2019 Annual Report

Rejoice in the Lord always. I will say it again: Rejoice!
PHILIPPIANS 4:4
The CityLink Center Collaboration aggressively pursues opportunities for all of our neighbors to flourish. As our community’s needs change and opportunities evolve, we continue to adapt our offerings, while holding fast to our core: faith-based, client-centered, and data-driven.

In 2018, we were selected by Common Impact for a project with Fidelity. We tasked their team to do a landscape assessment to shed light on growing job markets in the greater Cincinnati area. The report highlighted multiple fields in which a short-term training program could help CityLink clients launch a career with a path towards living wages.

Informed by this study, through the generous support of our community and the amazing partners within our collaboration, in 2019 we launched Cornerstone Construction Training, a twenty-day training that equips graduates with the experience and industry certifications necessary to go into the field.
In addition to the construction training program, Per Scholas expanded their course offerings to include Network Infrastructure, a course that prepares students to work as a Cable Technician. We also celebrated the opening of Social OTR, the non-profit restaurant partnership with Findlay Market that provides an internship for students in the Findlay Culinary Training program. These programs added additional pathways for our clients to thrive.

2019 was an incredible year; we are grateful for all the ways God guided our journey. While much of what 2020 holds is uncertain, we know that our community will need more support than ever. Our team is committed to remaining agile, adapting quickly to meet the needs of our clients in a changing economy. We are grateful for the opportunity we have in supporting our community rebuild.

—Johnmark & the CityLink Team

Johnmark Oudersluys, Executive Director
1 in 3 Cincinnatians live in poverty. There are many great service providers working hard to make an impact, however services are spread all over town, have different qualification criteria, and typically only focus on one area of your life. Since our lives are interrelated, trying to move just one piece can be ineffective or even impossible.

THE NEED

A belief in a better way and a call to serve our neighbors inspired a new approach: The CityLink Center.

CityLink was built on the simple but radical concept that by working holistically, we can see individuals reach their full potential. We’ve harnessed the power of our city’s incredible resources through an innovative collaboration on a single campus where our clients find access to comprehensive support through lasting relationships.

Our mission is to show God’s love to those in need by providing an integrated path to holistic life-change.

I didn’t think it was possible to find a place that had more solutions than I had problems.

JOSH, CORNERSTONE CONSTRUCTION GRADUATE
The IT training and certifications, financial education, and spiritual counseling I received at CityLink has not only me blessed me, but my whole family as well.

DANA, PER SCHOLAS GRADUATE
residents partners

CityLink collaborates with many partners to combine multiple services into programs which address various aspects of clients' lives in one, seamless, experience.

Resident partners operate permanent office space CityLink.

**SmartMoney** provides group and one-on-one financial education and counseling, empowering families to achieve their financial goals.

**ChangingGears** empowers clients to overcome poverty through vehicle repair, purchase and bridge programs.

**Per Scholas** prepares clients for the IT industry through technology skills training, industry certifications, and professional development tailored to businesses' needs.

**Learning Grove** provides high-quality child care and family support on site.

**Cornerstone Construction Training** equips clients to be ready to enter the construction industry with hands-on training, industry certifications, and workforce development coaching.

**Cincinnati Health Department** provides optical and dental services.

**Findlay Culinary Training** supports clients interested in going into the culinary industry by providing training, industry certifications, restaurant experience, and job placements.

**visiting partners**

Visiting Partners come to CityLink on a regular schedule to serve clients, through classes or one-on-one appointments.
WHAT WE DO

To best serve our community, our collaboration enables each partner to focus on their respective functional expertise. While our partners provide incredible services to our clients, CityLink Center is able to remain focused on the following core competencies:

co-location
CityLink gathers services in one building.

integration
CityLink manages the client experience by assisting in identifying goals, connecting clients to the right services, removing barriers along the way, and by working with partners to combine and sequence services into one, seamless, experience.

volunteer mobilization
CityLink recruits, trains, and deploys volunteers throughout the center to amplify the impact of services.

BOARD
John Baumann
William Gipson
Natalie Hurks
Debbie Lydon
Laura Peraino
Scott Phillips
Tim Senff
Tom Shepherd
Scott Phillips

STAFF
Marissa Abernathy
Michelle Abernathy
Gerardo Alpajon
Salem Baer
Rachel Boland
Emilie Boyes
Monica Benton
Michael Brown
Alex Contra
Marcus Gibson

Aungelique Heater
Becky Heisler
Nancy Herdeman
Johnmark Oudersluys
Brittany Sisson
Jim Strayhorn
Dani Watkins
Emily Wenstrup
Leslie Whalen

LEONA, CONSTRUCTION GRADUATE
with her Service Coordinator, Brittany (right).
2019 AT A GLANCE

700
new clients engaged in services

1,938
one-on-one meetings between clients and their Service Coordinators.

676
clients received help from their Service Coordinator in accessing additional barrier-removal services in areas such as mental health, legal aid, childcare, and housing.

376
employment training graduates with 80% gaining employment following graduation.

1,938
volunteer hours served by 298 volunteers, adding 50% incremental capacity to our efforts.

2019 AT A GLANCE

56%
of clients engaged in SmartMoney financial education

$53,409
put into savings by SmartMoney clients

$216,275
of debt reduced (waived, negotiated, or paid off) by SmartMoney clients

$9,226
clients increased their annual income by an average of

29
car sales through ChangingGears, with 20 cars paid off in a full

5 participants in the Vehicle Bridge program, a new program in 2019 launched by ChangingGears that provides eligible clients with a lease with affordable monthly payments and zero upfront cost.

6 applicants approved for a home, 4 for a Habitat Humanity Home and 2 for a traditional home loan.
SERVICE COORDINATION AT CITYLINK

A CityLink Service Coordinator wears many hats. Like their title suggests, they coordinate the services of their clients, helping them create goals and a plan of action. From there, they serve as a guide, coach, counselor, accountability partner, cheerleader, and friend throughout a client’s journey, depending on their needs.

In 2019, the Service Coordination Team held 1,361 one-on-one initial meetings with clients, and had 5,558 follow-up touchpoints. Here is the journey of one client, Monique, with her Service Coordinator, Aungelique.

**First Day of Class in Per Scholas**

3.30.2018

**Goal Session**
During this session, Monique expressed her interest in going through the Per Scholas Program. However, she was on unemployment and was concerned how she would financially sustain herself throughout the program. They set up a meeting with Michelle, the SmartMoney financial counselor, to go over her finances and Aungelique scheduled her for the TABE test, an academic aptitude exam required for Per Scholas enrollment.

4.02.2018

**SmartMoney Financial Counseling & TABE Test**

4.09.2018

**Per Scholas Graduation**

6.15.2018

**Passed CompTIA A+ Certification Exams**

6.07.2018

**FOLLOW UP**
As her son’s school was winding down for the year, Monique scheduled time with Aungelique to talk about summer camp options for him. Monique also confessed she felt overwhelmed by the Per Scholas course load, so they talked through different coping methods.

6.12.2018

**FOLLOW UP**
Monique passed her exams and earned her CompTIA A+ certification! She met with Aungelique to talk about her experience in Per Scholas and share the exciting news that she had been voted valedictorian by her class! They laughed a lot and talked about employment opportunities.

6.18.2018

**FOLLOW UP**
After graduation, Monique spent over a year working her way up in the world of IT until she landed a dream job at Cadre Information Security, which more than doubled her previous salary. Monique and Aungelique got together to celebrate and discuss what this change meant for her life and her family.

2.18.2020

**Monique & Aungelique at the Client Celebration**

10.15.2019

Monique is excited about her career in IT and the earning potential she has at her entry-level position. She continues to meet with Michelle, her SmartMoney Financial Counselor, as she adjusts to budgeting and planning with a greater income.

5.18.2018
The generosity of our community allows us to invest resources into programs where our clients are making real progress. Clients are astounded that our community cares deeply enough to provide a place of hope, where they can walk through one set of doors and receive outstanding support for their pursuit of a better life.

Private funding gives us the freedom to aggressively pursue new partnerships, and new approaches, while aligning our operations with our beliefs. Thank you to our individual, corporate, foundation, and church supporters who make this possible.

In 2019, expenses were $1.75MM (vs a budget of $1.84MM) which represents an 8.7% increase in costs versus the prior year. Much of the increase in expense is due to the costs associated with the development and launch of new career track program.

This total excludes non-cash accrual expenses of rent from CityLink Center to CityLink Holding Corporation, in-kind services, one-time legal and interest expenses associated with the New Market Tax Credit conclusion, and depreciation expense. Audited financials from previous years are available at www.citylinkcenter.org.

My experience at CityLink has been amazing. Through my time here, I’ve regained my confidence and sense of self-worth.

TEVIN, FINDLAY CULINARY TRAINING GRADUATE
CityLink is privately funded, which means we are sustained by the gifts of our local community. We are so thankful for the incredible generosity from our church partners, corporations, foundations, and individuals that allows us to pursue our mission with speed and zeal.

**HOW WE’RE FUELED**

13 churches

pouring into the lives of families in our community.

457 individuals

supporting their neighbors seeking a path forward.

61 organizations

investing in the God-given potential of our city.

**CORPORATIONS & FOUNDATIONS**

**MAJOR CONTRIBUTORS**

- A & A Wall Systems
- Austin E. Knowlton Foundation
- Farmer Family Foundation
- FC Cincinnati
- FDS Cincinnati
- Harry & Jeanette Weinberg Foundation
- HiFive Development Services
- Model Group
- Nehemiah Manufacturing
- Northwestern Mutual-Beshear Financial Group
- Prasco
- Procter & Gamble
- Scripps Howard Foundation
- The Greater Cincinnati Foundation
- The Spirit of Construction Foundation
- The Thomas J. Emery Memorial of the Greater Cincinnati Foundation
- Tide
- Western & Southern Financial Group
- Wow, I Love it Interior Design

**CHURCH PARTNERS**

- Bright Star Community Church
- College Hill Presbyterian Church
- Compass Community Church
- Crossroads Church
- First New Point Lighthouse Baptist Church
- Landmark Cincinnati
- Miracle Deliverance Worship Center
- Missio Dei Church
- New City Presbyterian
- Providence Baptist Church
- Queen City Church
- Southern Baptist Church
- Wyoming Baptist Church

- Ingage Partners
- J.S. Held, LLC
- Jeff Ruby Culinary Entertainment
- Johnson Investment Counsel
- Kao USA
- KATZEN International, Inc.
- KBD Technic
- Keystone Printing and Graphics
- Keystone’s Mac Shack
- Kroger
- MadTree Brewing, LLC
- Maize
- Messer Construction
- Nada/Boca Restaurant Group
- Nation
- Ohio Contractors Association
- Prus Construction
- Puema Coffee Roasters
- SEI - Cincinnati, LLC
- shoppe SMITTEN
- Social OTR
- The Bradford Group
- The Cincinnati Opera
- The Harvest Group
- Tramonte & Sons
- VonLehman CPA & Advisory Firm
For our heart rejoices in Him, because we trust in His holy name.

**PSALM 33:21**