



2022  
**IMPACT  
REPORT**

**VOCA**Center



# VOCA IN 2022

At VOCA, we know that when you change work, you change the world. Work looms large in our schedules and in our imaginations. We spend more hours at work over our lifetimes than in any other single waking activity. **We view good work as the key to well-being** above a host of other factors. But it's not just the idea that work is important that gets our VOCA team out of bed.

**We also believe that God has plans for the work of every individual:** plans to shape them and the world around them for good. And while those plans are often muted by the brokenness we find in our world, every day we see the power of wisdom, insights, counsel, and connection to drive away the dark and realize light in our places of employment.

# 2022 IMPACT REPORT

2022 is a year we continued to clarify our calling, lean into our strengths and expand our impact. There are three words that capture the year: **Trust, Traction, and Team.**

## TRUST

Almost everyone we help at VOCA comes to us from a referral. "I was struggling with my job and someone said I should talk to you." We hear that every week. Faith and Work ministries are trusting us for research and to serve their constituents. National ministries are asking us for help with their team members. Donors are trusting us to say what we will do and do what we say. Clients trust us to help them find the work they were made for AND improve their joy and performance as team members and leaders.

## TRACTION

This year we've seen the partners in our annual research project double and our responses are on pace to almost triple. Our podcast listens have gone up 125% and our blog readership 130%. Traction is the fruit of focus—we continue to lean in and listen to the most urgent work challenges people are facing today and what they need to solve them.

A significant traction win has to do with our finances. VOCA's administrative overhead runs at less than 20%. This year, we have been able to cover all of this cost with a net of fees charged for coaching. For donors, this means your giving directly supports our client-facing work.

## TEAM

VOCA now has a team of nine: 5 coaches, a communications team of 2, and 2 fractional specialists in HR and accounting. We also have 37 active donors. Our expanding team will allow us to coach even more in 2023.

We are grateful for the trust you have shown in us as funders, clients, and content partners.

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

# WHAT DID WE DO THIS YEAR?

- 1) Directed the **2022 Dilemmas Project**, a study with 300+ respondents
- 2) Completed the **2022 What Women Want at Work Survey**, a study with nearly 200 responses
- 3) Dr. Chip and his co-author, David Ridley, **started writing their book, *Resilient Leadership***, and plan to complete it in 2023
- 4) Launched a **self-guided version of the Career Navigator** for those who want to start right away but cannot afford the full 1-1 coaching
- 5) In addition to our ongoing work with folks seeking God's direction for their career, we saw a growing interest in those seeking **leadership development through VOCA coaching**
- 6) We ran our Back2Work scholarship fund down to zero with **several grants to under-resourced job seekers**
- 7) **Developed referral/content-sharing relationships** with Faith and Work organizations with a reach of 100,000+ people
- 8) Added **two new coaches** to the VOCA roster, Andrea Tropeano and Liz Sastre
- 9) **Secured our status as a 501(c)(3)** with the IRS
- 10) Continued to share **regular podcasts and blogs** on work dilemmas
- 11) Hosting two **Year-End Donor and Client Appreciation Events in NY and PA**
- 12) **Increased** our VOCA direct **email subscribers by 12.9%**
- 13) To date, **walked 427 clients through VOCA programs and workshops**
- 14) **Expanded our partnership with The King's College** Office of Career Development
  - Dr. Chip teaches Entrepreneurship venture formation, one of the college's largest classes.
  - Providing a platform for business people to share their stories
  - Providing career advice and guidance to students
  - Hosting regular Professional Spotlight and Alumni Spotlight events on campus

"VOCA gave me insight on everything. From being a more effective leader, to managing teams, to better handling interactions in my current role at work."

# WHAT DID WE DO THIS YEAR?

## 15) Continued to **invest in New Canaan Society (NCS) Manhattan**

- Chip is 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
- Chip is being invited to speak to NCS chapters around the country

## 16) Dr. Chip and the team have been **sought out to deliver over a dozen presentations**

- NCS Naples, FL
- NCS Winston-Salem
- NCS Charlotte
- Gordon College
- City to City
- Jasper Ventures
- Scarsdale Baptist Community Church
- ServingLeaders, West Chester PA
- InterVarsity's Believers in Business
- Outcomes Conference
- Avail NYC
- Leader Burnout & Flourishing Event
- Society of Human Resource Engagement
- Zarephath Christian Church
- At Work on Purpose Conference
- Uncompromised Faith and Work Conference
- The Collaborative Orlando
- Student Dream Up with Money Conference

**"I love the way that VOCA combines the Truth of ones identity in Christ with the practical methods needed to find clarity in where and how one should work."**

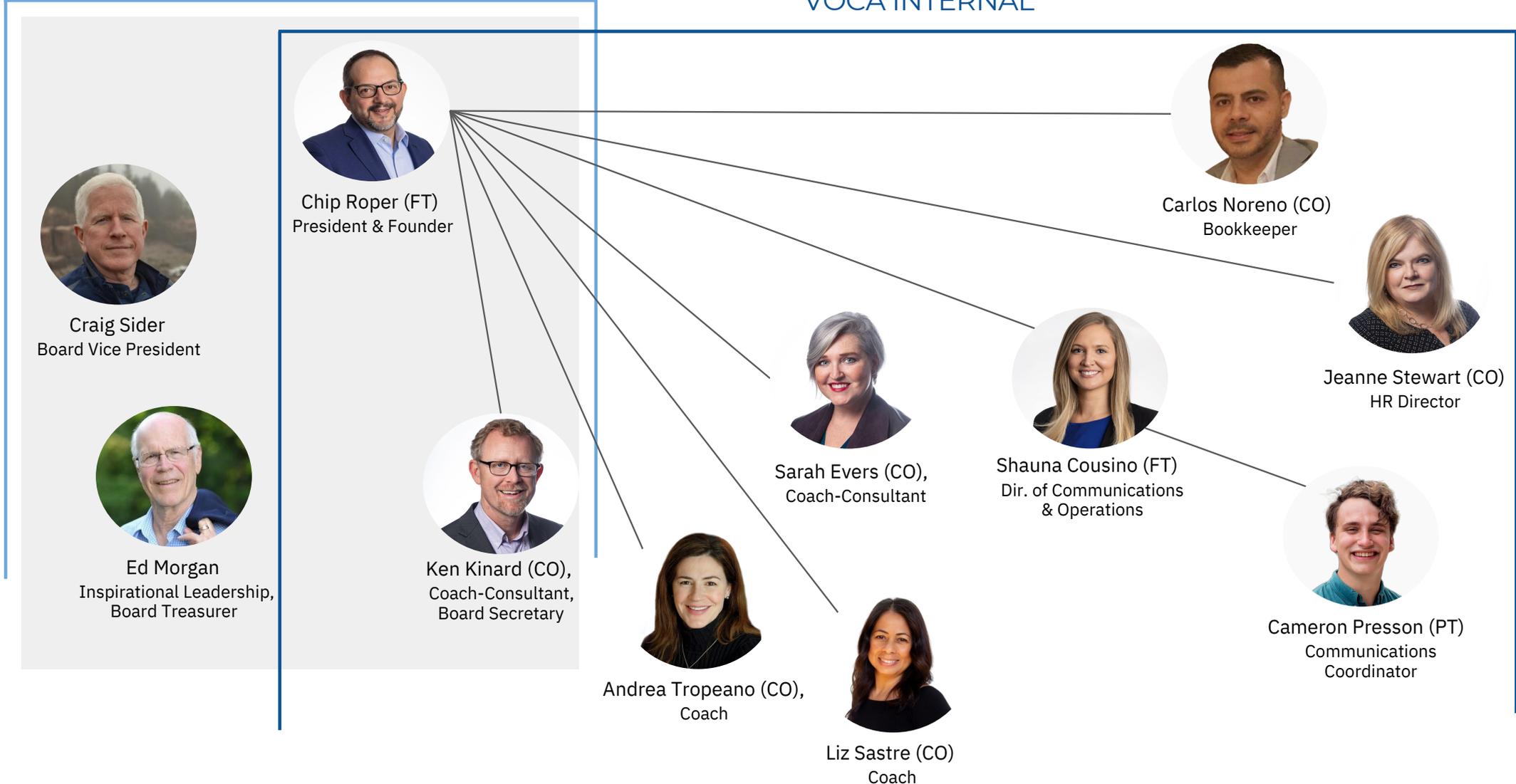
*-Missy Wallace, Executive Director, Global Faith & Work Initiative*

	2022	2021
<b>People reached by VOCA blogs:</b>	4,300+	3,300+
<b>Total supported with VOCA coaching &amp; training:</b>	427	323
<b>People impacted by VOCA webinars:</b>	300+	220+
<b>People reached with Job Search Guides:</b>	80	69
<b>People reached by VOCA podcasts:</b>	2,400+	1,100+
<b>Partner Organizations</b>	21	15
<b>Active Donors:</b>	46	36
<b>Articles Written:</b>	17	15

# THE VOCA TEAM

## VOCA BOARD

## VOCA INTERNAL



# WHERE WE'RE GOING NEXT YEAR

## Next year, we aim to **deepen and scale** what we do well.

- 1. Invest in marketing tools to **drive wider engagement**
- 2. Share our **teaching content through our network of 18 ministry partners**, representing a network of over 100,000 readers and listeners
- 3. **Increase our blog frequency** to weekly
- 4. **Be ready for an employment recession** by replenishing our scholarship fund, maintaining cutting-edge research, and practicing lean financial management.
- 5. Add **2 more coaches**
- 6. Add **2 board members**
- 7. Continue **research partnerships through our annual studies**

### Finance:

	2022	2021
Donations	\$250,000*	\$218,000
Fees	\$160,000*	\$138,000
Total Income	\$410,000*	\$354,000

\*Projected

# WHAT YOUR MONEY SUPPORTS

ALLOCATION	AMOUNT
VOCA Teaching (2 annual research projects, monthly podcasts, blogs, and live speaking)	\$130,000
Scholarship program for financially-challenged job-seekers.	\$50,000
Dr. Chip's personal ministry (Free counsel to assistance seekers, leadership of 100+ business man's weekly group, and advisory work with Christian leaders in NYC)	\$45,000
Impact Expansion Fund (Adding coaches, Marketing)	\$25,000
<b>Total Donor Funded Work</b>	<b>\$250,000</b>
<b>Committed and/or given</b>	<b>\$175,000</b>
	<b>\$75,000 needed</b>

VOCA also expects to do **\$160,000 in fee-based work in 2022**, with the following allocation:

- \$48,000 to cover basic overhead (accounting, legal, HR, admin, licensing etc.)
- \$80,000 to cover coach compensation
- \$32,000 for sales, marketing, and promotion

Help us change more lives by changing work.  
Make a donation today.



[vocacenter.org/give](https://vocacenter.org/give)