

2010 ANNUAL REPORT

A Recipe of Success

Mission:

WOW's mission is to help impoverished women gain the skills and confidence they need to work their way out of poverty and become gainfully and permanently employed in the food service industry. WOW accomplishes this mission by providing students with the opportunity to learn culinary and job skills, attain employment, stabilize their home life, and increase their self-esteem.

Thank You!

Work Options for Women is extremely grateful for the support received in 2010 from our individual donors, our corporate partners, our foundation supporters, our faith communities, and The City and County of Denver. We are also incredibly thankful for our wonderful customers who join us for breakfast and lunch each day!

We are proud of the women that are determined to change their lives. Gaining skills to be successful in a food industry career, they are changing their destiny, and we are honored to be a part of their success. We are truly appreciative to our community partners, allowing us the opportunity to continue serving these amazing women.

2010 Overview

Success Highlights:

- Renewed a 5 year concessionaire contract for the WOW Café at the Richard T. Castro Denver Human Services Building.
- Strengthened our Marketing and Communication efforts as we entered into the dynamic world of social media. Check us out on [Facebook](#).
- Raised over \$20,000 in on-line individual donations on Colorado Gives Day.

Challenges:

- Pre-Enrollment candidates with greater crisis and mental health issues.
- A greater need for soft skills and job readiness training.

The WOW Program:

While students participate in the WOW culinary training program, they gain a set of marketable skills allowing them to compete for entry-level positions in the food service industry. In addition, they learn important life skills: the importance of punctuality, attendance, good listening skills, being a valued team member, and having a good attitude at work. Through their training program, students receive one-on-one counseling through the WOW student services team, developing a plan of action to help eliminate any barriers to employment. Preparing our students with resume writing, job application preparation, and interviewing skills helps to ensure long-term success. **Over the past four years, 72% of WOW graduates have celebrated their one year employment anniversary.**



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Employer Partners:

Thanks so much to our great employer partners who provide employment opportunities for our students:

Denver Public Schools
Christian Living Facilities
Tennyson Center for Children
Mt. St. Vincent Home
Jimmy John's
Delaware North at DIA
Hyatt Regency Hotel
Sodexo at Denver University
Sodexo at Regis University
Café Options
Sodexo at Swedish Hospital
Safeway
Denver Dining Services
Lala's Wine Bar and Pizzeria

Wystone World Teas

Project Angel Heart
Aramark at Coors Field
Tony's Market
Mile High Montessori
And a special thanks to Wystone World Teas in Lakewood, our Employer of the Year!

Who are the WOW students?

MOST are single mothers. Average age: **35.** Almost **ALL** had little or no marketable skills. **50%** received TANF benefits. **34%** did not finish high school. **51%** were homeless.

Program Outcomes:

178 served. **80** enrolled.
32 completed. **26** placed in employment. **10** former graduates returned to WOW for help finding employment.

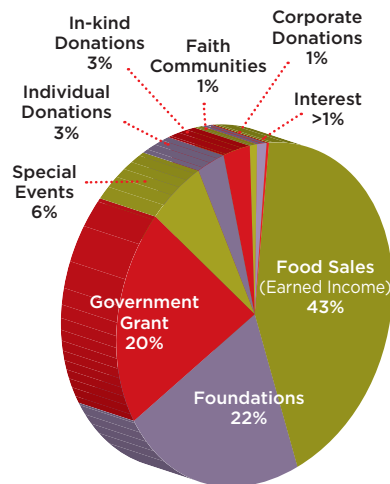
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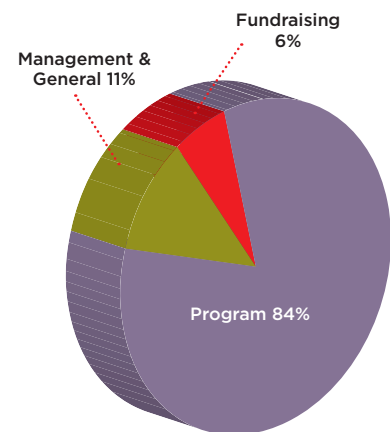
WOW Financial Report:

Wow attained \$1,312,832 in 2010 from a diverse revenue stream which includes sales from our two social enterprises. Both WOW Café and Café Options generate income which accounted for 42% of our revenues. Expenses for 2010 totaled 1,390,374 which included \$70,400 in depreciation expense.

Revenue



Expenses



Work Options for Women

1200 Federal Boulevard
Denver, Colorado 80204
720-944-1920
www.workoptions.org

Café Options

1650 Curtis Street
Denver, Colorado 80202
303-573-0733
www.cafeoptions.com

Statement of Financial Position:

Assets

Total Current Assets	1,024,787
Net Property & Equipment	331,908
Other Assets	16,603
Total Assets	1,373,298

Liabilities

Total Current Liabilities	75,450
Total Liabilities	75,450

Net Assets

Unrestricted:	
General	717,848
Board designated	580,000
Total Net Assets	1,297,848

Total Liabilities & Net Assets	1,373,298
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