



VOCA Center 2025

ANNUAL REPORT





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A WORD FROM DR. CHIP

2025 is the kind of year that demonstrates the need for VOCA. Workers are feeling pressure from all sides: massive layoffs in large firms, AI-driven demand for efficiency, fewer and fewer job openings, and higher prices on consumer goods.

Into this mix, VOCA continues to offer workers and leaders the opportunity to walk through a changing work landscape with a professionally trained, Jesus-following coach. We support our coaches with cutting-edge research, excellent operational support, and proven programs in career discernment, burnout recovery and prevention, and executive skills.

We refined and scaled our approach at the dawn of the pandemic, the first significant work disruption of our 10-year lifespan. We are now preparing for the next one. The AI revolution will transform work—bringing new opportunities and requiring workers and leaders to upskill and be more agile than ever.

As we celebrate our 10th anniversary with thousands of lives impacted, we thank you for traveling with us as donors, partners, clients, and friends. We invite you to buckle up and join us for the next 10 years as we listen carefully, research strategically, and deliver unique experiences and opportunities for workers and leaders to be all that God intended them to be.

We start the next 10 years with an exciting new offering: VOCA AiSD, our AI-powered spiritual coach. Use it to transform your work beginning in January 2026.




Founder & President

Join us as we celebrate 10 years of the VOCA Center's impact at the Union League Club in New York City. Together with clients, donors, and friends, we'll reflect on the past decade, share stories of transformation, and look ahead—casting vision and praying over the next 10 years of VOCA's work.

[RSVP Here](#)

ABOUT VOCA

Professional Solutions to Professional Problems Anchored in Biblical Wisdom

VOCA exists to help Christians find and follow God's will for their daily work:

- We serve Front-line Workers navigating career transitions, recovering from burnout, or seeking greater purpose in their work.
- We help Nonprofit Leaders maximize their effectiveness and focus.
- We support Nonprofit Teams and Boards in working together for greater missional impact.

- We empower Church Leaders to bring unity and skill to their executive responsibilities.

- We provide unique insights on the world of work to Faith + Work Ministries serving 100,000s of believers in the workplace.

Everything we do is grounded in cutting-edge research on the realities of today's workplace. That insight fuels our coaching, teaching, and leadership development—equipping Christ-followers to engage their work with clarity, confidence, and impact.



WHO WE SERVE

Front-line Workers



(25% increase from '24)

Nonprofit Leaders



(50% increase from '24)

Nonprofit Teams & Boards



(27% decrease from '24)

Church Leaders



(50% increase from '24)

Faith + Work Ministries



(4% increase from '24)

CLIENT BREAKDOWN



were leaders
(44% increase from '24)



were burnout clients
(150% increase from '24)



were Career Navigators
(61% increase from '24)



were custom coaching
(117% increase from '24)



were teams
(71% decrease from '24)

IMPACT STORY

A Scholarship Takes Brandon from Crisis to Confidence

Brandon Billings was stuck in a “quarter-life crisis,” feeling lost in a church role that had shifted away from his gifts and passions. “I felt a little stuck. I was kind of in an identity crisis,” he recalls. “I wasn’t sure where to go, how to even know what I’m good at, and I needed guidance.”

When a friend recommended the Career Navigator program, Brandon was excited—but the cost was prohibitive on his church salary. “I understood the value but just couldn’t bear the cost.”

Because of generous donors, Brandon’s story didn’t end there. VOCA’s Career Navigator scholarship fund opened the door that seemed permanently closed. “Receiving a scholarship was so huge. That was a game changer and an answer to prayer for my family,” Brandon shares.

With the financial barrier removed, Brandon dove into the Career Navigator program. Through comprehensive assessments and personalized coaching, he began to see himself clearly for the first time in years.

“Having someone speak into me and say, ‘I see this in you, and the Lord has wired you in this way’—that was such a valuable contribution,” Brandon reflects.

Today, Brandon thrives as a Grant Coordinator at Belmont University. He has found a role that perfectly combines his project management skills, ministry background, and creative abilities.

“I never thought I would land a job that hits on so many of my gifts and passions,” Brandon says. His strategic job search included 30 networking meetings and 20 applications, ultimately landing a position that maintained his salary while positioning him for future growth.

“They have no clue the level of impact that had for someone like me,” Brandon says of scholarship donors. “That gift was priceless in so many ways.”

Brandon now donates to the scholarship fund himself. “I’m excited to be able to fund incredible job transformations just like I’ve experienced!”

Your investment didn’t just change Brandon’s life—it created a multiplying cycle of generosity that will transform countless others.



**GIVE TO THE
CAREER NAVIGATOR
SCHOLARSHIP FUND**



PROGRAMS IN 2025

01 VOCA AISD

This year, we've developed VOCA AiSD, an AI-powered spiritual coach for your work, and we're excited to introduce it to the public in January.

VOCA AiSD is built on our research with Barna. Our *Life@Work2025* study shows that very few workers—only 4% overall and 9% of practicing Christians—turn to spiritual resources when facing work challenges. Most of us operate as if God is absent from daily work. VOCA AiSD changes that by offering guidance grounded in Scripture, helping users process challenges, track concerns, and access faith-informed advice—without needing to do the digging themselves.

One key component of VOCA AiSD is our collaboration with Theology of Work.

We've integrated TOW's extensive faith-and-work resources alongside our own, ensuring the bot draws from biblically grounded, trusted content. This positions VOCA AiSD distinctly from other AI platforms by providing guidance that is both thoughtful and theologically sound, without users needing to do any of the work.

Thank you for supporting VOCA and helping us continue developing tools that encourage people in both big and small ways.



02 CAREER

VOCA is often known as the “career experts,” and for good reason. People frequently come to us at pivotal moments in their work lives—they are navigating uncertainty, wrestling with a transition, or facing a job loss. Our aim is simple: meet people where they are and equip them with clear, trustworthy guidance so they can make wise, data- and faith-informed decisions.

This year, we expanded our reach and deepened our impact:

- **Re-launched our Career Navigator Podcast**, which provides insights to discover and journey God's path to the best “next” in your career.
 - We have combined a new host with episodes that feature wisdom from accomplished business leaders. **We have seen a 234% increase in downloads** (compared to 2024).
- **Introduced a monthly Job Market Report** to help individuals navigate real-time labor market conditions with greater clarity and confidence.



PROGRAMS IN 2025

03 LEADERS

In May 2025, we celebrated the completion of the 2024-25 cohort of the 10x Leadership Intensive. Participants shared their key takeaways in front of peers and invited guests, showcasing months of growth, coaching, and connection. The presentations highlighted not only their individual development but also the collective impact of intentional leadership cultivation.

The 10x Program is a leadership initiative for senior nonprofit Christian leaders, designed to express appreciation, invest in personal growth, and foster strategic collaboration.

Looking ahead, the next cohort will launch in spring 2026, bringing together nonprofit leaders from New York City and Southeast Florida. We are currently accepting applications and have already **secured 80% of the program budget**, setting the stage for another year of transformation and leadership development.

"The 10x Leadership Intensive is CEO lessons for nonprofit leaders. We usually don't have the resources or the relationships to find those CEO lessons. Larry and Chip have created a dynamic program that gives us those lessons."

— 10x Nonprofit Leader



04 RESEARCH

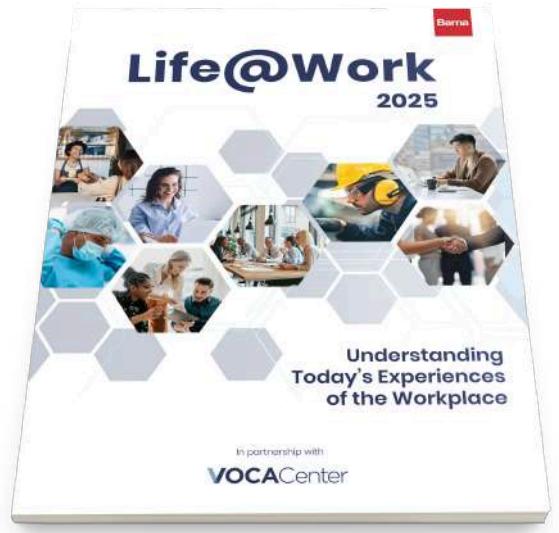
VOCA conducts an annual study on the lived experience of work. This year, in partnership with the esteemed Barna Group, we published *Life@Work 2025*. The findings not only reflect the current workplace landscape but also align with VOCA's mission to change lives by changing work. By concentrating on people, sharpening our focus, and integrating faith, we can cultivate environments that foster joy, resilience, and purpose.

[Download the Report](#)

We have already begun work with Barna on *Life@Work 2026*, which will continue to examine the lived experience of work—introducing new questions to bring even greater clarity to the challenges and opportunities workers face.

VOCA joined Barna's Christian Nonprofit Co-Op, a nine-month collaboration with organizations such as Thrivent, Gloo, and the WinShape Foundation. Through this partnership, we will help shape and gain access to new research on the realities confronting Christian nonprofits today.

Research positions VOCA to better support leaders as they navigate complex transitions, align their teams, and make mission-critical decisions.



IMPACT STORY

Your Support Strengthens Leaders Like Chris

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 the donor-funded 10x Leadership Intensive, 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."

Your support to 10x doesn't just develop one leader or one cause—it strengthens multiple organizations, entire communities, and the people they serve.

When you invest in the 10x Leadership Intensive, you're investing in the multiplication of Kingdom impact across industries and through many organizations.



**GIVE TO THE
10X LEADERSHIP
INTENSIVE**



FUNDING UPDATE

2025 Fundraising Goal: \$330,000



*Numbers as of December 31, 2025

Allocation breakdown:

VOCA Teaching

- Goal: \$100,000
- YTD/Committed: \$99,000
- Needed: \$1,000

VOCA Research

- Goal: \$25,000
- YTD/Committed: \$15,000
- Needed: \$10,000

Personal Ministry

- Goal: \$45,000
- YTD/Committed: \$45,000

VOCA Program Development

- Needed: \$30,000
- YTD/Committed: \$30,000

Career Navigator Scholarships

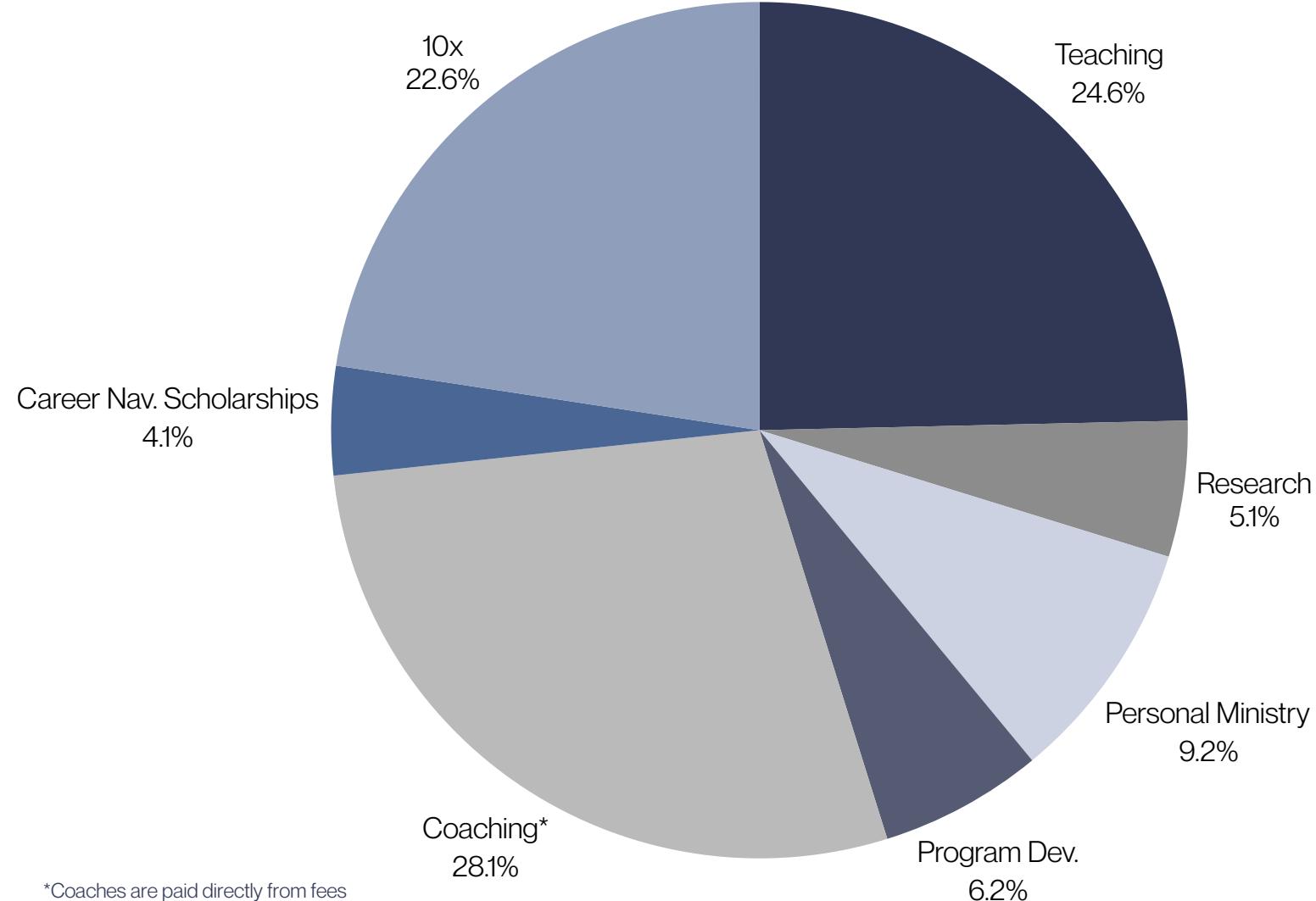
- Goal: \$20,000
- YTD/Committed: \$1,600
- Needed: \$18,400

10X Leadership Intensive

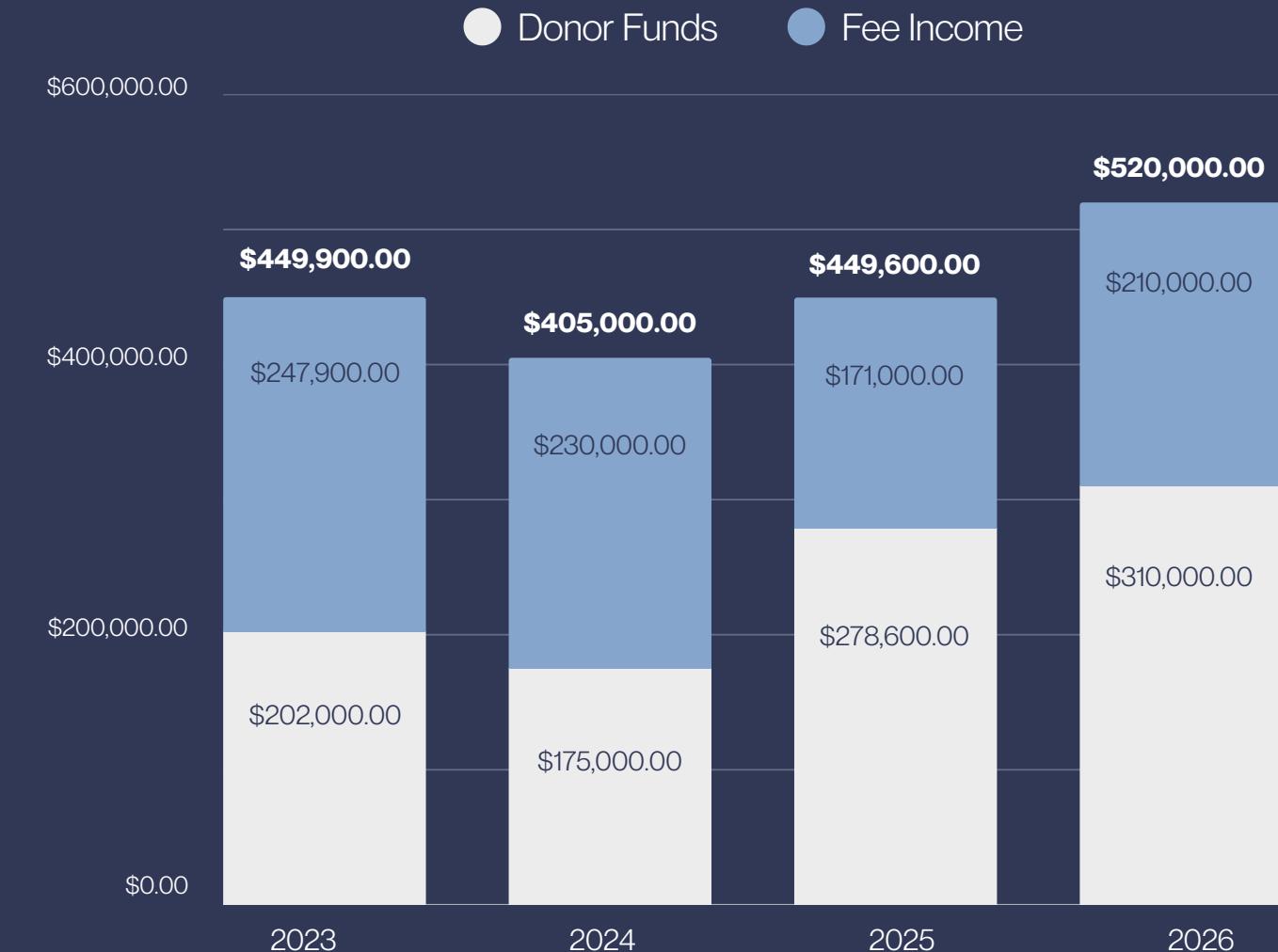
- Needed: \$110,000
- YTD/Committed: \$88,000
- Needed: \$22,000

INVESTING IN IMPACT

2026



YOY COMPARISON & PROJECTION



*2025 is projected, 2026 is planned

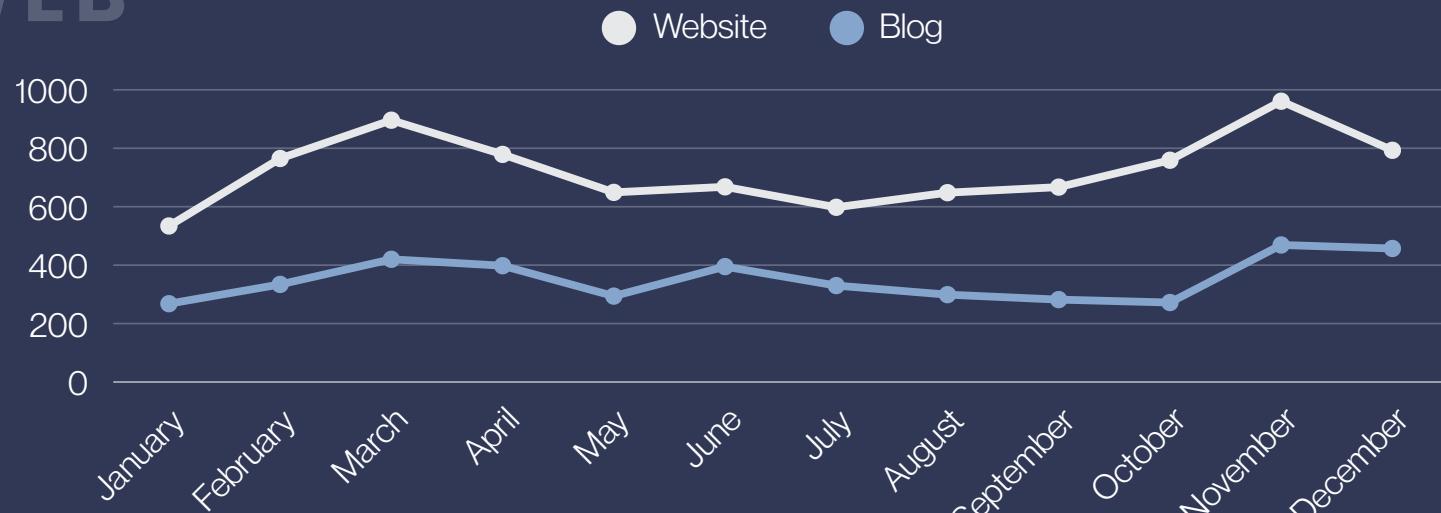
YOY ENGAGEMENT COMPARISON

	2025*	2024	2023	2022
Web views:	10,000+	22,000+	19,600+	N/A
People reached by VOCA blogs:	4,200+	15,500+	21,300+	4,300+
Cumulative total of clients:	810	757	493	427
People reached by VOCA podcasts:	1,600+	1,200+	1,600+	1,300+
Partner Organizations:	26	25	25	21
Live Audience:	4,000+	3,900+	5,400+	2,800+

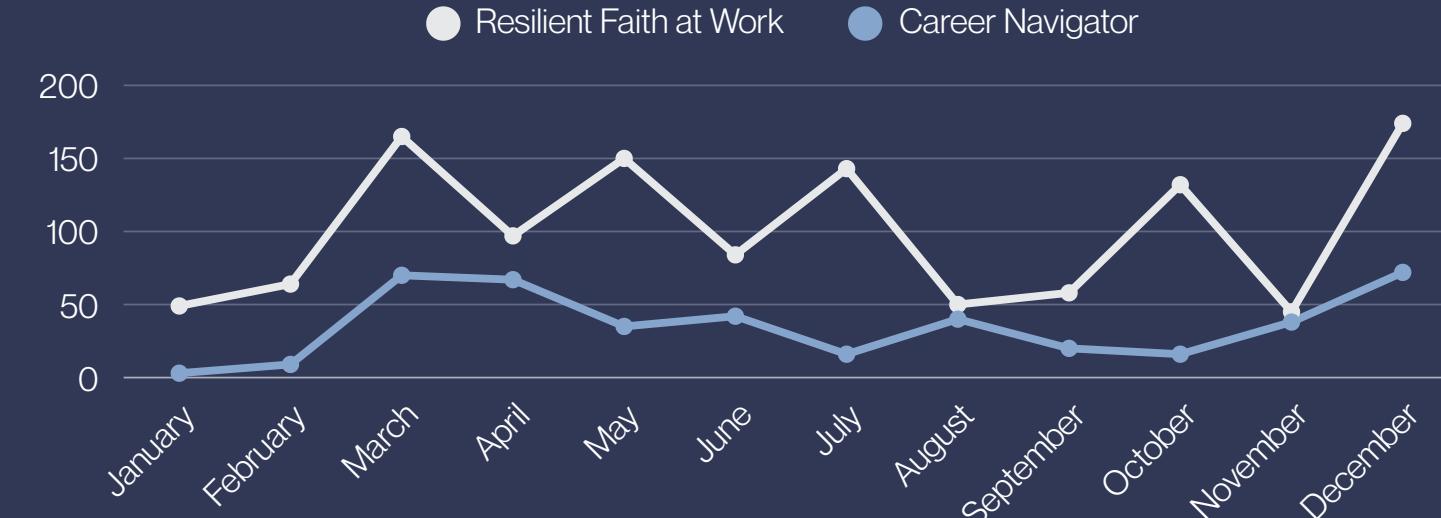
*Algorithms and priorities change. Heading into 2025, we shifted our focus to digital outreach based on user actions. It's taken some time, but our adjustments are paying off, with increased utilization of web and podcast resources.

ENGAGEMENT IN 2025

WEB



PODCASTS



WHAT CAN YOU DO?

USE our resources

[Discover More](#)

REFER others to us

[Email Us](#)

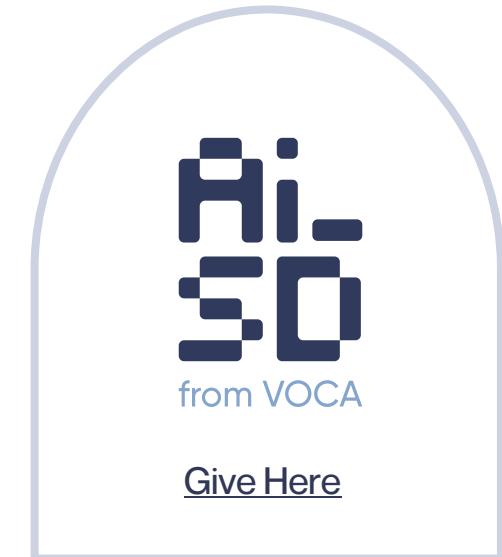
FUND our mission

[Give to the General Fund](#)

GIVE
www.vocacenter.org/give
TODAY



SUPPORT THREE PROJECTS



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