

Impact

Annual

Report

2021

~A year of experiments, growth and learning



Program News:

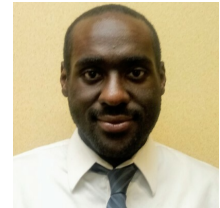
Watch Their
Stories!



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New Groups in '21

All Things Financial

Burnout

Job Search Skills for the New & Next

Next Career Coaching Group

Job Loss Grief

Mindfulness

Anxiety Coaching

Creative Connections

While we had a number of new groups, we also paused summer programming a bit to free Diane up to focus on the organizational development work you'll read about in the these pages.

New Facilitators in '21

These new partners blessed us so!

Laura Battenberg [Grief - from Seattle, WA]

Rodney Chronister [All Things Financial]

Heather Curran [Mindfulness - from Denver, CO]

Shawna Southwick [Creative Connections]

Melinda Tarter [Creative Connections]

New Office Manager

Kim Ostendorf first came to Journey to Hope almost 20 years ago when it was known as the Family Life Center. She participated in MOPS (Mothers of PreSchoolers) at that time, has participated in other groups, and also facilitated a program after becoming certified as an Eating Psychology Coach. Kim brings a background in human resources, hospitality, and business to our mission. Kim's role will grow in 2022 with the launch of EMERGE by Journey to Hope as our sales representative.

Key Learnings:

Through the use of a weekly scorecard, we were able to track what our needs were for a part-time office manager.

Kim Ostendorf started in that role in December!

A deeper understanding of the various information systems we had and needed to integrate, which led to the use of MobileCause. MobileCause helped us see that PayPal donations were not always completed, allowing us to fix that issue.

An organic, “soft-start” of our social enterprise, where we take our programs into corporate clients for fees that support the nonprofit work. We learned a lot that has informed the further development of the social enterprise in 2022.

We experimented with Cincinnati Public Radio spots leading up to the Hope Celebration.

We experimented and learned from paid Facebook advertising.

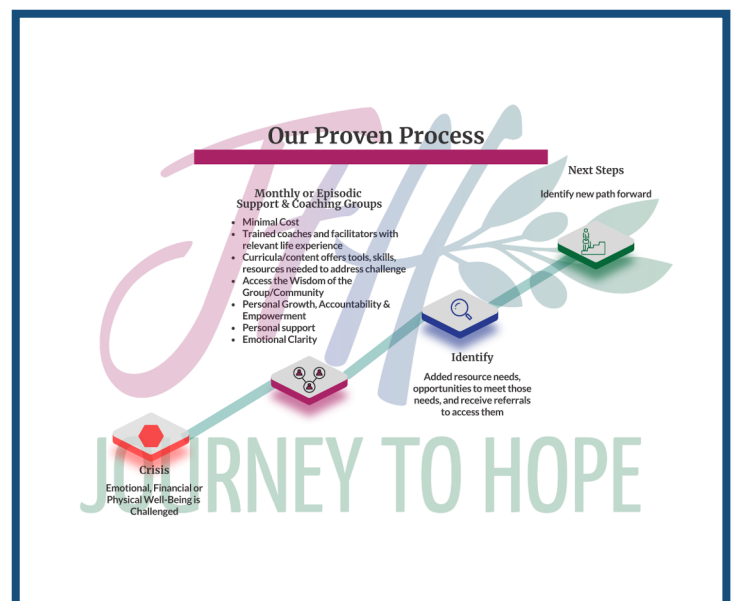
And the list goes on to some 50-different developments!

Organizational Development



In January 2021 we embarked on the journey of implementing EOS, or the Entrepreneurial Operating System, by participating in a cohort through the Leadership Council of Nonprofits with Kimberly Dyer of CultureShoc in Cleveland. This was a game-changer for JtH that opened the fire hydrant of developments, as described to the left.

We developed our Vision/Traction Organizer, a one-page document outlining our core values, vision, mission, core focus, marketing uniques, our 10 year goal, 3-year picture, 1-year plan and quarterly rocks. Board members Joe Adamcik, Dale Elliott, Margie Namie, Laurie Laning, and Diane met weekly with a high level of accountability to accomplish quarterly steps to achieve the one-year goal.



Social Enterprise



A social enterprise exists to provide revenue to support the work of a nonprofit. An example would be cookies for the Girl Scouts or popcorn for the Boy Scouts.

Our enterprise, which had a working name of "On the Road," started organically when contacted by another nonprofit. They wanted Diane to provide Rising Strong cohorts for their entire staff as part of an employee benefit and desire to shift the culture. By year's end we had three cohorts completed at the Center for Addiction Treatment [CAT House]. The work continues in 2022.

As of this writing we have branded the enterprise as EMERGE by Journey to Hope. We have learned that the sales cycle is long, but that there is a tremendous interest from a number of other organizations, including: Center for Addiction Treatment, The Ridge, Hospice of Cincinnati, Girl Scouts of Western Ohio, and the Hamilton County Sheriff's Office.

"Journey to Hope's programs have helped me build myself back, from the inside-out, giving me confidence and courage; I even regained my faith in myself that I wasn't broken. I picked up the tools I need to get back up on my feet. Journey to Hope just assumed that I was OK and only needed a space where somebody just believed in me and could help me where I was." ~Samantha



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2021 Memorial Contributions

In Honor of Dana Glasgo

Ann Palmer

In Memory of William Gould

Dr. Edwin T & Laurie Barrett

In Memory of Charlene Mecklenburg

Jon & Jackie Seymour

In Memory of Glenna Lopina

Jon & Jackie Seymour

2021 Volunteers

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Ted Barrett
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Kenny Burck
Darryl Davis
Dale Elliott

Karen Forristal
Dana Glasgo
Laura Jansen
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John Kinsella
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Jamie Palmer

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