EXPANDING OUR REACH
OUR BEAUTIFUL CITY FACES A MASSIVE CHALLENGE

30% OF OUR NEIGHBORS LIVE BELOW THE POVERTY* LINE.
THAT’S 89,342 PEOPLE.

*SOURCE: U.S. CENSUS BUREAU, 2016 QUICK FACTS
The CityLink model is based on the simple but radical concept that services should be centered around the client.

Our clients get surrounded by a specialized team of excellent social services, highly trained CityLink staff and committed volunteers. This team knows the client’s story, stays connected to their lives and all work together to support each individual who walks through our doors to reach their full potential.

In 2017, CityLink further expanded our reach through continued growth of existing programs and engaging two new partners to reach new segments of our city.

Center for Employment Opportunities (CEO) engages individuals returning from incarceration in training and transitional employment. This national best practice program uniquely serves individuals seeking to re-enter the workforce and start a new chapter of their life.

Children, Inc. launched on-site at CityLink to care for children of clients during their engagement and bring their best in class early head start program to CityLink. The partnership with Children, Inc. allows CityLink to undertake a true two-generation approach.

We are deeply appreciative of our partners and the 1,201 clients who stepped through our doors and engaged in services to transform their lives and our community in 2017.

“We can’t break barriers if we’re in the same old ways. It’s amazing to walk into a building and have so many organizations working together so seamlessly.”

—GUY

CITYLINK CLIENT & SUPPORTER
Meet Robin.

She enrolled as a client at CityLink in early 2017 and has been chasing hard after her goals and the path that God has planned for her.

“When I came to CityLink, I was tired of the dead-end jobs. I’d been all over the city trying to get help. I was on the bus—on the way to try and get a job—when I decided to get off as we passed CityLink. It was the last place I was thinking, but what I found here has been a one-stop-shop. I didn’t have to go anywhere else.”

After outlining her goals Robin created a plan with her Service Coordinator, her first step was engaging in the Culinary Training Pilot Program. Our city has vacant restaurant jobs but lack skilled workers to fill the gap, so we are launching a culinary training program in partnership with Findlay Market. Our integrated services model allows our partners to teach kitchen skills while helping to remove other barriers along the way. Participants spent four weeks at CityLink Center learning everything from networking to knife skills, and the next four weeks putting practice to action by serving food at a pop-up restaurant.

“I have a passion for cooking so I decided to give it a try. It was a great experience, and I learned a lot. And beyond cooking, (the program) prepped us to be professional. They gave me discipline; I needed that. They always told us, ‘you’re going to do the work, we’re here to help and give you leads, but that I had to get a job.”

In March of 2017, Robin graduated and continued to stay engaged at CityLink, meeting with a SmartMoney financial counselor to develop a plan to purchase a car through ChangingGears. She knew that getting off the bus line would provide more employment opportunities for her new career.

“CityLink has played a big part in everything that’s going on in my life right now. I came in here with nothing, barely knowing how I was going to pay my rent. The SmartMoney program helped me budget and helped me to find my voice. Purchasing my car from ChangingGears has allowed me to get my job.”

“I have stability now, and that stability is everything. It has given me confidence. I didn’t used to think much about planning ahead or budgeting my money. I never thought I’d be where I am now. I was behind on everything, and now I’m all caught up on my bills, and I can be consistent.”

“If it wasn’t for CityLink, I don’t know where I would be right now. I don’t really let people in my life, but I let CityLink in, and it’s been all worth it. I can trust the staff here. They gave me hope…they’re giving me hope.”

Within a year, Robin completed industry training, obtained a great job in her field making a living wage, purchased a vehicle, and is proactively managing her finances. We’re so proud of her and can’t wait to see what’s next for Robin and every neighbor who boldly walks through our doors.

ROBIN’S STORY

EXPANDING OUR REACH

Robin

✓ Graduated from Culinary Training Program
✓ Budgeted throughSmartMoney
✓ Purchased a car throughChangingGears
✓ Secured a living wage restaurant job

“I have stability now, and that stability is everything.”
The vision for CityLink was born from the need to do something different. Systems of support were too confusing and challenging to navigate. So we launched CityLink Center with a bold goal of working together to transform lives and our community.

Over the past 5 years, we have matured our model, working together with our partners to integrate services to better serve more clients.

Double digit growth of client engagement has been fueled by scaling existing partners and adding new ones. Every number is a neighbor working to advance their lives.

Service Coordinators work with clients to connect them to the right service at the right time. Clients build skills and reach milestones along the way. On average, clients engage in 3 services over 7.2 months.

Through hard work over 24 months, this is the graphical representation of a client’s life change. She came to us with a baseline score of 48. As she worked through her goals, she conquered the GED, earned an industry certificate, developed capability to manage stress and anxiety, became fully employed at a living wage, established a budget, and stabilized housing. She leveraged the expertise of 5 programs within one supportive environment. As her goals were met, her score increased to 160 or in other words, she is thriving.

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• Cincinnati’s poverty rate is 2X the national average.
• Resources were spread across the city with different eligibility requirements making access and progress difficult.
• CityLink brought the city’s resources under one roof to surround and support clients holistically.

MEASURING WHAT MATTERS.
Our unique model enables us to view different aspects of our clients lives. This correlated longitudinal data allows us to measure our their lives holistically and drive insights to support clients in reaching their goals faster and in a more sustainable way.

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A Letter from the CityLink Team

Five short years ago we witnessed CityLink open its doors to equip and empower our neighbors reach their full potential. As we walk with our neighbors seeking to advance their lives, we feel the tension…

…of meeting individual’s where they are while building a scalable approach for our community.

…in meeting immediate needs while focusing on generational challenges.

…of serving individuals in the midst of systemic challenges.

…of being compelled by our faith and driven for outcomes.

Society tells us that tension is a bad thing but athletes training for competition create tension to build strength and endurance. Weights, bands, parachutes and even strange contraptions on infomercials are sold to the masses to build stamina.

God is using the tension of our journey to strengthen and build endurance for all involved at the center. In 2017, over 1,200 individuals engaged in services at CityLink. These increasing numbers of courageous clients are supported by incredible partners, open-hearted volunteers, and generous donors.

As we look to continue expanding our reach through a personalized yet scalable, immediate yet lasting, faith based yet outcome driven approach, we invite you to face the challenge and inherent tension of poverty with us.

Along the journey are hundreds of deep stories of redemption, renewal and relationship.

Join Us,

THE CITYLINK TEAM

2017 FINANCIAL REVIEW

Our ability to serve any qualified client seeking to transform their life continues to be possible thanks to the generosity of our donors. Private funding allows us the freedom to aggressively pursue new partnerships, new approaches, and to align our operations with our beliefs. We thank our individual, corporate, foundation and church supporters who make this possible.

CityLink has grown from serving 493 unique clients in our first year of operation in 2013 to serving 1,201 unique individuals in 2017. This growth necessitates more direct service staff but also lends efficiency of scale for facility and other expenses. Scaling operations has allowed us to reduce CityLink’s cost per client from $2,520 at launch to $1,281 in 2017.

As we look to the future, we believe our model will continue to scale through the addition of partners and growth of our own client service team. In 2017, capital investments were made to accommodate new partners and prepare for the launch of a culinary training program in 2018.

Our staff was again supported by volunteers who contributed over 14,000 hours of service, adding 50% incremental capacity to our efforts. In 2017, operating expenses were $1.368MM vs a budget of $1.64MM with an additional $103,000 expended on special projects for physical and information technology infrastructure. An additional $382,000 was received and expended as bridge funding to launch a restaurant in partnership with Findlay Market for the culinary training program.

This annual operating expense excludes non-cash accrual expenses of rent from CityLink Center to CityLink Holding Corporation, in-kind services and depreciation expense. Audited financials from previous years are available by request to info@citylinkcenter.org.
MISSION
To Show God’s love to those in need by providing an integrated path to holistic lifechange.

VISION
Working together to transform lives and our community.

CORE VALUES
Agile
Relationships
Outcomes-driven
Spirit-led
Excellence

2013
Services fully launched in January with founding partners (Cincinnati Works, Cincinnati Public Schools, SmartMoney and Changing Gears) serving clients full-time. Freestore, St. Vincent de Paul, CAA, Beech Acres, 4C, Eve Center and Catholic Charities were among the first group of visiting partners providing on-site services. 497 volunteers helped support CityLink clients.

2014
Catholic Charities transitioned from visiting partner to full-time resident partner. CityLink absorbed the SmartMoney brand and programming for financial education, literacy and counseling. Cincinnati Health Department piloted dental and optical care.

2015
Per Scholas launched as a resident partner providing IT training and certifications with their first class graduating in May. Cincinnati Health Department launched full optical and dental services. A Red Bike station was placed at CityLink with $5 bike share memberships and bike safety classes with Riding Forward.

2016
Investment in a new database to holistically understand our clients, volunteers and donors. Visibility to this data allows us to refine and improve processes center-wide and understand the efficacy of our work. Volunteers continued to provide a foundation for personalized care of clients in over 20 different serving roles.

2017
The Center for Employment Opportunities (CEO) began supporting those returning home from prison through transitional employment and job readiness programs. Children, Inc. joined the collaborative to foster a true two-generational approach. In partnership with Findlay Market, we piloted a culinary training program teaching nine aspiring cooks the skills needed to be successful in the restaurant industry. Next year, we plan to regularly offer courses in addition to launching a restaurant open to the general public.

1,201 UNIQUE CLIENTS • 387 VOLUNTEERS SERVED 14,220 HOURS • 629 SMARTMONEY CLIENTS • 171 EMPLOYMENTS THROUGH CINCINNATI WORKS • 81/100 PER SCHOLARS GRADS SECURED EMPLOYMENT • 124 CLIENTS WORKED TOWARDS GED THROUGH CINCINNATI PUBLIC SCHOOLS • 91 RETURNING CITIZENS ENGAGED WITH CENTER FOR EMPLOYMENT OPPORTUNITIES (CEO)
IMPACTING LIVES TOGETHER

Resident Partners

Catholic Charities: professional counseling to develop life management skills.

Center for Employment Opportunities: transitional employment and job-readiness program designed for people with felony records.

ChangingGears: provides an opportunity for empowerment through access to affordable private transportation.

Children, Inc.: on-site early childhood learning center providing 5-star rated quality care for children.

Cincinnati Health Department: providing vital dental and optical care for clients and their families.

Cincinnati Works: assists willing and capable people in achieving economic self-sufficiency through employment.

Per Scholas Cincinnati: professional IT training and certification program supporting individuals starting a career in information technology.

SmartMoney Community Services: provides individuals with financial education and counseling to empower financial independence.

Visiting Partners

Beech Acres: strengthens parents through education and coaching.

Cincinnati Public Schools & YWCA: assists adults in upgrading their academic skills to attain their GED and prepare for college.

Community Action Agency: provides utility assistance to clients in need.

Freestore Foodbank: helps individuals access available programs to stabilize their household.

Red Bike: offers discounted bike memberships.

Riding Forward: provides bike safety training.

St. Vincent de Paul: assists clients with professional attire and immediate needs.

Sweet Cheeks: provides diaper assistance.

Church Partners

Bright Star Community Church (West End):

Church of the Living God (Avondale):

College Hill Presbyterian Church (College Hill):

Compass Community Church (Springdale):

Consolation Baptist Church (College Hill):

Corinthian Baptist Church (Avondale):

Crossroads Church (multiple locations):

House of Hope Fellowship Church (OTR):

Landmark Church Cincinnati (Glendale):

Mariemont Community Church (Mariemont):

Montgomery Community Church (Montgomery):

New City Presbyterian Church (Corryville):

Peoples Church (Coryville):

Pilgrim Missionary Baptist Church (Walmart Hills):

Southern Baptist Church (Avondale):

The Rock Church (Avondale):

Wyoming Baptist Church (Wyoming):

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UBS Financial Services

A BIG THANK YOU to 278 additional sacrificial individual donors for significantly contributing to our to 2017 Budget!
Please join us in praying for God’s guidance and continued blessings over our clients, volunteers, partners and staff as we progress throughout 2018.