

THE COACH INITIATIVE

2017

A 501c3 since 2006

NONPROFIT ANNUAL REPORT

Through coaching, we support nonprofit initiatives worldwide to make a greater positive impact.

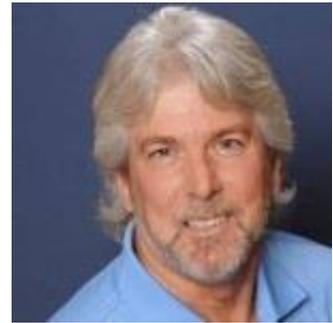
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WELCOME TO THE COACH INITIATIVE, where we match experienced coaches who excel at what they do, with ambitious nonprofit organizations who are ready to take their work—and their organizations—to the next level.

By providing a structured coaching engagement to targeted leaders or individuals within nonprofit organizations, The Coach Initiative is able to give customized support that helps these organizations work through a variety of issues, whether that be the need for a stronger vision, improved employee and volunteer morale, more effective fundraising, or new solutions to old personnel challenges. Each nonprofit organization sets its own unique agenda for the coaching process, to ensure it receives coaching support in the most needed areas.

The Coach Initiative brings the best of coaching to nonprofit organizations across the globe to help them bring their best into the world



MESSAGE FROM OUR PRESIDENT

It's that time of year when we reflect-on what the past year has brought us, what it has taught us and all those things that made us grateful for the partners and the coaches, who had faith in us for the journey we embarked upon, who have continued to stay loyal to us and who have all contributed to who we are becoming in the World today. We celebrated 10 years this year, and it is because of your heartfelt commitments that we are who we are today.

To our Partners, thank you for having the faith in us to give your staff our services and allowing us to partner with you in supporting your teams in their quests for personal and professional development.

To our Coaches, a thank you is never enough for all that each of you do in making the difference in our partners lives. You are all awesome and worthy of so much more acknowledgment.

To our Donors, thank you for your continued support. Because of your generosity, nonprofits that are doing much needed and important work in the world continue to benefit from our coaching services.

As we look to the future, our incredible dedicated and creative Board is focused on making an even bigger impact on the world. We know we have the right people in place. Our Board is listening and our Program Coordinator, Laurie Milazzo has been a godsend. She makes the magic possible. Through our fundraising efforts this year, we will to get her more administrative support so we can accommodate more Partners. Your continued contributions and support are why this is all possible.

Guy Stickney, President

The Coach Initiative

Dr. Cheryl Clark
2017 TCI Annual Sustaining Humanitarian Award Recipient
May 2017



WHO WE SERVE

MAKE-A-WISH

Wishes are more than just a nice thing.

A wish experience can be a game-changer for a child with a life-threatening medical condition.

This one belief guides everything at Make-A-Wish® (MAW). It inspires MAW to grant wishes that change the lives of the kids they serve. It compels them to be creative in exceeding the expectations of every wish kid. It drives them to make their donated resources go as far as possible.

Most of all, it's the founding principle of the MAW vision to grant the wish of every eligible child.



“Several Make A Wish America leaders have benefitted greatly from the work of The Coach Initiative. This group of smart, dedicated and caring coaches who volunteer their time to be of service is inspiring. The coaching professionals involved are dedicated to the needs of their coaching clients and it shows. We would like to expand our relationship with The Coach Initiative so that more of our leaders can benefit from their expertise. The CEO, COO and other senior leaders have all had beneficial coaching relationships and are grateful to The Coach Initiative.”

I have had the pleasure of working with Bobette which has been a wonderful experience! Bobette has been a great person for me to partner with. She cares about the success of Make A Wish and about me as a leader and I feel that every time we talk. She is very action oriented, which I appreciate. Bobette has supported me to make excellent decisions and has been a tremendous listener as well. I am thrilled that we met and that I have a personal cheerleader and coach in her!”

- **Leslie Motter, COO, Make A Wish America**

SEARCH FOR COMMON GROUND

“End violent conflict. It’s our purpose — our call to action.”

Instead of tearing down an existing world, Search for Common Ground (SFCG) focus is on constructing a new one. SFCG does this through a type of peacebuilding called **conflict transformation**. Meaning: they look to change the everyday interactions between groups of people in conflict, so they can work together to build up their community, choosing joint problem-solving over violence.

Their mission is to transform the way the world deals with conflict, away from adversarial approaches, toward cooperative solutions.



“The world is truly a better place when managers can benefit from coaching and can begin to blossom as leaders. The generosity of The Coach Initiative team is beyond belief! Honestly: I can’t thank them enough for how much they have supported us as individuals, and as an organization, to learn to professionalize, relativize, challenge ourselves, keep others on track, and inspire the organization to grow into the future – maintaining hope and innovation, and leaving behind bad habits. One big issue at Search has always been our lack of accountability. Today, after such solid support from TCI, our leadership team embraces a much more “carrot and stick” culture, which is so much healthier, and adapted to an organization which continues to grow, and to face a new set of competitive challenges. Our teams from around the globe are filled with gratitude for TCI, and we very much hope the world outside of Search will recognize them for what they are: a group of true visionary winners, who support organizations whose mandates are to make the world a better place.”

- **Sandra Djuvara Melone, Executive V.P, Search for Common Ground**

For a complete list of the nonprofits we serve, please click [here](#).

WHAT WE DO



***High Performing Teams in the
Non-Profit Environment?
Impossible?
No not impossible!***

The Coach Initiative **Three Part Strategic Leadership Program** for the Non-Profit Environment

Part 1

Assessment and Identification of Challenges, Obstacles and Desired Outcomes.

The Coach Initiative works with your organization to identify the challenges and obstacles to high performance. Seasoned organizational experts, who understand the uniqueness of the non-profit environment, work with you and leaders to identify desired outcomes.

Part 2

Strategic Matching of your executive team and key leaders in your organization with experienced and highly skilled support.

The Coach Initiative's head team leader conducts a substantial orientation of all the coaches to move, share, and support the recognized goals and outcomes.

Part 3

Executive teams and key leaders within the organization work with the expert coaches for three months and or six months toward the identified goals. Coaches work confidentially and create a safe space to help individuals work through their Individual and team goals.

The Coach Initiative continues to make sure through assessment and regular communication that the matching is successful. If a match could be better, a new coach can be assigned to maximize the effectiveness of the program.

Finally, there is a careful assessment and evaluation of the program and its movement of participants toward desired goals. A comprehensive report is generated and next steps identified.

2017 FINANCIALS

2:10 PM
01/20/18
Cash Basis

The Coach Initiative
Balance Sheet
As of December 31, 2017

	<u>Dec 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Bank of America	2,485.57
Paypal	23.97
Total Checking/Savings	<u>2,509.54</u>
Total Current Assets	<u>2,509.54</u>
TOTAL ASSETS	<u><u>2,509.54</u></u>
LIABILITIES & EQUITY	
Equity	
Unrestricted Net Assets	-519.18
Retained Earnings	2,823.74
Net Income	204.98
Total Equity	<u>2,509.54</u>
TOTAL LIABILITIES & EQUITY	<u><u>2,509.54</u></u>

Coaches Continue to Volunteer and Extend Their Commitment to The Coach Initiative



350 skilled experienced coaches
Global recipients of coaching

Increase in volunteers
Increase in outreach to Not for Profits

Increased exposure through website and newsletters

STANDARDS OF CONDUCT

The Coach Initiative (TCI) is a volunteer organization whose mission is to support non-profit initiatives worldwide to make a greater positive impact

TCI operates according to the highest standards of ethics and integrity and is committed to volunteerism, accountability, accessibility, impartiality, being apolitical and respecting the rights of:

- Donors
- Coaches
- Agencies
- Partner Organizations groups and individuals (including service providers).
- Every officer, Board member, volunteer, employee.

Consistent with the mission and core values, operating policies are adopted as being the responsibility of every officer, Board member, volunteer and employee. The main objective of these standards is to protect the dignity and rights of all individuals and groups affected by the actions of TCI and to set out the responsibility of every person associated with the organization.

STATEMENT OF PRINCIPLES FOR DONOR'S RIGHTS

The Donor participates in the very essence of our mission and purpose, exercises rights, prerogatives and fundamental privileges that must be recognized always and without reservations.

The right to be informed of the organization's mission and purpose and to become a volunteer for the organization if the donor so wishes;

The right to know the identity of organization's officers and members of the Board of Directors and to expect that they act with the greatest transparency, integrity, and discernment in implementing the organization's mission and purpose for the best interest of the Partner Organizations;

The right to have access to the organization's annual financial statements and to easily obtain a copy;

The right to know how donations, directly or indirectly contributed to the organization are distributed, and to be assured that donated funds are used as intended by the donor;

The right to be treated with consideration and respect by the organization and to receive appropriate acknowledgment and recognition;

The right to confidentiality regarding personal information about donors and facts about their donations;

The right to expect that all relationships with the organization's representatives and the donor, will be professional in nature;

The right to be informed of the exact nature of the relationship which exists between fundraisers and the organization;

The right to expect that the organization will not share or sell a mailing list which includes the donor's name, without providing the donor with a meaningful opportunity to decline;

The right to ask questions of the organization and to expect prompt, truthful and complete answers in an easy-to-understand manner.

SUCCESSION PLANNING

Board of Directors

President - Guy Stickney	1-year term	ends Dec 31,2018
Moves to Past president -Jan 2019	3-year term	ends Dec 31,2021
President Elect- Neil Alcala	1-year term	ends Dec 31,2018
Moves to President Jan 2019	3-year Term	ends Dec 31,2021
President Elect- TBD	1-year Term	ends Dec 31,2018
Moves to President Elect- Jan 2019	3-year Term	ends Dec 31,2021
Vice President- Joyce Odidison	1-year Term	ends Dec 31,2018
Stays at Vice President Jan 2019	3-year Term	ends Dec 31,2021
Secretary- Larry Williamson	1-year Term	ends Dec 31,2018
Stays at Secretary Jan 2019	3-year Term	ends Dec 31,2021
Treasurer- Donna Steinhorn	1-year Term	ends Dec 31,2018
Stays at Treasurer Jan 2019	3-year Term	ends Dec 31,2021
Founder- Bobette Reeder	No Term limit	
Board Emeritus- Phyllis Haynes	No Term Limit	
Board member- Jeannine Sandstrom	3-year Term	ends Dec 2019

OUR BOARD OF DIRECTORS



Guy Stickney is the current President and a Founding Member of The Coach Initiative, and Founder/CEO of WizardryEvents, a company that has produced conferences all over the world for the past 20 years. Involved with the coaching community since 1995, he has produced 10 international conferences for the ICF and has worked with many other coaching-related organizations and institutions. Guy spent 21 years in the hotel business, with executive and regional responsibilities, and his hotel teams routinely won top honors for customer service and employee morale. He has also been a life and executive coach for the past 15 years. Guy's passions include travel, golf, his family and "creating the WOW experience." He lives with his wife of over 35 years in Tucson, Arizona, and they have three grown kids who they are very proud of. He and his wife Mindy now have their first grandchild and the world as they know it has now just got even better. A favorite quote: "Life is not about waiting for the storm to pass, it's about learning to dance in the rain." -Vivian Green Program Director



CEO of DirectPay and President-Elect Neil Alcala has worked in the eCommerce industry for over 18 years and in that time, has transformed DirectPay from a home-based business to an enterprise with thousands of clients. Neil is presently Treasurer of The Coach Initiative.

Utilizing his degree in Engineering and extensive experience with workflow and organizational processes, Neil has succeeded in supporting a wide variety of business types in increasing productivity with payment processing systems designed to meet their specific needs. DirectPay remains dedicated to the ideal of a client-centered approach to business support, building sustainable relationships with coaches, speakers, information marketers and other service professionals all over the world.

- Donna Steinhorn, Founding Member & Treasurer
- Bobette Reeder, Founding Member
- Phyllis Haynes, Board Emeritus
- Joyce Odidison, Secretary
- Jeannine Sandstrom
- Larry Williamson

- Program Coordinator, Laurie Milazzo

THANK YOU

Thank you to all of our supporters for making all of our amazing achievements possible this year. Our work would not be possible without each and every one of you.

A list of our donors can be found [here](#).

To donate to The Coach Initiative, please click [here](#).



www.coachinitiative.org

Rumson, NJ 07760