

VOCACenter **CASE STATEMENT**

**UPDATED
JULY 2022**

EXECUTIVE SUMMARY

At VOCA, we change lives by changing work. Through teaching, coaching, and leadership services, we bring God's wisdom to work for over 5,000 people each year. Launched in 2015, we are beginning our seventh year with a solid track record and a plan for expanding our impact. The pages that follow provide an overview of our work and an invitation for you to join us.

Weighed down by work: [According to Gallup](#), the number one thing everyone in the world wants is "a good job." Every day the VOCA team talks to people who cannot see a way forward in their work and are desperate to find God's will for their careers.

Our Why: The U.S. workforce stands at 160 million people. That's roughly half the population of the country. Workers spend more waking hours on the job than in any other single activity.

The Challenge: Only 28% of Christians report living their faith in the context of their work. With this separation of spirituality and work life, the majority of Christians report feelings of disillusionment and burnout, and believe unhelpful career myths at rates similar to their non-Christian counterparts. In short, they don't see their work within the larger Biblical story. They are like sheep without a shepherd.

The Upside: We know that vocationally focused discipleship, teaching, and counsel have an outsized impact on individual lives. Finding God in the fabric of the day-to-day leads to deep personal change and serves as a stepping stone for spiritual influence.

Multi-channel approach: We deploy a multi-channel approach to reach people with work-transforming principles and practices:

- **Teaching:** deliver digitally and in person, reaching around 4,200 people annually.
- **Coaching:** in-person and virtual coaching, providing a miniature biblical community aimed at change. We reached 139 people in 2021.
- **Leadership Development:** provide advising and consulting to organizational leaders, data to Faith and Work organizations, and hands-on leadership in New York City.

EXECUTIVE SUMMARY

Research Driven: Using proven techniques of qualitative research, we listen to our constituents with the annual Dilemmas project, client feedback, and the “What Women Want at Work” study.

Active Partnerships: VOCA is pleased to work alongside other faith and work initiatives across the country. We have been selected by Redeemer City to City to deliver their Gotham Fellows program virtually. We pursue research and create content with faith and work institutes in Nashville, Denver, and Chicago, to name a few.

Ripples: Though a challenge to quantify, we believe that when you impact one person’s work, you impact a collection of people around them. We conservatively estimate a 10x ripple effect, bringing our estimated influence total for 2021 to over 80,000 people worldwide.

Funding Goals for 2022: We are working to raise our \$200,000.00 annual fund and an additional \$150,000 for strategic expansion, for a total of \$350,000.

Giving Info: Giving information is listed at vocacenter.org/give and at the end of this presentation.

Gains and Losses: VOCA equips the Church to effectively live its faith out in the world. As we are funded and effective, lives change, workplaces change, and the kingdom strategically expands. If we fail, if we lack resources, a grand opportunity will be lost.



We invite you to read on, send us your questions, and join us in changing the world by changing work.

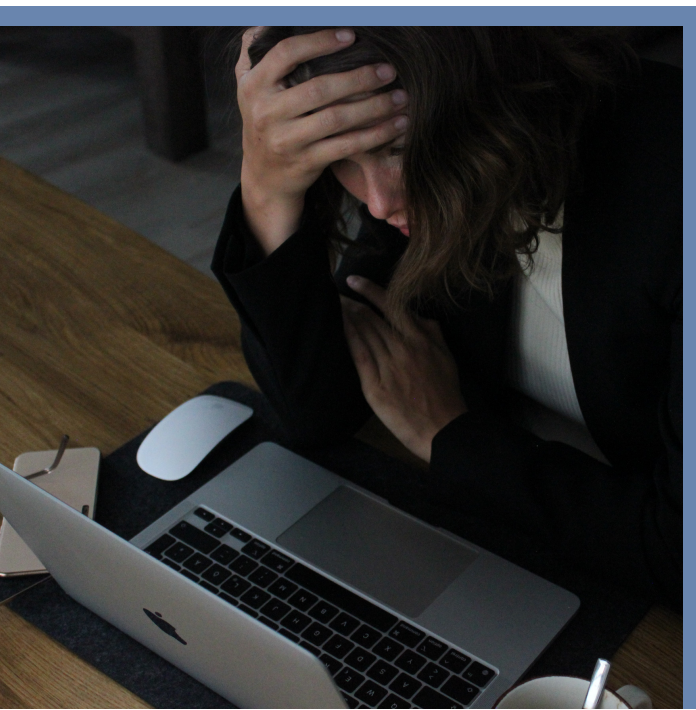
Dr. Chip Roper
President and Founder
VOCA Center

WEIGHED DOWN BY WORK

Work is weighing on Amelia. She is good at her job but wonders if her job is good for her. Over the last few years, the culture seems to have changed—less relational, more transactional. The fear that drew people together on her team in the early pandemic has given way to a transactional distance. Her boss has not kept commitments to increase her pay and provide new training. She's not moving forward. For months her motivation has lagged. Is she burning out?

She's in a real quandary about what to do. Colleagues have gotten swept up in the great resignation. They are making moves, finding work they say is better. She wonders, should I leave? Ultimately she wants to follow God's plan for her whole life, including her work. She is at a loss regarding how she will know what that plan is.

Her dad gives her the same old advice, "Just be happy you have a job." Her mom wonders if it might be an opportunity to shine as others are leaving. Friends commiserate with her instead of offering advice. Her pastor offers his best counsel but he's out of touch with her daily reality at work. She's still left puzzled.



She decides to go online. Googling topics like "toxic bosses," "the great resignation," "changing careers," and "burnout." She drowns in information—much of it very surface level, all of it selling something. She is frustrated, lost, and holding out little hope.

Then a friend from church tells her about VOCA...

(To be continued...)

INTRODUCING VOCA

VOCA is a donor-funded ministry that brings God's wisdom to people's work through teaching, coaching, and leadership. Based in New York City, we serve thousands of beneficiaries everywhere each year. Beneficiaries include clients, stakeholders, readers, listeners, and audiences.

VOCA is short for "Vocation." We bring God's wisdom to work for over 5,000 people each year. Every day, 160 million people go to work in the United States. The majority of them claim the name "Christian." Equipping them to meet and follow God in their work has outsized impact potential for these individuals, their colleagues, workplaces, and culture.

Changing work, changes lives.

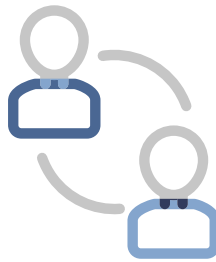
- Our clients **find meaningful work** and stay out of poverty.
- Our clients are **transformed by focused discipleship**.
- We bring **transformation to the leaders of tomorrow**: With millennials and gen z making up 60% of our clients, VOCA resources are the foundations for workers to share the Gospel.
- Our leadership training elevates an **executive's ability to transform their workplaces**.



CHANNELS OF TRANSFORMATION



Teaching
pg. 6



Coaching
pg. 7



Leadership Development
pg. 8

In 2021:	
Blogs:	17 original articles 4,000+ total unique readers
Podcasts:	2 Podcasts 16 total episodes 1,360+ total downloads Five-star avg. rating
Webinars:	14 Webinars 220+ attendees
Courses	40+ students 2 Classes
Speaking Engagements:	10+ engagements 2,000+ attendees

In 2021:	
Clients:	159
Subsidies:	45 clients \$38,409 given
Scholarships:	17 cohort recipients 187 hours of training \$9,500 given

In 2021:	
Active Leadership:	5,200+ served
Thought Leadership:	15 partners 100,000+ ripple impact
Consultative Leadership:	6 clients 56,000+ ripple impact

VOCA's coaching leverages the power of biblical community, the power of explicit biblical texts that apply to work, the relationship with a professional guide, and biblical teachings on wisdom to create a transformative environment.

I. TEACHING

Good teaching is a catalyst for change. Our content is practical, biblically sound, and laser-focused on confirmed challenges from the work world. We mix the wisdom of Proverbs with a Gospel-centered identity as taught by Jesus. Content includes interviews with faith-driven business leaders and expert solutions from our team of experienced, certified coaches.

Our content is delivered through:

1. **Blogs**
2. **Podcasts**
3. **Webinars**
4. **Courses**
5. **Speaking engagements**

[Click here to learn more about our teaching and read client stories >>](#)



2. COACHING

Coaching provides the optimal space for transformation. In coaching, the client builds a relationship with a certified, Christian partner. They are challenged to take responsibility for their path. They are given resources to find God's wisdom for their work. To make coaching affordable for people at all levels in their careers, we rely on financial support from donors to offer subsidies and scholarships.

VOCA's core coaching programs include:

1. **Career Navigator:** A 10-session job search and career training program for individuals or groups
2. **Executive Navigator:** A customized plan to provide senior-level leaders to identify their ideal next and create a proven process to land it
3. **General Coaching:** A customized, confidential, and professional development alliance that empowers professionals to address pressing dilemmas and accomplish what's important in their vocational calling
4. **Ascend:** Framework for the first 90 days of a new job to launch strong and start leading with impact in the first few months

[Click here to learn more about our coaching and read client stories >>](#)



3. LEADERSHIP DEVELOPMENT

VOCA is called upon to work with executives and organizations across the country to deliver training, consulting, research, keynote speaking, and active executive leadership development. We share original, customized content, frameworks, and data to drive organizational change.

VOCA is contacted to provide leadership development in three core forms:

1. **Active Leadership:** Dr. Chip is directly involved as the key leader for many organizations in New York City and beyond, including the New Canaan Society, Made to Flourish, and the Global Leadership Summit.
2. **Thought Leadership:** VOCA collaborates with our partners in the faith and work ministry space on research and content, such as our studies on Work Dilemmas and "What Women Want at Work".
3. **Consultative Leadership:** VOCA delivers training and consulting services to faith-based nonprofit organizations. Our clients include RightNow Media, Redeemer City to City, and Avail.

[Click here to learn more about our leadership and read client stories >>](#)



RESILIENT LEADERSHIP WORKSHOP

THE RIPPLE EFFECT

VOCA's impact doesn't end with the hours of face time with our clients. We estimate that the work we do with our clients goes on to impact tens of thousands across the world. In 2021:

LISTENERS/ READERS



12

hours of teaching on average

3,600

audience engaged

36,000*

impacted from VOCA's teaching content

CLIENTS



10

hours of coaching on average

159

clients

1,590*

impacted from VOCA's teaching content

ORGANIZATIONS



18

hours of executive consulting on average

4,300

employees impacted

43,000*

impacted by teams

Total impact estimated: **80,000+**

*we estimate the average person influences at least 10 others between work, family, community, and church.

THE RIPPLE EFFECT

Our individual clients find that VOCA's framework not only impacts the way they interact with their teams but their home lives as well. Families are being impacted for good.

Donors like you make this impact possible by supporting the work of VOCA. You help us serve people like Harrison, who received coaching through our Career Navigator program.

"[The Career Navigator] helped direct myself, my career, my talents. And it helped me direct other avenues of my life—how I can build a family, and shepherd and steward a family through stewardship of resources that are now made available to me."



HARRISON

INCREASE VOCA'S IMPACT TO ADVANCE GOD'S KINGDOM

The work of VOCA delivers kingdom power and direction into the world of work. Donor funds enable us to maintain and expand our work.

If we fail to reach working Christians, they are left on the sidelines, isolated from God's work in the world. The advancement of the Kingdom is obscured. The world of work is left to its own destructive devices. But with your investment, VOCA can disciple more people in every corner of the world to see greater transformation.

We are seeking \$200,000 for our annual fund, plus \$150,000 in growth dollars. Our growth priorities are as follows:

1. **Scholarships**—Award 30 scholarships to help professionals find their vocational path: \$15,000.00
2. **Fellows Program**—a year-long, holistic discipleship initiative in partnership with Redeemer City to City. Costs for the first year, training, scholarships, and promotion: \$80,000
3. **Women at Work Program**—Content, training, and opportunities to connect working women: \$20,000.00
4. **VOCA National In-Person Events**—regular events in Dallas, Orlando, Philadelphia, and Nashville to further impact clients there and increase our reach: \$10,000.00
5. **Increase Network**—Grow our virtual contact base from 3,500 to 10,000, increasing our content engagement and coaching clients by 300%. Cost for communications talent and initiatives: \$25,000.00

FUNDRAISING GOAL FOR 2022: \$350,000.00

WHAT TIER WILL YOU COMMIT TO FOR 2022?

Tier	Total needed	Amount	Current	Still needed
\$50,000	1	\$50,000.00	0	1
\$25,000	4	\$100,000.00	4	0
\$10,000	10	\$100,000.00	5	7
\$5,000	8	\$40,000.00	3	5
\$2,500	12	\$30,000.00	7	5
\$1,000	20	\$20,000.00	12	8
\$500	20	\$10,000.00	6	14
		\$350,000	\$197,500.00	\$152,500.00

HOPE AND A PLAN

(Continued from pg 2) ...A friend from church tells Amelia about VOCA. "VOCA has Christian coaches who can help you get your career and calling sorted out. That's what they do every day and it's faith-based." Amelia sets up a complimentary coaching session with Sarah who gets to know her, listens carefully to the ins and outs of her challenge, and explores what has and hasn't worked. Amelia can't remember the last time she felt so heard!

But with the unkept promise of a raise and all her other responsibilities, how can she afford professional coaching? Then, in a follow-up email, she reads, "Should you need financial assistance, generous donors have provided a scholarship fund for VOCA's group program." She fills out the online application and waits.

Amelia doesn't have to wait long. She receives word that her scholarship has been approved. After she pays her portion, Amelia is registered and ready to start.

Every week, she meets with a virtual group of others in different industries, different parts of the country, yet they are all struggling with uncertainty, the feelings of failure, and the glimmers of hope that break through from time to time. **Amelia benefits from the biblical community, explicit biblical texts that apply to work, the relationship with a professional guide, and spiritual practices that lead to true transformation.**

Weekly meetings remind her of the promises that God will guide and provide. She learns more about herself and the process of discovering her next assignment. She learns about her God-given skills through professional, objective assessments. Exploratory conversations turn into interviews. And before the 10th and final session, Amelia takes a new job—one that will challenge her in fresh ways and one whose culture she vetted carefully before signing on the dotted line. She even received a significant bump in her salary after following VOCA's training on compensation negotiation. The final unit on gratitude and giving inspired her. She gives a gift to VOCA for twice her scholarship—making it possible for VOCA to serve others like her.

To date she continues in her job, with the confidence that she is where God wants her to be for now. Because of donors like you, Amelia was able to find the wisdom for work she needed with VOCA.



YOU CAN CHANGE LIVES BY CHANGING WORK

People spend many of their waking hours working and many find work to be more of a burden than a blessing. When we change the way a person approaches and experiences work, we change their lives and the lives of those around them. When we do that with biblical counsel and Christian community, we create kingdom ripples and sustainable change.

Work dilemmas don't wait. Partner with us today to make an impact on lives to see our brothers and sisters thrive in their work and in their relationship with God.

Your support makes this possible. Get involved in three easy ways:

- 1) Consider a donation:** There are many ways to give. See the last page of this presentation or visit vocacenter.org/give.
- 2) Pray for us:** Pray that God will lead us in how best to serve the people he brings to us.
- 3) Referrals:** Send people our way who can benefit from our content, coaching, and training. Send referrals to www.vocacenter.org/consult or email info@vocacenter.com.

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

—
Bob Doll
Chief Investment Officer
Crossmark Global Investments

It's hard to be a Christian
in New York; VOCA is there
as a critical resource.

—
Cheryl Bachelder
Director
US Foods, Chick-fil-A

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

—
Missy Wallace
Vice President
Global Faith & Work Initiative

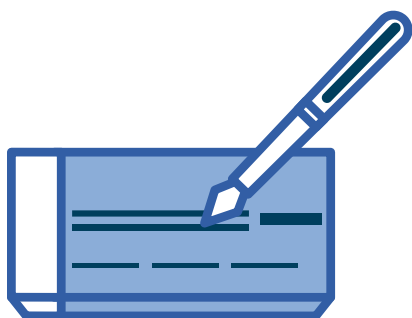
HOW TO GIVE



ONLINE

Use your credit card or direct deposit to give from any device.

[Give online now>>](#)



BANK CHECK

1. Please make your check payable to "VOCA Center, Inc."

2. Mail your gift to:

82 Nassau St #60480,
New York, NY 10038



DONOR-ADVISED FUND

If you are giving from a donor-advised fund or private charity, follow these steps:

1. Find VOCA Center In Your Grant Portal

2. Our legal name and address are as follows:

VOCA Center Inc.
82 Nassau St #60480,
New York, NY 10038

3. Official Identification Number (EIN): 82-3479642

4. Original Name: VOCA was originally incorporated as the VOCA Foundation Inc. We still come up in some databases under this name. EVERYTHING else is the same: EIN, Address, etc.