



**Qualified  
Listeners**  
Corp.

**Veteran & Family Resource Hub**

# **ANNUAL REPORT**

2023

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## Organization Dates

Incorporation in the State of Colorado as a not-for-profit corporation is dated February 2, 2017. It was modified and updated September 21, 2017 due to a misspelling in our Articles.

## Financial Accomplishments

With the assistance of our new grant writers, Summit Grant Strategies, we were successful in obtaining more grants than we thought possible. Their cost is running approximately 13% of what they bring in and according to the advisors I have, this is a reasonable percentage.

### Income

2023 was \$78,451.00

### Expenses

2023 was \$71,409.00

**Financial Reports are attached at the end of this report, Financial History graph, Statement of Activity and Statement of Financial Position.**

## Program Accomplishments

Our donors and sponsors are the people to thank for allowing us to assist so many Veterans and their families. We can never thank them enough, THANK YOU!

Our performance in 2023 is a direct result of everyone who supports our Mission to assist our Veterans. Here is a snapshot of what we accomplished:

- 740 New people into our system, an increase of 43%
- 708 New Missions created, an increase of 38% (a Mission is a defined need)
- 403 Transports, an increase of 24%
- 21,247 Miles driven, up 69%
- \$24,478.00 Direct Veteran financial assistance, up from \$924.00
- 1,242 Volunteer hours (excluding CEO), up 69%

87% Male Veterans

38% Vietnam Veterans

29% Spouses

20% Gulf War Veterans

13% Women Veterans

7% OIF/OAF

## Vision

To help Veterans and families find more peace in their lives.

## Mission

Meet the needs of the Veteran Community through outreach, listening, resource vetting and referrals, and being their collective voice.

## Board Roster

|                 |              |                |              |
|-----------------|--------------|----------------|--------------|
| Scott Neff      | President    | Parker, CO     | 303-483-8130 |
| Christina Clark | Secretary    | Firestone, CO  | 303-775-3508 |
| Virginia Bryan  | Treasurer    | Lafayette, CO  | 303-563-9172 |
| Aaron Gardzalla | Member       | Castlerock, CO | 303-847-6500 |
| Greg Goettsch   | Founder & ED | Frederick, CO  | 303-818-3647 |

## Attendance of Last 3 Board Meetings

All present

## Staff Size

- We have no paid staff
- Three, paid, part-time contractors for phones and mission processing
- 2 full-time volunteers – Founder and his wife
- 30 part-time volunteers

## 2023 Plan

Please see the attached document, 2023 Achievements, to see details of what was completed in 2023.

### Volunteer Development

We held quarterly volunteer meetings for relevant announcements, introduce new volunteers, share what's working, what's not working, and what we can do better. These are informal gatherings with a touch of friendly fellowship because we want our people to know they are an important part of our organization.

### Resource Development

We seek someone to take this program over.

### Locating Veterans

This is an ongoing process. We continue to send out news releases, our monthly newsletter currently reaching 3,000 recipients and give talks where invited. Depending on the funds from a couple of grants we've applied for we plan to start testing saturation mailings to reach Veterans.

### Staff Additions

We will continue to evaluate our needs and balance that against people we find who can volunteer for us. If we cannot locate a volunteer we will look to hire people to meet the skill requirement if we can obtain the necessary funds for the position.

### Fundraising

We contracted with a fundraising company to manage our grants. In the first month of our agreement, we've landed a new grant from a new donor so things are looking good for this relationship. Our plan is to develop a process in 2023 to raise \$100,000.00 so we can increase the volume each year after consistently. They raised \$84,980 for QL in 2023.

## Succession Planning

Once we have a new board trained, we will begin to review the materials I've written. From these discussions and edits we will assemble a plan. Our objective is to have it complete by the end of fiscal year 2023.

## 2024 Plan

This coming year will be another of substantial growth, over 25%, and we will work hard to adjust to the new load. However, the most challenging aspect is obtaining the funds to hire staff to help perform the duties to meet the Mission demands.

- Hire a Mission Controller (from grant funds) to administer all missions and ensure they are completed in a timely manner
- Increase the number of active, dedicated volunteers
- Resurrect the Resource development system and republish the directory
- Activate the new wheelchair van to assist Veterans and their families
  - Insurance and maintenance
  - Train at least 5 drivers
  - Develop a system to coordinate the van schedule
- Complete the development of the Sales Force system to administer Resources for each state of operation, Colorado, New Mexico and Wyoming
- Learn how to recruit excellent board members from the business community
- Obtain funding to rent office space in Weld County so we can begin to develop standard business processes instead of out of our homes
- Develop a plan to create and administer a variety of funding streams
  - Govt grants
  - Non-govt grants
  - Corporate donations
  - Individual donations
  - Special events
- Create and implement a donor appreciation system that is consistent
- Continue to develop a succession plan to ensure the long-term success of Qualified Listeners Corp
- Find more funds to feed the Veteran Relief Fund to support Veterans and families who need financial assistance with back rent/mortgages, back utilities, auto repairs, and so forth