

2009 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.



Overview:

2009 was a year of growth and change for WOW in the midst of a challenging economic recession. In April WOW completed a major long-term goal by opening Café Options in downtown Denver. The Café enhanced the WOW culinary training program by providing students with two distinct food service settings during their 16 weeks of training. The Café also increased the organization's ability to attain earned income and heighten WOW's visibility in the community. New staff members joined the team, and most significantly WOW saw a change in its executive management. Toni Schmid founded WOW and served as Executive Director until November 2009. WOW was able to look inward to find a qualified, experienced and dedicated new Executive Director in Catherine Henry who brought extensive management, operations, financial, and marketing expertise to ensure WOW's continued growth and well-being.

Since 1997 WOW's rigorous culinary training program has provided women with kitchen skills, individual case management and job placement services to women with substantial barriers to employment, including homelessness, no high school diploma or GED, or limited work history. In 2009, while many employers were cutting jobs, WOW was successful in helping students who completed training find work with our employer partners in local food service businesses.

Program Activities:

Students participate in 16 weeks of "hands-on" training in culinary skills while preparing hundreds of meals per day in WOW's two food service businesses: the WOW Café in the Richard T. Castro Denver Human Services building and Café Options, a fast-casual restaurant, located in downtown Denver.

Classroom instruction by WOW staff provides students with job-readiness information, preparing them to meet employer expectations.

Case Management Services address all barriers to employment, such as homelessness, transportation, child care concerns, and/or health issues, while Job Placement and Follow-up ensure the students transition successfully from training to employment and long-term job retention.

Over the past four years 75% of WOW's students who finished training and found employment have celebrated their one-year anniversary.

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Employer Partners:

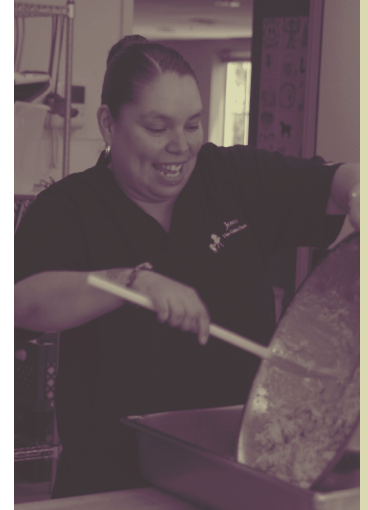
Numerous employers contribute significantly in the development of WOW students by providing internship opportunities and/or by hiring WOW graduates.

15th Street Dine and Grill
A-1 Produce
Aurora Public Schools
Briarwood Manor
Broomfield Detention Center
Café Options
Clermont Park @Christian Living Communities
Delaware North Companies- DIA
Denver Athletic Club
Denver Public Schools
Five Guys Burgers and Fries
Food Team
Hyatt Regency
Jimmy Johns
King Soopers
Mile High Montessori
Mt. St. Vincent Home
Noodles and Company
Panzano's
Project Angel Heart
Sodexo Auraria Campus
Sodexo Regis University
Sodexo Swedish Hospital
Sodexo University of Denver
Souper Salad
Target
Tennyson Center
Three Tomatoes Catering
The Gathering Place
Wystone Teas

WOW Students:

WOW serves some of the most disadvantaged women in Denver who struggle with multiple barriers to employment. Of the students enrolled into the WOW program in 2009:

- 46% were homeless
- 29% were receiving TANF (welfare) benefits, with several approaching their lifetime limit
- 70% had no high school diploma or GED
- 100% had been unable to secure full-time employment and were stuck at or near the poverty line, due to multiple barriers including unaffordable childcare, unreliable transportation, and the lack of marketable skills
- Many of the women that WOW served are single mothers with at least two children. The student age range at enrollment was 18 to 58, with the average being 35

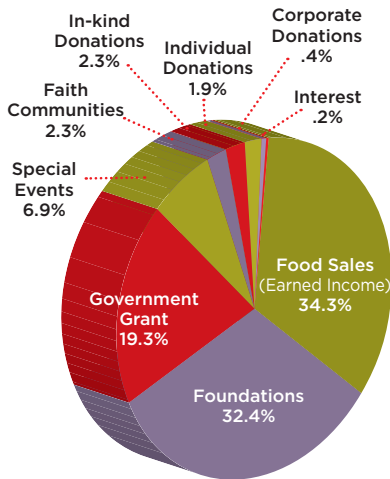


2009 Program Outcomes:

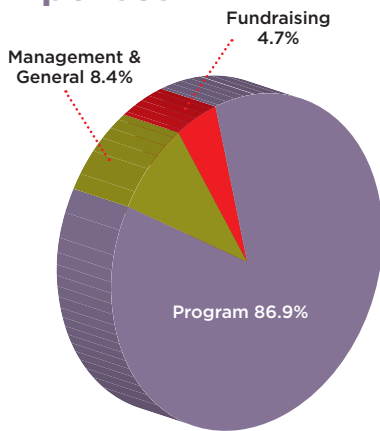
- 73 individuals enrolled in the culinary training program and received case management support services
- 32 students completed training and were placed in full-time employment. Seven individuals who graduated in a previous year were assisted in attaining new employment
- A year after job placement 66% remain employed, which is an important indicator of future work success (This was a drop from our average due to economic conditions and employer lay-offs. In the first half of 2010 the rate has returned to 83%)
- 88% of the graduates demonstrated a significant increase in their self-esteem, which helped them become confident in their ability to become self-sufficient
- By the time students finished their training most had moved into stable housing
- Graduates who achieved one year of employment entered the workforce earning an average of \$9.58 per hour, and increased their earnings to an average of \$9.94 at 12 months of work
- Cumulatively 147 individuals participated in one or more components of the WOW program

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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

WOW Financial Report:

In 2009, WOW attained \$1,489,090 in revenue from multiple sources including in-kind donations to support WOW operations and the Café Options expansion. WOW's financial strength is built on its diverse mix of funding streams, including earned income capabilities through the sale of hundreds of meals each day at WOW's two food service businesses. In 2009, 34% of revenue was generated from food sales. Program and organizational expenses totaled \$1,407,172 with 86.9% of the total being dedicated directly to provide training, job placement and case management services to WOW students. Revenue totaling \$77,708 was temporarily restricted for program and operations in 2010.

Because of the program's solid reputation and demonstrable outcomes, WOW continues to receive much needed support from a growing number of foundation, civic group, corporate, faith community funders, and individual donors. The organization actively strives each year to increase its numbers of individual partners, especially by raising public awareness through activities such as our highly successful WomenCook! event. The WOW Board, staff, volunteers, and students are extremely grateful to the many individuals and organizations that provide the financial resources which make it possible for Work Options for Women to help students move towards self-sufficiency through full-time employment. A complete list of funding partners can be viewed at www.workoptions.org.

Statement of Financial Position:

Assets

Total Current Assets	1,089,102
Net Property & Equipment	367,382
Other Assets	16,603
Total Assets	1,473,087

Liabilities

Total Current Liabilities	51,797
Note Payable	45,900
Total Liabilities	97,697

Net Assets

Unrestricted	
General	707,682
Board designated	590,000
Temporarily restricted	77,708
Total Net Assets	1,375,390

Total Liabilities & Net Assets	1,473,087
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