

NEW



DIRECTIONS

career center

Newsletter for Donors and Volunteers

Spring 2009
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The Pathfinder

NDCC Partners with Columbus Metro Libraries

New Directions Career Center (NDCC) and the Columbus Metropolitan Libraries (CML) recently embarked on a partnership to deliver services to unemployed persons in Franklin County. The “Hands-on Help” program is being offered every week for two hours at seven (7) branch libraries. The purpose of this collaborative effort is to link job seekers with experts who can field questions and provide tips on a host of job search issues including: resume review, on-line job application, establishing and using networking as a job search tool, and interviewing

tips. These informal sessions allow persons seeking employment to go to a participating library and receive individual assistance with their job search needs.

In addition to these “Hands on Help” sessions, NDCC will also be conducting one workshop per month at a different CML branch library the first Tuesday of every month from 10 a.m.—12 Noon. Workshops will be held on a rotating basis so that each of the 21 branch sites will host a workshop.

Both the “Hands on Help” and monthly workshops are **free** to



any person who can benefit. Both organizations are promoting these programs and providing follow-up resources for participants.

For a listing of upcoming “Hands-on-Help” sessions and scheduled workshops, visit either of these websites:
www.newdirectionscc.org OR
www.columbusmetropolitanlibrary.org

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WPO Presents Check to NDCC



L to R: Darla King, Shelley Shiveley and Linda Danter

At the New Directions Career Center Open House on March 4, Board President Darla King and Executive Director Linda Danter received a generous gift from the Women President’s Organization (WPO). Shelley Shiveley, representing the WPO, presented the Center with a check for \$11,623.24 to support career services for women.

The gift represents proceeds from a Fall luncheon hosted by the WPO to benefit NDCC. The event also generated \$20,000 in sponsorship funds, which were presented to the Center earlier.

“Reach high, for stars lie hidden in your soul. Dream deep, for every dream precedes the goal.”

Pamela Starr

March Open Houses Lead to Partnerships

On March 3 and 4, New Directions Career Center hosted two Open Houses for volunteers, donors and community leaders to tour new office headquarters and meet staff and Board members.

More than 120 people attended the Open Houses — enjoying food, beverages and the opportunity to network. Since then, the NDCC has had follow-up meetings and conversations with leaders of several community organizations, which have led to either a new partnership or strengthening of an existing one. These partnerships include: Columbus Literacy Council, AARP Foundation (Senior Employment Programs), Jewish Family Services, and the Material Assistance Program (MAP).

Often individuals turn to a social service agency for help with immediate material assistance needs, such as food, shelter, or furniture OR for assistance with other immediate needs such as escape from a situation of domestic violence or help with an alcohol or substance abuse problem. To achieve a long-term solution to many of these issues, individuals must become employed in a job that provides a living wage and benefits — that is where NDCC comes in. Through partnerships, clients' short-term and long-term needs can be met to allow for productive participation in society.



Linda Danter (L) talks with Jim Stein and Joann Spoth from the Material Assistance Program (MAP)

Funding News

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

- \$25,000 grant from *Alliance Data*
- \$ 3,500 donation from *Cardinal Health*
- \$ 1,000 donation from *Bob Evans*
- \$ 1,000 grant from *USBank*
- A Capacity Building Initiative grant (valued at nearly \$8,000 — funded by United Way and the Columbus Foundation — is providing support for the Center to upgrade its website and to implement the CIVIC Solutions database management system.

In addition, NDCC's annual event, "Women of Promise" raised more than \$101,000 to support programs and services (see related article in this issue.)

United Way of Central Ohio recently announced a decision not to provide program funding to the NDCC, beginning in 2010. The Center will still be eligible to receive individually designated contributions for its programs through the annual United Way campaign. In fact, for the past several years the designations to NDCC have exceeded the United Way allocation.

Funding through United Way represents about 12% of the Center's budget, so your continued support through the United Way campaign is encouraged.

The United Way decision to change their fund allocation is neither negative nor positive. It is simply a fact of doing business in a challenging economy.

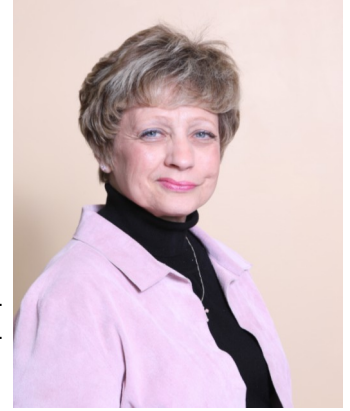


Sally Kesler Named 2009 *Woman of Promise* Award Recipient

On April 16 Sally Kesler, a graduate of the Center's 4-week New Directions program, was honored as the 2009 "Woman of Promise." Before enrolling at NDCC, Kesler lost her husband of nearly 30 years, lost her job, and discovered she had been physically abused as a young child. She says she lost her "joy" and her self-confidence "hit rock bottom." Sally learned about the Center from Frankie Nowlin, a former NDCC board member, who had told her about the Center's programs and services for women in transition.

Sally credits the Center for giving her the gift of self confidence. She started to like herself and developed courage to further her education. Following graduation from NDCC, Kesler went on to complete a degree at Columbus State Community College in Computer Science and she worked for the college until late 2008. When Kesler's department underwent reorganization in late 2008, she felt it was time for a change. She returned to NDCC to work with the Job Placement Specialist to put a career change plan together, which

resulted in successfully obtaining employment with the Columbus Metropolitan Club. She states, "I am healthier now than I have ever been. I have found my joy and I want to share it with everyone." Kesler continues to share her message of hope with clients of NDCC. She regularly donates her time as a speaker on the graduate panel, sharing her story with the women currently enrolled in the New Directions program.



"Women of Promise" Event Raises over \$100,000

On April 16, New Directions Career Center held its signature event, "Women of Promise" at the Fawcett Center. More than 350 attendees enjoyed music, hors d'oeuvres, silent and live auctions, an on-site raffle, and the 2009 "Woman of Promise" award presentation.

This fun evening raised over \$101,000 to benefit the Center's programs and services. Special thanks to *White Castle System, Inc.* for serving as presenting sponsor.



Women of Promise Committee (L to R): Janice Gresko, Ariana Ulloa-Olavarrieta, Linda Warden (Fund Development Director), Donna Stevenson (Chair) and Sara Cotter

NDCC Graduates Earn Average of \$12.37 per Hour

Throughout its existence, graduates of the New Directions Career Center's programs have consistently earned more than minimum wage upon program completion. This past year (2008) was no exception. The average wage for clients completing one or more of the Center's core programs (New Directions, Creating Career Options, and Advanced Career Techniques) was \$12.37 per hour.

This compares to an average wage of \$9.78 per hour for all United Way funded employment-

related programs. Source for this information is the year-end survey conducted by the United Way of Central Ohio, which collected and compiled data from all United Way funded employment-related programs.

NDCC's career programs and services focus on achievement of fulfilling careers that provide long-term financial independence.





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Linda Warden, Development Director
Terra Smith, LPCC Director of Programs & Services
Amanda Fox, LPC Career Counselor
Betty Howard, Career Consultant
Cynthia Kazalia, Placement Specialist
Meredith Kitts, Office Administrator
Elspeth Willoughby, Volunteer Coordinator
Rosanna Tabler, Office Assistant

NDCC Board of Trustees

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Nome Stillwell, Columbus State Community College
Ariana Ulloa-Olavarrieta
Ellen Wiseman Julian (Trustee Emeritus)
Laura Yaroma, Honda of America Mfg., Inc.

New Directions Career Center (NDCC) serves individuals — particularly central Ohio women in transition — to help them attain and maintain economic self-sufficiency. To achieve this mission, NDCC delivers employment counseling, career education, life skills training and job placement programs and services. These programs and services are designed to help individuals 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 successfully empowered more than 60,000 individuals to enter or re-enter the workforce in fulfilling careers that allow them to support themselves and their families.

Wish List

The following items are needed:

- Paper Towels
- Toilet Paper
- Institutional Coffee Pot
- Postage Stamps
- 8 1/2 x 11 Copier Paper
- Paper plates (dinner size)
- Paper napkins
- Coffee (regular and decaf)
- Microwave for Client Use



To make a donation, please contact Linda Warden, Development Director, 614-849-0028 Ext. 110 or lwarden@newdirectionscc.org

In-Kind Donors Provide Needed Resources

After printing the first issue of The Pathfinder, several donors responded to provide many of the items on our “wish list!” Thanks so much for the following generous donations:

- Big screen TV, printer, and vacuum cleaner from Material Assistance Program (MAP);
- Office supplies from Cardinal Health;
- Office supplies and client gifts from Honda;
- White Board, easels and DVD player for classrooms from American Electric Power (AEP);
- Art work for the Center’s newly painted offices from King Business Interiors; and
- Silent auction items for *Women of Promise* event from Board of Trustees members.