



# Annual Report 2023

 **Spirit of  
Construction**  
Build It Forward

## Who Are We?

Founded in 1994, the Spirit of Construction Foundation is a non-profit 501 (c)(3) organization dedicated to fostering awareness of the importance of our region's construction industries and creating opportunities for young people and young adults to thrive through careers in the construction industry.

Spirit of Construction, being a collective impact organization, serves and conducts the philanthropic work of the Greater Cincinnati commercial construction industry. Spirit takes a holistic approach to supporting the construction industry, focusing on workforce development. Through its social and organizational activities, Spirit ensures that various entities engaged in workforce solutions collaborate effectively and synergistically to be greater than the sum of their parts.

Spirit of Construction is committed to providing leadership that enhances the construction industry. We are building a bright future by offering scholarships, community-based educational programs, and workforce development opportunities. 80% of funding goes toward programs designed for grade school to college students and 20% to 18- to 25-year-olds in need of life and job skills. We recognize, celebrate, and elevate the construction industry in the Greater Cincinnati area.



**Inspiring tomorrow's construction industry.**



## Dear Friends of Spirit of Construction,

With a new year comes reflection upon our accomplishments in 2023. It was a tremendous year for Spirit of Construction, and we evolved in many positive ways. Here are a few of the highlights:

- We awarded \$80,000 in grants to a record 15 organizations at the 2023 Spring Fling.
- Spirit awarded \$90,000 to the CCAP/Construction Advocate program.
- We developed a new Purpose, Mission, and Core Values Statement that concisely conveys what Spirit is all about.
- We strengthened our brand identity, with a new brand logo that is dynamic, modern, and progressive. It incorporates our "building it forward" motto and represents the construction industry in vibrant colors and dynamic forms.
- Our 2023 Gala Chair, Todd Elliott, and Spirit board leaders recruited 20 corporate "Big Impact" sponsors with each donating \$25,000 to the Spirit of Construction Foundation. Their gifts supported Spirit's mission of creating career opportunities, education program advocacy, and professional guidance for youth. These donations provide increased opportunities for training and jobs in Greater Cincinnati, especially in underserved areas of our community.
- More than 1,100 people attended this year's Celebration of Construction Gala.

There have been many more wonderful examples of Spirit of Construction demonstrating our purpose, mission, and core values in action this year. We look forward to keeping the forward momentum as we Build It Forward in 2024 and beyond.

Sincerely,

Michele O'Rourke

Bill Riddle



### PURPOSE

Inspiring tomorrow's construction industry.

### MISSION

Celebrating the impact of the construction industry and creating career opportunities through charitable giving, education programs, advocacy, and professional guidance.

### CORE VALUES

Integrity. Mentorship. Grit. Community. Inclusivity.



**Michele O'Rourke**  
*President (2022-2023)*



**Bill Riddle**  
*President (2024-2025)*



# \$80,000

The Spirit of Construction Foundation proudly distributed \$80,000 to local education-based organizations that provide Greater Cincinnati's youth with the training and skills needed to begin a successful career in the construction industry.



## 2023 Spring Fling grant recipients:

- Architectural Foundation of Cincinnati Design Lab
- Brighton Center
- Campbell County ATC
- Career Days
- Cincinnati Architectural Mentoring Program
- Easterseals – Redwood
- Felicity-Franklin Local Schools
- Girl Scouts of Western Ohio
- Goshen Local Schools
- Holmes High School Carpentry Construction
- Learning Grove – Navigo
- Northern Kentucky Community Action
- Oak Hills High School
- Ohio Valley Construction Education Foundation
- Reading Schools



## 2023 Spirit Leadership

### 2023 Board of Directors

Michele O'Rourke, **President**  
Bill Riddle, **Vice President**

Kerri Richardson, **Treasurer**  
Fleet Fangman, **Past President**

### Executive Committee

Michele O'Rourke, **President**  
Bill Riddle, **Vice President**  
Kerri Richardson, **Treasurer**  
Fleet Fangman, **Past President**  
John Higgins, Esq., **Trustee**  
Mark Lambert, **Trustee**

Dennis Phillips, **Trustee**  
Mary Ann Straley, **Trustee**  
Tony Brunsman, **Executive Director**  
John Strawser, **Trustee**  
Jack Scott, **Emeritus**  
Tim Beischel, **Emeritus**

### Trustees

Chris Ayers	Bo Hubbard
Joe Bayer	Laura Hunter
Tonya Beesley	Mike Kane
Brandon Bray	Steve Klinker
Eric Browne	Mark Lambert
Tom Chatham	Mike Mattis
Sean Foley	John Morris
Bob Gigax	Mark Nelson
Lee Groh	Dennis Phillips
Regina Hartfiel	Nick Rosian
Paul Hemmer	Scott Sloan
John Higgins	Mary Ann Straley

John Strawser  
Jordan Vogel  
Jim Watkins  
John Weidner  
Tim Beischel, **Emeritus**  
Bob Dorsey, **Emeritus**  
Jack Scott, **Emeritus**  
Anthony Brunsman,  
**Executive Director**  
Brian Beams,  
**Scribe**

## Big Impact Sponsors



FIFTH THIRD BANK



# Spirit of Construction Marketing News and Events

As we look back on 2023, it was a BIG year for Spirit of Construction with a flurry of marketing activities. Here are a few of the highlights:

- Beginning in April 2023, Spirit partnered with Big Idea Group (BIG) to help grow our strategic fundraising efforts.
- Developed our Purpose, Mission, and Core Values statements along with an evolved brand identity and tagline that better represents who we are today.
- BIG took over management of our social channels and began posting organic social content in May, giving us a regular presence on both Facebook and LinkedIn to increase both visibility and engagement.
- Spirit has also been featured in the Business Courier several times throughout the year with a fresh set of ads.

There have been several notable events with media coverage, press releases, and photo opportunities throughout the year. We look forward to the momentum we have going into 2024 and seeing where our marketing efforts take us as we build it forward together!



**Spring Fling**, May 10 — Spirit of Construction awarded \$80,000 in grant money to 15 deserving organizations at our Spring Fling.

**Ohio Lieutenant Governor Visit** — Michele O'Rourke hosted Lt. Governor John Husted and the University of Cincinnati Dean of Engineering, John Weidner, to discuss bridging the trade gap in Greater Cincinnati.







### BIG Impact Sponsor Celebration,

July 2023 — BIG Impact Sponsors were honored with an event at the American Sign Museum. Each of our 2023 BIG Impact Sponsors was presented with a custom-made, personalized "tool box" as a thank you gift for their tremendous support.



### Celebration of Construction Gala,

October 28 — Spirit of Construction hosted its 27th annual Gala at the Cincinnati Convention Center. Todd Elliott, our esteemed 2023 Gala Chair, welcomed over 1,100 diverse members of our industry who gathered to celebrate the big impact we collectively make in the Greater Cincinnati community. Always the social highlight of the year!







## Statement of Financial Position

December 31, 2023

### Assets

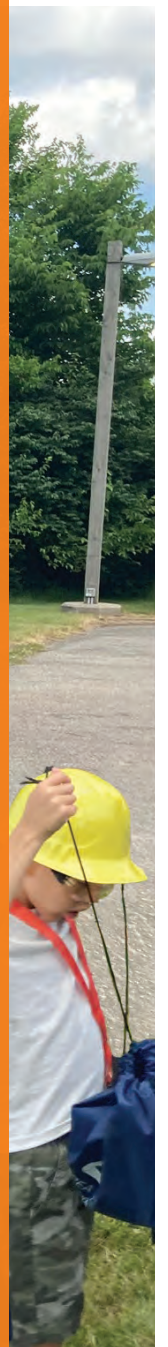
Cash	\$ 379,978
Money Market Account	\$ 80,420
General Reserve Fund	\$ 135,129
Outreach Reserve Fund	\$ 179,736
Workforce Development Reserve Fund	\$ 286,577
Scholarship Reserve Fund	\$ 236,927
Deposit	\$ 1,000
	<b><u>\$ 1,299,767</u></b>

### Net Assets

Without Donor Restrictions	\$ 1,294,767
With Donor Restrictions	\$ 5,000
	<b><u>\$ 1,299,767</u></b>

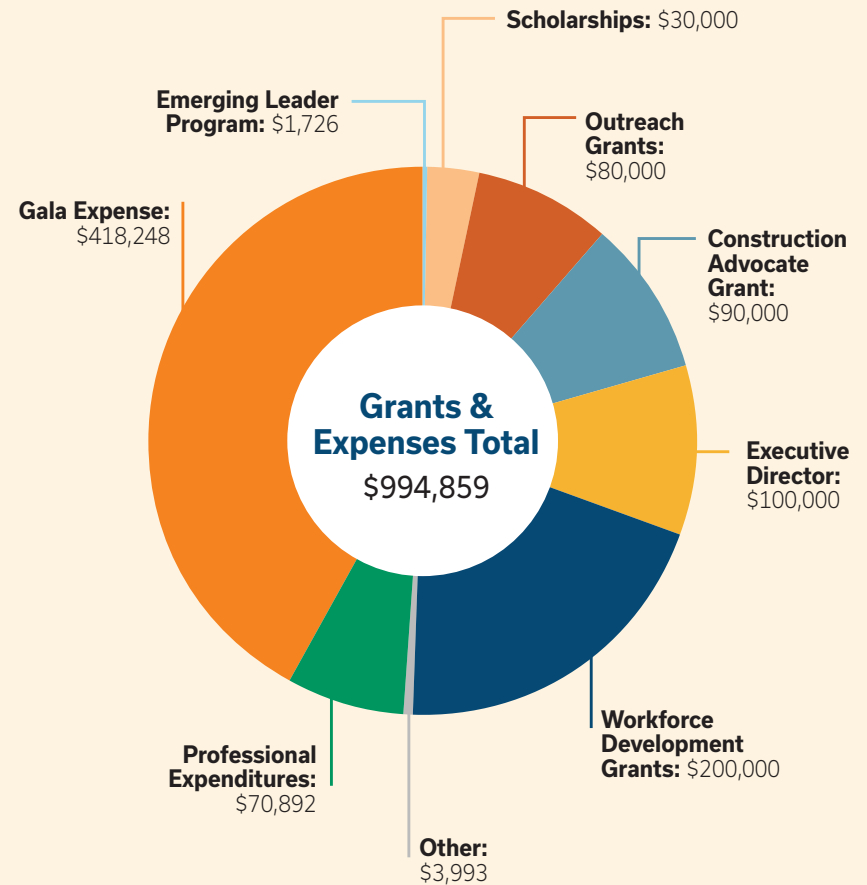
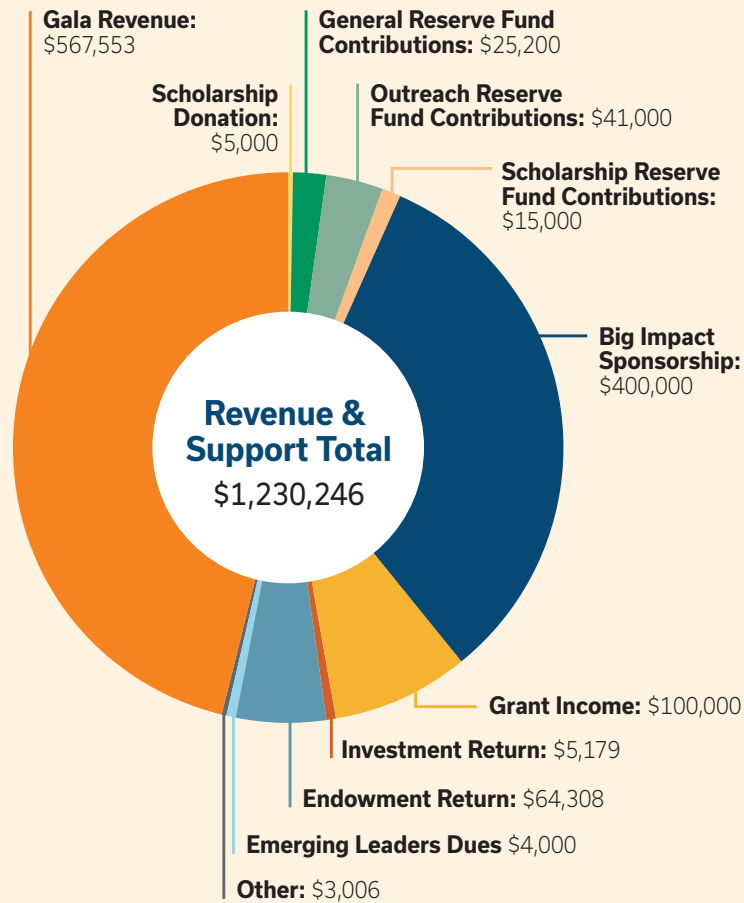
# \$1M

Spirit has awarded over \$1 million in financial support over the past 5 years, significantly impacting local communities across the tri-state area.





## Statement of Activities for the Year Ending December 31, 2023



	without donor restrictions	with donor restrictions	TOTAL
<b>Beginning Net Assets:</b>	\$ 1,064,380		\$ 1,064,380
<b>Change in Net Assets:</b>	\$ 230,387	\$ 5,000	\$ 235,387
<b>Ending Net Assets:</b>	<b>\$ 1,294,767</b>	<b>\$ 5,000</b>	<b>\$ 1,299,767</b>

## Outreach

### *Connecting Youth to Construction*

Spirit of Construction has worked with local community organizations for over 20 years, providing funds, volunteers, contacts, and resources to eligible non-profit organizations.



## Workforce

### *Connecting Construction to the Community*

Spirit's Construction Career Advocacy Program (CCAP), a workforce development model, unites students, educators, and the construction industry.

Spirit provided  
**\$90,000**  
to support CCAP's  
Workforce Initiative



## Endowment – Our Four Pillars

## Scholarship

### *Connecting Students to Construction*

Spirit provides college scholarships to numerous students who are pursuing degrees related to the construction industry, such as construction management and civil engineering. Spirit has contributed over \$550,000 to college scholarships over the past 22 years.



## General

### *Placing Resources Where Needed to Best Serve Spirit*

The general fund is used to engage professional service providers as needed to free board members for development and executive duties. This is the "working capital" nonprofits need to further their mission.





## Endowment Summary – December 31, 2023

Spirit's Endowment Fund supports careers in construction and serves as a bridge across generations, translating past successes into future opportunities. It was established to create income and long-term financial stability. It demonstrates our commitment to the future and sustainable stewardship, which we believe our donors value.

Outreach	Scholarship	Workforce Development	General
\$ – Outreach Reserve Fund	\$ – Scholarship Reserve Fund	\$ 20,000 Workforce Development Reserve Fund	\$ 76,200 General Reserve Fund
\$ 106,500 Fleet Fangman Outreach Reserve Fund	\$ 100,250 Baker Concrete Scholarship Reserve Fund	\$ 250,000 Strawser Family Workforce Development Reserve Fund	\$ 20,000 Richard Goettle Inc General Reserve Fund
\$ 10,000 Perfection Group Outreach Reserve Fund	\$ 100,250 Dan Baker Scholarship Reserve Fund		\$ 30,000 cHc Manufacturing Inc. General Reserve Fund
\$ 50,000 Bray Construction Outreach Reserve Fund	\$ 30,000 Albrecht Family Scholarship Reserve Fund		\$ 20,000 Wayne Carlisle Reserve Fund
\$ 40,000 Outstanding Pledges	\$ 70,000 Outstanding Pledges	\$ – Outstanding Pledges	\$ 188,000 Outstanding Pledges
\$ 206,500 Total Collected & Pledged	\$ 300,500 Total Collected & Pledged	\$ 270,000 Total Collected & Pledged	\$ 334,200 Total Collected & Pledged
\$ 13,236 Earnings (from inception)	\$ 6,427 Earnings (from inception)	\$ 16,577 Earnings (from inception)	\$ (11,071) Earnings (from inception)

**\$1,111,200** Grand Total Collected & Pledged

What we build tomorrow  
depends on the work we do  
today. At Spirit of Construction,  
we are preparing the way for  
a bright future. By giving to  
our cause, you help us fund  
community-based education,  
mentorship, and advocacy  
programs that sustain and  
grow the construction industry.

We believe the future is  
how you build it.

***Be something to build on.***



P.O. Box 14239 | Cincinnati, OH 45250 | [spiritofconstruction.org](http://spiritofconstruction.org)