

January 31, 2024

Dear Donor,

Thanks to you, 2023 was another great year for VOCA. It was a year of growing in depth and breadth. We grew in depth by investing in our research process, adding a burnout recovery program to take clients deeper, and adding coaches of experience to our team. We grew in our breadth, with clients/partners in over 22 states and 5 countries and team members spread across seven metros. In each consult, with each coaching client, we are reminded that when



you change the way someone approaches their work, you change their life. They become more of the women and men God intended them to be and more credible as his agents of grace in the world.

Thanks to you, in part, we continued to clarify our calling, leaned into our strengths, and deepened our influence as an organization. We see the faces of hundreds of people who we were privileged to walk with in their journey to richer, more vibrant

experiences at work. In short, we see another year of God's grace.

As we look back over the past year, we celebrate that we:

- Added **two new coaches** to the VOCA team, Brandon Addison and Ka Cotter
- Launched the **Burnout Recovery Program**
- Partnered with Arbor Research Group to **uplevel and professionalize our annual Dilemmas Research Project**
- **Increased our blog readership** by 500%
- Served **493 coaching clients** to date through VOCA programs and workshops (adding 66 new clients)

Thankful for an encouraging year, we move forward into 2024 focused on:

- **Doubling the number of people we directly impact** by expanding our content and communications investments



- **Leaping ahead in the quality of our research**, enabling us to highlight the particular work experiences of Gen Z, women, and working-age males, and provide the types of reports that other ministries rely on us to provide
- **Expanding the 10x Leadership Intensive** to work with ministry leaders and create ripples of impact
- **Launching two new coaching programs** based on the results of our research

With our administrative costs covered entirely by coaching fees, your vital support goes directly towards the work. We want to double our impact during the leap year. A 25% increase in our donor funding will result in a 100% increase in lives impacted from 25,000 to over 50,000.



As a friend of VOCA, we are asking for three things:

- **Pray for us** — that we would be in step with God's leadership
- **Send people our way** — almost all of our coaching clients come from direct referrals
- **Donate** — give a one-time or recurring gift to further the work of VOCA in the world

Thank you for your critical support in 2023. Your support is especially important this year as people are expressing uncertainty related to the economy, global events, and the challenges of remote work. We are deeply grateful for each of you and your commitment to joining us in our mission of changing lives by changing work.

Warmly,

Ed Morgan, Treasurer  
President Emeritus  
The Bowery Mission

Craig Sider, Vice President  
Founder & President  
InFOCUS Leadership

Ken Kinard, Secretary  
Founder and CEO  
Accent Interactive