



# Jericho Road Pasadena

## Annual Report – 2012

**Jericho Road Pasadena's vision** is an engaged community where all needs are met. We work to meet this vision by matching the professional talents of volunteers with the needs of community-based nonprofit organizations and businesses to promote community development, strengthen social services, and enrich the lives of volunteers.

Jericho Road Pasadena (JRP) opened in May 2010, and has seen significant growth in our first two and a half years. JRP had a significant effect on the local nonprofit in 2012:

- Our volunteers provided **1650 hours of pro bono work** to nonprofits, a four-fold increase over 2011.
- **Forty nonprofits benefited** from our free services, most of whom are based in Pasadena, but many of whom work across the Los Angeles region and beyond.
- **Fifty-one volunteers donated their time**; most are from the Pasadena area, but we also have virtual volunteers, who use video chat and email to donate their expertise; we even have volunteers from India and Australia!
- The **total value of our skilled volunteers' work was \$133,500**; few of our nonprofits could have afforded the services provided to them at market value. Had they not received work from JRP volunteers, they would have continued to go without efficient information and technological systems, program assessments or the development of new programs, human resources infrastructure, or strategies to publicize their work, to cite a few of the projects completed in 2012.

Jericho Road Pasadena is an affiliate of The Jericho Road Project, a 501(c)(3) nonprofit corporation. To make a donation, volunteer your expertise, or get help for a nonprofit, contact Site Director Melanie Goodyear at [MGoodyear@JerichoRoadProject.org](mailto:MGoodyear@JerichoRoadProject.org) or 626-319-6466.

## The Power of Two



The unassuming façade of Mothers' Club in Pasadena doesn't give a clue to the magic going on inside. For 50 years, Mothers' Club has been a family learning center for at-risk children aged 0 to 5 and their moms. Their two-generation learning program prepares low-income families to succeed in school and in life. While moms are in class learning reading and parenting skills, their children are stimulated and engaged by certified childhood education specialists in beautiful, age-appropriate rooms filled with light and love.

Mara Leong-Nichols, the Development Assistant, loves to give tours of the Mother's Club, and it's obvious she loves her work. Articulate and engaging, she beams as she describes the programs and talks about the community of mothers. In typical nonprofit fashion, Mara's duties are not limited to development. She also handles social media, public relations, communications, grant writing and the web site.

But she is getting help with the web site. "We obtained a Google Grant to explore advertising on Google," Mara explains, "and Jericho Road matched us with Martin, who is helping develop our web site to optimize it for advertising."

The challenge for every business, and especially every nonprofit, is to get to the top of a Google search. How do people find you? When they do find your website, what's going to keep them there?

It's all part of SEO – or search engine optimization. Martin knows all about this, having worked at Yahoo Search Marketing. And now he's helping Mothers' Club optimize their web site. He reviewed and analyzed their web site, developed some very strong key words and then developed ad copy. "Once the ads start running, I'll work with Mara to read the information generated by Google Analytics," Martin explains. "This information will serve as a roadmap for future advertising campaigns and budgets."

"This is a wonderful match – good for both of us!" Mara exclaimed. "Martin was looking for a way to expand his skills and experience, and his skills are a tremendous help to us. We didn't have the budget or staff to accomplish this."

The Power of Two: a slogan the Mother's Club uses to describe their two generation learning program seems to be a fitting way to describe this Jericho Road match as well!

## Journey House Celebrates 30 Years with the Help of JRP Volunteers

Penny Arroyo has turned her passion into a business, and now she's sharing her expertise with area nonprofits through JRP. For 10 years, Penny worked as a recreation coordinator for the City of Monrovia. "I've always had a passion for party and event planning," she smiles. So she was lucky to find a job where she was responsible for all of the city's public social events.



When Penny retired from the city in 2011, she opened her own event planning business called See and Believe Event Planning. It's the best of both worlds. She still works with the City and planned their very successful New Year's Eve party, but she also gets to branch out with weddings, fundraisers and theme parties.

Jen Rodriguez worked at Monrovia Reads, is a college senior and is interning with Penny. When she graduates, she plans to open a green event planning business in Chico.

Both Penny and Jen knew JRP's site director, Melanie Goodyear, so when she called them and asked for help with a fundraiser, they said yes without even knowing what JRP does. "Melanie is so organized and made sure we had a thorough understanding of the scope of the project," Jen explained.

Penny and Jen helped Journey House plan a big fundraiser for Saturday, September 22, 2012. Journey House, which provides assistance in meeting initial independent living needs to young people who have left the foster care system, is housed in a beautiful century old home on Los Robles. The event will include a house tour, food and entertainment. "Penny knows exactly what she's doing and has really great ideas," Jorge smiles.



"We needed that!"

For Tim Mayworm, the founder of Journey House, and Jorge Camarena, Program Director and all-around angel, Journey House is truly a labor of love. But, like many small nonprofits in this stressful economy, Journey House has had to cut back on services over the past few years. With Penny and Jenifer's help, their Sept. 22 house tour and fundraiser educated the community about their services and uncovered a few more angels to turn things around.

## Nonprofits Soar with JRP's Help

Flights of Fantasy Story Theater has been engaging elementary school children in the wonder of words through storytelling and theater for 16 years. They also perform story theater in libraries and at festivals and offer an early literacy readiness project for preschoolers, professional development for teachers and a Read Aloud Workshop for parents. "Our workshops offer students an opportunity to learn in new ways using theater techniques. It develops self confidence and builds communication and problem solving skills," founder Lorrie Oshatz explains. "Many of these kids are English second language learners. To see them think and respond in a language that isn't their own is so exciting."

This impressive array of educational offerings is not the well-funded endeavor of a major theater group or a big corporation but rather the two-woman show of wonder women Lorrie Oshatz and Theresa Amy. Between them, they create, read, act, market, write grants, manage and coordinate – a job Lorrie lovingly says takes about 24 hours a day.

Lorrie said when Jericho Road Pasadena reached out to offer some help, it was a very good day. And it was an even better day when JRP matched Flights of Fantasy with Judy Plunkett, who is practically a rock star in the volunteer world. Judy has served on nonprofit boards at the local, regional and national levels, and has been the executive director of a nonprofit. "I have had the luxury of many different perspectives and can empathize with the challenges Lorrie faces," Judy said.



Judy, who directs The Huntington's Society of Fellows, developing programs to include and engage their donors, is helping Lorrie develop her board of directors so they understand how important their role is in sustaining Flights of Fantasy outside of board meetings. The goal is to enable board members to assist with marketing and fundraising. Judy says, "Jericho Road is very focused, and there is a lot of customizing to make each match really purposeful. As a volunteer, I feel so fortunate because this is what I love to do!"

## A Nonprofit Blooms

Just off a busy thoroughfare in southwest Pasadena sits a verdant oasis known as Arlington Garden. Open to the public during daylight hours, it features gently winding paths, a classic labyrinth and lush “garden rooms” furnished with benches that invite peaceful contemplation. In late winter, the air is filled with the intoxicating scent of citrus blossoms, and signs encourage visitors to sample one of the luscious navel oranges from a small orchard at the eastern edge of the garden.

Recently, Jericho Road Pasadena helped match the nonprofit that oversees this urban sanctuary with Judy, a seasoned financial expert and regular garden visitor, who is volunteering her time and acumen to help secure Arlington Garden’s future.



Founders Betty and Charles McKenney began building Pasadena’s only dedicated public garden in 2003 on a three-acre lot that had sat vacant for the previous 40 years. Since then, with help from Pasadena Water & Power, the City of Pasadena, and many others, Arlington Garden has blossomed into an impeccably maintained horticultural haven featuring nearly 400 trees and thousands of Mediterranean-climate plants.

As heads of the 501c3 organization that maintains and develops the garden, the McKenneys realized their green thumbs did not extend to the financial realm. So they turned to Jericho Road Pasadena in seeking out a volunteer with the passion and know-how to help them get their financial house in order. Recently retired from Avery Dennison after a career in the Treasury Department, she jumped at the chance to use her expertise in service to the garden she loves. “The whole community feels grateful for what the McKenneys have done,” she says.

Diving into the task at hand, Judy analyzed Arlington Garden’s financial records and quickly recognized the organization needed to develop more robust accounting documents and procedures. One of the garden’s goals is to purchase the land it occupies from Caltrans and having strong financial documents will be essential to achieving that objective. Judy is currently in discussions with area accounting firms about creating an audited financial statement. For the Pasadena resident, it’s a chance to use the skills she has developed through a lifetime of professional experience to help one of her favorite gardens prosper and grow.

**Volunteers** who completed projects in 2012:

May Almero-Cruz, Graphic Design  
Penny Arroyo, Special Events  
Ray Baker, Information Systems  
Kynn Bartlett, Web Development  
Susan Blok, Administration  
Gary Breaux, Accountant  
Sandy Bres, Data Management  
Ryan Buckmaster, Finance  
Sarah Carlson, Marketing  
Stephanie Dencik, Business Development  
Clyde Derrick, Grant Writer  
Mitch Dorger, Board Development  
Judith Gain, Finance  
Scott Gaudineer, Architect  
Gay Groomes, Communications  
Bob Harrison, Restaurateur  
Mimi Hennessy, Educator  
Andrew Hinds, Writer  
Linda Huetinck, Grant Writer  
Brandon Hughes, Marketing  
Scott Jenkins, Law  
Carol Kirby, Marketing  
Maria Legg, Business Development  
Jonathan Lubin, Web Development  
Warrington MacElroy, Data Management  
Janet McIntyre, Nonprofit Consultant  
Ana McLaughlin, Marketing  
Ray Mellado, Marketing and Nonprofit  
Yuli T. Miller, Accountant  
Martin Morales, Marketing  
Julio Moreno, Information Technology  
Eric Noland, Journalist and Grant Writer  
Yadira Ortega, Marketing  
Amy Osborne, Law  
Thomas Petersmeyer, Planned Giving  
Ken Pigott, Database Development  
Judith Plunkett, Nonprofit Administration  
Jennifer Rodriguez, Special Events  
Jim Sanders, Video Production  
Kris Sanders, Video Production  
Haj Sano, Information Technology  
David Shechtman, Organizational  
Development Consultant  
Cheryl St. George, Nurse  
Harish Sundararaman, Web Development  
Gillian Symonds, Graphic Designer  
Heather Tunis, Nonprofit Consultant  
Tung Vu, Informational Technology  
P. Alan Wayte, Law  
Dana Wilkie, Nonprofit Administration  
John A. Wilson, Marketing  
Jane Zamanzadeh, Business Analyst

**Nonprofits** which received Jericho Road Pasadena volunteers in 2012

Acts Thrift Store	Mothers' Club
Alliance for Housing and Healing	NATHA
Altadena Library Foundation	Network of Ensemble Theaters
Arlington Garden	Oak Crest Institute of Science
Assistance League of Pasadena	Pasadena Education Network
Brain Recovery Project	Pasadena Educational Foundation
Cabaret Institute	Pasadena Museum of History
Collective Voices	Pasadena Unified School District Welcome Center
College Access Plan	Pasadena Unified School District Arts Education
Community First Initiatives	Pasadena Unified School District Science Partners
Convalescent Aid Society	Pasadena Village
Door of Hope	Peace & Justice Academy
Flights of Fantasy Story Theater	Peace Over Violence
Foothill Family Service	Planned Parenthood – San Gabriel Valley
Foothill Vocational Opportunities	Teen Futures
Friends of the Autry	Urban Harvester
Health Consortium	Villa Esperanza
Here To Serve	Women At Work
Journey House	Young & Healthy
Life Comm, Enrichment Corp.	
Life Notes Edutainment	

## Donors

Ann Peppers Foundation  
Avery Dennison  
Ayrshire Foundation  
Christine & Kenneth Bender  
Robert & Susan Bishop  
John & Betsy Blue  
Otis Booth  
Margaret G. Boyer  
Mary Brennan  
MaryLou Burket & Frank Howes  
Cabaret Institute  
Todd & Victoria Carlisle  
Susan & Stephen Chandler  
Helena Chui & Nancy Nielsen-Brown  
Ralph Cimmarusti  
Allan & Terri Comstock  
Thom Daniels  
Clyde Derrick  
James & Margo Drummond  
Dr. Barbara & Andy Eaton  
Susan Goodyear  
Paul Fekete & Carol A. Grigsby  
Ryan Flegal & Tera Little  
Judy Gain  
Fran Grigsby  
Randolph Hall & Janice Partyka  
Bette Harvey  
Mimi Hennessy  
Dick & Tracy Hirrel  
Linda & John Huetinck  
Kathe Kelley & Rev. Jim Nelson  
Kevin Kroeker & Lynn Miyamoto  
Toni LeBel & Roger Patterson  
Marjorie Lindbeck  
Steve Malmberg  
Patrick Meighan  
Wendy Munger & Leonord Gumport  
Sam & Sharon Muir  
Yvonne & Sam Navarro  
Edgar & Sheryl Peters  
Rev. Hannah & Kit Petrie  
The Ralph M. Parsons Foundation  
Reel Ideas Media Production  
San Gabriel Valley Literacy Council  
Karen Saragueta  
K. Glenn Shaw  
Robert Thacker  
Unitarian Universalist Funding Program  
J. Harry & Marsha Wells  
Clarli Wilson  
John A. Wilson  
Tom Wilson  
Dana Wilkie

## Financial Statement

Financial Position as of Dec. 31, 2012

UNRESTRICTED NET ASSETS                      \$84,345

FINANCIAL ACTIVITIES                              2011                              2012

(.75 FTE in 2011; 1 FTE in 2012)

Corporate Contributions	\$ 6,200	\$ 10,804
Foundation Grants	\$20,000	\$ 38,500
Individual Donations	<u>\$47,131</u>	<u>\$ 54,548</u>
TOTAL Revenue & Support	\$73,331	\$103,852

### EXPENSES

Program	\$53,982	\$71,744
General / Operations	\$14,395	\$19,132
Fundraising	<u>\$ 3,599</u>	<u>\$ 4,782</u>
TOTAL Expenses	<u>\$71,976</u>	<u>\$95,658</u>

NET REVENUE                                      \$ 1,355                              \$ 8,194