

Dauntless.



DEACONESS
FOUNDATION

2021 Annual Report



A client of College Now Greater Cleveland

We supported more people with access to career coaches and other ways to be ready for work.

Deaconess partner College Now Greater Cleveland provides career guidance to young adults, including assistance pursuing and paying for a college education, and connecting young people to all the region’s training programs so they can pursue a technical skill, certification, or credential.

College Now is a longtime partner of Deaconess Foundation, as are other organizations such as Towards Employment, which prepares individuals to

be ready to successfully jump into a career. This year, Deaconess supported other new grantees in this area; one is Cuyahoga Community College, which will coach people as they launch health careers.

See page 6 for more ways Deaconess Foundation galvanized action in 2021.

A Year of Fearless Action

Dear Friends,

The theme of our Annual Report this year is **dauntless**. Given the continued rage of COVID and how it has impacted everyone's life, to make it through the year with progress in hand required fearlessness and determination. We saw many **dauntless** job seekers, employers, non-profit partners, and other public and private sector stakeholders in 2021, and we celebrate you.

We at Deaconess consider ourselves a **dauntless** partner as well. The challenges employers are facing and the continued barriers to supporting people to work in good jobs are greater than ever. Yet we addressed these obstacles stubbornly, innovatively, and with a desire to learn and improve at every turn. Some of the ways we evolved to respond to our community in 2021 include:

- **Significant increase in the number of community partners.** We provided more grants in 2021, increasing from 26 in 2020 to 67 last year. The Deaconess Foundation staff, most notably Lissy Rand, and Board worked tirelessly to deploy funds as one way to create change in our community.
- **Significant increase in the diversity of our grantees.** In our continuous desire to use our work to advance racial equity, we added 14 non-profits led by Black or Latinx individuals to our portfolio of grantees (now 22% of the portfolio). We also started gathering data regarding the race and ethnicity of grantees' clients to better understand how our ecosystem is supporting people of color and to see how we can strive towards equity.
- **Significant increase in our own accountability.** The Board asked: How do we know if we are making enough impact? We started work in 2021 to better understand our impact. It's hard work, so our efforts will continue into 2022. We owe this to our community.

Lastly, our energetic and **dauntless** Board of Trustees continues to dedicate countless hours to serving job seekers, employers, and the workforce ecosystem in Cuyahoga County. We are thankful for their contributions!



Cathy Belk

Cathy Belk
President and CEO



Russell Lamb

Russell Lamb
Chair of the Board
of Trustees

DAUNTLESS MEANS

Determined to See Impact

We are deliberate and tireless in our drive to work together to see impact.



The mission of the Deaconess Foundation is to help people in need build careers that sustain themselves and their families.

We are the only foundation in Northeast Ohio exclusively committed to workforce development. We seek to create impact through both grantmaking and the activities of our Board and staff.

We provide grants to non-profit partners who are working on ways to measurably contribute to more residents of Cuyahoga County securing and successfully staying in jobs which offer or lead to family-sustaining wages.

We also strive to lead and collaborate, and to communicate and advocate, in ways which drive equitable impact in our community. These are the roles we play aside from grantmaking.

Our actions are palpable.



Photos feature clients of College Now, the Manufacturing Sector Partnership, Max S. Hayes Vocational High School, and Youth Opportunities Unlimited

Deaconess Foundation's work in 2021, together with its partner grantees, is expected to contribute these outcomes in 2022:

1,000

adults, at least 70% of whom are Black or Latinx, will be connected to workforce services by trusted community organizations. This is in addition to all the individuals who will be connected more directly to workforce services through traditional channels.

1,100+

youth and adults will learn job-specific technical skills and earn credentials which demonstrate their knowledge to employers.

1,400+

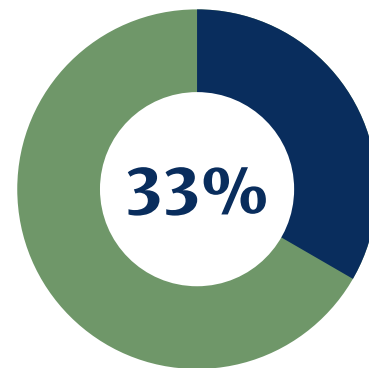
jobs will be filled by people ready to succeed.

2,750+

youth and adults, at least 80% of whom will be Black or Latinx, will learn problem-solving, "soft skills", business etiquette, workplace expectations, conflict resolution, personal financial management, and other skills needed to be successful while at work.

2,000+

youth and adults will experience work and earn money through internships, short-term job experiences and summer jobs. We expect at least 85% of these people to be Black or Latinx.



Deaconess Foundation's Board-approved grants go to grantees with diverse Boards; on average, a third of their Board members are Black or Latinx.

DAUNTLESS MEANS

Galvanizing Action

We acted with steely resolve during a year with tremendous obstacles.

Taking action in 2021 was harder than in past years. For all the reasons we know, it was harder to attract people for good, open jobs. It was harder for businesses, and non-profits, to deliver superior customer service. It was harder for people to connect with each other, to improve or innovate, to even maintain what was good before. And yet, Deaconess Foundation and its partners acted with steely resolve.

We acted to improve workforce systems, realize results, and celebrate partners.

Leading and collaborating with others to influence workforce systems is a critical strategy for the Deaconess Foundation. The Deborah Vespy Systems Change Champion Award recognizes and rewards the innovative



Tameshia Bridges Mansfield from Jobs for the Future

achievements of Cuyahoga County collaborations which change aspects of our workforce systems to improve their effectiveness. This award also honors the professional legacy of Deaconess Foundation's long-time former President and CEO, Deborah Vespy.

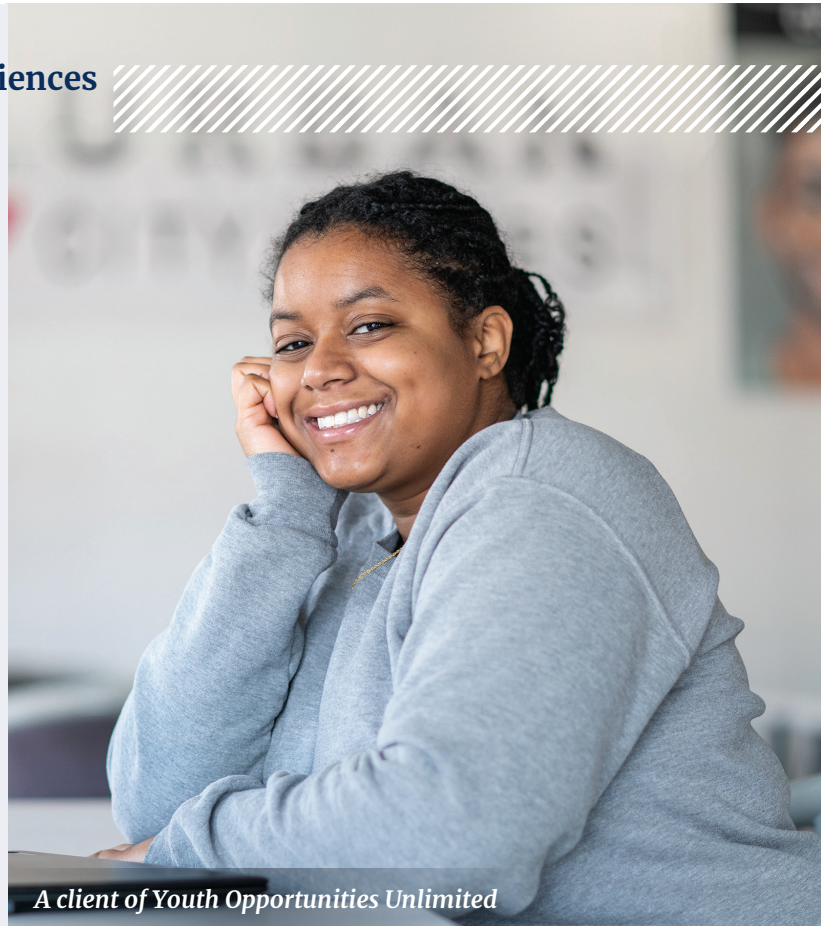
The Manufacturing Sector Partnership, led by MAGNET and the Greater Cleveland Partnership, was recognized as the 2021 Inaugural Award Recipient at a ceremony at The City Club of Cleveland in October. Following the ceremony, Deaconess Foundation sponsored a Friday Forum speech by Tameshia Bridges Mansfield,

Vice President for Workforce Innovation at the Washington, D.C.-based Jobs for the Future. She is a renowned expert in both equitable innovation and workforce systems transformation.

In addition to this recognition and the ongoing leadership and collaboration Deaconess provides in the Workforce Funders group, Deaconess added several new grantees — such as NEOSTEM — all working at the ground level to improve the effectiveness of our systems.

Our partners provided youth with experiences they need to be successful in careers.

Deaconess partner Youth Opportunities Unlimited (Y.O.U.) provides teenagers and young adults with real work experiences through summer jobs and internships in some of Cuyahoga County's most in-demand occupations. Y.O.U. leverages many partners in the community, such as Urban City Codes and Burten, Bell, Carr Development, Inc., to ensure the highest quality experiences. In addition to its longtime partners, Y.O.U. and Open Doors Academy, Deaconess added new grantees in 2021 in recognition of the importance of building a pipeline of young people successful in careers.



A client of Youth Opportunities Unlimited

We met people where they were to connect them to career services.

With COVID driving so many people – including job seekers – inside to care for themselves and their families, it is no surprise that many workforce providers saw significant drops in the number of people seeking support for finding jobs. When workforce organizations that typically depended on walk-ins shifted to online engagement, job seekers were not accessing programs because they just didn't know about them. We needed to get creative about ways to reach people where they were with resources and referrals, and get them to the right place for help.

Lissy Rand, Vice President for Grantmaking and Strategy, believed that many people would trust their local, community-based organizations to help them access workforce services, especially during a pandemic. In 2021, she created a new grantmaking program to provide funds for community development corporations (CDCs), social services groups, and other neighborhood outreach programs to help their trusted community members access workforce services. Results and learnings will inform additional grantmaking in 2022.

To download a tool she created to refer people to the right workforce organization, please go to: deaconessfdn.org/videos/



A student at Max S. Hayes High School

We supported more people having access to career and technical skills.

Deaconess partner Max S. Hayes High School is part of the Cleveland Metropolitan School District, available for any student in the district interested in developing next-level skills in manufacturing, engineering, building and construction technology, and automotive technology. This was one of many new grants Deaconess made to increase the number of people who could embark on a career path.

We collaborated to align workforce efforts and actions.

Deaconess Foundation knows that to meet our desired impacts we must collaborate - and we can't support the scale of solutions needed on our own. We connect the dots and partner to deploy resources and support, allowing us to enable change on a greater scale. To achieve these results, Deaconess made significant investments of time and funding into four critical partnerships in 2021.

The Workforce Funders Group is a Cuyahoga-County based collaborative of 10 public, private, and philanthropic funders that initiate and scale workforce systems transformations. Cathy Belk serves as the chair of this group.

The Funders Collaborative on COVID Recovery, formerly called the Rapid Relief Fund and convened by the Cleveland Foundation, is a group of funders that collaborate to support our region's recovery from the health, social, civic, and economic impacts of COVID-19.

Workforce Matters is a national collaboration of funders supporting innovation and increasing equitable practices within workforce development.

The Fund for Our Economic Future is a network of foundations, higher education, community and economic development, private sector, and government leaders who learn, lead, and develop ideas together to advance an inclusive economy.

DAUNTLESS MEANS

Believing in the Future

New Normal Initiatives for 2022 and Beyond

The way we work has changed significantly, and communities are undergoing a seismic shift in what workers want and need. As we write this report in Spring, 2022, most businesses in Cuyahoga County are struggling to secure talent to sustain or grow. We would fault no one for being discouraged or tired. But with optimism and steadfastness, we see opportunities to enable a better future for the citizens of Cleveland and Cuyahoga County.

New leadership at the OhioMeansJobs office, connected to the Cleveland Mayor and the Cuyahoga County Executive, will lead our public workforce system and collaborate with public, private, and philanthropic partners to fill gaps and improve outcomes in workforce.

New design principles for workforce (and other) programming are being widely considered and encouraged. And they are, frankly, necessary for imagining, designing, and implementing workforce initiatives. Top of the list: we need to invite those our systems aim to support — people who want to work but aren't today earning a family-sustaining wage — to participate or lead in building supports and programs. Centering their voices is critical.

Continued commitment to address racial equity gaps. It's not new that we seek to significantly increase the number of individuals from diverse backgrounds who earn a family-sustaining wage. But with ever-increasing commitment throughout the community, we know Deaconess Foundation and its partners will do better.

New understanding of what workers need will be gathered in the TeamNEO and Fund for Our Economic Future's "Where are the Workers?" research and by listening to the community. What do local workers need to feel fulfilled in their jobs financially and as individuals? What benefits are they seeking to encourage returning to work? What learning is necessary to gain employment to sustain a living and support families?

New interest from employers to build jobs and workplaces people want. We are inspired by the way employers are open to creating solutions that meet workers' needs. And we are eager to support, collaborate, catalyze, and scale as we go.

Onward! We will push forward in 2022 and beyond to achieve our mission.

DAUNTLESS MEANS

Unrelenting Partners

Thank you to our grantees for a year of incredibly dedicated work:

- Bellaire Puritas Development Corporation
- Boys & Girls Clubs of Northeast Ohio
- Burten, Bell, Carr Development, Inc.
- Center for Employment Opportunities
- College Now Greater Cleveland
- Cuyahoga Community College Foundation
- Enterprise Community Partners
- Esperanza, Inc.
- Fairfax Renaissance Development Corporation
- Family Promise of Greater Cleveland
- Friends of Max S. Hayes Vocational High School
- Fund for Our Economic Future
- Greater Collinwood Development Corporation
- International Student Services Association, Inc.
- Legal Aid Society of Cleveland
- Legalworks, Inc.
- MAGNET
- May Dugan Center
- Metro West Community Development Organization
- MidTown Cleveland, Inc.
- NEOSTEM
- NewBridge
- Open Doors Academy
- PolicyBridge
- Reach Success, Inc.
- Seeds of Literacy
- Smart Development, Inc.
- The Healthcare Sector Partnership (Cuyahoga Community College as leader, through the Workforce Funders Group)
- The IT Sector Partnership (GCP/RITE as leaders, through the Workforce Funders Group)
- The Manufacturing Sector Partnership (Greater Cleveland Partnership (GCP) and MAGNET as leaders, through the Workforce Funders Group)
- The Salvation Army
- The Spanish American Committee
- Thea Bowman Center
- Towards Employment
- University Settlement
- Ursuline College
- Westtown Community Development Corporation
- Women of Color Foundation
- Youth Opportunities Unlimited

Thank you also to our Church partners in mission outreach:

- Archwood United Church of Christ
- Clague Road United Church of Christ
- Dover Congregational United Church of Christ
- Federated United Church of Christ
- Imani United Church of Christ
- Middleburg Heights Community United Church of Christ
- Ridge Road United Church of Christ
- Saint Peter United Church of Christ
- West Park United Church of Christ



Members of the Deaconess Foundation Board of Trustees at the Deborah Vesey Systems Change Champion Award celebration at The City Club. Front row (l to r): Carrie Clark, Laurie Pogel, Meltrice Sharp, Ann O'Brien. Back row (l to r): Andrea Lyons, Scott Hamilton, Tom Littman.

Thank you to our Trustees:

- Board Chair Russell Lamb
- Board Vice Chair Carrie Clark
- Scott Hamilton
- Colette Jones
- Tom Littman
- Andrea Lyons
- Joe Nanni
- Ann O'Brien
- Laurie Pogel
- Meltrice Sharp

Thank you also to members of the Investment Advisory Committee:

- Tim Becker
- Jeff Pollock

Staff

- Cathy Belk, President and CEO
- Lissy Rand, VP of Grantmaking and Strategy
- Mary Margevicius, VP of Finance and Operations

Learn more about the work of the Deaconess Foundation:

Website: www.deaconessfdn.org

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