, Elevate "E3"* program; and .6% was spent on workshops and "other" short-term classes); 5.4% was spent on general administration; and 6.9% was spent for fund-raising.



In addition to prudent spending, NDCC is able to keep non-program expenses down because of the many volunteer hours and in-kind gifts we receive each year. In FY 2010'11 more than 250 individuals volunteered nearly 2,000 hours of service to support our mission and give back to the community by giving their time and talents to empower individuals to achieve economic self-sufficiency. Significant in-kind gifts were also made (valued at over \$300,000).

Following is a list of individuals who unselfishly volunteered for the Center in the 2010'11 fiscal year. Also included is a list of larger in-kind gifts received during this fiscal year.

## **VOLUNTEERS FY 2010-11**

A very special thanks is extended to all of the Center's talented volunteers, who give so freely of their time to help women create a financially independent and positive life for themselves and their children.

<u><b>Classroom Volunteers</b></u>	<u><b>Employer Panel</b></u>	<u><b>Hands on Help Volunteers</b></u>
Carol Andreae Lynn Aspey Jackie Atherton Leslie Attwooll Jerry Browning Debra Burton Donna Carter Erin Coffey Michael Colburn Tonya Daniels Sharon Delay Debera Diggs Molly Durst Linda Evans Edwina Mae Eldridge Meg Freeling Lisa Gibson Vivian Harvey Shah Hasan Connie Hawkins Angie Hollerich Leah Hout Sally Kesler Merry Korn Linda Wiseler Luft Ruth McNeil Sally Moser Linda Newhouse Conita Neal Suzan Nocella Sandy Osterholtz Victoria Page Victoria Peyton Jami Phillips Pam Popper Mindy Price Dr. Mark Querry Sharon Rhea Kathryn Rosenberry Dr. Rosemarie Rossetti April Sark Karen Scales Shaunda Scruggs Beth Sertell Susan Shockey Archita Singh Elizabeth Stackpole Bobbi Stephens Nome Stillwell Reggie Thomas Gayle Troy Liz Tulman Gabriela Vandermark Sallie Voyles Kathy Wilkes Pat Yannitti	Aaron Riley Angela Julian Angela Scali Ashley Brock Becky Garrett Bob Schultz Brad Beer Carmen West Carrie Browning Cassandra Schmitmeyer Claudia Bogner Crystal Laferty Cyndi White Dawn McMahon Deborah Meyer Deborah Murphy Elizabeth Gage Emmalee Hardman Heather Ward Jamie Landon Janet Hannaway Janet Lee Jeff Sturgiss JenniferCriswell Jennifer Erb Jennifer Pagnanelli Jessica Feller Jillian Anderson Karen Swatsler Kathy Rosenberry Katrina Roby Kevin Rudlosky Linda Laughlin Lisa Everson Lisa Zeigler Lori Perone Lori Popovich Margaret Thomas Maureen Trimble Melissa Gebhardt Michelle Freeberg Mimi Fairbanks Sara Cotter Sarah Johnson Teresa Shuler Terri Hurtt Terri Vetter Tine Defluiter Valarie Hollingsworth Victoria Page  <u><b>Graduate Panel</b></u> LaShawn Capito Lisa Manley Gayle Musick Sandra Powers Karen Scales Jacqueline West Joyce Williams	Brittany Bainum Angela Barkley Sara Bihari Brandi Clayborne Alison Coutts Callie Firman Becky Garrett Rhonda Hill Lauren Hunter Terri Hurtt C.G. Jones Janet S. Lee Chris Mathias Dawn McMahon Deborah Meyer Lori Perone Nancy Price Colleen Rains Becky Rhubottom Katrina Roby Kathryn Rosenberry Tito Sanchez Bob Schultz Maureen Trimble Erin Del Vecchio Terri Vetter Carmen West Aaron Yaniga  <u><b>Community Panel</b></u> Sandy Allen Karen Berry Paula Bollinger Carol Ferris Ray Foeller J.J Reichert Galen Roth Carolyn Rund Pamela Shields Megan Sullivan Carol Ventresca Kim Watkins  <u><b>Lifelong Learning Panel</b></u> Elaine Anadell Amy Barends Kathy Heinlein Robin Hepler Betsy Kinkela Jody Noreen Angela Nunamaker Eric Reich Clare Wilson  <u><b>Photography Volunteer</b></u> Connie Tressel



**FY 2009-10 Volunteers (continued)**

**Board of Trustees**

Sonya Albery, Raymond James Financial Services  
Kathy Bickel, OSU Alumni Association  
Chris Burt, Huntington Bank  
Nancy Case, Columbus State Community College  
LaVawn Coleman, Grange Insurance  
Sara E. Cotter, Cardinal Health  
Megan Davies, Lee Hecht Harrison  
Marie Davis, Tween Brands, Inc.  
Gail Ford, Vorys Sater Seymour & Pease  
Amy R. Goldstein, Ohio Attorney General's Office  
Carla Hicks, Columbus Public Health Department  
Meg Kelley, White Castle System, Inc.  
Andrea Kirsh, American Electric Power  
Clifford Marsh, Franklin County Department of JFS  
Velda Otey, Retired American Electric Power  
Lisa Plaga, Deloitte Touche  
Joelle Rubcich, Leading EDJE  
Sharon D. Sachs, Management Services Provider  
Angela Scali, Limited Brands, Inc.  
Laurie Schmidt-Moats, CF Bank  
Mary Ann Short, Nationwide Insurance  
Donna Stevenson, Northwest Title  
Gayle Troy, Ohio Business Week Foundation  
Ellen Wiseman Julian - Emeritus (retired National City Bank)  
Laura Yaroma, Honda of America Mfg., Inc.

**Committee Volunteers**

Sonya Albery  
Lynn Aspey  
Leslie Attwooll  
Kathy Bickel  
Chris Burt  
Carol Conner  
Mary Carroll  
Nancy Case  
LaVawn Coleman  
Carol Conner  
Sara E. Cotter  
Megan Davies  
Marie Davis  
Gail Ford  
Amy R. Goldstein  
Anne Heater  
Carla Hicks  
Rebecca Hohlbein  
Meg Kelley  
Sally Kesler  
Clifford Marsh  
Carrie Maun-Smith  
Susan Neff  
Stephanie Neighbarger  
Velda Otey  
Lisa Plaga  
Ervan Rodgers  
Joelle Rubcich  
Sharon D. Sachs  
Angela Scali  
Laurie Schmidt-Moats  
Mary Ann Short  
Donna Stevenson  
Mark Sutton  
Gayle Troy  
Kim Troy  
Laura Yaroma

**Graphic Design Volunteers**

Chip Kohrman

**Mock Interview Volunteers**

Donna Carter  
Terri Hurtt  
Laticia Khalif  
Dawn McMahon  
Deborah Meyer  
Sandy Osterfeltz  
Jami Phillips  
Nancy Philips  
Jim Staten  
Terri Vetter

**Office Volunteers**

Diane Palliser  
Molly Durst  
Archita Singh  
Elspeth Willoughby

**Event Volunteers**

AEP Team (20 people) at Women of Promise  
Lynn Aspey  
Kimmie Ball  
Kathy Bickel  
Chris Burt  
Sara Cotter  
Marie Davis  
Gail Ford  
Amy Goldstein  
Meg Kelley  
Joelle Rubcich  
Sandy Sanese  
Angela Scali  
Maryann Shankman  
Ron Shankman  
Donna Stevenson  
Gayle Troy  
Leslie Wright

**Other**

Andrea Cambern (WBNS-Channel 10)  
Dave Geller (Vintage Wines)  
Gail Hogan (WCMH – Channel 4)  
Karl Nijak (Premier Movers)  
Jim Wiggins (Heidelberg Distributors)

***Note: If your name was mistakenly omitted from this list, please notify a NDCC staff member.***

## **In-Kind Donations FY 2010-2011**

New Directions Career Center extends a special “thank you” to the many individuals and groups who have made non-cash donations during the fiscal year which just ended on June 30, 2011.

**Sandy Burkeen** (home-baked cookies for Annual Meeting/Volunteer Reception and other NDCC events)  
**Andrea Cambern of WBNS-TV** (serving as emcee for “Women of Promise” event)  
**Cardinal Health** (classroom supplies and toiletries for client use)  
**Chip Kohrman at Telesaur** (graphic design for golf outing invitation)  
**Columbus Metropolitan Library** (training space)  
**Sara Cotter** (classroom supplies)  
**Danter Company** (computer monitors, ink cartridges, copying)  
**Dill’s Nursery and Greenhouse** (hosting of 2010 Annual Meeting/Volunteer Reception)  
**Etc. Boutique** (clothing and accessories for “Accessory Party”)  
**Faze Boutique** (clothing and accessories for “Accessory Party”)  
**Dave Geller, Vintage Wines** (assistance in planning Wine Tasting Event)  
**Grange Insurance** (space for “Women of Promise” event, printing of agency brochure and WOP invitations)  
**Greencrest** (design for “Women of Promise” program brochure)  
**Honda of America, Mfg., Inc.** (supplies and thermal mugs for clients)  
**Huntington National Bank** (mugs for clients)  
**King Business Interiors** (filing cabinet, book shelves, art work)  
**Limited Brands** (“Day of Donation” gifts to benefit clients and volunteers)  
**Minuteman Press** (printing)  
**Karl Nijak/Premier Movers** (moving silent auction items to “Women of Promise” event location)  
**NDCC Board Members** (toiletry and classroom supplies, items for WOP live and silent auctions)  
**Northwest Title Agency** (freebies for golf outing bags and for Annual Meeting)  
**Ole Barn Flowers** in Westerville (donating flowers for a year to donors for a \$25 NDCC donation)  
**Out of the Ordinary** (accessories for “Accessory Party”)  
**PR Brigade** (in-kind gift of social media assistance)  
**Second Chance Consignment Boutique** (hosting the fundraising event, “Shop from the City’s Best Closets”)  
**Shawn Ireland’s S.I.S., Germain Honda, & KeyBank Women** (hosting a fundraising event to benefit NDCC)  
**Tailfeathers** (accessories for “Accessory Party”)  
**Connie Tressel** (photography)  
**White Castle System, Inc.** (freebies for golf outing)  
**Jim Wiggers, Heidelberg Distributors** (assistance in planning Wine Tasting Event)

**Note: If your name was mistakenly omitted from this list, please notify a NDCC staff member.**

New Directions Career Center  
199 E. Rich Street  
Columbus, OH 43215  
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[www.newdirectionscc.org](http://www.newdirectionscc.org)

**Board of Trustees  
FY 2010-11**

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Raymond James Financial Services

Kathy Bickel, Vice President  
The Ohio State University Alumni Association

Chris Burt, Vice President  
Huntington Bank

Nancy Case, Director of Transitional Workforce Programs  
Columbus State Community College

LaVawn Coleman, Vice President & Asst. General Counsel  
Grange Insurance

Sara Cotter, Senior Manager  
Cardinal Health

Megan Davies, Vice President  
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Marie Davis, Vice President  
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Vorys, Sater, Seymour and Pease LLP

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Ohio Attorney General's Office

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Columbus Public Health Department

Meg Kelley, Corporate Event Coordinator  
White Castle Systems, Inc.

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Franklin County Dept. of JFS

Velda Otey, Retired VP and CIO  
American Electric Power

Lisa Plaga, Senior Manager  
Deloitte & Touche LLP

Joelle Rubcich, President  
Leading EDJE

Sharon D. Sachs, PhD.,  
Management Services Provider

Angela Scali, Human Resources Manager  
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Laurie Schmidt-Moats, Mortgage Loan Originator  
CF Bank

Mary Ann Short  
Nationwide Insurance

Donna Stevenson, Owner and VP  
Northwest Title Agency

Gayle Troy, Executive Director and CEO  
Ohio Business Week Foundation

Laura Yaroma, Associate Chief Advisor  
Honda of America Mfg. Inc.

Ellen Wiseman Julian (Trustee Emeritus)  
(Retired VP from National City Bank)

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Sara Cotter, VP and President Elect  
Lisa Plaga, Treasurer  
Linda Danter, Ph.D., Secretary

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September, 2011

