

Annual Report 2009



Message From the Executive Director

“The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man.”
George Bernard Shaw

I have noticed that every time I think I am on the cutting edge, I realize that I am part of a trend. Recently, I have been reading about social entrepreneurs and how business models can be used to build more effective human service organizations. I realized that CDSA has been doing this for a long time. In their book, *Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World*, John Elkington and Pamela Hartigan identified common characteristics of social entrepreneurs. Social entrepreneurs:

- “Innovate by finding a new product, service or approach to a social problem
- Try to shrug off the constraints of ideology or discipline
- Identify and apply practical solutions to problems, combining innovation, resourcefulness, and opportunity
- Focus first and foremost on social value creation and, in that spirit, are willing to share their innovations and insights for others to replicate
- Jump in before they are sure they are fully resourced
- Have an unwavering belief in everyone’s innate capacity, often regardless of education, to contribute meaningfully to economic and social development
- Show a dogged determination that pushes them to take risks that others wouldn’t dare
- Balance their passion for change with the zeal to measure and monitor impact”

This idea that “unreasonable people” have power to make change is based on a theory advanced by George Bernard Shaw. Shaw thought that reasonable people adapt to the world as it is. Only unreasonable people think that they can actually change the world. A group of unreasonable people can be a powerful force for change. CDSA’s founders were a small group of unreasonable people who infected others with their vision and created an agency that has made positive change over the past 29 years. We transform our community by helping children achieve their potential, helping families to be self-sufficient, and helping to identify and solve community problems. Our operational model is based on a business model. This makes us responsive to our donor and funding investors and focused on results.

What a great place to work!

Cheri

Agency Highlights

July 2008 – CDSA hires campaign counsel to complete an agency assessment and nonprofit center capital campaign feasibility study. These studies will help CDSA determine whether we are ready to undertake a capital campaign and if the community will support a campaign. In early childhood news, five Enid child care facilities were selected to receive training and support to establish parent involvement plans

August 2008 –The housing department provides down payment assistance to families purchasing their first home. In the past year, twenty families received this assistance after attending CDSA's homebuyer education class.

September 2008 – Twenty-eight community leaders participate in CDSA's non-profit center feasibility study and the results support the development of the non-profit center. The information gathered through the feasibility study will guide us as we develop our fundraising plans. Based on the completed feasibility study, the CDSA board of directors will set an initial capital campaign goal of \$2.9 million.

October 2008 – CDSA's Enid Supported Employment Program becomes a ticket to work provider, offering additional services to social security recipients. Over the years, the supported employment program has helped hundreds of people with disabilities to become self-sufficient.

November 2008 – CDSA, already an Enid United Way agency, becomes a Ponca City United Way agency too. The Ponca City United Way is particularly interested in

supporting the 2-1-1 program. This program provides information and referral to hundreds of people over a broad geographic region.

December 2008- Workforce Investment Act (WIA) students complete their training programs. The WIA program helps unemployed or underemployed people to find employment or complete training that increases their employability. WIA clients go to work as truck drivers, nurses, machinists, welders and in other professions that are in demand in our labor market area.

January 2009 – 2-1-1 participates in the "Crystal Darkness" methamphetamine addiction awareness campaign. This state-wide effort brings public attention to the dangers of methamphetamine use and results in increased awareness about the signs of drug use and where to go for help.

February 2009 – Roosevelt Apartment Complex breaks ground – 48 units expected to be complete this summer. This affordable housing project is the result of close collaboration between CDSA, Zimmerman Investments, the City of Enid, and Garfield County.

March 2009- Rx for Oklahoma helps 83 people to receive the medication they need. Low-income people regularly contact CDSA for help paying for their prescription medications. Rx for Oklahoma helps connect patients to pharmaceutical assistance programs and results in people receiving the medications they need to maintain their health.

April 2009- CDSA’s board of directors is 100% committed to the capital campaign project and demonstrate this by achieving 100% board financial support. The leadership of the board of directors will spur community investment, making our goal of a fully developed nonprofit center one step closer.

May 2009 – East Side redevelopment project receives funding – 28 new single family in-fill rental units to be completed in the coming year. This project will be completed throughout an area targeted for redevelopment by the Department of Housing and Urban Development. The in-fill new construction will help to stabilize neighborhoods in the target area.

June 2009 – The George Kaiser Family Foundation recognizes CDSA for good work at an Enid luncheon and presents CDSA with a \$10,000 gift. In addition, the capital campaign cabinet is complete with Mary Stallings serving as the campaign chair and setting the stage for a successful campaign. In program news, the weatherization program receives increased funding and a crew is hired in order to serve increased numbers of people.

Some of our accomplishments last year

Homes weatherized	21
People who stayed in emergency shelter	94
Emergency home repairs	71
Houses rehabilitated	4
Families in CDSA developed rentals	113
People receiving housing counseling	530
People attending homebuyer education	91
People receiving down payment assistance	24
Disabled people who got a job	6
People in the Parents as Teachers program	546
Parents who called for child care information	1,020
Children in “Raising a Reader”	425
Average adult WIA increase in earnings	\$11,058
People helped by Rx for Oklahoma	258
Value of Rx assistance	\$333,216
Emergency assistance	\$131,092
Handicap ramps installed	6

Board of Directors 2009-2010

Volunteers serve without compensation on the CDSA Board of Directors. In 2000, the Board of Directors created an honorary body, emeritus membership, to recognize distinguished service on the Board. These members are entitled to all privileges of Board members and may participate as they are able, but do not vote.

Frank Baker

Director, Eagle Marketing
Managing Editor, Etown
Magazine

Richard Dunn, Ph.D.

Pastor, Crossroads Church Enid
Consultant, Habitat for Humanity

Cheryl Evans, Ed.D.

Dean
Northwestern Oklahoma State
University

Laura Fenton

Vice President
Advance Food Company

Sandie Hamilton

Community Care Coordinator
Hope Outreach

Sandy Howard

Volunteer Director
Our Daily Bread

Brent Kisling

Executive Director
Enid/Garfield County
Development Alliance

John Little

Community Affairs Manager
OG&E

Jane Martin

Community Volunteer

Pam McCoy

Marketing President
Bank of America, Enid Branch

David McCune, Past President

Director of Special Services
Enid Public Schools

Lavonn McKnight

Community Volunteer

Bonnie Muegge

Office Manager
DEM Operations

Loretta Ore-Meredith

Area Manager, Retired
AT&T

Wade Patterson, Vice President

Tax Assessor
Garfield County

Jim Rives, Secretary/Treasurer

District Manager, Retired
OG&E

Jerry Shaffer

County Commissioner
Grant County

Cyndy Shepherd, APR

Corporate Communications
St. Mary's Regional Medical
Center

Brad Waken, President

Real Estate Investment &
Management
Waken and Company

Bret Whinery

Strategic Planning Chairman
4 R Kids

Leigh Vahovius

NW Regional Coordinator
OSU Center of Health
Sciences — Center for Rural
Health

Emeritus Members

Eileen Kurtz, RN*

Nursing Supervisor
Living Center

Bob Shuttee, MD*

Pediatrician, Retired

Suellen Singer*

Community Volunteer

Board of Directors cont.

New Members

Brent Kisling

Lavonn McKnight

Leigh Vahovius

Retiring Members

Mike Barnthouse

Janet Cordell

Steven Whitfill

Staff

Cheri Ezzell, Executive Director
Linda Record, CFO
Dianne Juhnke, Early Childhood Director
David Isaak, Development Director
Paul Deppeler, IT Manager
Kim Bailey, Executive Assistant
Terri Burrell, Fiscal Assistant
James Leslie, Fiscal Assistant

Child Care Resource & Referrals

Kate Jordan, Outreach Specialist
Lana Bohl, Outreach Specialist
Christi Waggoner, Outreach Specialist
Christie Adams, Outreach Specialist

Parents As Teachers

Eilene Crites, Parent Educator
Linda Harvey, Parent Educator
Ebby Stratton, Parent Educator
Renee Hoover, Parent Educator
Christina Perez, Parent Educator

Smart Start NW Oklahoma

Paula Waters, Coordinator

Enid Supported Employment (ESEP)

Judy Mahoney, Coordinator
Sindy Clemens, Job Coach/Job Developer

North Central Oklahoma 2-1-1

Debi Boyle, Call Specialist
Marge Ernst, Call Specialist

Housing

Craig Stokes, Coordinator
Chuck Crites, Housing Specialist
Mike Biggers, Housing Specialist
Earlene Click, Housing Counselor
Brian Wilson, Weatherization Crew
Leader
Frank Mercer, Weatherization Crew
Member

Rx for Oklahoma

Carolyn Pickard, Program Planner

Workforce Investment Act (WIA)

Tracey Polson, Coordinator
Diedra Williamson, Assistant Coordinator
Sherri Parr, Integrated Services Specialist
Connie Brazee, Integrated Services Specialist
Peggy Shouse, Integrated Services Specialist
Tami Williams, Integrated Services Specialist
Kim Pendergraft, Integrated Services
Specialist

Financial Highlights

Community Development Support Association, Inc.
and
CDSA Housing, Inc.
Consolidated Statement of Activities
June 30, 2008 Fiscal Year End Summary.

Revenues

Federal	1,941,659
State	481,111
Local	265,219
Rents	71,572
Other	19,127
Loan Collection	<u>3,564</u>
TOTAL REVENUES	<u>2,782,252</u>

Expenditures

Education & Employment Success	979,321
Housing	682,679
Early Childhood	350,953
Family Preservation & Support	333,588
Management & General	320,212
Safe Communities	0
Neighborhood & Community Structures	<u>16,600</u>
TOTAL EXPENDITURES	<u>2,683,353</u>

NET CHANGES IN ASSETS 98,899

Beginning Net Assets, June 30 ,2007 3,381,953

Change in Net Assets 98,899

Capital Additions and Other Changes (30,447)

Net Assets, June 30, 2008 3,450,405

