VOCACenter

Run for the Prize

A Campaign to Finish Strong and Build What's Next

VOCA Center | 2026–2028

> “I press on toward the goal for the prize of the upward call of God in Christ Jesus.”
>
> — Philippians 3:14

Executive Summary

VOCA Launches the *Run for the Prize* Campaign

Our quest to raise **$420,000 in growth capital** over two years. The funds will be used for three primary investments:

1. Upgrade and automate our signature **Career Navigator Program**– making it scalable and accessible to those who lack the monetary resources to engage. ($138,000)
2. Recruit and launch a team of program directors, called **Segment Champions,** certified coaches embedded in a specific professional community. Each generating revenue and impact, providing a talent pool for future succession needs. ($155,000)
3. Elevate **VOCA's digital client acquisition** furthering the reach of our work transforming training and content. ($127,000)

Each of these initiatives will generate revenue going forward, becoming economically sustainable.

VOCA's Run for the Prize campaign, runs in parallel to the New York City Marathon November 1, for which Dr. Chip, VOCA's Founder, is in training.

The preparation and race provides a fitting metaphor for this funding campaign. VOCA is taking steps to prepare for a longer race: we seek to position ourselves for a second decade+ of strategic, kingdom impact on the world of work.

At the heart of this growth is our unique commitment to integrate biblical wisdom with professional excellence, helping workers discover their calling, develop competency, and build community.

Table of Contents

Introduction

- About VOCA..... 4

Run for the Prize Campaign

- VOCA is at Mile 13..... 5
- Celebrating Mile 13..... 6
- What We're Building.....7
- What's at Stake..... 8
- The Investment and Financial Picture..... 9
- Timeline of Deliverables..... 11
- Finishing the Race: 2035 Vision..... 12
- Donor FAQ.....13

Track Record of Performance

- Donor Capital to Recurring Revenue.....14
- Career Navigator Client Story..... 15
- Segment Champion Story.....16
- Digital Client Story..... 17

The Team

- The VOCA Team.....18
- Parallax Partners.....19
- Barna Group..... 20

Run With Us

- Level of Impact..... 21
- Sign Up Today..... 22

About VOCA

What We Do

VOCA's mission is to bring professional solutions to professional problems anchored in biblical wisdom. VOCA delivers teaching, coaching, and leadership development so Christians can approach their workplace with clarity and confidence.

How We Do It

- One-on-one executive coaching with Christian, certified coaches
- Career Navigator — our signature program that combines biblical wisdom and premier job search tools
- Segment-specific programming for distinct professional communities
- A growing library of scripture-based resources for self-directed learners

VOCACenter

Why It Matters

Most Christians spend 40+ hours a week at work and receive almost no biblically grounded guidance for that arena. VOCA fills that critical gap with proven tools that combine professional excellence with clear anchors in core faith principles.

Thousands of Lives Impacted

VOCA has served corporate executives, emerging professionals, ministry leaders, and pastors and built a sustainable model that generates revenue while advancing the mission.

VOCA is at Mile 13

Marathons are 26.2 miles (42 Kilometers). When you get to mile 13, you've proven you can run — the question is whether you've trained to finish.

VOCA is at mile 13. A decade of building, coaching, and proving the model. The mission is real. The impact is documented. The team is in place. Now comes the second half — and the second half requires a different kind of investment. The window to build the infrastructure VOCA needs to position it to take advantage of how AI is reshaping the career coaching landscape **is now.** Organizations that don't build AI into their systems in the next 18–24 months won't catch up.

The Marathon

- 26.2 miles requires endurance
- Mile 13 proves you can run
- Second half demands qualitatively more
- Training, resources, protection, and counsel matter

VOCA Center

- A decade of documented, sustained impact
- Model is proven, but scale is not yet achieved
- Growth requires new infrastructure
- Donor partnership makes the difference

Celebrating The First Half of The Race

Proof of Model. A Decade of Impact.

What We've Built

- Certified professional coaches with thousands of hours of real coaching experience
- Career Navigator — a proprietary coaching framework tested and refined with real clients
- **810 people** coached cumulatively since founding
- **110% increase** in client engagements in 2025
- **333% increase** in organizationally-sponsored clients in 2025
- Reaches **15,000–25,000 people** annually through teaching content
- A sustainable revenue model — coaching fees, program enrollment, and a growing subscriber base
- A donor base that has witnessed consistent, faithful stewardship of every investment

The Gap

The model is proven. The infrastructure for scale is not yet built.

- Career Navigator needs to be rebuilt for the age of AI
- New Segment Champions need to be identified and launched
- A client acquisition engine needs to be activated

That's what this campaign funds.

What We're Building

Three Initiatives. One Vision.

A. Career Navigator 2.0

The current Career Navigator (CN) was built for a pre-AI world. CN 2.0 will be an AI-powered coaching tool that scales VOCA's methodology beyond one-on-one sessions — delivering biblically grounded career guidance to users who struggle to afford a personal coach. It generates subscription revenue and is built with Parallax Partners (our AI Systems Partner), grounded in our cutting-edge annual research project with the Barna Group on the lived experience at work.

B. The Segment Champion Initiative

A Segment Champion is a trained, certified VOCA coach embedded in a specific professional community. Segments may include communities such as healthcare professionals, marketplace pastors, women in corporate leadership, entrepreneurs, or military veterans in career transition. Each champion expands VOCA's reach into a new segment — generating their own revenue. Five champions by end of 2028 means 5 new markets, 5 new revenue streams, and 5 potential successors. This is VOCA's near-term expansion engine and long-term succession strategy.

C. Digital Marketing Expansion

Every day, Christian professionals are searching online for answers about burnout, calling, career transitions, leadership, and work. Many find VOCA first through a blog, podcast, video, or AI-powered resource. This investment will help VOCA reach exponentially more of those people with biblically grounded guidance—and create a clear pathway from free resources to coaching and programs. The goal is simple: meet more people where they are and help more of them take the next step toward transformation.

What’s at Stake

Three Things Hang in the Balance

1. The Need – Christian Workers in the Age of AI

Career Navigator 2.0 must be built or the Christians we serve get left behind vocationally. This is not a software upgrade — it is a **vocational protection initiative**. An entire kingdom workforce ecosystem is navigating a technological shift they didn’t see coming. VOCA can prepare them — but only if we build the tools to reach them.

Stake: Vocational survival and kingdom economic health for Christian workers.

2. The Standard of Guidance Christians Deserve

If we don’t drive more people to VOCA’s faith-centered resources, they’ll be forced to settle for something less—generic, secular career content. Generic career content. Secular frameworks. Guidance with no biblical foundation. Christians will settle for less, not because better guidance doesn't exist, but because we didn't reach them.

Stake: An entire generation of Christian professionals navigating their vocational lives without the guidance they deserve.

3. VOCA’s Future – Expansion and Leadership Continuity

The Segment Champion initiative is both our near-term growth engine and our long-term succession plan. Without it, VOCA's reach plateaus — and eventually the mission becomes dependent on a single leader. With it, VOCA becomes a **movement with depth, breadth, and a future beyond its founder**.

Stake: VOCA's potential for good, unrealized. A mission without a future.

Investment in the Next 13 Miles

A Two-Phase, $420,000 Campaign

Phase 1 — $262,000 by December 31, 2026

Career Navigator 2.0 Rebuild	**$100,000**
Segment Champion Launches (2)	$62,000
Digital Marketing Expansion	$100,000
Phase 1 Total	**$262,000**

Phase 2 — $158,000 by December 31, 2027

CN Upgrades, Updates & Maintenance	**$38,000**
Segment Champions #3, #4 & #5	$93,000
Digital Marketing Expansion	$27,000
Phase 2 Total	**$158,000**

AI-powered CN 2.0 rebuilt & redeployed by October 2027. Full cohort of five Segment Champions complete by year-end 2028.

Two-Phase Campaign Total: **$420,000**

Phase 1 ($262,000) + Phase 2 ($158,000) = $420,000

Phase 1: $262,000 by December 31, 2026 · Phase 2: $158,000 by December 31, 2027 · Total Campaign: $420,000. Every dollar is mapped to a specific initiative, a specific deliverable, and a specific date.

Run for the Prize and VOCA’s Financial Picture

The Campaign in Context

This campaign does not replace VOCA's existing fundraising — it runs alongside it. Here is the complete picture of how VOCA funds its mission.

$250K

Operating Capital

VOCA’s annual fundraising that sustains day-to-day operations, coaching staff, and core programming. This is the foundation that keeps the mission running.

$120K

10x Leadership Development Program

Dedicated funding for VOCA’s 10x Leadership Development Program — a leadership experience for high-capacity ministry leaders in the same metro area. It brings the wisdom of marketplace leadership to the point people of influential ministries in a metropolitan area.

$420K

Run for the Prize Campaign

A two-phase campaign: Phase 1 — $262,000 by December 31, 2026. Phase 2 — $158,000 by December 31, 2027. Total: $420,000 to upgrade VOCA’s delivery system to incorporate the power of AI and build the foundation for leadership continuity and succession.

The Run for the Prize campaign is a focused, time-limited investment — separate from, and in addition to, VOCA’s ongoing operational fundraising. Donors to this campaign are funding the future, not the present.

Timeline of Deliverables

A Two-Phase, $420,000 Campaign — 2026 to 2028

1 — **November 1, 2026**

PHASE 1 BEGINS. NYC Marathon — Run for the Prize. Chip runs. Phase 1 fundraising goal: $262,000.

2 — **December 31, 2026**

PHASE 1 CLOSES. Segment Champion #1 launched. Parallax & Barna engagements begin. Phase 1 fully funded.

3 — **Q1 2027**

PHASE 2 BEGINS. Phase 2 fundraising launches ($158,000 goal). CN 2.0 architecture and build begins. Client Acquisition Engine live. AI Subscription Coaches (Top 3) go live.

4 — **Q3 2027**

CN 2.0 rebuild complete and redeployed.

5 — **December 31, 2027**

PHASE 2 CLOSES. Phase 2 fully funded. $420,000 campaign complete.

6 — **Year-End 2028**

Full cohort of 5 Segment Champions complete. Successor pipeline established.

Two-Phase Campaign Total: **$262,000 (Phase 1) + $158,000 (Phase 2) = $420,000** — every milestone mapped to a specific deliverable and a specific date.

Finishing The Race: The 100,000 Vision

VOCA's current model serves thousands per year. Our vision is to grow to tens of thousands a year and reach **100,000 by 2035**.

Career Navigator 2.0

Scales VOCA's methodology to users who struggle to afford a personal coach — making biblical career guidance available at scale.

Segment Champions

Multiply VOCA's reach into professional communities across the country — 5 new markets, 5 new revenue streams, 5 potential successors.

Client Acquisition Engine

Drives traffic to VOCA's resources — so Christian professionals find VOCA before they settle for something less.

AI Subscription Coaches

Create a self-sustaining revenue model that funds the mission indefinitely — turning scale into sustainability.

> 100,000 Christian professionals with access to biblically grounded career guidance by 2035. That's the prize we're running toward.

Donor FAQ

Direct Answers to Serious Donor Questions

1

Where does the money go — and on what timeline?

Every dollar is mapped to a specific initiative with a specific deliverable and a specific date. Phase 1: $262,000 by December 31, 2026. Phase 2: $158,000 by December 31, 2027. Nothing is vague. Nothing is open-ended.

2

What exists at the end that doesn't exist now?

5 market-facing Segment Champions. Career Navigator 2.0 — a fully rebuilt, AI-powered coaching tool. A live client acquisition engine. A successor pipeline with 2–3 viable leaders onboarded by 2032.

3

What does the AI product actually do?

CN 2.0 delivers VOCA's proven coaching methodology through an AI-powered tool — making biblically grounded career guidance accessible to professionals who will never have a personal coach. It scales the mission and generates subscription revenue.

4

Is this sustainable?

Yes — by design. Segment Champions earn through coaching fees. AI Subscription Coaches generate subscription income. The client acquisition engine fills a self-sustaining funnel. Donors are funding a **growth engine, not a program**.

5

What is the time commitment from leadership?

Chip Roper dedicates 30% of his time to champion development, campaign leadership, and donor relationships. Shauna Cousino, Operations Director, manages project execution and delivery. The leadership investment matches the financial ask.

Our Track Record of Performance

For six years, VOCA has demonstrated a clear ability to **convert donor capital into recurring revenue,** Kingdom impact, and measurable results. Our past performance lays a strong foundation for future growth and innovation.

The Career Navigator (2020-present)

$60K
spent to develop

$292K
revenue generated

520
Navigators

Pilot Segment Champions (2020-present)

$38K
spent to develop in launch year

5/6
years of compensation covered by fees

5K
clients & audiences

Digital Marketing (2020-present)

$60K
spent to develop

$150K
revenue generated

30K
viewers engaged

July '25-July '26

AiSD

$8K
spent to develop

$110
revenue generated

550
active users

Career Navigator: Moving 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 or 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.

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 role that positioned 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!”

The Career Navigator didn't just change Brandon's life—it created a multiplying cycle of generosity that will transform countless others. With an investment in Career Navigator 2.0, more lives will be changed for today’s work context.

Segment Champions: Our Secret to Scale and Succession

When Ka Cotter joined VOCA as a Senior Consultant and Executive Coach, she wasn't just looking for a job—she was looking for a place where faith and business impact intersected. Introduced to Dr. Chip Roper through a family connection, Ka felt an immediate bond.

"Chip and the team are all about impact," Ka says. "What is it that we can do for an organization, for a team, for an individual? The impact is the priority."

For Ka, the strength of VOCA has always been its people. Despite being spread across different cities, the team maintains a radical transparency and deep connection. Through weekly calls and team meetings where they share "highs and lows" both personally and professionally, they have built a culture of consistent values.

"The best people doing the most impactful programs will enable the strongest consistent growth," Ka explains. This foundation of trust is what allows VOCA to deliver life-changing results for their clients.

While the team is already high-performing, VOCA is moving toward an even more powerful model: Segment Champions. In this role, coaches don't just facilitate programs; they "own" specific segments, driving both client acquisition and the funding necessary to scale.

Ka has become the vanguard for this model within the Real Estate segment. By focusing her deep expertise and passion on this specific industry, she is able to create a more tailored, high-impact experience for her clients. She saw the power of this specialized focus firsthand when coaching participants in the "10X" program for nonprofit leaders.

"To hear their presentations and be a coach to them... I knew I was in the right place. This is where impact is happening," Ka reflects.

The shift to Segment Champions like Ka is about more than just organization—it's about sustainability and reach. By empowering coaches to lead their own segments, VOCA can attract committed investors who want to see measurable, specialized growth.

"If I'm an investor, I want to know: what's the impact you're having?" Ka says. "The more impact we have, the more clients we'll have, and the more consistent growth we'll see."

VOCA is a team of "the best people," says Ka. By moving to the Segment Champion model, we are ensuring coaches have the autonomy and focus to change more lives than ever before.

The Power of Digital: How a Google Search Ended Burnout

As a 65-year-old engineering manager with 45 years in the field, Jeff Waddle had spent his entire career avoiding failure. That drive brought him immense professional success, but three years ago, the weight of it all finally took its toll.

“I had an emotional low that I had never experienced before in my entire life,” Jeff recalls. “My emotional state just took all the drive, motivation, and basically hope out of my work life. I was a shell of what I used to be.”

Desperate for a solution but unsure where to turn, Jeff did what millions do every day—he turned to the internet. He sat at his desk one afternoon and typed a simple, urgent query into Google: “How to get rid of burnout.”

Among the millions of results, VOCA appeared in the top five. After watching a few videos and realizing the team truly understood the nuances of professional exhaustion, Jeff picked up the phone.

Jeff soon began working with Ken Kinard, a Principal Consultant at VOCA, through the Burnout Recovery Program. For an engineer who prefers solving technical problems over “people problems,” the transition wasn't easy. But Jeff realized he didn't just need a coach; he needed a specialist.

“I have pastors and friends in my life, but I needed a specialist,” Jeff says. “Ken had the skills and the constructive empathy to listen. He knew exactly what kind of homework I needed.”

Jeff is no longer a shell of himself. He has returned to his role with a renewed perspective and a toolkit for maintaining his emotional health. “I have grown more in the last three months than any other three-month period I can ever remember in my 30 years as a Christian and engineering manager. At the beginning, I was not free. Ken helped me listen to the Holy Spirit, gave me language around what I have been feeling, and challenged me to do stuff that I would have never acted on. I am so thankful. I don't want to go back to where I was three months ago.”

Starting with a simple Google search, Jeff is now a vocal advocate for the program that brought him back from the brink. “It’s very valuable, [VOCA’s] perspective and wisdom in this area,” Jeff shared with the VOCA team. “I just hope other people experience what I experienced. There are all kinds of people out there that need a specialist.”

This campaign will be able to expand our digital marketing efforts and effectiveness to reach more people like Jeff.

The Team

Hundreds of hours of real coaching experience — being encoded into the future..

Internal Staff

Dr. Chip Roper

Founder & Chief Solutions Officer
30+ years of leadership experience spanning coaching, counseling, leadership, and theology. Trusted by corporate executives, ministry leaders, and pastors nationwide.

Shauna Cousino

Operations Director
Serves as VOCA's operational backbone and project manager. Led the successful delivery of VOCA AISD — VOCA's first AI solution — bringing both operational excellence and firsthand AI implementation experience to the CN 2.0 build.

Certified Coaches

Ken Kinard

Principal Consultant
Certified Professional Coach with thousands of hours helping leaders get unstuck by engaging their full capacities. Proven impact across ministry and business.

Sarah Evers

Principal Consultant
Certified Professional Coach with thousands of hours developing global leaders. Decades with CRU, Athletes in Action, and NYC churches.

Liz Sastre

Professional Coach
Thousands of hours guiding leaders through transitions, overcoming challenges, and pursuing values-based career paths.

Ka Cotter

Professional Coach
Thousands of hours coaching organizations to create lasting growth and deep industry expertise in real estate.

Brandon Addison

Professional Coach
Thousands of hours coaching high-capacity leaders, teams, and organizations through transformative change.

Partner Organizations

The Barna Group

Research Partner
America's premier faith-and-work research firm. Annual research on faith, work, and AI grounds every product VOCA builds.

Parallax Partners

AI Systems Partner
AI systems firm specializing in translating organizational methodology, research, values, and institutional knowledge into scalable, trustworthy systems that support human expertise.

The Team

Our AI Systems Partner: Parallax Partners

Why Parallax. Why Now.

Building Career Navigator 2.0 requires more than adding AI to an existing program. It requires translating VOCA's proven coaching methodology, research, values, and institutional knowledge into a system that can extend high-quality guidance to more people while maintaining consistency, trust, and measurable quality.

Designed With, Not For

Parallax begins by listening. They work closely with clients to understand their mission, people, methodology, workflows, and constraints before determining what should be built. There is no off-the-shelf, one-size-fits-all approach.

Systems Thinkers

Parallax builds complete AI systems rather than depending on a single model or platform. They may combine multiple LLMs, coded logic, machine learning, and other technologies based on the job each performs best. The objective is consistency, traceability, and trust—not simply using the newest model.

Strategic Before Technical

Parallax builds systems that enhance human expertise, not replace it—using constrained knowledge, traceability, testing, human review, and continuous improvement to deliver consistent, measurable results. Our approach has been applied across commercial, nonprofit, and specialized environments, including independent quality assurance with leading positive psychology researchers at top academic institutions.

Sam Wheatley
Co-Founder
Systems & Client Integration

Dylan Bowes
Co-Founder
Product Design & Development

> "What excites me about working with VOCA is the opportunity to make high-quality coaching accessible to far more people while maintaining a standard of quality that can be demonstrated and trusted. AI gives us new ways to extend proven human expertise at scale without losing the rigor behind it."
>
> — Sam Wheatley, Co-Founder, Parallax Partners

Our Research Partner: The Barna Group

Data-Driven. Faith-Informed. Built for What's Next.

VOCA doesn't build on assumptions. Every product developed, every segment entered, and every claim made to donors is grounded in the most credible faith-and-work research available. That's why VOCA has partnered with the Barna Group.

Who Barna Is

- America's premier research firm at the intersection of faith, culture, leadership, and vocation
- 40+ years of research. 2 million+ interviews. Thousands of studies.
- Trusted by the Gates Foundation, World Vision, the Salvation Army, and hundreds of nonprofits worldwide
- Regularly cited by The Wall Street Journal, The New York Times, CNN, and USA Today

What This Partnership Delivers

- Annual research on faith, work, and AI — the most current, accurate findings available
- CN 2.0 built on validated data about how Christian professionals experience calling and career transition in the age of AI
- Segment Champion targeting informed by research — not guesswork
- Third-party, peer-respected findings, allowing VOCA to speak with authority in the marketplace

> "Chip and the VOCA team are the kind of partners you hope to find — thoughtful, practical, and deeply committed to helping people navigate vocation, leadership, and faith in a changing world. We're proud of our partnership with VOCA and excited about the ways their unique work is equipping people and organizations for what's ahead."
>
> **— David Kinnaman, CEO, Barna Group**

Choose Your Level of Impact

The Ask. The Impact. The Next Step.

JOIN US AS A RUN FOR THE PRIZE CAMPAIGN PARTNER.

🏆 Race Sponsor — $100,000

The defining gift of the campaign. Your investment underwrites the entire Run for the Prize initiative and positions you as the founding sponsor of VOCA's next chapter.

🥇 Pace Setter — $50,000

Lead gift — fund the CN 2.0 build or a Segment Champion launch. Your gift breaks ground on the entire campaign.

📍 Mile Marker — $25,000

Fund a major initiative component. Your investment marks a critical milestone in VOCA's journey to scale.

🤝 Training Partner — $10,000

Fund client acquisition engine development or AI coach development. Your gift puts the mission in motion.

🏁 Race Partner — $5,000

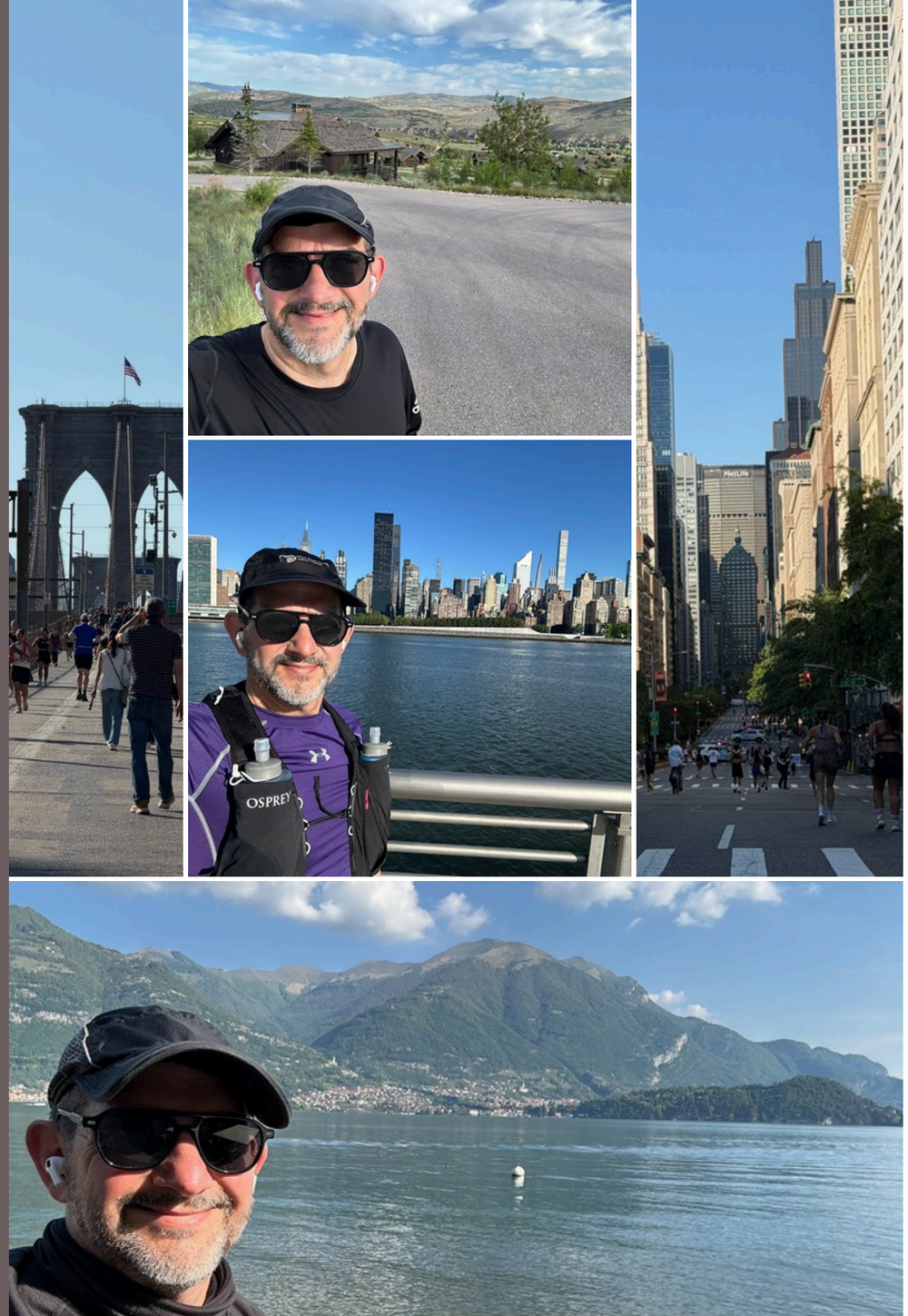
A campaign foundation gift. Every finish line is built by the faithful who show up early and commit.

👟 0.1 Mile Sponsor — $1,000

On November 1, Chip will run 262 tenths of a mile. Sponsor one. Every tenth counts — and every sponsor is part of the race.

*Contributions can be spread over two years.

Run With Us



Reach Out Today

The Impact

Your investment funds the infrastructure that takes VOCA from hundreds served to 100,000 — and ensures that Christian professionals in the age of AI have access to the biblically grounded guidance they deserve.

Phase 1 Funding Goal: $262,000 received by December 31, 2026

Phase 2 Funding Goal: $158,000 received by December 31, 2027

> "I press on toward the goal for the prize of the upward call of God in Christ Jesus."
> — Philippians 3:14

The Next Step

Chip runs November 1. Let him know you're running with him.

Reach out before race day with your commitment — or simply to say you're in.

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Download the deck, support the campaign, make a pledge, or subscribe for updates by **clicking here** or scanning the QR code below.