



# CEW Community Counseling Goal—\$1,600,000

Transformative Resource + **Guaranteed Access** = Personal and Professional Growth

*“My counselor’s very personalized guidance and thoughtfulness at all junctures was what enabled me to turn my hopes into the reality of a job offer . . . I will **forever** be grateful to her and CEW for providing me with exactly the expertise and compassion I needed. Thank you!”* —ANNA, A CEW COUNSELING PARTICIPANT

In 1964 when CEW first opened its doors, its signature service was counseling individual adult women who aspired to make the most of their lives—earn a degree . . . build a career after children . . . start fresh after widowhood or a divorce. Over the five decades since, CEW Counseling has developed into a high-value specialty: helping people discover and develop their true potential through career, educational, and personal growth.

## TODAY...

- Outside of the student population, most people (about 85% women; 15% men) come to CEW for counseling when facing, or actively creating, a transition in their lives.
- We offer more than 1,000 appointments each year, free and open to the public.
- More than 96% of participants would recommend CEW Counseling to another individual.

CEW Counselors are experts at helping adults develop confidence, identify their best skills, learn to present themselves effectively, and find practical paths to greater success.

*Kelly, a single parent of three and stuck in a call-center job, needed a career change and sought out CEW. In just two counseling appointments, Kelly identified skills she had but was not using, learned to think about how to use them in other career areas, and reworked her resume. She soon found another job creating web-based training modules for an expanding company. With better pay and increased stability, Kelly had the confidence and the resources to secure her family’s well-being and future.*

## COMMUNITY IMPACT AND COMMUNITY NEED

By helping develop individuals’ potential, CEW Counseling develops community potential. It brings talent to our employers, enhances the lives of families, increases spending power, and bolsters the economy. CEW’s Community Counseling is good for all of us.

**Community members with no current University affiliation make up about half of CEW Counseling participants. University funds, however, can support counseling services only to its students, staff, and faculty. In order to sustain counseling services to the larger community, CEW is building its capacity with private support, and making the growth of its endowment a top priority of its fundraising campaign.**

**COMMUNITY COUNSELING CAMPAIGN GOAL:  
\$1,600,000 IN ENDOWMENT FUNDS**

Just as academic units seek to endow professorships to secure a critical teaching or research function, CEW seeks to grow an endowment that can support a counselor’s position at the Center. New contributions, added to an endowment established in 2011, will complete the fund.

We invite you to contribute, and help ensure that this unique service will continue to transform and support the Ann Arbor and Southeast Michigan community—one individual at a time.