



ANNUAL REPORT

2021

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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.

Qualified Listeners BBB Accredited Charity is tax exempt under Section 501(c)(3) of the Internal Revenue Code. EIN 81-5381427. Donations are tax deductible to the extent allowed by law.

Contact Information

Call us at 720-600-0860

Visit our web site at <https://www.QualifiedListeners.org>

Mail to: PO Box 563, Dacono, CO 80514

Qualified Listeners needs your support in many ways; donations, sponsorships, vetted resources, volunteers and board members. We would love to speak with you!

Organization Particulars

Vision

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

Mission

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

Roster of Officers

1. Greg Goetsch	Chair	Founder & Executive Director of Qualified Listeners
2. Sarah Harlow	Treasurer	Operations Manager for Home Instead Northern Colorado
3. Jennifer Hahnke	Secretary	BBB of Northern Colorado and Wyoming
4. Amanda Varga	Member	CareTrek Home Care
5. Charles Drebing	Member	Director of Mental Health, Cheyenne VA Hospital

We are seeking two additional Board members, preferably one male and one female Veterans between the ages of 25 and 40, so Greg Goetsch can step down from the Board.

Staff Size

We have two paid part-time staff, two full-time volunteers, and 31 part-time volunteers (up from 17 in 2020)

Programs

Our Outreach Program is two-fold: 1) seek out those who want help; and 2) educate others about the many validated resources available to them. Educate them that many of us care deeply and they do not have to be alone anymore, our founder was alone for 39 years.

We strongly support the PAMVET Breakfast Club program started in Loveland, CO in 2008. Over 1,000 Veterans have attended the Loveland breakfast club and you can learn more at www.Pamvet.org.

Our Listening Program is confidential and non-judgmental. Combat Veterans listening to Combat Veterans to help prevent suicide is what Qualified Listeners was originally based on and it remains our #1 focus. However, we've learned that families of Veterans also need someone to talk to. We're working hard to meet these needs. Male Veterans, Female Veterans, Spouses of Veterans, Children of Veterans, Parents of Veterans, and Grandparents of Veterans. We inform them all of the many resources available to them

Our Resource Program is comprised of a team of conventional and non-conventional resources to address the individual needs of Veterans and their families, such as mental health, addiction management, transportation, VA benefits, and many more. Our team will locate, evaluate, approve and monitor resource providers, then refer Veterans and family members to our vetted Qualified Resources. They can change resource providers at any time. Many services are free, and others are discounted.

We print and distribute a Veteran & Family Resource Directory quarterly to over 60 locations. The web version is updated as available

Our Collective Voice Program is simple, we ask the Veteran Community what they need and we become their collective voice to influence our validated resources. The objective is to improve the level of services provided to Veterans and their families. Resource providers also include local government agencies and the Veterans Administration.

Stated Purpose

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

Program Accomplishments

1. Contracted with a professional web designer who redesigned and reorganized our website for a higher impact of our culture and services. She is on a monthly retainer to handle updates and edits.
2. Retained a legal firm on pro bono bases for ongoing advice which is pertinent to our growth.
3. Onboarded two part-time Family Care Coordinators as contractors, not employees.
4. Increased our service area to all of Colorado and responding to more inquiries out of state.
5. Expanding into New Mexico and working with the VFW State Commander to duplicate our culture and services in their economically depressed areas with under-served Veterans.
6. Partnered with ARC Thrift Stores, a Colorado owned and operated non-profit store chain
 - a. This program has grown in popularity for Veterans needing clothing
 - b. They submit to us their DD-214 as proof of service, we mail them an ARC Voucher redeemable at any of their 31 locations throughout the state
7. Partnered with King Soopers Grocery, a Colorado subsidiary of the nationwide grocer Kroger Company
 - a. Customers use their shopper card to donate to Qualified Listeners
 - b. Kroger tracks each transaction and donates 5% of each customer's quarterly transaction
 - c. This costs the customer nothing more than their groceries at the checkout
 - d. Each quarter we receive a Community Rewards check from Kroger
8. Created a Funding Team comprised of 10 Veteran organizations in northern Colorado.
 - a. When a substantial financial request is received for vehicle repair, back rent, past due utilities, etc, we divide the amount needed by 10 and each organization pays their equal share
 - b. We vett both the requester and vendor, and require valid documents substantiating the request
 - c. We only pay directly to the vendor never to the Veteran
 - d. This has become a productive program because it is easier on the budget and helps more Veterans
 - e. We hope to add more organizations to the team
9. We continue to use our CRM (Sales Force) which has become a vital part of our infrastructure. There have been many modifications and upgrades since we implemented the program in May 2020. This is desperately needed for us to track our contacts, create missions (service tickets) to forward to our volunteers, monthly reporting, and shared calendaring.

10. Our listening program continues to flourish with additional requests from shut-ins, terminally ill, and incapacitated Veterans.
11. The biggest growth we've seen is transportation for Veterans because that's the biggest gap in trying to serve the Veteran Community.
 - a. There are no dependable services for Veterans; the VA and DAV call us for transports
 - b. There are several options for those over 60 years of age or 100% physically disabled
 - c. Not all Veterans are 60+ or disabled
12. We hold quarterly volunteer meetings for relevant announcements, introduce new volunteers, share what's working, what's not working, and what can we 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. We recently included our Funding Team to join the volunteer meetings. This has become very effective.