

# 10x LEADERSHIP INTENSIVE

By VOCACenter and Larry Hartmann

*Your single share has produced ten more...*

*(Luke 19:16)*

**10x is a leadership experience for high-capacity ministry leaders in the same metro area.**

10x delivers a leadership development experience for leaders that:

- Shows senior execs gratitude for their commitment and sacrifice.
- Connects them with peers in their metro region through learning and recreation.
- Uplevels their executive skills with cutting edge leadership development.

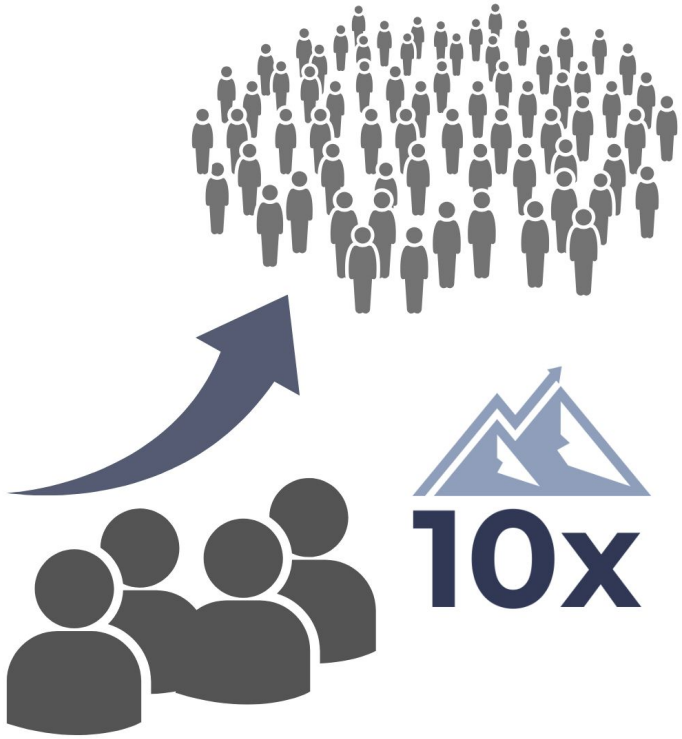
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# Why 10x?

**You've given sacrificially to ministries you believe in. You've watched leaders you respect pour their hearts into kingdom work. But here's the uncomfortable truth: sometimes the very leaders we love most are the bottleneck to the impact we're funding.**

The 10x Leadership Intensive changes that equation. We take the best of Larry Hartmann's business scaling expertise and marry it with VOCA's transformative leadership development. The result? Ministry leaders who can finally match their heart for the mission with the competency to execute it.

# Value Proposition




**A huge impact multiple:** An investment in a leader is an investment in everyone they will ever lead, and in everyone their organization will ever serve.

**10x is a proven approach** to bring the wisdom of marketplace leadership to the point people of influential ministries in a metropolitan area.

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# Origin Story



10x began with a vision from businessman, Larry Hartmann. Larry's board work and philanthropy provided a front row seat to the challenges many nonprofit ministry leaders face: they are alone, discouraged, and struggling to be effective. Larry began to imagine a space where ministry leaders would skill up and get a respite together. In collaboration with ministry leader/businessman, Dr. Chip Roper, a plan for 10x was born.

Larry brings decades of expertise in building teams and scaling enterprises. Chip brings the team of VOCA with their proven tools for executive development and operational support. Larry and his wife, Laura, have provided the funding for the first two 10x Pilot experiences.



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# Secret Sauce of a 10x Experience

- **Leaders of Scale**: 10x seeks senior ministry leaders who have large footprints and impact.
- **Recruited from the Same Metro**: We invite ministry executives from the same metro to foster appreciation, collaboration, and community.
- **Idyllic Location with Excellent Hospitality**: We want each leader to feel appreciated by the quality of the experience. We kickoff at a site away from their city for an extended weekend of learning and connection.
- **Professional Learning**: Great leaders are growing leaders. We curate relevant content & the best learning design to empower each executive to be more effective.
- **Time to Rest, Connect, and Play**: Senior leaders need rest and peers. Dedicated time for recreation (intermixed with some friendly competition) rejuvenates and bonds.




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# Pilot Cohorts

We have convened two pilot cohorts in 2023 and 2024 respectively. Each pilot includes what we call the “Kickoff” of a complete sequence.

The fully funded 2024 pilot, delivered a 9-month development experience with great results.





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# 2026 Cohort

The 2026 cohort brought together 11 leaders from faith-based nonprofits and ministries across two metropolitan areas: Southeast Florida and New York City.

The cohort has demonstrated strong engagement, equipping them to strengthen their organizations and expand their impact. Because these organizations serve large numbers of individuals and communities, the benefits of this investment have the potential to reach hundreds of thousands.



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# Join Us in this Journey




We invite you to become a sponsor and investor and join us on the transformational journey of 10x.

Our goal is to raise $100,000 in additional funding to cover the program for the next two years. The financial details of the program are attached.

- **$10,000** sponsors one leader for a full year of transformational growth.
- $60,000 sponsors an entire metro for one full year.

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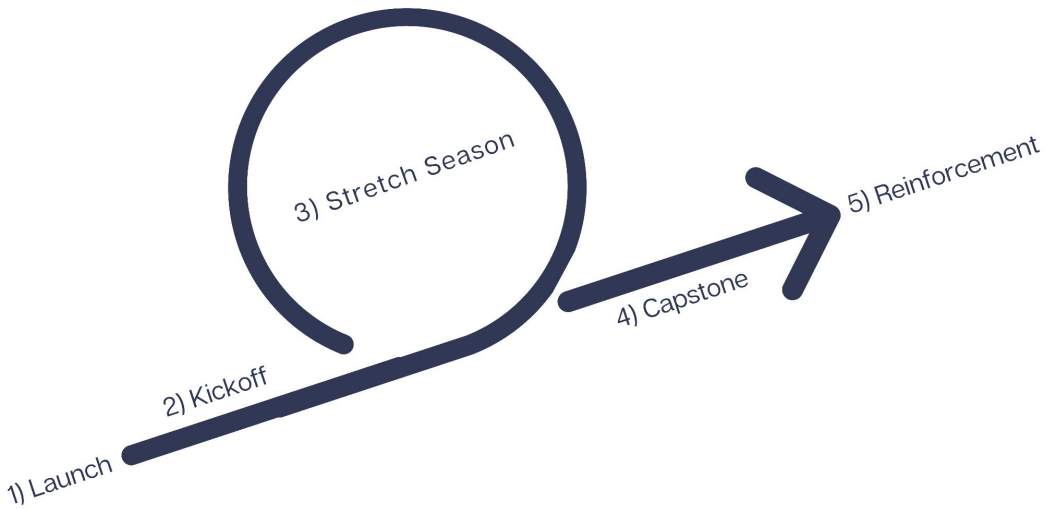
# Results

| | 2023 | 2024 | 2026 |
|---|---|---|---|
| Participants | 4 | 6 | 11 |
| Program budget represented by participants | $7 Million | $50 Million+ | $127 Million+ |
| Staff led | 30+ | 235+ | 420+ |
| Beneficiaries served by participant's orgs | 2,500 | 90,000+ | 365,000+ |
| Net Promoter Score | 100 | 100 | 100 |
| Percentage reporting practical things they will do more effectively | 100% | 100% | 100% |
| Percentage expressing a desire to return | 100% | 100% | 100% |

**The survey feedback from the nonprofit leaders was off the charts with tangible learnings delivered in a unique way through marketplace insights, peer relationship building with leaders facing similar challenges, and a chance to refresh and avoid burnout.*

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# Program Model: The Learning Loop




| | |
|---|---|
| Launch | 1. We crowdsource hot topics from participants.<br>2. Participants take an assessment, read a book, and solicit feedback from their stakeholders. |
| Kickoff | 1. We gather in-person for learning and connection.<br>2. Learning design drives participation by each cohort member. |
| Stretch | 1. Each participant works with a coach and a mentor.<br>2. Ongoing learning takes place individually and with two group check-ins. |
| Capstone | 1. We gather in-person for a half day in the city.<br>2. Participants deliver presentations that demonstrate what they've learned and what they will do differently. |
| Reinforce | 1. VOCA provides additional resources for executives and teams who wish to address specific challenges or develop specific disciplines.<br>2. We convene a healthy alumni community that gathers at a helpful cadence. |

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# 2027 Vision for 10x and Beyond




**Vision with New Funding**

- **Dates:** September 2027 Launch, May Capstone
- **Location:** Deer Valley Utah for Launch, NYC/Palm Beach for Capstones
- **Group:** Goal is to have 6 from NYC area and 6 from South Florida

**Profiles and qualification for nominating 10x participants:**

- Faith-based nonprofit CEO
- $2M+ annual budget
- High potential, hungry to learn, ready for the work required in the program
- Referred and recommended from the network

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# 2027 Funding

| | 2027 |
|---|---|
| Participants | 6 From NYC, 6 From South Florida |
| Total Est. Cost | $120,000.00 |
| Cost per Participant | $10,000.00 |
| Committed | $82,500.00 |
| Needed | $37,500.00 |

**Contributions from Participants**

- **Year 1 & 2:** No cost to participants who are nominated and recommended
- **Year 3:** Participants pay 50%
- **Year 4 & Beyond:** Participants pay 90%

We believe the board of these nonprofits will see value in allocating funds for professional development for their leaders. With this, we are now seeking to raise approx. $120,000 from new donors for the 2027 program.

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# Support 10x

Your investment in 10x can be made as a tax-deductible donation to the VOCA Center, the nonprofit organization that powers the 10x program. VOCA Center is a 501(c)(3) tax-exempt organization and your donation is tax-deductible within the guidelines of U.S. law.

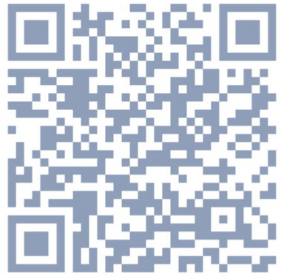
Visit VOCACenter.org/Give for instructions on how to give **online**, by bank **check**, or through a **donor-advised fund.**



Recommend a leader



Give to the program



Schedule time with Chip to learn more



Share your business expertise

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# Additional Financial Information for Potential Investors and Donors

| **Uses of Funds** | **% of Budget** | **Cost Per Participant** | **2026 Cost Breakdown** 12 Trainees | **2027 Cost Breakdown** 12 Trainees |
|---|---|---|---|---|
| Accommodations | 18% | $1,358 | $18,000 | $21,000 |
| Activities | 4% | $300 | $4,000 | $4,667 |
| Food | 13% | $975 | $13,000 | $15,167 |
| Meeting Materials | 1% | $100 | $1,000 | $1,167 |
| Participant Travel | 10% | $750 | $10,000 | $11,667 |
| Facilitator Travel | 10% | $850 | $10,000 | $11,667 |
| Training & Coaching | 44% | $4,000 | $44,000 | $51,333 |
| | **100%** | **$8,333** | **$100,000** | **$116,666** |

**As a co-founder, Larry Hartmann donates his time and is a significant funder of the program. Part of coaching or program delivery is charged to Hartmann.*

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# Meet the Alumni



**Johnny Baker**
2026

**Celebrate Recovery**

*SE Florida*



**Duane Barnhart**
2026

**Vintage Gentleman**

*SE Florida*



**Jamie Bond**
2026

**Place of Hope**

*SE Florida*



**Rev. Wendy Calderon-Payne**
2024 & 2026

**UYAI**

*NYC*



**Josiah Haken**
2023, 2024, & 2026

**City Relief**

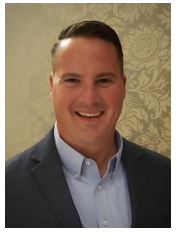
*NYC*



**Wendy Oliver**
2026

**VoLo Foundation**

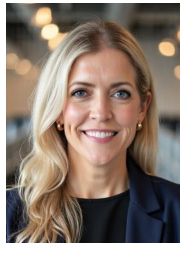
*SE Florida*



**Kurt Schwarz**
2023 & 2024

**Inspire Sports Camps**

*NYC*



**Beck Sullivan**
2026

**Restore NYC**

*NYC*



**Chris Tress**
2026

**Urban Youth Impact**

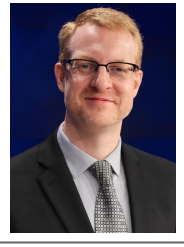
*SE Florida*



**Chris Whitford**
2024 & 2026

**Avail**

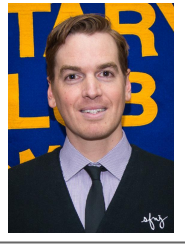
*NYC*



**James Winans**
2024 & 2026

**Bowery Mission**

*NYC*



**Steve Wolfe**
2023

**SOLID**

*NYC*



**Woody Woodfin**
2023, 2024, & 2026

**Street 2 Street**

*NYC*

# The Impact

Chris Whitford, CEO of Avail, knows the isolation of nonprofit leadership–having the ultimate responsibility for an organization's impact and success. “Being responsible for an organization is a unique weight,” she explains.

When invited to 10x, Chris responded immediately and enthusiastically. “Anything that Chip Roper does is worth attending. He and Larry Hartmann understand the unique challenges of leadership.”

Chris was excited about spending time with other NYC-based nonprofit CEOs and benefiting from collaboration, storytelling, and shared challenges–opportunities typically available in for-profit settings but rare for nonprofit leaders.

Set in Utah's beautiful mountains, the 10x Leadership Intensive proved to be everything Chris had hoped for and more. “Enriching, energizing, encouraging, affirming,” she describes. “It normalized the experience of being committed to achieving missional impact through your organization.”
The program provided what nonprofit leaders rarely access–for-profit quality professional development with peer connection, practical content, and actionable outcomes. “All the sessions I kept sticky notes–I activated on all of them.”

The impact multiplies beyond Chris herself. “There's no better investment than investing in leaders, because everything is downstream of leadership,” she emphasizes. “If you want a high ROI, then invest in leaders.”

# Equip the Equippers

“So Christ himself gave the apostles, the prophets, the evangelists, the pastors and teachers, to equip his people for works of service, so that the body of Christ may be built up”

Ephesians 4:11-12 NIV

Testimonials Found Here:
www.vocacenter.org/10x

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