2009-2010 BOARD ROSTER

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Shannon Swift, Vice Chair, Training & Events Consultant, JP Morgan Retirement Plan Services
Kelly Nash, Secretary, Attorney at Law, Bryan Cave, LLP
M. Suzanne Hall, Treasurer, Vice President & Trust Officer, Country Club Trust Company

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Shirley Cooper, IT Business Development Director, Hallmark Cards, Inc.
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Alice Ellison, Vice President, Community Relations, Blue Cross & Blue Shield of KC
Jennifer Gulvik, Vice President of Marketing, Houlihan’s Restaurant
Maureen Hennessey, Ph.D., Community Volunteer
Anya Uhlmann Holmes, Community Volunteer
Sharon Holmes, Assistant Vice President, Equity Bank
Corinne McCanse, President, Corinne McCanse Events, Inc.
Yvette Morton, Community Volunteer
Gwyn Prentice, Community Volunteer
Laura Rogers, Vice President, Bank of Kansas City
Cheryl A. Smith, President, Kansas City Home Care, Inc.
Deborah Starke, Vice President Donor Relations, Greater Kansas City Community Foundation
Angela Tower, Tax Manager, PriceWaterhouseCoopers, LLP
Nan Vail, Community Volunteer
Rebecca Wilson, Community Volunteer

Beth K. Smith, Founder, advisor, and lifetime honorary member
2009-2010 STAFF

Sherry Turner, President
Lynnette Williams, Program Director
Amie C. Hankel, Development Director
Teresa Ferris, Grant Writer
Anne Langdon, LMSW, Personal Support Specialist
Erin Butsch, LMSW, Personal Support Specialist
Tonia Bomar, Employer Services Representative
Mickella Shecut, Program Assistant
Ashley Stites, Kansas University, School of Social Welfare, Intern
Women’s Employment Network (WEN) is a premier nonprofit organization in metropolitan Kansas City dedicated to empowering women to achieve economic self-sufficiency for themselves — and the children and families who depend on them.

**Dimensions Program Services**
With a constant focus on self-esteem and personal responsibility, WEN's Dimensions program provides a comprehensive approach that includes:

- Vocational Assessment
- Resume Development
- Interview Preparation
- Job Search Training and Resources
- Professional Clothing Bank
- Licensed Case Management

At WEN, we know that economic stability requires more than a resume. Our unique, holistic approach includes individualized support to help women resolve issues — such as housing, health care, childcare, transportation, domestic abuse — and other areas where women need to stabilize their lives as a foundation for workplace success.

At WEN, women find a true "network" of support. On the bewildering and often lonely road to economic stability, women discover they don't have to go it alone:

"I was laid off with a stack of bills and two little girls to support I felt hopeless and alone, but WEN guided me every step of the way to successfully re-enter the job market — Diana"

"WEN connected me to people and places I didn't know existed to help me and my children."— Wanda

"I dropped out of school and my life spiraled to rock bottom — no money, no home, and a baby on the way. I didn't know where to turn...until I found WEN."— Shawna

With today's unprecedented challenges, WEN's role in our community is more important than ever.

**Who WEN Serves**
WEN serves a broad spectrum of women throughout the Kansas City metro area who are unemployed, under-employed, laid off, new to the workforce, or seeking to re-enter the workplace. Women must be at least 18 years old with a high school diploma or equivalent.

**History of Success**
Since 1986, WEN has assisted thousands of women with our Dimensions training program and support services. WEN was founded by philanthropic leaders Beth K. Smith and the late Marjorie Powell Allen. Their commitment to helping women in our community is legendary. Together, they also started The Central Exchange and The Women’s Foundation of Greater Kansas City.

To learn more about WEN, visit [www.kcwen.org](http://www.kcwen.org).
2009 / 2010 Overall Client Demographics

WEN serves women throughout the Greater Kansas City metro area who are unemployed, under-employed, laid off, new or returning to the workforce. Women must be age 18 - 62 years old with a high school diploma or equivalent. 90% of the women that we serve are low income with only 24% reporting wages as a source of income when they come to us for assistance.

**Gender**
- Female 100%

**Diversity**
- African American 51%
- Caucasian 33%
- Hispanic 6%
- Multi-racial 4%
- Not reporting 4%
- Other 1%
- Asian 1%

**Age**
- 19 - 29 28%
- 30 - 39 22%
- 40 - 49 25%
- 50 - 59 20%
- 60 - 65 4%
- Not reporting 1%

**Marital Status**
- Single 55%
- Married 16%
- Divorced 16%
- Separated 9%
- Not reporting 3%
- Other 1%
- Widowed 0%

**Education**
- Diploma / GED 51%
- Training Certificate 17%
- Associate Degree 8%
- Bachelor Degree 20%
- Masters Degree 4%
July 1, 2009 through June 30, 2010
Per year-end financial statements

### Income

<table>
<thead>
<tr>
<th>Category</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations &amp; Trusts</td>
<td>$50,000</td>
</tr>
<tr>
<td>WEN Luncheon</td>
<td>$100,000</td>
</tr>
<tr>
<td>Individuals</td>
<td>$150,000</td>
</tr>
<tr>
<td>Special Events</td>
<td>$200,000</td>
</tr>
<tr>
<td>Misc./One-time</td>
<td>$250,000</td>
</tr>
<tr>
<td>Contract</td>
<td>$300,000</td>
</tr>
<tr>
<td>United Way</td>
<td>$350,000</td>
</tr>
<tr>
<td>Corporate</td>
<td>$400,000</td>
</tr>
<tr>
<td>In-kind</td>
<td>$450,000</td>
</tr>
<tr>
<td>Government</td>
<td>$500,000</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>$400,000</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$200,000</td>
</tr>
<tr>
<td>Management and General</td>
<td>$150,000</td>
</tr>
</tbody>
</table>
### Income

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2008-2009</th>
<th>FY2009-2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations &amp; Trusts</td>
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<tr>
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</tr>
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<tr>
<td>Contract</td>
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<tr>
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<tr>
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<td>$50,000</td>
<td>$100,000</td>
</tr>
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July 1, 2009 through June 30, 2010
Per year-end financial statements

2009 - 2010 Income

- Foundations & Trusts 41%
- WEN Luncheon 29%
- Miscellaneous / One-time 5%
- Special Events 5%
- Individuals 8%
- Contract 4%
- United Way 4%
- Corporate 2%
- In-kind 1%
- Government 1%

2009 - 2010 Expenses

- Program 63%
- Fundraising 20%
- Management and General 17%
In 2008, during the onset of the current recession, WEN’s Board and staff addressed the question of how to better serve the women in our community. It was decided that the focus needed to be placed on raising the rate of completion among those women who participate in the Dimensions Program: Five-week Employment Readiness and Career Transition training. WEN’s case managers are able to provide more community resource referrals to address barriers because women are staying in the Dimensions program for the full five weeks.
Women who complete the Dimensions program can return to WEN at any time to meet with our case managers who can provide community resource referrals to help with new or re-occurring barriers. The effectiveness of the Dimensions program in helping women to overcome barriers and achieve economic independence through sustained employment is reflected in the fact that WEN has seen fewer graduates returning to us for assistance this year.

**Community Resource Referrals Provided to WEN Graduates**

![Bar chart showing community resource referrals from 2007-2008 to 2009-2010.](chart)

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WEN case manager, Anne Langdon with a WEN graduate.

WEN's Professional Clothing Bank
While most of our clients do reside in the Jackson County, Missouri area, 24% of the women that WEN serves come from all across the Greater Kansas City Metropolitan community.

2009 - 2010

WEN Clients by Residing County

<table>
<thead>
<tr>
<th>County</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jackson</td>
<td>76%</td>
</tr>
<tr>
<td>Clay</td>
<td>5%</td>
</tr>
<tr>
<td>Platte</td>
<td>2%</td>
</tr>
<tr>
<td>Cass</td>
<td>2%</td>
</tr>
<tr>
<td>Lafayette</td>
<td>1%</td>
</tr>
<tr>
<td>Johnson</td>
<td>9%</td>
</tr>
<tr>
<td>Wyandotte</td>
<td>4%</td>
</tr>
<tr>
<td>Miami</td>
<td>1%</td>
</tr>
</tbody>
</table>

Missouri Counties: 86%

Kansas Counties: 14%
WEN’s 19th Annual Luncheon  
April 28, 2010

The Founder’s Award was presented to Beth K. Smith.

Members of the Women’s Employment Network Board (L to R)
Kristen Comment (Luncheon Chair), Anya Holmes, Jen Gulvik, Corrine McCanse, Rebecca Wilson (Luncheon Co-Chair)

Sprint Table
Back (L to R) -
Ellen Fuller, Michelle Chisholm, Sheryl Cronenwett, Ralph Reid, Bridgette Dixon
Front (L to R) -
Karen Hoffman, Catherine Nelson, Sue Driscoll
WEN’s November 2009 Job Fair was sponsored by:

On Wednesday, November 18, 2009, BlueCross BlueShield of Kansas City sponsored a Job Fair at the Hyatt Regency Crown Center to benefit WEN. There were 36 employers that participated, and over 700 Job Seekers attended the event. The event, in addition to helping many people in our community connect with current employers, raised funds and community awareness for the Women’s Employment Network.

WEN’s May 2010 Job Fair was sponsored by:

On Thursday, May 20, 2010 the Women’s Employment Network had its third KC Job Fair. Kansas City Home Care, Inc. sponsored the Job Fair at the Hyatt Regency Crown Center to benefit WEN. The event was another great success! For the first time this event had a sponsor for the Career Resource Center, thanks to:
These are some of the third-party events that helped raise awareness and funds for WEN’s Dimensions program.

June 7, 2010 - Fashion Show at the Webster House.

Cafe Trio event - March 28, 2010
WEN supporters enjoyed WENtini’s, fabulous food and networking.

On August 12, 2009 WEN was the beneficiary of the Flourish! Magazine Cover Party. This was a celebration to honor Cheryl Smith, WEN Board Member and August Cover of Flourish!.
New fundraising events increased individual giving support.

2009 Legacy Circle event
On September 24, 2009 WEN held its first annual Legacy Circle event at the beautiful home of Brad and Theresa Freilich. The event celebrated the vision of WEN's founders, Beth K. Smith and Marjorie Powell Allen, and honored all of WEN's Legacy Circle members. The co-chairs for the event were Corinne McCanse and Jen Gulvik, and the Bristol Seafood Grill donated all of the delicious food and beverages.

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Reach for the Stars campaign
In early 2009-2010, WEN had its first annual Reach for the Stars campaign. With this campaign, WEN set out to find a minimum of 10 “Stars” or ambassadors in the community to raise funds and awareness for WEN. Each “Star” was responsible for raising a minimum of $500 within the 6 week time frame of the campaign. Stars raised funds in a variety of fun and unique ways. They: held raffle drawings at their place of work; hosted happy hours after work where their friends and co-workers were invited to come and learn about WEN; hosted ice cream socials at their company; collected money from their company’s casual / jean day on behalf of WEN; and simply asked their friends and co-workers to support the Women’s Employment Network. In addition, this campaign focused on leveraging gifts from companies in the Kansas City community with matching gifts programs.