



2021

IMPACT REPORT

VOCACenter



VOCA IN 2021

VOCA is animated by the conviction that transforming the way people work delivers an impact multiple. We spend so much time in our jobs that finding God's wisdom and hope in that space has immense potential to bring transformation to our spiritual lives and the world around us. The possibilities are only growing as many of us are clocking even more hours in the post-pandemic workforce. 2021 has been a year where we leaned into our calling and began to mature as an organization.

Three themes capture what God is doing through VOCA in 2021:

BEARING FRUIT

In 2021, we see fruit from the diligence and decisions of prior years: Partnership relationships deepened, our pivot from in-person events to virtual to podcasts has extended our impact, we see life-change from content old and new, the for-profit, RKE Partners, birthed out of VOCA has begun to contribute monetarily, Resilient Leadership training has been piloted and delivered.

CATCHING OUR BREATH

In 2019, we announced that we were now a “team” after five years as an initiative of the New York City Leadership Center. In 2021, we greatly increased our talent density with the addition of Shauna Cousino as Director of Communications and Operations. Shauna has deep expertise in her craft as well as national connections in the Faith and Work space. The addition of Shauna as well as a slight tapering in demand for the Career Navigator program has provided room to catch our breath and deepen our content.

Tragedy struck Chip's extended family this fall and he had to clear his calendar to be present in PA. Shauna coordinated everything. Ken jumped in and took over the podcast episode that week. The work continued with the founder out of pocket!

RE-LISTENING

There are over 116 million self-described Christians who go to work each day. The majority of them do **not** feel that their church/pastor 1) validates the importance of their work or 2) is able to help them with the challenges they face on the job. VOCA is passionately committed to providing godly wisdom to the vast array of Christian workers.

In order to do that well, we must listen. In this last quarter of 2021, we completed the Dilemmas Project, an in-depth study of the biggest challenges people are facing at work now. With 10 of our partners enlisting their networks, we were able to get almost 200 responses in a short amount of time. This study, combined with our ability to get back on the road to present, listen, and deepen relationships in person, is recalibrating our focus for 2022.

Through it all, our entire team feels humbled and encouraged to walk with our stakeholders through the opportunity and pain of their vocational lives. We love developing and delivering content that matters to workers. We love seeing the burden lift, the countenance relax, and hope return as people engage with us.

For all this and more, we say "Thank You."

WHAT DID WE DO THIS YEAR?

1. Launched the Resilient Faith at Work podcast:
www.vocacenter.org/resilient-podcast
2. Launched the Career Navigator podcast:
www.vocacenter.org/career-navigator-podcast
3. Completed the 2021 Dilemmas Project, a study with almost 200 respondents
4. Launched Resilient Leadership Training with David Ridley
5. Launched the Ascend Program to complement the Navigator with a 90-day coaching experience for individuals entering new jobs.
6. Continued the Career Navigator with six cohorts and 40 individuals
7. Scholarshipped 11 Career Navigators and have used over \$8,000 in scholarship funds.
8. Developed referral/content-sharing relationships with over 35% of the Faith and Work organizations in our network.
9. Base funding has been stable this year \$200,000.00 over 12 months.
10. Virtual workshop for Go Live Serve had 800 live viewers all over the world and has had 1300+ views since.
11. Blog on the Great Resignation for NIFW, over 1000 views: www.nifw.org/blog/biblical-wisdom-for-the-great-resignation
12. Continued the Team delivery and development of content/coaching
13. Added Shauna Cousino to the team as Director of Communications & Operations
14. Completed the process of filing for 501c3 status with the IRS.
15. Relaunched .com website to serve Christian institutions with our talent and consulting:
www.vocacenter.com
16. Experimenting with drip campaigns, FB advertising, and banner ads on Christianity Today.

"Thanks for creating the VOCA Center... I've appreciated the focus on how faith and work are interwoven, and the encouragement to walk out faith in the workplace."

WHAT DID WE DO THIS YEAR?

17. Walked with 323 clients through VOCA programs and workshops

18. Continuing to partner with the Kings College

- Dr. Chip teaching Entrepreneurship venture formation, one of the college's largest classes.
- Pilot of the Career Navigator for Kings Students
- Providing a platform for business people to share their stories

19. Continuing to invest in NCS Manhattan

- Chip leading and coordinating the Manhattan chapter
- Chip is serving on the team for training national leaders
- Providing a platform for businessmen to share their stories.

20. Dr. Chip and the team have been sought out to deliver a dozen of talks/presentations

- RightNow Media
- NCS Naples, FL
- NCS Franklin, TN
- NCS West Chicago
- NCS Charlotte
- Gordon College
- City to City
- Christian Union Graduate event
- Student Dream up with Money conference
- Scarsdale Baptist Community Church
- Nashville Institute of Faith and Work
- Faith and Work Chicago
- Serving Leaders, West Chester PA
- InterVarsity's Believers in Business
- Faith Search Partners
- At Work on Purpose Conference
- HR Ministry Partners
- VisionSynergy

"There are a lot of people talking about faith and work, VOCA does it."

	2021	2020
People reached by VOCA blogs:	3,300+	3,000+
Total supported with VOCA coaching & training:	323	164
People impacted by VOCA webinars:	220+	1,130+
People reached with Job Search Guides:	69	58
People reached by VOCA podcasts:	1,100+	0
Partner Organizations	15	6
Active Donors:	36	23
Articles Written:	15	8

WHERE WE'RE GOING NEXT YEAR

GROWTH

1. **Quadruple the funnel**, our list of active subscribers
2. **Double the tribe**, the people who are actively engaged as learners, clients, partners, and donors

FUNNEL:

Increase from
2,500 to 10,000

TRIBE:

Increase from
1,100 to 2,200

Definite:

- **Resilient Leadership** virtual course accessible to all leaders
- Scholarships of \$500 for 50 (Total: \$25,000)
- Lean into the Dilemma research: publish topical articles monthly, podcast monthly, redo the study annually
- Publish at least 24 work-changing/lifechanging podcast episodes (Total: \$25,000)
- Redouble our marketing efforts

Explore:

- Entrepreneurs Startup School
- City to City Partnership: VOCA will deliver Redeemer's Gotham program, virtually, for Young and Mid-Professionals
- Axis Partnership: equip parents to help their kids with calling, \$50,000 project
- Female Executive Circle
- City Survival Guide for Young Professionals entering NYC

Finance:

- Grow giving from \$200,000 to \$355,000
 - \$50,000 for Axis partnership
 - \$25,000 for scholarships (B2B)
 - \$25,000 for virtual Gotham
 - \$25,000 to produce 24 episodes of the Resilient Faith at Work Podcast
 - \$30,000 for growth-targeted marketing

Team:

- Add 2-4 new coaches to our platform
- Add 2 additional board members

Give:

vocacenter.org/give