



# New Directions

CAREER CENTER

Lives get *changed* here

Newsletter for Donors and Volunteers

## The Pathfinder

Winter 2013

Volume 5, Issue 1

### Limited Brands to Host Women of Promise 2013

On Thursday, April 18 the New Directions Career Center will hold its annual fund-raising event, **Women of Promise**, at Limited Brands' Corporate Headquarters, 3 Limited Parkway. Expected attendance is 400-450. **White Castle System, Inc.** is once again serving as Presenting Sponsor. The evening will feature music, hors d'oeuvres, and a live and silent auction. Highlight of the event will be the presentation of the Woman of Promise award to an outstanding NDCC graduate.



Various sponsorship opportunities are available for businesses that wish to support the event, which will be emceed by Mindy Drayer of WCMH Channel 4 TV. Individuals may support the fundraiser through purchase of a \$50 ticket or a \$110 patron ticket. For more information about the event, please contact Linda Warden, Development Director at [lwarden@newdirectionscc.org](mailto:lwarden@newdirectionscc.org) or 849-0028 ext. 110.

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### Open House and Grand Opening of B's Boutique

Mark your calendars for Thursday, February 28 and join us for the unveiling of NDCC's expanded classroom and office space, PLUS the grand opening of **B's Boutique**! The boutique will serve the Center's clients with professional attire for their career needs. Named for the late Bernice Malquist, **B's Boutique** was made possible by a generous gift from the Stewart and Bernice Malquist Fund at The Columbus Foundation. The boutique will host 5-6 "**B's Boutique Events**" throughout each year, to allow for public shopping and donations which will provide on-going support for this needed service.



The Open House will include refreshments, an opportunity to learn more about the Center's new initiatives (including the boutique), and to sign up for volunteer opportunities if you are looking for a place to donate your time and talents! There will also be information available to those interested in becoming a "Hanger Sponsor" of **B's Boutique**.

Please join us anytime between 7:30 a.m. and 6:30 p.m. on the 28th for a complimentary continental breakfast from 7:30 to 9:30 a.m.; a selection of coffees, teas and cookies between 9:30 a.m. and 4:30 p.m.; or come after work for a free glass of wine and appetizers from 4:30 to 6:30 p.m. Pick a time that fits your busy schedule, and stop by to visit! **Remember your credit card or checkbook for boutique shopping.**

*"Always be a first rate version of yourself and not a second rate version of someone else."*

Judy Garland

# “Meet the Recruiter” Service is Launched

Sponsored by the Human Resource Association of Central Ohio Workforce Readiness Committee and scheduled the third Wednesday of each month, recruiters from Central Ohio employers will be on-site at NDCC to give an overview of their organizations, discuss positions they currently have available, assist clients with on-line applications and more. “Meet the Recruiter” sessions are available to all graduates of NDCC programs and will be held from 3:00—4:30 p.m.

Upcoming sessions will be held: February 20; March 20; April 10; May 15; and June 19, 2013.

Orientation is required prior to program registration. Please call for upcoming orientation dates or for more information about which companies will be represented during “Meet the Recruiter” each month 614-849-0028.

## Funding News

Several recent grants will help the Center deliver services to a continuing large number of job seekers in Central Ohio. Recognition and thanks are extended to the following funders for their support:

- \$1,500 grant from **US Bank** will support financial literacy programming.
- \$10,000 grant from the **Seimer Foundation** will support core programming.
- \$10,000 grant from **Anonymous Foundation** will support core programming.
- \$25,000 grant from **LimitedBrands, Inc.** will support core programs and services.
- \$15,000 grant from **The Catholic Foundation** will provide child care and transportation assistance for NDCC’s clients to support their participation in various core programs.
- \$10,000 grant from **AEP Corporation** for general operating expenses.
- \$10,000 grant from the **Stewart and Bernice Malquist Fund at The Columbus Foundation** to establish **B’s Boutique** to serve clients career clothing and accessory needs.



## E3 Program Completes 2nd Year

The **Educate, Empower, Elevate Program (E3)**, now two years old, targets women 18 years and up, who are motivated to pursue post secondary education. It is funded by the Women’s Leadership Council through United Way. The program provides education readiness training, assistance in obtaining financial aid, on-going support in the form of tutoring, mentoring and incentives, plus job readiness and placement assistance as candidates near the end of their educational program. E3’s mission is to empower women to achieve economic self-sufficiency through education.

Since it began, 67 women have been selected to participate. Six classes have started, and five have been completed (the sixth class will graduate in February 2013). E3 classes provide preparation for career selection and to return to a post-secondary education program that will lead to a livable-wage career. Results from the first five completed classes show the following outcomes::

- 100% of participants have been matched with a mentor;
- 87% of participants graduated (48 out of 55);
- 23 have enrolled in post secondary education programs;
- 3 participants have completed a post secondary education program and increased their earnings (1 accepted a job out of state and is also now working on an MBA; 1 completed Commercial Driver’s License training; and 1 completed Small Business Academy coursework and has started her own catering business);
- 1 participant completed esthetician training in December 2012;
- 11 participants are expecting to enroll and begin post secondary education in either January 2013 (5 participants), Spring 2013 (2 participants) or Summer of 2013 (4 participants).

## NDYP Conducts Holiday Service Project

New Directions Young Professionals (NDYP) conducted their first service project during the holiday season. The group purchased age-appropriate toys and clothing for children of NDCC clients in need of assistance. The NDYP also made sure that all of the moms received a gift as well. Gifts were wrapped in gift bags and brought to the Grandview Café on December 18, where group members surveyed the collective results of their efforts and enjoyed time networking and sharing some holiday cheer.

NDYP Coordinator and Board Member, Sara Cotter, collected all of the presents and transported them to New Directions Career Center where grateful moms picked them up on December 19, 20 and 21. This service project was extremely rewarding for everyone involved.

Cotter's remarks to the NDYP summed it up well: *"Wow! I find it hard to describe the selfless love that you and your friends showed. Thank you to the events committee for working quickly to organize this project. You are amazing women with so much passion! Your support of 10 children and their moms was shown with such love and a commitment to making this community a more hopeful place. These 10 children will wake up on Christmas morning with their eyes wide at the fabulous gifts under their tree. Can you just see the children's smiles?? I can, and they will have fun for hours playing with their new toys, clothes, etc. AND, this group went one step further and gave wonderful gifts to each of the mothers! I can't say thank you enough to everyone who was able to join us or support us. You truly have made a difference in the lives of 10 families. Merry Christmas!"*



Jillian Anderson (L) and Sara Haywood (R)



(L to R) Meg Kelley, Sara Cotter, Tiffany Lee

## Calendar of 2013 NDCC Events

Did you attend the 2012 Women of Promise event? Enjoy our annual Wine Tasting event? Play golf in our yearly "Driving for New Directions" Golf Classic? Following is a 2013 schedule for these and other popular NDCC events:

|                       |  |
|-----------------------|--|
| Thursday, February 28 | <b>Open House and Grand Opening of B's Boutique</b> (NDCC)                       |
| Thursday, April 18    | <b>Women of Promise</b> (Limited Brands, Inc.)                                   |
| Saturday, May 18      | <b>B's Boutique Event: Coffee, Tea &amp; Me</b> (Shopping and Pampering at NDCC) |
| Tuesday, June 11      | <b>Shop from the City's Best Closets</b> (Second Chance Boutique in Grandview)   |
| Thursday, July 18     | <b>B's Boutique Event: Fashion Show and Shopping</b> (NDCC)                      |
| Saturday, August 10   | <b>Wine Tasting</b> (The Danter's in Bexley)                                     |
| Monday, August 19     | <b>Driving for New Directions</b> (Rattlesnake Ridge Golf Club)                  |
| Friday, September 20  | <b>B's Boutique Event: Beer, Hot Dogs and Shopping</b> (NDCC & Dirty Franks)     |
| Tuesday, September 24 | <b>Volunteer Reception/Bostwick Scholarship/Annual Meeting</b> (Place TBA)       |
| October               | <b>Fall Event</b> (Date, Time and Place TBA)                                     |
| Monday, November 4    | <b>B's Boutique Event: Girl's Night Out 5th Annual Accessory Party</b> (NDCC)    |

Mark your calendars today — you won't want to miss these FABULOUS activities! Check the Center's website for more details and for on-going updates: [www.newdirectionscc.org](http://www.newdirectionscc.org)

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**NDCC Staff Roster**

Linda S. Danter, Ph.D., Executive Director  
Linda Warden, Development Director  
Raeanna O'Brien, LPCC-S Director of Programs & Services  
Amanda Fox, LPC Career Counselor  
Cynthia Kazalia, Placement Specialist  
Meredith Kitts, Office Administrator  
Polly Dix, Volunteer Coordinator  
Rosanna Tabler, Office Assistant  
Ruth Ann Chernausk, Student Intern  
Cassidy Short, Practicum Student

**NDCC Board of Trustees**

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Scott Van Woerkom, Grange Insurance  
Ellen Wiseman Julian (Trustee Emeritus)

New Directions Career Center (NDCC) empowers women in transition to achieve and maintain economic self-sufficiency. To achieve this mission, NDCC delivers career counseling, employment-related education, life skills training and job placement services. These programs and services empower individuals to find fulfilling employment that will support a lifetime of economic independence — not just a job.

Since its inception in 1980, the New Directions Career Center (NDCC) has touched the lives of more than 60,000 individuals.

**Lives Get Changed Here.**

**Wish List**

The following items are needed:

- Paper Towels
- Toilet Paper
- Kleenex
- Coffee (regular) & Tea
- Splenda** packets
- Hand Sanitizer
- Liquid Hand Soap
- 8 1/2 x 11 Copier Paper



**Thanks to In-Kind Donors**

Non-cash donations help the Center keep budget expenses down and provide better services for clients. Appreciation is extended to the following donors for their recent gifts:

- **Mary Smith, Owner of Second Chance Consignment Boutique** for supplies, fixtures, clothing and volunteer time to establish **B's Boutique**
- **NDCC Board members** for books for client library
- **Don Rutherford** for in-kind carpentry work
- **Darla King, Owner of King Business Interiors** for advice and furniture donations to furnish expanded space
- **PR Brigade** for in-kind social media work

**Did You Know?**

- 88% of all NDCC revenue is spent on programs and services;
- 12% of NDCC revenue is spent on administration and fund-raising;
- Last year NDCC had almost \$600,000 in gross revenues AND received noncash donations (supplies, auction gifts, volunteer hours, etc.) valued at \$290,000!