



SHAFER
LEADERSHIP ACADEMY

Annual Report **2023**



Acting like a small business means living like a small business.

Since Mitch Isaacs took the helm as Executive Director of Shafer Leadership Academy, our sights have been set on growth and innovation.

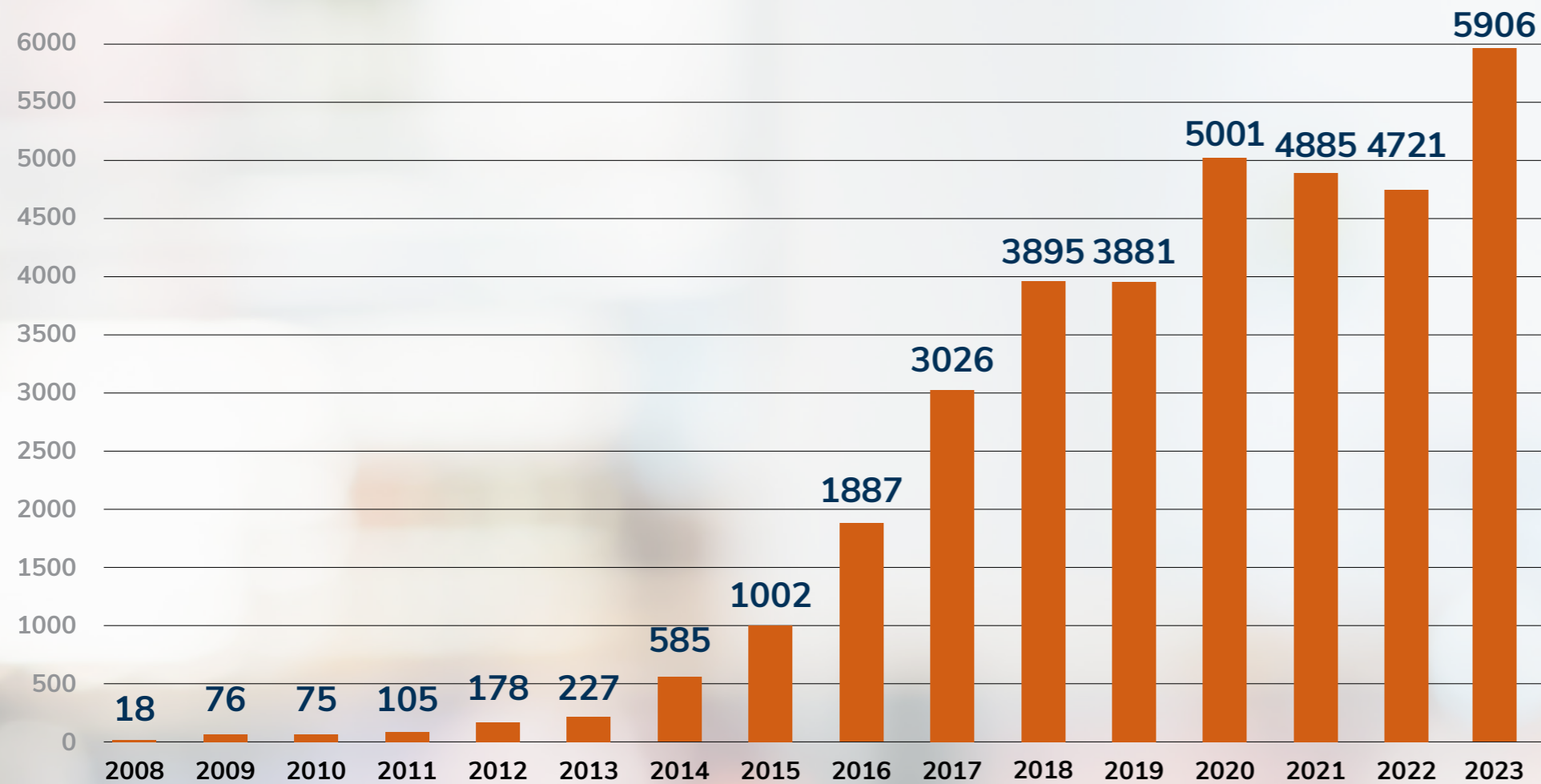
We've celebrated record-breaking revenues in 2021 and 2022. Despite facing challenges in 2023, including a significant contract reduction from our largest client, our commitment to investing in our future remains unshaken. Growth is rarely a straight line; it demands resilience and adaptability in the face of adversity. This has become the hallmark of the SLA brand. We attribute our success to our flexibility and determination. Even in trying times, we believe in our team's ability to forge new paths forward, turning obstacles into opportunities and ensuring a bright future for our organization.

Despite 2023's challenges Shafer Leadership Academy still thrived, excelling in our key metrics, and reaching a diverse group of participants. We've welcomed new member organizations, contributed to vital community initiatives, and launched innovative programs, all while maintaining high satisfaction rates and enhancing our sustainability. Our journey in 2023 has been one of growth, impact, and success. We invite you to explore our supplemental document to see how we've moved forward, together.

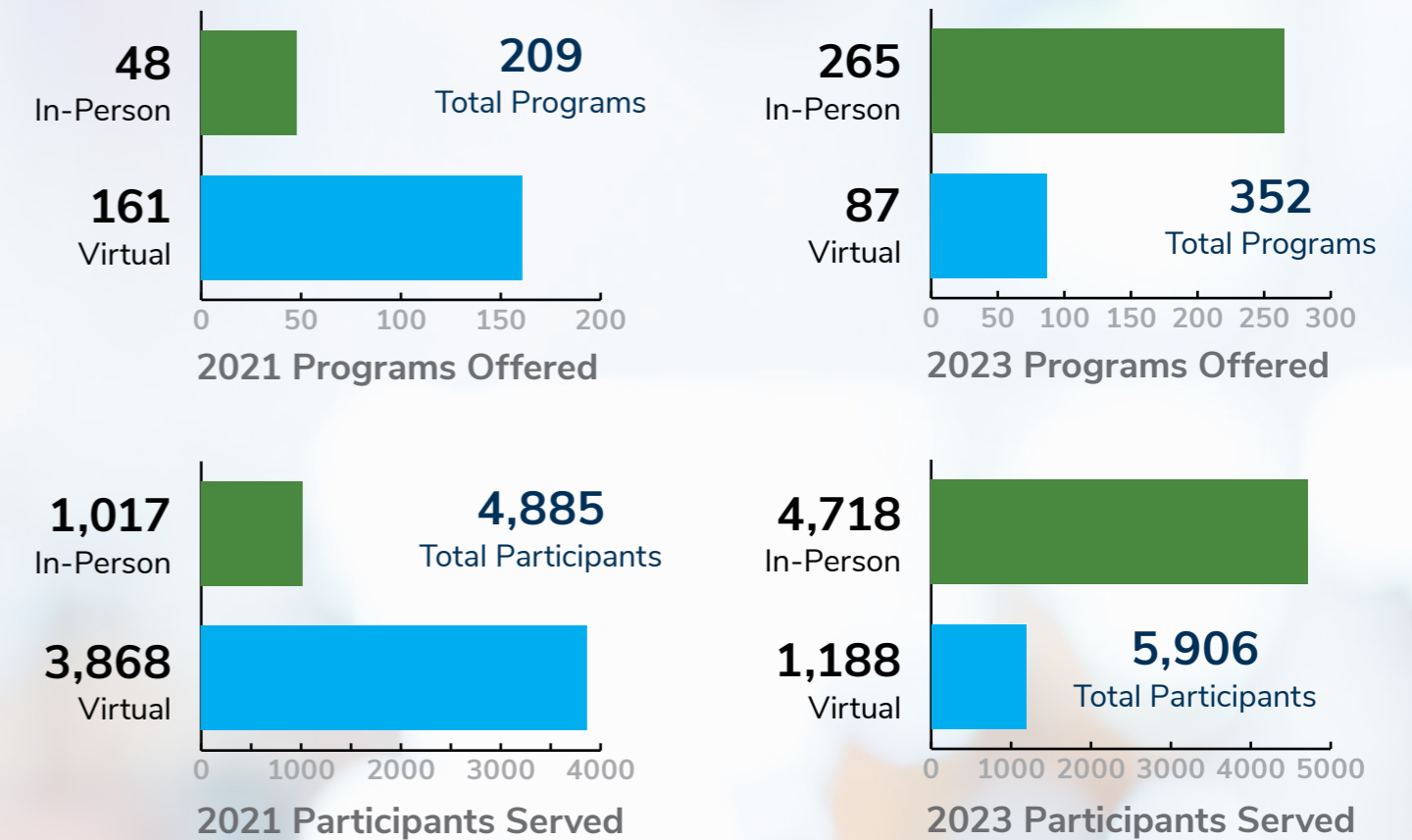
Let's celebrate our achievements and look ahead to an even brighter future!



Participants Served Per Year



In-Person vs Virtual Breakdown

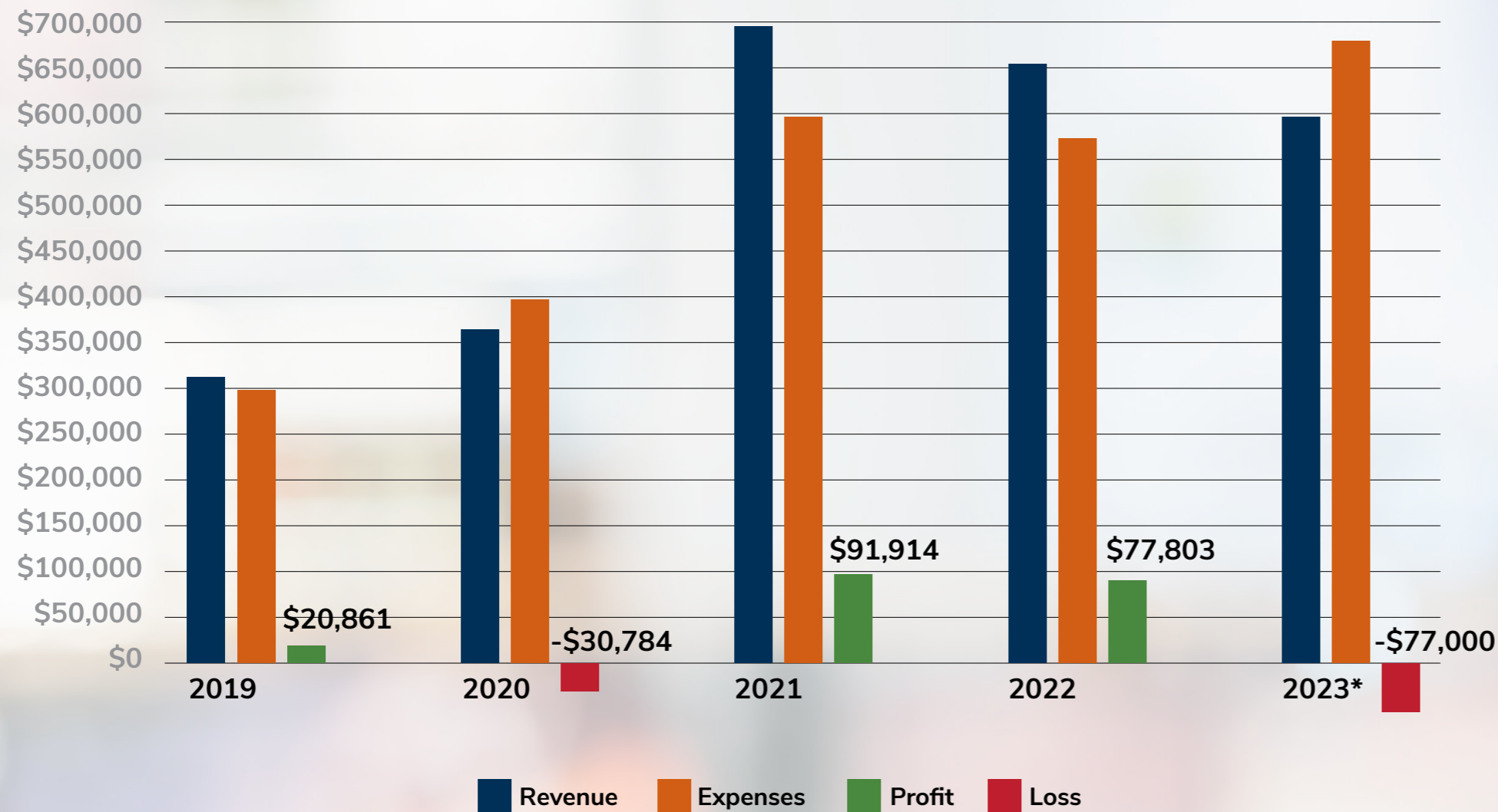




SHAFER

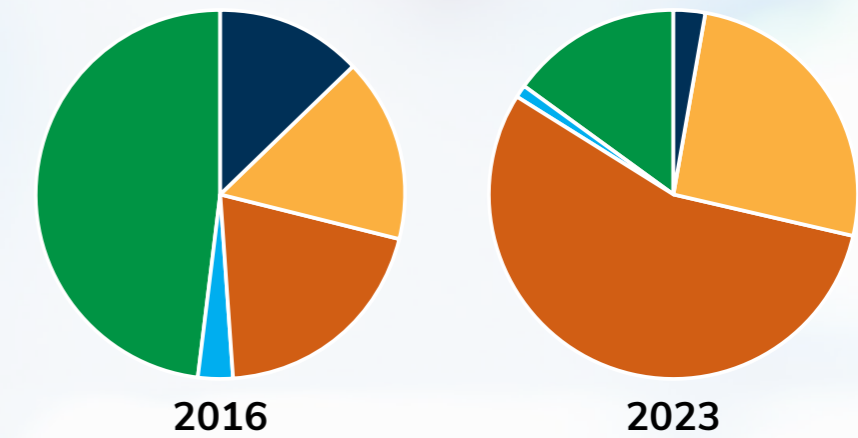
LEADERSHIP ACADEMY

Financial Snapshot 5 YEAR FINANCIAL SNAPSHOT



*2023 revenue / expenses / profit are projected figures

Revenue Breakdown REVENUE TYPE AS % OF OVERALL INCOME



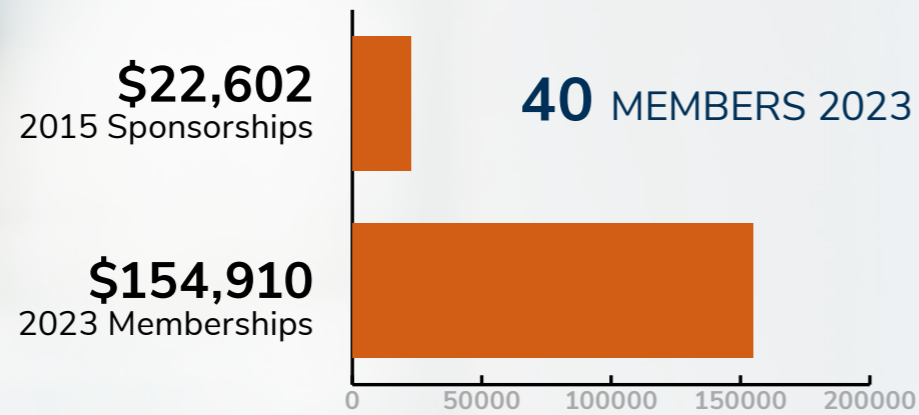
	2016	2017	2018	2019	2020	2021	2022	2023
Tuition	13%	12%	7%	5%	2%	1%	3%	3%
Sponsorship/Membership	16%	15%	15%	26%	27%	20%	26%	26%
Custom Programming	20%	29%	38%	33%	32%	52%	56%	54%
Donations	3%	3%	2%	1%	1%	1%	<1%	1%
Grants	48%	42%	38%	34%	38%	26%	15%	16%

GROWTH IN CUSTOM AND SPONSORSHIP/MEMBERSHIP REVENUE HAS LED TO REDUCTION IN GRANT DEPENDENCY



SHAFER LEADERSHIP ACADEMY

Continued Membership Growth



- City of Muncie
- City of Tipton
- Tyson Foods
- Eastern Indiana Works
- Primex Plastics
- Muncie Power Products
- Meridian Health
- LifeStream Services
- Ball State University
- Delaware County Government
- Boyce Systems
- Aspen Root Collective
- Open Door
- Innovation Connector
- First Merchant's Bank
- Yorktown Chamber of Commerce
- Muncie Public Library
- WoofBoom Radio
- eKeeper
- Wayne County Chamber
- Boy's and Girls Club
- INRLA
- FCC Portland
- Accutech
- Leap IT
- Second Harvest
- Academy of Model Aeronautics
- Redkey Veterinary Clinic
- Horizon Convention Center
- YWCA
- 3Rivers Federal Credit Union
- Moser Consulting
- Henry County REMC
- Destination Muncie
- State Farm - Jason May
- Youth for Christ
- CS Kern
- 4/4 Solutions

PRESIDENTIAL



PREMIERE



EXECUTIVE



PARTNER



SPONSORS & FUNDING PARTNERS



2023 DIVERSITY AND INCLUSION PROGRAMS

- Total Offered – 13
 - How Speaking Differently Matters–Embracing Linguistic Diversity
 - An Introvert's Guide to Mastering Small Talk
 - Queerology 101
 - The Language of Disability
 - Understanding Dementia Friendliness: Inclusion for All
 - Understanding how Bias Impacts our Communication
 - Facilitating Unbiased Conversations
 - Leaders are Inclusive: Fostering a Welcoming Workplace
 - Managing Workplace Bias
 - Fusion: Leading Multigenerational Teams
 - Building Differences Through Art
 - Opening Conversations on Identity
 - Neuroleadership 101

2023 SLA FACILITATORS:

- Women – 27
- People of Color – 7
- Open members of the LGBTQ community - 4
- Differently abled – 5



COMMUNITY INCLUSION AMBASSADORS:

- 1:1 meetings with 161 community members from diverse backgrounds
- 135 hours attending community events



Grow your people.

SLA Staff

Mitch Isaacs

Executive Director

Tisha Gierhart

Program Director

Jeff Robinson

Development Director

C. Ted Ward, II

Membership Director

Eilis Wasserman

Virtual Program Manager

Dr. Courtney Jarrett

Community Inclusion Ambassador

Charlize Jamieson

Community Inclusion Ambassador

Gabrielle "Gabby" Lloyd

Community Inclusion Ambassador

Board of Directors

Charlotte Adams (*Chair of Diversity & Inclusion*)

Senior Project Manager,
First Merchants Corporation

Dr. John Anderson

Director of the Ryan Family Scholars & Navigator
Program, Ball State University Teachers College

WaTasha Barnes Griffin (*President*)

CEO, YWCA of East Central Indiana

Michelle Carr (*Chair of Program Development*)

Executive Director for Learner Experience, Ball
State University

Jason Harrington (*Treasurer*)

CEO, Boyce Systems

G. Michael Huggins

Owner, Foto-Therapy Photography

Brian Haughn (*VP / Chair of Resource Team*)

Relationship Manager, First Merchants Bank

C.S. Hendershot (*Secretary*)

Director of Grants and Development for the
Heart of Indiana United Way

Justin Knox

Firefighter, Brownsburg Fire Territory

Destinee Lewis

Engagement Manager – Prosperity Indiana

Gus Linde

CEO, Eastern Indiana Works

Dr. Melinda Messineo

Professor of Sociology, Ball State University

Stacie Paxson

Human Resources Manager, FCC

Kellie Pearson – Carroll

Vice President Human Resources,
Meridian Health Services

Kegan Schmicker

Mayor, City of Tipton

Dr. Amy Ward

Vice Chancellor for Student Success,
Ivy Tech Community College

Director Emeriti

Andrew Dale

Co-Founder

Richard Douglass

Co-Founder

Lindsey Arthur

CEO, Muncie Habitat for Humanity

Dr. George Branam

Dearly Departed

Ray Chambers

President and CEO, Muncie Power Products

Wil Davis

President, Ball State Innovation Corporation

Jeannine Harrold

Director Emerita,
Ball State University Career Center



**Find a Program.
Assess Your Team.
Become a Member.**

Visit: www.shaferleadership.com