

innovation

inspiration

impact

2014



Annual Report



STORIES



NUMBERS



HIGHLIGHTS

CAPITAL IDEA 
Connecting People to Their Future

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Messages From our Leaders

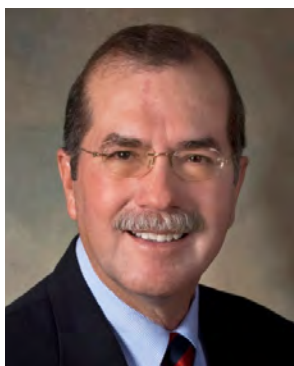
Executive Director



In 2014, we marked an important step forward in Capital IDEA's partnership with Austin Community College. Capital IDEA Career Navigators now work side-by-side with ACC faculty and staff at the new Highland Campus. This means that students, their Career Navigators, and ACC staff work together in real time to set goals and resolve problems at early stages, all under one roof. In 2015, we will take another step forward as ACC and Capital IDEA pilot "Career Expressway," a joint initiative to reach even more students, accelerating their progress through innovative training paths and into high-demand careers. You can read more about the opening of ACC Highland Campus on page 11.

Steve Jackobs | Executive Director Capital IDEA

Board of Directors



We are committed to delivering a positive return on investment to the taxpayer for their investment in working poor adults. Starting in 2014, we expanded our partnership with the City of Austin Economic Development Department. Together we focus on dual wins for employers needing skilled workers, and hardworking families needing opportunity. We also implemented the State's new Innovative Adult Career Education (ACE) Fund to match local investments in this strategy. We appreciate the leaders of Austin Interfaith, our leaders in the business community, and our public officials for their belief that investing in low-income adults is both the right investment and a smart investment.

Juan Garza | Board Chair Capital IDEA | Retired Austin Energy

Austin Interfaith

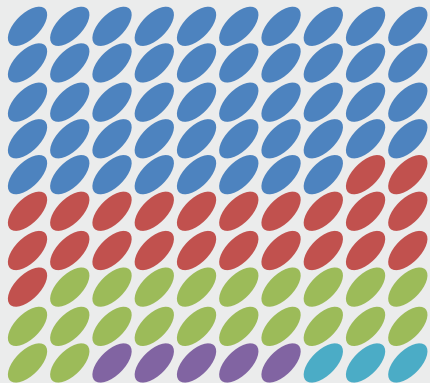


We were tremendously proud to have one of our very first students from 17 years ago, John DeLeon, return to speak at this year's Celebration of Achievements Luncheon. In the late 90's, Austin Interfaith worked with the City of Austin and Travis County to forge an economic development agreement with a semiconductor company, Photronics, to give disadvantaged adults a chance. Photronics may no longer exist, but John DeLeon persevered and launched a good career in semiconductor technology and now works at Samsung. His career demonstrates that investment in people is the highest and best form of economic development. We profoundly believe that people can and will succeed if given the opportunity. I encourage you to read his story on page 4.

Bob Batlan | Vice Chair Capital IDEA | Leader Austin Interfaith

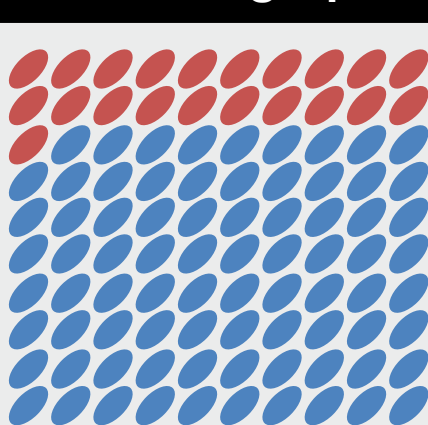
In 2014 Capital IDEA served 825 low-income Central Texas adults, providing guidance and financial assistance to advance their efforts to earn college-level credentials and enter employment.

2014 Demographics



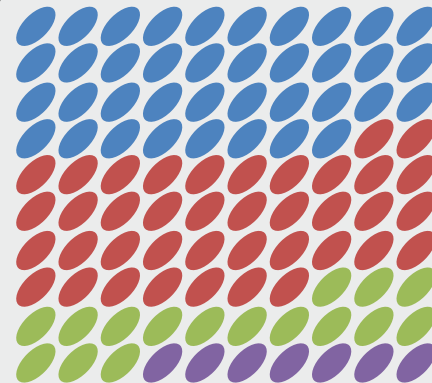
Ethnicity

- Hispanic: 48%
- African American/Black: 23%
- White/Anglo: 21%
- Asian: 5%
- Other: 3%



Gender

- Men: 21%
- Women: 79%



Age

- 18-24 years old: 38%
- 25-34 years old: 39%
- 35-44 years old: 16%
- 45+ years old: 7%

\$19.35

In 2014, 66 Capital IDEA graduates gained employment at an average starting wage of \$19.35/hr.



At enrollment, the 66 graduates placed in 2014 had an average annual income of \$12,648.

As a group, the 66 graduates placed in 2014 more than tripled their income to \$19.35/hr, an average hiring salary of \$40,248.



FY2014 Financials

The financial information below was excerpted from the financial statements and independent auditors' report prepared by Maxwell Locke & Ritter LLP for year ending September 30, 2014, which includes Capital IDEA Houston.

Revenue: \$4,247,765

- City of Austin: \$1,181,184
- Travis County: \$1,043,402
- Foundation Grants: \$1,042,540
- Individual & Corporate Gifts: \$317,806
- Other Public Funds: \$285,472
- State ACE Fund: \$246,795
- Department of Labor: \$85,141
- Other Revenue: \$45,425



Expenses: \$3,831,568

- Program: \$3,222,966
- Administration: \$543,325
- Fundraising: \$65,277

Assets

Net assets beginning of year: \$783,135

Net assets end of year: \$1,199,332

Change in net assets: \$416,197

Leveraged Funds

Capital IDEA leveraged \$1,654,011 in participant support from Workforce Solutions child care and co-enrollments, utility assistance, Pell grants, and scholarships.

Celebrating *Milestones & Achievements*

Feb. 25th Celebration of Achievements Luncheon

Graduates of Capital IDEA make numerous personal sacrifices and push themselves to overcome barriers that hold back many of their peers. When their hard work and perseverance pays off, it's time to celebrate!

On February 25, 2015 over 200 guests joined us for our annual Celebration of Achievements luncheon, celebrating the graduation of 68 Capital IDEA participants in May, August and December of 2014.



Our generous event sponsors:

Seton Healthcare Family,
St. David's HealthCare,
Samsung Austin Semiconductor,
Austin Community College,
Maxwell Locke & Ritter,
PMG... *Your "Off-Site" Personnel Department!*, and
Gray & Becker, P.C.

With special thanks to: The City of Austin Economic Development Department, Austin/Travis County Health & Human Services Department, and Travis County Health & Human Services.

Keynote Speaker: John DeLeon

"My name is John DeLeon and I am a semiconductor technician at Samsung and have worked in the industry for over 16 years. I'm glad to see so many people here today supporting the work of Capital IDEA and Austin Interfaith. I was lucky enough to be one of the first lives changed by the work of these two organizations.

This story really begins in the late nineties, when Austin Interfaith, working with Travis County and the City of Austin, first created new funding for a long-term program they would later call Capital IDEA. In exchange for 10-year tax abatements, Samsung and a small company named Photronics were contributing \$2 million a year to the fund. At the time, I was running the streets of South Austin, getting myself into all sorts of trouble. I was a high school dropout with a GED and a dead end job.

Then at the age of 25, I became a father. Looking for direction, I started going to San Jose Catholic Church where I'd gone with my grandmother as a child. There

I was connected to Austin Interfaith leaders, including Ruby Roa, Mary Molina, Ofelia Zapata, and many more.

Photronics and Samsung had agreed as part of their abatements to hire people with the right aptitudes, who were willing to be trained and willing to work. That was me. I didn't have any hope of landing a job that paid above minimum wage on my own. This was my opportunity. For the first time in my life someone was giving me a chance to prove myself.

I was one of three participants who started full-time at Photronics in 1997. All of a sudden I was earning a living wage and getting my start in a career path I find just as exciting today. After Photronics outsourced, I moved to Samsung where I've had the opportunity to work with some of the best people you'll ever meet, including Ben Eynon, the Senior Director of Engineering and Development and now a board member of Capital IDEA.

Eighteen years ago Austin Interfaith was connecting people like me to employers two and three at a time. Today, Capital IDEA sponsors the education of hundreds of adults each year— helping them earn valuable certifications and associate degrees in promising career fields. Graduates are then placed with a growing number of employer partners including two other founding partners and sponsors of today’s celebration: St. David’s HealthCare and the Seton Healthcare Family.

I love the work that I do, and I’m proud every time I see someone with a Samsung device because I know I’ve had a hand in making it. I want to join with Capital IDEA in congratulating the graduates of 2014, and wish you all a long and satisfying career. I also want to thank the donors, supporters, partners, and Austin Interfaith leaders here today for your tireless work and dedication – you are changing lives. Thank you."



John DeLeon with his son and mother at Capital IDEA Celebration of Achievements Luncheon on February 25, 2015.



Board member Michelle Adamolekun, Seton Healthcare Family, presenting the Aurora Alworth award to Berke Lee.



From Left: Capital IDEA Board Members Ben Eynon, Juan Garza, Reverend Katie Wright, Oralía Garza de Cortés, with Keynote speaker John DeLeon and his son (front).

Aurora Alworth Award: Berke Lee Healy-Haver

We give the Aurora Alworth Award each year to a graduate who has shown an extraordinary commitment to Capital IDEA’s program and vision, who has overcome adversity, excelled academically, and still given of himself or herself to the community.

The 2014 Aurora Alworth Award recipient was Berke Lee Healy-Haver. Berke Lee was nominated by her Career Navigator Maria Mora, who said “Berke Lee was a role model to her peers. She faced extraordinary challenges, yet continued to give of her time, committing herself to the success of others.”

In her early twenties Berke Lee had dreamed of working the ski slopes in Utah as a medic, but a car accident left her severely injured and traumatized. Even after five years of physical therapy, her

memories of the accident still troubled her, and she gave up the goal of working in healthcare. Then in 2010, Berke Lee, now living with her family in Texas, attended a Capital IDEA orientation and reignited her old dream.

“From the moment I heard about this opportunity, I knew it was time to get back on track. I had attempted college years before, but this time, nothing was going to stop me. I had my family to think of, and lost time to make up for.”

Berke Lee’s extraordinary determination helped her stay on course through many personal trials including costly home repairs that left her family near financial ruin, an ongoing custody battle, the premature birth of the youngest of three children, and the pressure

The Aurora Alworth Award

Aurora was one of Capital IDEA's first students. While enrolled, she was diagnosed with cancer. Aurora stayed committed to her education, and encouraged others with her upbeat personality. Although Aurora lost her battle with cancer in 2002, her spirit continues to inspire us.



2014 Capital IDEA graduates Daniel Ramirez and Berke Lee Healy-Haver, Berke Lee's father and Steve Jackobs.

(cont'd) of raising a family on an extremely tight budget.

“My family cut back to the bare minimum while I was in school, giving up every luxury, and relying heavily on family for support. My mom supplied my wardrobe entirely from her own closet, and both of my parents helped with the children. My husband worked to support the household and filled in at home to allow me time away to study. I have a wonderful support system around me.”

Through all of this, both Berke Lee and her husband continued to volunteer as leaders for their daughter's running club – waking up early every morning to encourage and motivate hundreds of young athletes. Berke Lee also found time to volunteer with her church and at events like the Nursing Summit and the Community-wide Disaster Simulation. Not to mention the many hours she spent with her fellow Capital IDEA participants, going above and beyond to help them succeed.

“When I saw one of my classmates struggling, I would rally around them. Their success became as important to me as my own – and in the end, seeing a struggling classmate pull through gave me strength too. It wasn't me helping them – we were all in this together.”

In December of 2014 Berke Lee earned her Associate's Degree in nursing from Austin Community College, and in January of 2015 she accepted a position as an Acute Care Nurse in the Respiratory Unit at Dell Children's Hospital.

“Graduation day was surreal. Even now that I've started in my new position at Dell Children's Hospital, I'm still trying to wrap my head around the realization that I've done it – I'm actually a Registered Nurse!

Seeing me go through college has my two oldest children pretty excited about college. My son wants to be a nurse now too, and my daughter says she wants to be a neurosurgeon - they're both eleven. I've stressed to them the importance of getting their education, and they know that it is possible for anyone to go to college regardless of how much money they have.

Without Capital IDEA I wouldn't have a career at all – I couldn't have afforded it any other way. But now, I'm on a completely new path and my family's future is forever changed. Thank you.”

Mark Melliar-Smith Emerging Leader: Marisela Garcia

At Capital IDEA's Celebration Luncheon, graduate Marisela Garcia was named the 2014 Mark Melliar-Smith Emerging Leader. Over the past year Marisela has taken numerous opportunities to share her personal story and advocate for low-income families. She testified at the State Capitol before the Senate Higher Education Committee with Austin Community College Provost Charles Cook, and at City Hall with Austin Interfaith leaders. Her passion stems from her

deeply held belief that “all things can be overcome,” a knowledge she gained from her own experience.

“When I was told I had been nominated for this award, I thought of the individuals who have inspired me with their passion and strength – my Career Navigators Janie and Maria; my LVN instructors Yolanda Hall and Jennifer Brimbery; my RN instructor Veronica Buitron Camacho; and my friend Kimberly Rodriguez who



Marisela Garcia, 2014 Emerging Leader



Capital IDEA Career Navigator Sara Hernandez (left) with students from the College Prep Academy and, at far right, from Austin Community College, Kathy Watson and Patricia Hernandez.

Mark Melliar-Smith Award

To cultivate a spirit of leadership among our students and graduates, each year Capital IDEA selects a Mark Melliar-Smith Emerging Leader.

This award is named for founding Board member Mark Melliar-Smith. Mark's level of involvement and dedication over his twelve years on the board, serves as our example of excellence in leadership.



From left: Steve Jackobs, Executive Director, Marisela Garcia and her daughter.

always serves others first. I also remembered a Capital IDEA graduate who many years ago shared her testimony with my College Prep class. Her story gave me strength and encouragement and ever since, I've wanted to do that for others.

Growing up, my life was unstable. My parents struggled with substance abuse which led to periods of homelessness for our family. We would often stay in shelters or with relatives. My education was inconsistent, I had trouble communicating, and I struggled with low self-esteem.

I dropped out of high school when I became a teen parent. My husband and I worked as telemarketers and relied on TANF, Medicaid and WIC for basic needs. After two more children, our financial struggles got worse and we were swamped with overdue bills. Despite years of working, we continued to make minimum wage. I wanted something better for my family, but had no idea how to change the path we were on.

Finally, a call to 211 led me to Capital IDEA. In 2007 I enrolled in College Prep. My fourth child came along while I was still in the nursing program, and that semester I ended up failing one of my classes. I was exhausted and ready to quit. But I was surrounded by people who believed in me.

In 2014, I graduated with my Associate Degree in Nursing from Austin Community College. As a Registered Nurse my pay jumped to over \$25 an hour. I love my job and I'm excited about the opportunities I have to keep growing in my career.

Before Capital IDEA, my family struggled with debt and had little hope for the future. Now my family has a bright future because of the opportunity Capital IDEA gave me. To the College Prep students enrolled today, I want you to know that you have a bright future too – don't give up."

Marisela was also previously recognized with the Mitty Guerra scholarship, awarded to a Hispanic woman who has shown determination in overcoming barriers to accomplish her educational goals. She represented her graduating classes and spoke at both her Licensed Vocational Nurse pinning ceremony in 2012 and her Registered Nurse pinning ceremony in 2014.

Capital IDEA 2014 Graduates

Automotive Technologist

Justin Grady
Hau Lang

Education, Bilingual

Magali Jaynes
Cristina Juarez

Health Information Technologist

Lisa Carrillo
Dina Gaudin
Enrique Hernandez



Computer Aided Design

Camille Davis
Liam Gregor
Adriana Ortega
Nathan Sanchez

Education, Special Ed

Annalee Arredondo

Heating, Air Conditioning and Refrigeration Technologist

Enrique Gil

Dental Hygienist

Kassi Aredondo
Amanda Murphy

Game & Visualization Programmer

Mikeal Anderson
Michael Hernandez
Thomas Hinman

Licensed Vocational Nurse

Anne Arellano
Abraham Dershe
Latoya Green
Jaleesa Mack
Monica Martin
Mi Mi Moses
Lori Schwarz
Karla Segura
Chiquita Smith
Rachelle Styes
Marily Vallejo



Medical Lab Technologist

Phuoc Do
An Huynh

Registered Nurse

Melissa Arana
Joy Aruya
Shanese Brady
Sarah De La Garza
Bettina Devers



Network Administrator

Curtis Broughton
Coby Carter
Engdawork Gebre
Jihan Rouijel

Registered Nurse cont'd

Christy Fry
Marisela Garcia
Berke Healy-Haver
Sandra Hernandez
Jasmine Hickenbottom

Registered Nurse cont'd

Soraida Villareal
Stephen Wolf
Luz Yontz

Photo Voltaic Technician

Jennifer Baird

Registered Nurse cont'd

Ericka Ibanez
Kendra Kalbas
Meraf Kasse
Monica Kennedy
Brandy Larkin
Lucrece Mabah Noubensi
Jacqueline Maldonado

Surgical Technologist

Rosalinda Rodriguez
Pedro Torrez

Physical Therapist Assistant

Tamara Cox
Jennifer Perreault
Imani Shanklin

Registered Nurse cont'd

Jamie Martin
Michael Park
Daniel Ramirez
Juliette Surratt
Sherri Vasquez
Jennifer Vertiz

Web Developer

Maha Siam

Year in Review *Highlights from 2014*

Amplify Austin March 2014

In March 2014 Capital IDEA participated for a second year in Amplify Austin - a day of giving hosted by I Live Here, I Give Here. Our goal was to raise \$10,000 in a short 24 hours. With enthusiastic support from more than 50 individual donors, Capital IDEA raised \$7,760 plus another \$3,880 from St. David's Foundation's match, bringing our total for 2014 to \$11,640! Capital IDEA's Amplify Austin profile is available year round at: <https://amplifyatx.iliveheregivehere.org/capitalidea>



College Prep Academy Celebrates 15 Years



From left: College Prep instructor Kathy Watson, Eva Rios-Lleverino, Steve Jackobs, ACC Liaison Patricia Hernandez, Ted and Martha Rachofsky.



Above: Ted Rachofsky and a College Prep student. Below: Ted and his wife Marsha.

In April 2014 we celebrated the 15th anniversary of the first College Prep Academy. Capital IDEA and Austin Community College jointly operate the College Prep Academy to provide an accelerated developmental program to Capital IDEA students, helping hundreds of underprepared adult learners pass the college entrance exam and enter college programs in as little as one semester.

Also in 2014, we said goodbye to long-time College Prep math teacher Ted Rachofsky. A favorite among students, Ted will be sorely missed. His dedication, patience and big heart made him an endearing and incredibly effective College Prep teacher. Ted we wish you well - thank you for your 15 years of service!

Ted Rachofsky on leaving College Prep

"Steve asked me to write a few words about Capital IDEA students. At first I thought this impossible. How could I write about a single parent of three fleeing an abusive relationship and in the same paragraph write about a young African man whose

family was constantly running from death squads. The students are so diverse. A rainbow of colors, both racially, economically and experientially. As I thought about it more and more a common thread appeared. All the students wanted to be here to improve their lives and they felt blessed that Capital IDEA was giving them that chance. They came. They worked. They grew. I

woke up every morning with a smile on my face because of the Capital IDEA students I'd be facing. As I've told every class, "It is my honor and privilege to stand in front of you every day and help you achieve you goals." No wonder I'm always smiling.

I also thank my fellow teachers, Pat, our ACC liaison, Capital IDEA staff and administration for creating such a positive, supportive environment. I never thought I worked for Capital IDEA, only with Capital IDEA. Thank YOU."

Participant Survey May 2014 Results



Each year Capital IDEA conducts a survey of current participants. Below are some of the results from the 2014 survey:

- **Overall satisfaction:** 99% replied 'Yes,' they are satisfied with their experience in Capital IDEA, up slightly from 98% in 2013.
- **Our participants are committed:** 98% rated their commitment level to finishing their program as either 'Excellent' or 'Good,' up from 94.5% in 2013.
- **Our participants are breaking cycles:** 65% reported they will be the first generation in their family to graduate from college, up from 54% in 2013.
- **Our participants would recommend us:** 100% selected 'Yes,' they would recommend Capital IDEA to their family and friends. This is the first perfect score we have received on any survey and is also an increase from 98% in 2013.

Highland Campus Grand Opening August 2014

On Wednesday, August 27th, 2014 Austin Community College celebrated the opening of the Highland Campus - ACC's newest and most innovative campus. With state-of-the-art learning centers and a beautifully re-done interior, Capital IDEA staff jumped at the opportunity to fill nine offices made available to the Career Navigator team. The co-location has a number of advantages - greater access to students during the day, and a collaborative environment which allows Capital IDEA and ACC staff to team up and focus on student success.

In November, Central Texas voters approved two bonds which will fund the next phase of the Highland Campus buildout, including among other things: a STEM simulator lab, professional incubator space and a regional Workforce Research and Development Center.



Eva Rios-Lleverino, Operations Director, Capital IDEA and Dorado Kinney, Dean of Student Services, Austin Community College with mascot RB.



Career Navigator Melissa Maldonado (right) with student Brittany at ACC Highland.



From left: Senior Employer Coordinator Ron Modesty, Navigator Sonia Okafor, Capital IDEA Graduate Pasqual Salazar, and Navigators Maria Mora, Theresa Soto and James Hogue.

Supporters *Our Invested Community*

2014 Funders and Donors

Public Funders

\$1,000,000+

City of Austin
Travis County

\$100,000+

State of Texas (ACE fund)

\$50,000+

U.S. Department of Labor

Employer Investors

Scott & White Healthcare
Seton Healthcare Family
St. David's HealthCare

Philanthropic Funders

Champions (\$250,000+)

St. David's Foundation

Advocates (\$50,000+)

Georgetown Health Foundation
Topfer Family Foundation

Benefactors (\$25,000+)

JP Morgan Chase Bank
Eric & Kari Stumberg
United Way of Williamson County
W.D. Kelley Foundation

Leaders (\$10,000+)

Austin Community Foundation
Bank of America
Charles and Beth Avery
Long Foundation
Lowe Foundation
Nowlin Family Trust (Bill and
Bettye Nowlin, Lesley Blessing
and Kathryn Nowlin)
Carl & Claire Stuart
Women's Fund of Central Texas

Patrons (\$5,000+)

BBVA Compass
Herb Stumberg
Hindu Charities for America
Samsung Austin Semiconductor

Fellows (\$2,500+)

John & Rhonda Dirvin
Sanford & Cynthia Levinson
St. David's HealthCare
Women's Independence
Scholarship Program

Scholars (\$1,000+)

Anonymous
Elise Bright
Paul & Minerva Camarena-Skeith
Ben & Lori Eynon
Frost Bank
Juan Garza
Greater Mt. Zion Baptist Church
Laughlin-Beers Family Foundation
Mark & Pat Melliar-Smith
PMG... *Your "Off-Site" Personell
Department!*
Charles Schwab
Texas Methodist Foundation
Jeanie Youngblood



Austin Interfaith Leaders, Capital IDEA staff, board members and supporters stood together in August, thanking Austin City Council members for their long-time support of Capital IDEA.



Anne Walker presents Travis Johnston, Senior Development Officer, with a \$10,000 check from Bank of America.

2014 Fiscal Oversight & Strategic Guidance



Juan Garza
Board Chair
Retired
Austin Energy

The Capital IDEA Board of Directors is comprised of 16 members, 8 leaders of Austin Interfaith, 7 leaders from the business community and 1 representative of Capital IDEA's Alumni.

* Began Board Service in 2014 | ** Completed Board Service in 2014



Bob Batlan
Board Vice Chair
Retired, IBM
AIF Leader
Temple Beth Shalom



Ben Eynon
Board Member
Sr. Director, Engineering
Development
Samsung Austin
Semiconductor



Jim O'Quinn
Board Member
VP of Technology
Financial Services
Online
AIF Leader
Our Lady of
Guadalupe Catholic
Church



Angela Baker
Board Treasurer
AIF Leader
St. Albert the Great
Catholic Church



Oralia Garza de Cortés
Board Member
AIF Leader
Our Lady of
Guadalupe Catholic
Church



Eloina Serna
Alumni Rep
Registered Nurse Case
Manager
Girling Hospice



Michelle Adamolekun
Board Secretary
HR Director, Seton
Insurance, External
Affairs & Clinical
Systems Divisions,
Seton Healthcare
Family



Sam Hanna
*Board Member***
President
SAM, Inc.



Lynn Sherman
Board Member
Project Manager
Water Asset
Management



Minerva
Camarena-Skeith
Board Member
AIF Leader
St. David's Episcopal
Church



Rev. Fred Krebs
Board Member
Pastor and AIF Leader
Prince of Peace
Lutheran Church



Robert Williams
Board Member
AIF Leader
Mount Olive Baptist
Church



Melynda Caudle
Board Member
President
Cooper Consulting



Judy McLeod
*Board Member***
Community Leader in
Williamson County



Rev. Katie Wright
Board Member
Associate Rector and
AIF Leader
St. David's Episcopal
Church

Nowlin Family 2015 \$50K Match

Match Offered to New or Alumni Donors

Longtime supporters, the Nowlin family, are encouraging others to become first-time donors to Capital IDEA with this generous offer: For all of 2015, the Nowlin family will match, dollar for dollar, all donations made by either a new donor or a Capital IDEA graduate, up to a total of \$50,000! Donors who set up recurring donations will have the entire amount given in 2015 matched. Donate now, to see your gift doubled.

Learn more and give at: <http://www.capitalidea.org/nowlin-match>



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