



# REVENUE DIVERSITY & NEW MARKETS COMMITTEE MEETING

CareerSource Central Florida | 1/29/25

[CareerSourceCentralFlorida.com](http://CareerSourceCentralFlorida.com)

ACHIEVEMENT  
BEGINS WITH A DREAM.



**1/29/25 REVENUE DIVERSITY & NEW MARKETS COMMITTEE MEETING DETAILS****Meeting Details**

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information/  
Discussion/  
Action Items

Other Business

Adjournment

What: Revenue Diversity & New Markets Committee Meeting

When: Wednesday, January 29, 2025  
3:00 p.m. – 4:30 p.m.

Where: Virtual Option via Zoom:

Link: <https://careersourcecf.zoom.us/j/86473088881?pwd=P4bDDTbmdle16uf7gyf3OpawaD53M9.1>

Dial In: 1 (929) 205-6099 / Meeting ID: 864 7308 8881 / Passcode: 849559

**1/29/25 REVENUE DIVERSITY & NEW MARKETS COMMITTEE MEETING DETAILS**

	<b>Agenda Item #”</b>	<b>Topic</b>	<b>Presenter</b>	<b>Action Item</b>
Meeting Details	1.	Welcome	John Gill	
Meeting Agenda	2.	Roll Call / Establishment of Quorum	Kaz Kasal	
Welcome	3.	Public Comment		
Roll Call	4.	Approval of Minutes A. <a href="#">10/1/24 Revenue Diversity &amp; New Markets</a>	John Gill	X
Public Comment	5.	Information / Discussion / Action Items A. <a href="#">FY 24-25 Mid-Year Results</a> B. <a href="#">Overview of Development Plan</a> C. <a href="#">Strategic Investment Policy Update</a>	Committee Review/Discussion	
Approval of Minutes	6.	Other Business A. Update on Career Solutions		
Information/ Discussion/ Action Items	7.	Adjournment		
Other Business				
Adjournment				



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**WELCOME**



# **WELCOME REVENUE DIVERSITY & NEW MARKETS COMMITTEE MEMBER**



**Michelle Sperzel**

**CEO**

**Harbor House of Central Florida**



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# ROLL CALL



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# PUBLIC COMMENT



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# APPROVAL OF MINUTES







	<ul style="list-style-type: none"> <li>- Discussed Finance Committee most likely amending its charter to include oversight of reserve account as part of their responsibility.</li> <li>- Committee offered their support in development of the investment policy.</li> <li>• Reviewed timeline of proposed actions on reserve account (attachment).</li> </ul> <p><b>1<sup>st</sup> Quarter Results</b></p> <ul style="list-style-type: none"> <li>• Reviewed 7/1/24 thru 9/30/24 results by fund-raising sources: public, private, referral programs and general donations. Currently at 70% of overall \$6M annual target (attachment).</li> </ul> <p><b>2023-2025 Development Goals &amp; Strategies</b></p> <ul style="list-style-type: none"> <li>• Reviewed PY 2023-2024 goals and strategies achieved (attachment).</li> <li>• Reviewed PY 2024-2025 goals and strategies (attachment)             <ul style="list-style-type: none"> <li>- Committee Input:                 <ul style="list-style-type: none"> <li>o Build baseline to include mid-level givers; they are known to invest in the community and continue giving for impactful causes.</li> </ul> </li> </ul> </li> </ul>	<p><i>Staff to bold highlight any new relationships on report.</i></p>
7	<p><b>Other Business</b></p> <ul style="list-style-type: none"> <li>• Received updates on Career Solutions, CSCF's sister organization:             <ul style="list-style-type: none"> <li>- Key goal to expand career exploration opportunities, via unrestricted funds, to early-to-mid level high schoolers, who would not otherwise be qualified.</li> <li>- Initiated High School Career Express pilot program.</li> <li>- Meeting next week on market plan for pilot program.</li> </ul> </li> </ul>	
8	<p><b>Adjournment</b> There being no other business, the meeting was adjourned at 2:40 p.m.</p>	

Respectfully submitted,

Kaz Kasal  
Executive Board Coordinator



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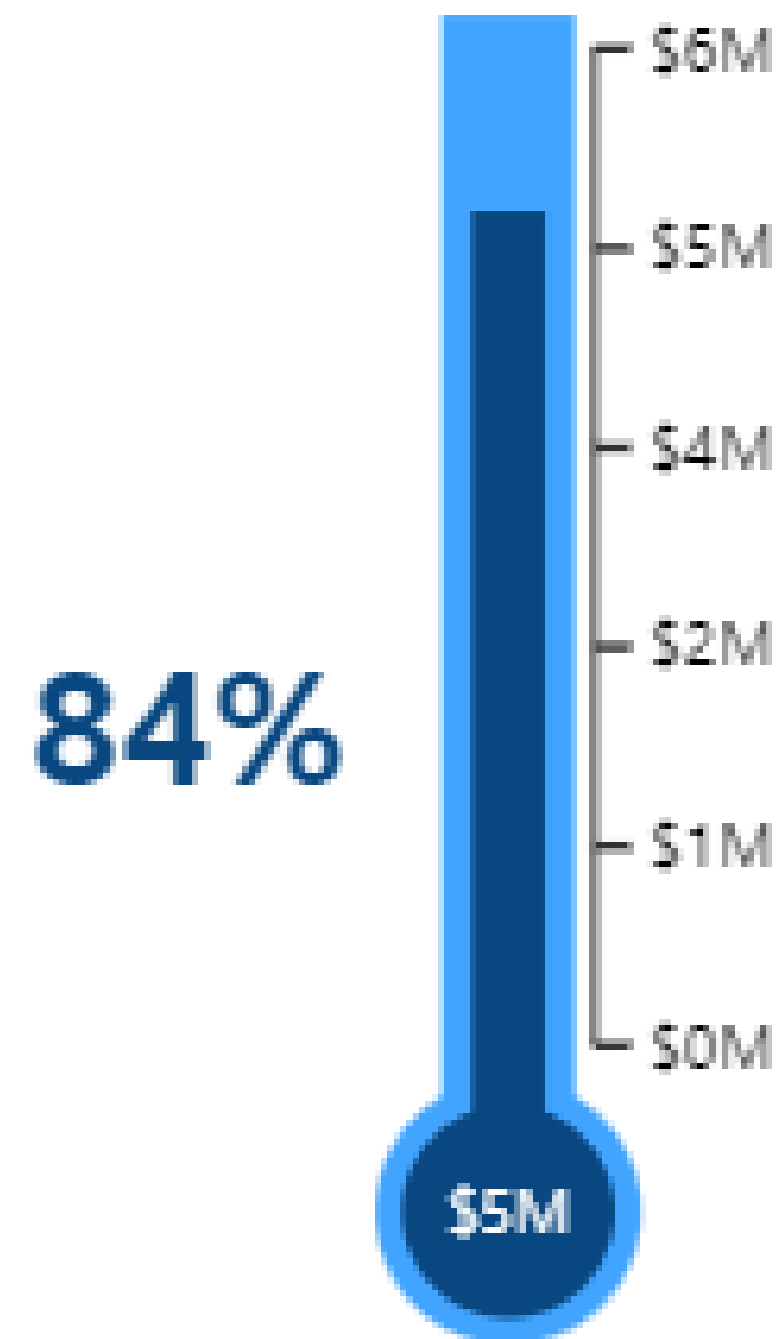
# INFORMATION/ DISCUSSION/ ACTION ITEMS



# **FY 2024–2025 MID-YEAR RESULTS**

# ATTAINMENT/REQUESTED

PROGRAM YEAR  
2024 - 2025



**\$5,023,396**  
**ATTAINMENT**

**\$7,894,396**  
**REQUESTED**

**17**  
**FUNDERS**

**23**  
**SOLICITATIONS**

# TOP FUNDED PROGRAMS

PROGRAM	AMOUNT
Career Services	\$3,163,033
Sector-based Initiatives	\$875,000
Health	\$350,000
English for Speakers of Other Languages	\$200,000
Artificial Intelligence Incumbent Workers	\$150,000
Youth Services	\$80,000
<b>Total</b>	<b>\$4,818,033</b>

# PENDING AND DECLINED

**\$2,340,000**  
**DECLINED AWARDS**

- Truist
- Orange County Public Schools

**\$481,000**  
**PENDING CONTRACTS**

- iDrive Community Reinvestment Agency
- Seminole County
- Heart of FL United Way

**\$50,000**  
**PENDING DECISION**

- United Way of Lake and Sumter Counties

# BOARD GIVING BY SOURCE

**\$598,900**

**PLEDGED**



**\$595,000**

**BOARD-DRIVEN CONTRIBUTIONS**

**\$3,900**

**INDIVIDUAL GIFTS**



# BOARD GIVING: CASH PLEDGES

FUNDER	AMOUNT
AdventHealth	\$350,000
Seminole County	\$130,000*
City of Orlando	\$50,000
Duke Energy	\$30,000
Fairwinds Credit Union	\$25,000
Heart of Florida United Way	\$10,000*
Individual Gifts	\$3,900
<b>TOTAL PLEDGED</b>	<b>\$598,900</b>

\*Pending signed agreement or notification.

# BOARD GIVING

**37**

**TOTAL MEMBERS**

**54%**

**CONTRIBUTED**

**46%**

**NOT CONTRIBUTED**

# TICKET TO WORK PROGRAM

**\$275,000**

**REVENUE GOAL**

**\$90,634**


**RECEIVED**



**33% ↓**

**% OF GOAL**

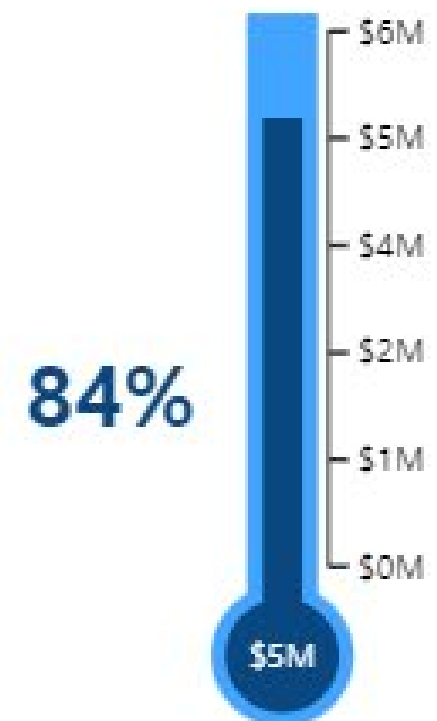
# DEVELOPMENT DASHBOARD



## Revenue Diversity

July August September October November December January February March April May June

**PROGRAM YEAR**  
2024 - 2025



84%

**Top Funders**

- National Emergency - Hurri...  
\$2,000,000
- WIOA  
\$1,800,552
- JPMorgan Chase  
\$500,000
- AdventHealth  
\$350,000

**Attainment**

\$5,023,396

Goal  
**\$6,000,000**

Funders  
**17**


**Total Amount Requested**

\$7,894,396


Solicitations  
**23**

**FUNDED PROGRAMS**

- Career Services  
\$3,368,396
- Semi-conductor Programs  
\$500,000
- Sector-based Initiatives  
\$375,000
- Health Programs  
\$350,000
- ESOL Programs  
\$200,000
- AI Incumbent Workers  
\$150,000
- Youth Services  
\$80,000



**DONOR TYPE**



- State Workforce Partner  
\$3,800,552
- Corporate  
\$925,000
- Government  
\$200,000
- Revenue-generating  
\$90,634
- Non-Profit  
\$5,000
- Individual  
\$2,210

**Board Giving**

Total Members  
**37**

% Contributed  
**54%**

Total Giving  
**\$598,900**

% Not Contributed  
**46%**

Funder	Funder Program	Amount Awarded	Amount Requested	Gift Designation	Proposal Status (Development)
National Emergency - Hurricane Ian		\$2,000,000	\$2,000,000	Career Services	Awarded
WIOA	State Level	\$940,552	\$940,552	Career Services	Awarded
JPMorgan Chase		\$500,000	\$1,000,000	Semi-conductor Programs	Awarded
<b>Total</b>		<b>\$5,023,396</b>	<b>\$7,894,396</b>		



# **OVERVIEW OF DEVELOPMENT PLAN**



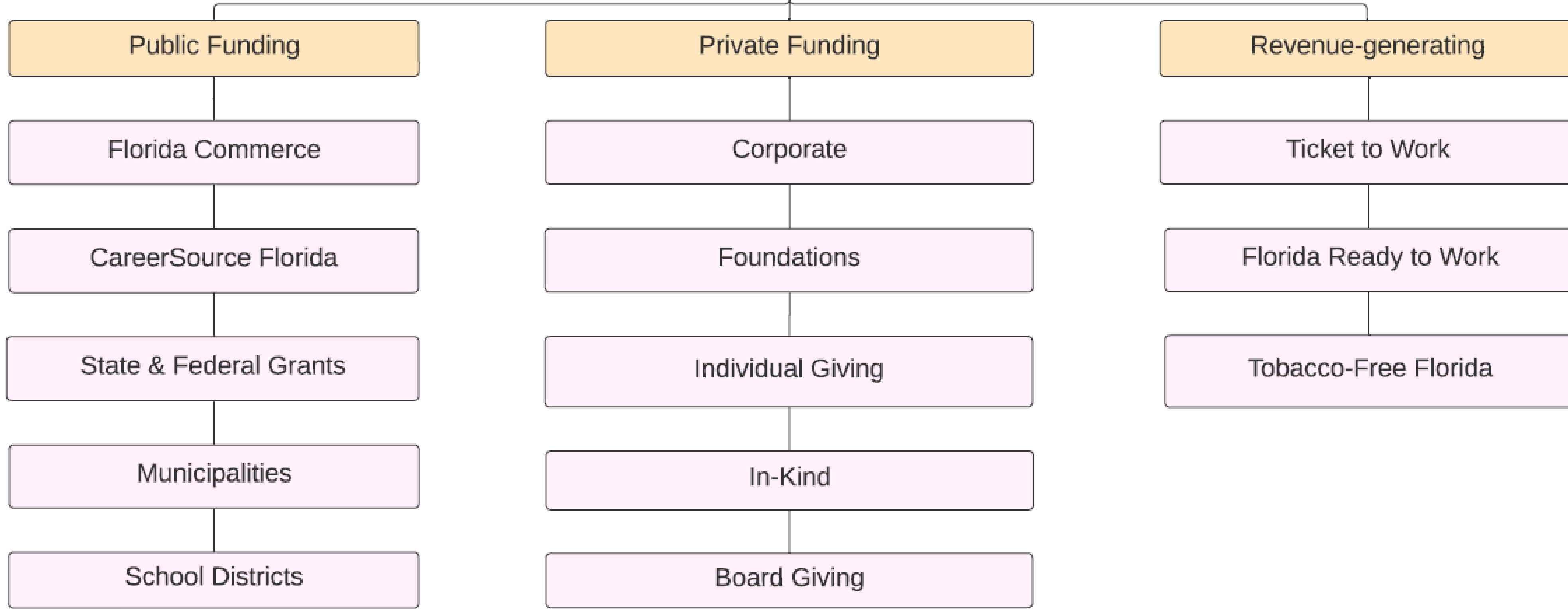
# EXECUTIVE SUMMARY

CareerSource Central Florida is advancing a strategic plan to **diversify revenue and ensure long-term financial stability**. Key priorities include strengthening relationships with state workforce partners, municipalities, and institutional donors (corporations and foundations), while optimizing state and federal grant opportunities and expanding revenue-generating programs.

By leveraging relationship mapping, lead generation, intentional cultivation, and robust stewardship, **CSCF is building a sustainable funding base** that aligns with its mission, supports impactful programs, and **addresses critical funding gaps**. These strategies will sustain transformative services and elevate the organization's impact in the community. Fundraising efforts will primarily focus on CSCF's two key priorities: **youth services** and the **expansion of existing career services programs**.

# DEVELOPMENT PLAN FRAMEWORK

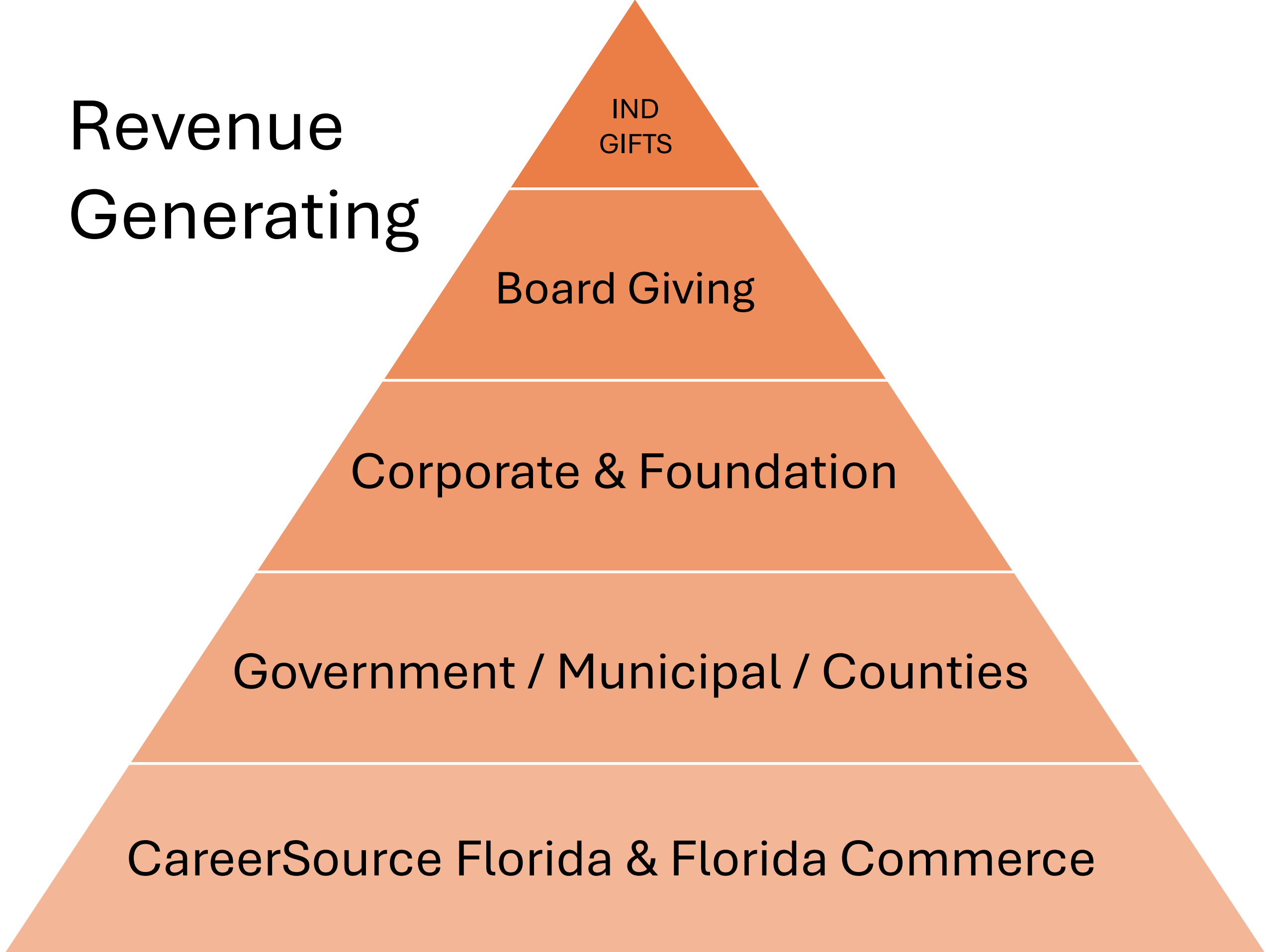
## REVENUE DIVERSIFICATION





# REVENUE DIVERSITY OPPORTUNITIES

Revenue  
Generating



## Cost Savings

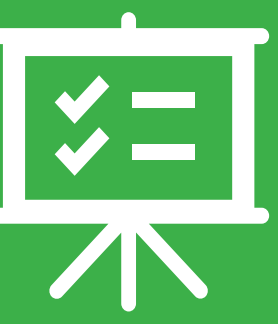
In-Kind Gifts

## Unrealized Potential

Consulting Services

IP / Products





# FOCUS AREAS, GOALS & PRIORITIES

## FOCUS

- Private Funding
- Public Funding
- Revenue-generating Programs

## GOALS

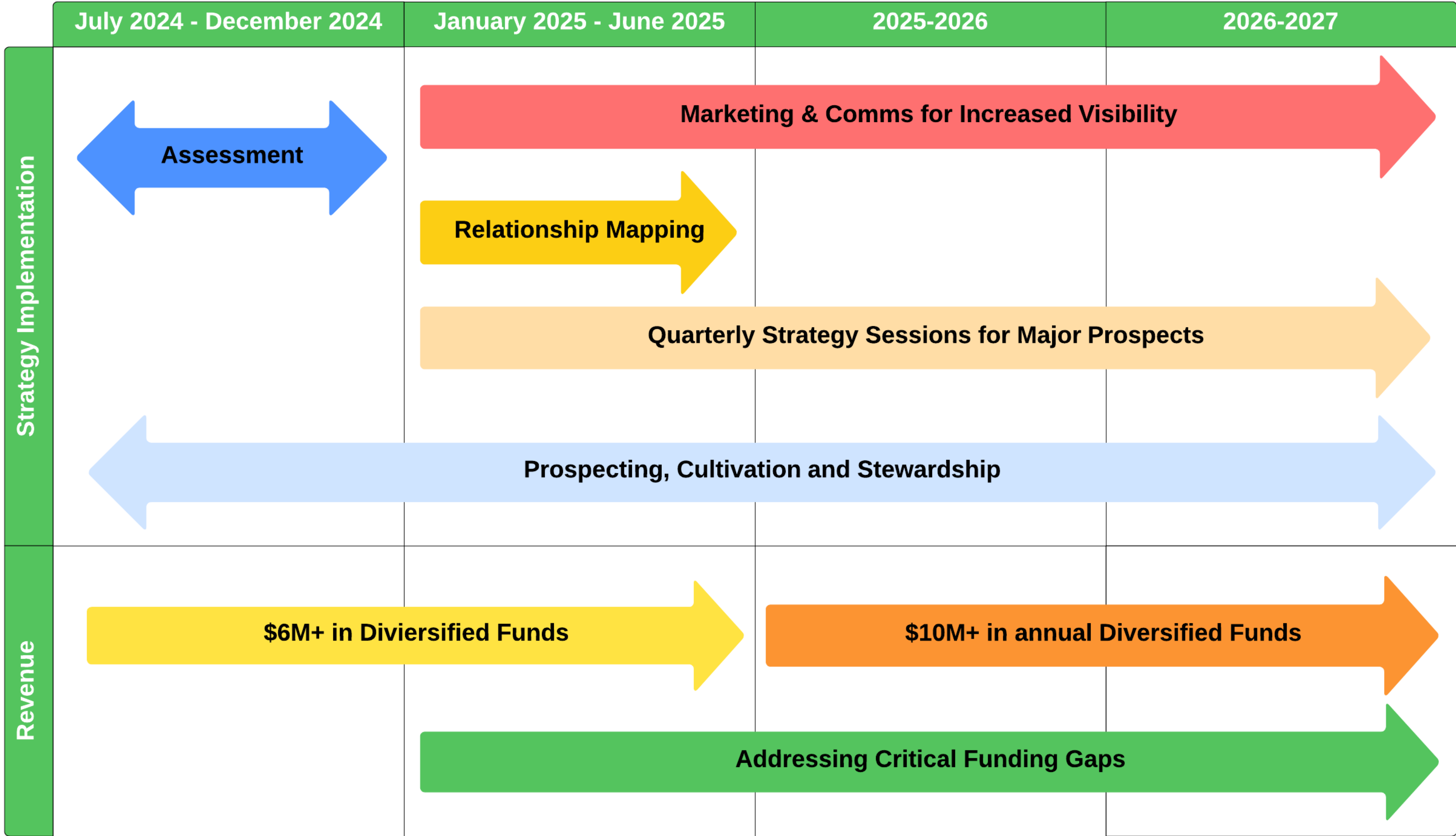
- Increase annual diversified funds to \$10M or 30% of annual budget
- Secure \$7M in FY26 to cover critical funding gaps (LUO, WIOA, TANF)
- Secure \$3M in FY26 to expand youth services

## PRIORITIES

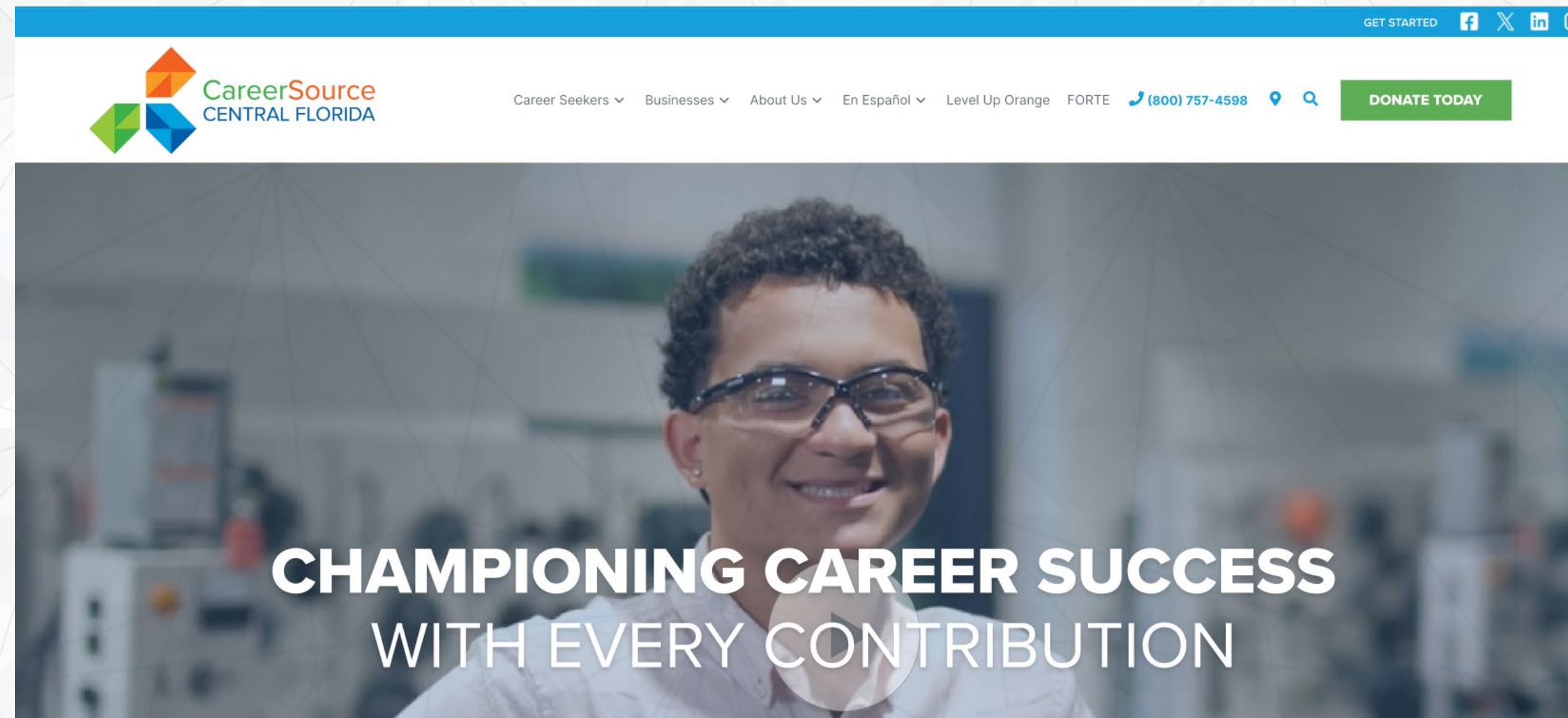
- Secondary-age Youth Services
- Maintain and expand Career Services



# STRATEGY IMPLEMENTATION



# CareerSourceCentralFlorida.com



## Make A Difference in Our Community

When you give, you're directly helping individuals find meaningful employment and fostering a vibrant, skilled workforce across Central Florida. Choose the impact you'd like to make by hearing from program participants below.

At CareerSource Central Florida, we're about changing lives, one job at a time. Your support helps us prepare and connect people in our community to great careers, and to introduce students and young adults to different industries and career paths they may have never encountered — all at no cost to them.



**MELISSA LOPEZ**  
MOTHER OF YOUTH PROGRAMS PARTICIPANTS

"Working with CareerSource Central Florida is amazing! It has been a great experience, they are so into helping these kids."



**DIONNE CAMPBELL**  
CAREER SEEKER

"CareerSource Central Florida actually took the time to find out what I'm good at and what I like to do, combining those aspects to help me define a career path."



**RICHARD BARBARI**  
CORPORATE PARTNER, ADDITION FINANCIAL

"We love partnering with other organizations to support students out in the community and give them all the resources they need to be successful."

CareerSource Central Florida is committed to empowering career seekers, supporting businesses, and driving regional economic success. You make that possible.

[RETURN TO AGENDA](#)



# **STRATEGIC INVESTMENT POLICY DISCUSSION UPDATE**



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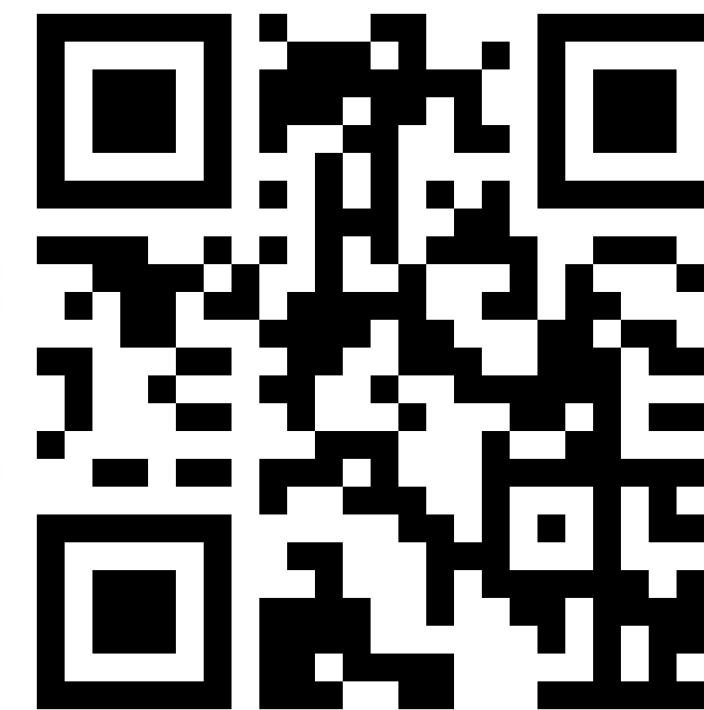
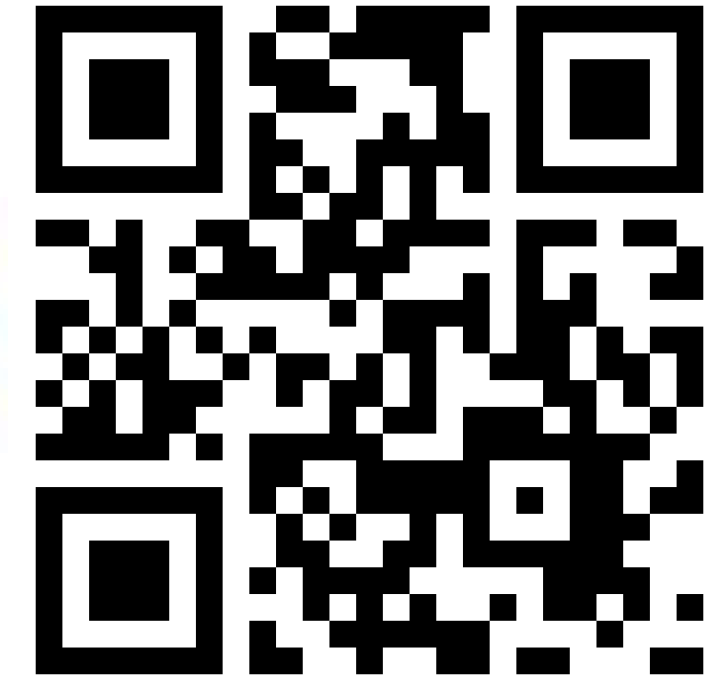
Other Business

▶ **Adjournment**

**ADJOURNMENT**



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# THANK YOU

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