

Annual Report 2013-14



Caroline Center

Committed to Women · Committed to Work



Mission

CAROLINE CENTER educates unemployed and underemployed women in Baltimore for careers with potential for advancement. Inspired by the School Sisters of Notre Dame, Caroline Center's holistic approach empowers each woman to reach the fullness of her potential thus creating a future of hope for herself and her family.

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From Our Board Chair & Executive Director

Dear Friends of Caroline Center, The spirit of Mother Caroline Friess, SSND, the North American foundress of the School Sisters of Notre Dame and namesake of our sponsored work, lives through your commitment to Caroline Center. Mother Caroline's words – “What cannot be achieved by kindness is unattainable” – speak eloquently and directly to your most generous giving this year. You have been kind beyond measure to a woman who had a burning desire for real change; to a woman whose dreams reached higher than the low wages she was earning; and, to a woman with great potential who just needed someone to believe in her. On behalf of every Caroline Center woman whose life you have helped change for the better, thank you. Kindness, **your** kindness, is the soul of Caroline Center. Giving and caring that began with you, really will grow to embrace our community and the entire world.

Your support this year has made so much possible for our trainees and alumnae. Your gift has ensured that the invaluable education and training that Caroline Center offers will be available to more women who wish to pursue sustainable careers – careers that are improving employment prospects and healthcare delivery in Baltimore.

Here are just a few highlights of how your giving made a difference this past year:

- Generous giving to the annual fund, including donors who increased their gifts or who made gifts for the first time to Caroline Center helped us to garner \$302,000 in support of our education and training program;
- A strong annual fund contributed to Caroline Center's success in securing additional financial support from a number of generous foundations;

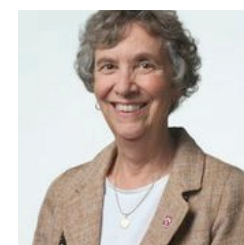
- Caroline Center's new Academic and Career Advancement Program saw early positive outcomes with more alumnae pursuing their national pharmacy technician certifications, enrolling in specialized technician certificate courses at local colleges, and deciding to pursue their LPN (licensed practical nursing) credentials;
- To increase knowledge, awareness, and support of this significant sponsored work in Baltimore, Caroline Center launched a new brand and communications strategy, “What It Takes,” which is helping to initiate important conversations with community leaders and in the media about the value of the Caroline Center program in advancing women through education, career and life skills training, and meaningful work with the opportunity for advancement;

- A new strategic plan for Caroline Center, “Committed to What It Takes,” which was approved by the board of trustees in May 2014, will provide a comprehensive and realistic three-year road map for ensuring the overall health of the program and helping Caroline Center trainees and alumnae achieve even greater successes in work, learning, and life.

For this remarkable year of empowering women through education and new careers, we are so grateful to you for the many ways you have shown your kindness, caring, and faith in this work. There truly is no limit to the good we can accomplish and the positive change we can make by working together.



MARY ANNE O'DONNELL
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A Generous Heart

Caroline Center Trustee **Ann-Lindsay Smyth Marsh** finds it difficult *not* thinking about the importance and value of education; especially education for young people and women who may not have had the opportunities that so many others have enjoyed.



When we asked Ann to share why her love of Caroline Center was so vibrant and strong, her deep belief in the power of education to change lives for the better and her strong commitment to giving back to the community came through loud and clear. Here is Ann's personal and inspirational story of giving to Caroline Center – it's a story well worth reading and sharing.

Ann-Lindsay Smyth Marsh is serving in her sixth year on the Caroline Center Board of Trustees, and she readily admits that it is her "first community trustee role" – one that she is grateful to a friend and former Caroline Center trustee for bringing to her attention. "I knew about Caroline Center through my past involvement with the Knott Foundation. I had evaluated a grant application and was excited about the programs they offered. When my friend told me she wanted to recommend me for a board position, I couldn't say 'no.'"

Ann has been involved in education at some level her entire life. "I wanted to be a teacher but after attempting classroom teaching, I realized that vocation wasn't for me. At the same time I recognized that schools, and more particularly teachers, needed our help. Following my service in the Navy and as my children reached school age, I also realized I had good organizational skills. Combining the recognition that schools/teachers needed our help

and being good at organizing, I got very involved in all of my children's schools and activities and did what I could to enhance the educational environment through fundraising. Although I'd been involved in other community activities as a volunteer, serving on a board of trustees of an educational program, and especially one that I knew was making an impact, would be a new, and exciting, experience for me."

Initially, Ann saw her commitment to Caroline Center as an opportunity to serve the community through her love of education. As time passed, she began to see and appreciate the work of Caroline Center as "a powerful tool to build community and to enhance people's lives." She adds, "I am so impressed by the dedication of everyone who works at Caroline Center – their generosity of heart, the values they impart to the trainees, and the focus they place on discipline and hard work – all of which I have observed in the graduates. Anyone who is fortunate enough to attend a Caroline Center graduation ceremony can hear firsthand how much the trainees value their education and how much they appreciate the opportunities and doors it opens for them."

When asked what impresses her about the women who attend Caroline Center, she pauses for a moment to reflect and to take in the full weight of the question. "I'm very impressed by the

enthusiasm of the trainees for the sciences and their desire to combine those abilities with compassionate care as certified nursing assistants and pharmacy technicians. From experience, I see how valuable these skills and talents are. More importantly, like a number of the women who train and graduate from Caroline Center, I too am a single mother. It's a hard job trying to make ends meet, much less get ahead. All parents want a better life for their children and I know that I would have experienced the same challenges if not for the good fortune of my family and the many advantages I have had in life. I want to give as much as I can so that more women will be able to have the education and skills they need to fulfill their dreams of a better life and to provide more opportunities for their children."

Ann shares that giving to Caroline Center is so rewarding for her because she sees firsthand how much confidence the Caroline Center program inspires in women. "New trainees often aren't sure of themselves when they begin the program, but by the time they graduate they know how capable and powerful they are. The purpose of education is to improve life. A Caroline Center education does that by allowing women to have more financial wherewithal and even a greater sense of self-worth. Graduates of Caroline Center are ready to begin their careers, and they do so with great skills and compassion." Giving generously to Caroline Center is important to Ann because she says, "the women of Caroline Center, the teaching that is inspired by the School Sisters of Notre Dame, and the excellent and effective educational program are priorities for me."

In closing, Ann reflects, "So much of what I had hoped for when I first started serving on the board of trustees has come to fruition, including a new program for Caroline Center alumnae and with it the capacity to serve more women throughout their career and educational journeys. With generous giving – people like you and me giving just a little more – so much more would be possible."

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“Sing-a-Long Grease”

Nearly 900 devotees of “Grease,” the popular movie starring Olivia Newton John and John Travolta, affirmed that “Grease is *still* the word!” and Caroline Center is *still* the best workforce development program for women anywhere.



Hundreds of fans donned rock ‘n roll party attire, poodle skirts, leather jackets, and pink hair for the costume parade and contest that highlighted the Caroline Center benefit event, which was held at the Hippodrome Theatre on March 29, 2014.

We want to especially thank our emcee for the evening – actor and Baltimore celebrity David DeBoy and his incredible Bawlmer Hons, who generously donated their time and talents to help set the stage for a fun-filled evening for the entire family. We are grateful to WBAL 1090 AM for donating air time for ads that they created, which significantly helped to promote the event to the community, and to CBS Radio Affiliates in Maryland and WYPR 88.1 FM for their generous support.

Finally, we want to thank our very generous sponsors, good friends, and everyone who came to the theatre to enjoy “Sing-a-Long Grease.” All of their wonderful support made it possible for Caroline Center to raise \$45,416 so that its educational program could continue to be offered tuition-free to many more women who would greatly benefit from the opportunity.

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With special thanks to emcees
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This report recognizes the generosity of donors who have made gifts to Caroline Center between July 1, 2013 and June 30, 2014. The honor roll of donors includes gifts from individuals, organizations, foundations, and corporations to support the annual fund, educational scholarships, and program enhancements. On behalf of the women who, with your support, have been given new lives through education and employment, we thank you. With your commitment, Caroline Center can continue to change individual lives, strengthen families and neighborhoods, and contribute to the overall economic health and vibrancy of Baltimore City.

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The Nancy B. Leahy Scholars Program

The Nancy B. Leahy Scholars Program was created by John I. Leahy to honor the memory of his wife, Nancy, who gave selflessly of her time, talents, and resources to the women of Caroline Center. The program provides essential support to Caroline Center trainees by helping to underwrite educational costs. We are grateful to the donors who have so generously supported the scholars program this year and to the Leahy family for their ongoing support and for their vision and wisdom, which enabled Caroline Center to establish its thriving Pharmacy Technician Program.



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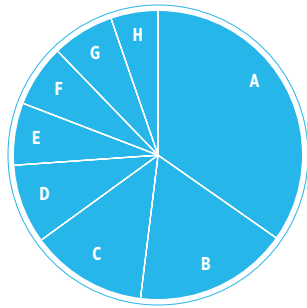
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Financial Snapshot

THIS REPORT IS BASED ON ACTUAL REVENUES RECEIVED AND EXPENSES (CASH BASIS) ROUNDED TO THE NEAREST THOUSAND.

Caroline Center provides a tuition-free educational program as well as career and life skills training to women who are underserved and living in Baltimore City who wish to pursue professional careers as nursing assistants and pharmacy technicians. All contributions directly support the program and help women advance along their career and educational paths.

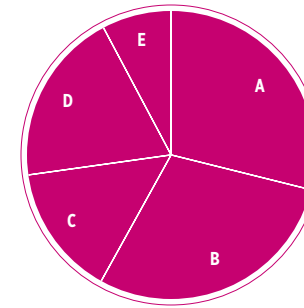
Income



A Corporate and Foundation Grants	\$ 596,000	39.4%
B Annual Fund	\$ 302,000	19.9%
C Investment Income	\$ 185,000	12.2%
D Donated Rent	\$ 108,000	7.1%
E SSND Contribution	\$ 100,000	6.6%
F Religious Sisters' Contributed Services	\$ 87,000	5.7%
G Government Contracts	\$ 86,000	5.7%
H Special Events	\$ 52,000	3.4%

Total Income \$ 1,516,000

Expenses



A Certified Nursing Assistant/ Geriatric Nursing Assistant Program	\$ 343,000	30.9%
B Pharmacy Technician Program	\$ 323,000	29.1%
C Academic and Career Advancement Program	\$ 172,000	15.5%
D Development and Marketing	\$ 213,000	19.1%
E General and Administration	\$ 60,000	5.4%

Total Expenses \$ 1,111,000

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