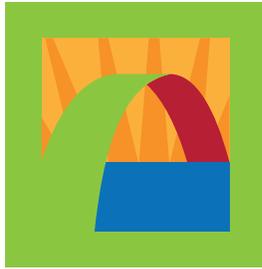


Annual Report **2013**



Jericho Road  
Pasadena





**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 to promote community development, strengthen social services, and enrich the lives of volunteers.

Jericho Road Pasadena (JRP) opened in May 2010, and continues to grow steadily, helping more nonprofits build their capacity. A few highlights of our impact on the local nonprofit community in 2013:



**2089**

Our volunteers provided **2089 hours of pro bono work** to nonprofit

organizations, a 25% increase over 2012.



**50**

**Fifty 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.



**64**

**Sixty-four 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.



**\$181,000**

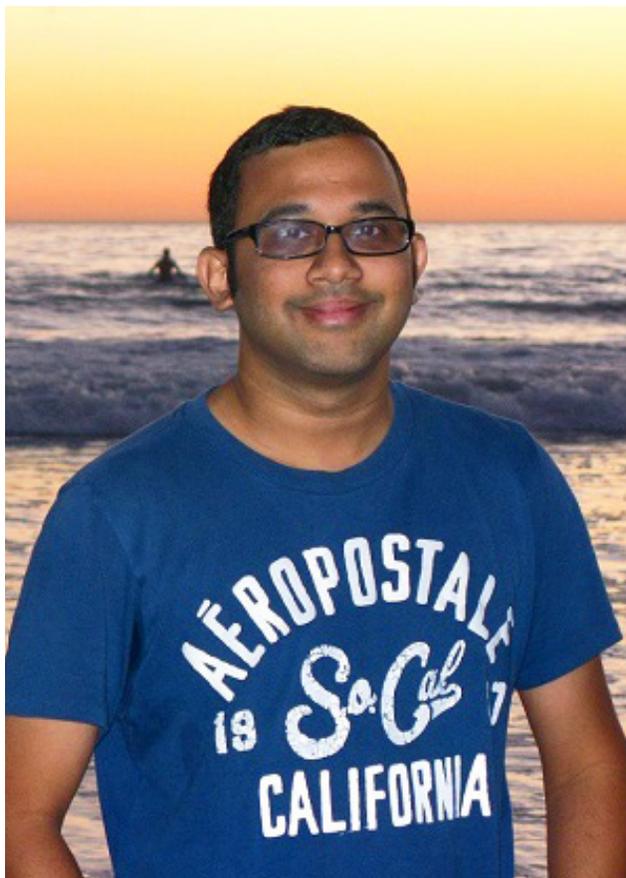
The **total value of our skilled volunteers' work was \$181,000**, few of our nonprofits could have afforded the services provided to them at market value. Had they not received work from JRP volunteers, they would have continued to go without rigorous financial systems, modern websites, marketing tools such as informational videos, or engaged, professional boards, to cite a few of the projects completed in 2013.

# TRANSFORMER:

## Everybody Pushes this Volunteer's Buttons

Harish Sundararaman has done a great deal of volunteer work through Jericho Road, and because he gets a lot back, he intends to continue volunteering. So far, the India-born computer engineer has helped five Pasadena-area organizations develop or update websites. Some of his work has been quite extensive. Altogether, Harish has volunteered an estimated 170 hours of his own time, sharing his expertise with Young & Healthy, Adaptive Adventures Unlimited, Pasadena Village, Door of Hope, and DOVIA-LA.

Volunteer Harish loves living in Southern California, and wants to give back to his new community.



Two of the websites on which he's spent a lot of time are the site for Young & Healthy ([www.yhpasadena.org](http://www.yhpasadena.org)), and Adaptive Adventures Unlimited ([www.adaptiveadventuresunlimited.org](http://www.adaptiveadventuresunlimited.org)). His work helps these organizations maintain a presence 24/7, and draws interest and volunteers to the organizations.

"Harish's gift of time and expertise has greatly enhanced our ability to effectively and professionally communicate with our clients, volunteers, their families and donors," says Jennifer Bartel, CTRS, Executive Director of Adaptive Adventures Unlimited. "Harish volunteered to fine-tune our 'home-made' website. He is a most gracious and skilled volunteer!"

Harish is not a website designer. His specialty is in coding or programming websites. He creates custom software programs that make all the widgets, bells and whistles that you see on the screen actually work.

Over the past two years, Harish has coded software for a number of widgets, sidebars, and other custom functions. Beginning with basic web page templates, he and a volunteer designer have created custom widgets that provide links for such necessities as donations and volunteers. Widgets allow website users to click on a particular icon and move instantaneously to the relevant location on the site.

Among his other useful ideas, Harish created a custom widget for Young & Healthy's home page which contains topical messages that can be changed by the organization as needed.

As a volunteer, Harish works with website designers and community organizations brought together through Jericho Road. As part of this process, Harish often sits in on development

meetings in which website pages and concepts are planned. With his engineering training and computer knowledge, he has been able to suggest additions or enhancements to the website that work for particular organizations.

"When you are a volunteer, sometimes you have ideas that you can throw out that will help NGOs see some of the things that they can do," Harish admits. "I like doing websites."

Jericho Road Pasadena has been a good organization with which to work, Harish says, because Site Director Melanie Goodyear defines the scope of his volunteer work with the organization before the project begins. By focusing on each organization's most pressing needs, Harish says, he is able to help the organization get what they need most quickly and efficiently.

"Volunteer work gives me a certain kind of satisfaction," Harish says. "I like to explore what's available in the development world, and I am learning more about website design which I also enjoy. I see this as a learning opportunity for me."

Harish received an engineering degree from the Vellore Institute of Technology in Vellore, India. Five years ago, he moved to Glendale as an employee of Cognizant Technology Solutions, a subcontractor that works on Nestle's corporate computer systems.

Shortly after the birth of his two-year-old son, Sanat, Harish noticed an article about volunteer work in a Nestle company newsletter. When he approached Nestle's Community Affairs Manager, he was referred to Jericho Road. The connection has been fulfilling for him, he says.

"I like giving back to the community where I live," Harish says. "I also like meeting different people."





Pasadena Village members enjoy community events such as field trips to museums.

# PASADENA VILLAGE

## **Welcomes the Expertise of JRP Volunteers**

“One call to the village is all it takes!” claims the motto of the 125-plus-member Pasadena Village ([www.pasadenavillage.org](http://www.pasadenavillage.org)), the local organization that sprang from the national village movement. The village movement—also called the virtual village movement—is a grassroots effort to build communities that support aging at home, without feeling isolated. Modeled after the Beacon Hill Village in Boston, there are over 90 virtual villages across the country, with hundreds more in the making. Pasadena Village members join other Boomers across the country in wanting to belong to communal families, a throwback to the villages of a pre-urbanized America—where people looked out for one another through good times and bad.

Pasadena Village's Executive Director Sue Kujawa states, "We're a group of friends—new and old, over 55—who get together to enjoy each other's company, often at social events, so we can then help each other. Meeting as friends leads us to develop the trust we need to ask for and receive support."

Accordingly, the Village maintains an office where members call to obtain household and other services that make it easier to live independently in their own homes.

Sue is proud that Pasadena Village members can join at all income levels: "Our Village has received a grant to offer scholarships to qualifying applicants. About 15% of our members are on scholarship. Our goal is 25%." Regular annual fees are \$720 per person or \$960 per household.

New member Sid Gally, who writes for the Pasadena Star-News, joined the Village after reading about the group in Larry Wilson's column and following a big kickoff event at Mayor Bogaard's garden. Sid says, "Pasadena Village provides references to good craftsmen. I called for a referral to fix a couple of broken windows and two Pasadena Village members actually came out and took care of the problem. And I referred a gardener to the group."

Clearly, Pasadena Village provides first-rate social events and services to its members...but where does the Village look when it needs services?

### **That's Where Jericho Road Comes In...**

"We don't have the budget to spend on consultants," says Sue. "My experience with Jericho

Road Pasadena has been so productive that now I always think of Jericho Road when I need extra help." Sue continues, "Melanie Goodyear and JRP volunteers are a great resource and therefore a great comfort."

Pasadena Village has bridged with several JRP volunteers whose professional know-how enhances the Village's work, for example:

- JRP Volunteer and Software Developer Cameron worked with a Pasadena Village board member to set up their website. Cameron asserts, "It was a great experience for me. I enjoy sharing knowledge, and to assist a nonprofit in my local community is a wonderful way to do so."
- CPA and auditor Yuli designed and implemented the chart of accounts for the Village's new QuickBooks accounting system and helped develop their set of financial policies and procedures. Yuli stated, "I had a wonderful experience working with Sue! It was truly a collaborative approach, as we worked through Pasadena Village's objectives and constraints as a newer nonprofit, but we walked away feeling great about the deliverables. Pasadena Village is such a wonderful cause that I am also very proud and glad to be able to help, through Jericho Road."
- JRP volunteer Heather helped Pasadena Village with board development—transitioning from the founding board to a more structured one—including revitalizing its by-laws.

JRP volunteers have helped make it possible for Pasadena Village to grow and expand programs, helping local seniors stay connected to their community.



*Thanks to volunteer Lee Wherry Brainerd for writing this article. Lee is a freelance writer living in Altadena. She is a Boomer who hopes to work and volunteer until she kicks the bucket.*



Jim and Kris Sanders share marriage, a film production company and a passion for giving back to their community.

## **If a Picture is Worth a Thousand Words**

# **HOW MUCH IS A VIDEO WORTH?**

Although Reel Ideas filmmakers Kris and Jim Sanders ([www.reelideas.com](http://www.reelideas.com)) have not won an Academy Award (yet), they have accomplished a vital breakthrough by bringing high-quality videos to nonprofit groups in Pasadena.

“When you put video on the web, you have a much higher chance of being found by a Google search, so more people will visit the websites of nonprofits with video content,” explains Jim. “The other goal is to describe what great nonprofits like College Access Plan (CAP) ([www.collegeaccessplan.org](http://www.collegeaccessplan.org)) are doing for our community. Video evokes emotion. It’s a much more effective medium than reading a website or seeing photos,” adds the former still photographer.

The challenge for nonprofits has been the cost of producing industry-standard video. “Usually it’s prohibitively expensive for a small organization,” Jim notes. “Yet amateurish-looking video can actually damage an organization’s profile by literally putting it in a bad light.”

“I want CAP to be better known in this community,” Kris says, describing their support for the free services CAP provides to help under-resourced kids get into and succeed in college.

“Some of these kids will be first-generation college students,” she emphasizes. “So they have no one at home to give them guidance for college. CAP fills that void.”

“The more I learn about what students are dealing with going to college, the more I appreciate what these kids experience by going through the process,” Kris explains, noting that she was surprised how competitive the acceptance process can be. “Some kids realize it’s possible to go to college, but don’t know how to apply or get financial aid; other kids don’t even know that they could go to college. CAP has a way to figure it out; there is a way for everyone. It’s just a matter of making yourself available to the process.”

The Sanders’ passion for CAP can be seen in their devoting hours to complete Reel Ideas’ CAP video—over 130 hours.

Besides donating their considerable experience—Jim estimates together they have created 200 videos in 10 years—technology has enabled Jim to work in their home editing room without the expense of renting “professional” studios.

The CAP video was not the Sanders’ first for Jericho Road. Last year they created a lively five-minute video that describes what Jericho Road does for Pasadena.

“It was easy working with Melanie [Goodyear],” Jim recalls. “She keeps everyone happy.” Jim believes this ease grows from Melanie’s tremendous respect for volunteers’ time. “There is a structure; there is a list of goals; there is good project management. I think she wants us all to collaborate and learn from it.”

Kris and Jim traveled widely different roads to filmmaking. Jim attended the University of Miami and the Florida Institute of Technology. Kris studied acting at the Pasadena branch of the American Academy of Dramatic Arts. California Federal Bank then acted as matchmaker. Kris had a temporary job in the bank’s Human Resources

department. There she met Jim, who had worked as a video specialist for the bank. They married in 1990 and moved to Pasadena in 1991.

Jim began his visual career as a still photographer but grew bored with the work. A mentor, who was a documentary filmmaker, opened Jim’s eyes to videography. While at California Federal Bank, Jim created 30 to 40 programs a year, mostly training and marketing themes.

After her brief California Federal Bank career, Kris found her way to Amblin Entertainment, spending 16 years as Steven Spielberg’s personal public relations representative, a position she calls her dream job. Dream job or no, Kris felt it was time to do something different, and she did have a husband at home who had a thriving business.

Although their responsibilities often overlap, Kris describes herself as a co-producer, chief financial officer and accountant, besides acting as first audience for her husband. Jim produces, directs, edits and often shoots, although they both shot the CAP video.

What about the tension of a couple working together as halves of a creative team?

“It’s great working together,” Kris insists. (And she was smiling when she said it.) “We’re fortunate. We get along.” However, they do have their offices at different ends of the house! “We may go a day without seeing each other. But we support each other in all ways.”

Jim’s goal, even with clients whose subject may be dry, is to create something engaging and retainable. “We want the client to be absolutely thrilled, whether it’s volunteer work or our paying clients,” he says. “I want to grab the audience’s interest and keep it.” Reel Ideas’ videos for Jericho Road Pasadena have been viewed 250 times, and their video for CAP has been viewed 200 times, helping both organizations tell their stories and make an even bigger impact in the community.



*Thanks to volunteer Ned J. Racine for writing this article. Ned is a writer/photographer working in transportation construction and community outreach.*

# JRP VOLUNTEERS HELP

## Convalescent Aid Society Find Solutions

The biannual newsletter of Pasadena's Convalescent Aid Society (CAS) is titled "Solutions," which might as well be the organization's name. For Greater San Gabriel Valley residents, the organization might also be called Lifesaver.

Convalescent Aid Society picks up and drops off durable medical supplies to patients around the San Gabriel Valley.



**CONVALESCENT**  
Aid Society  
LOAN OF MEDICAL EQUIPMENT

**SOLUTIONS**  
SPRING 2013  
Improving the quality of life through the loan of medical equipment for in-home use

**CAS TURNS 90!**

**SAVE THE DATE**  
June 26, 2013 from 11:30-4:30pm  
Visiting Angels of Glendora will host a fundraiser in support of CAS during their Open House to celebrate Visiting Angels' recent move to 131 E. Foothill Boulevard in Glendora.

For more information or to RSVP, visit their website at [www.angelcaregiving.com](http://www.angelcaregiving.com) or email [info@angelcaregiving.com](mailto:info@angelcaregiving.com)

CAS seeks individuals with data base or customer service experience to volunteer

Can you believe that CAS has been serving Pasadena and the San Gabriel Valley since 1923? As we turn 90, we are looking forward to organizational improvements in the next 10 years that will make our 100th Anniversary a cause for celebration for our organization and the community we serve. CAS will focus on three priorities in the coming year:

- Increase Visibility for CAS
- Increase Fundraising for CAS
- Celebrate!



In continuous operation since 1923, CAS ([www.cas1.org](http://www.cas1.org)) offers medical equipment and supplies for in-home use at no charge and without time restraints. The nonprofit is entirely funded by monetary and equipment gifts and endowments. Amazingly, CAS staff oversees more than 18,000 items—from arm slings and canes, to walkers, commodes, bath benches and hospital beds. Equipment is repaired, cleaned and sanitized before being loaned to a new user.

CAS staff administers a database of over 20,000 names of recent borrowers! One of their biggest challenges is tracking equipment and then retrieving it when no longer needed.

When CAS requires extra professional help and specific solutions, a perfect match is Jericho Road Pasadena, whose mission is “matching the professional talents of volunteers with the needs of community-based nonprofit organizations.”

“We have an active and fruitful relationship with Jericho Road volunteers, who have helped us enormously with challenges that we didn’t have the time, finances, or expertise to meet. In fact, I have Melanie on speed dial!” says CAS Executive Director Dan Maljanian.

Director of Operations Jesse Avila explains, “We have a small staff of five full-time and three part-time employees, along with several volunteers, and this is to do everything. We do inventory control and maintenance, public awareness, grant-writing, volunteer training and, most importantly, guiding our clientele to the appropriate medical equipment and supplies.”

Dan, who holds both an MBA and law degree, grew up locally and has a deep-rooted love of the San Gabriel Valley. Jesse, a lifelong resident

of Azusa, has a certificate in Mediation from Pepperdine University and extensive experience in volunteer and community outreach. Both Dan and Jesse are passionate about CAS’s mission and its equipment-lending model.

When they needed additional expertise for these tasks, Dan and Jesse bridged with several Jericho Road Pasadena volunteers, whose professional know-how would enhance CAS’s work:

- Sports and travel journalist Eric created a procedures manual to support Jesse’s operational work and staff training. Eric says he was especially impressed with “the efficiency of the operation. They [run] a great service to the community. Also, they were very respectful of my time.”
- Jesse asked JRP volunteer Mimi, who is a retired superintendent of Arcadia’s schools, to develop a CAS volunteer-training manual explaining duties and policies. Mimi writes, “It’s nice to feel that you can use experience developed over years to help such a great organization as CAS.”
- Retired attorney Alan worked with attorney Dan to initiate legal research and document software licensing for their newly-crafted database software. The project is ongoing.
- Communications Consultant Gay ran a communications audit, wrote two CAS newsletters, and helped edit and redesign their website. She writes, “CAS has a clear and well-defined mission. If I hadn’t moved, I would still be volunteering [for them]. . . JRP is exactly what a fine organization like this needs to fill in the gaps and augment their hard-working staff.”



*Thanks to volunteer Lee Wherry Brainerd for writing this article! Lee is a freelance writer living in Altadena. She is a Boomer who hopes to work and volunteer until she kicks the bucket.*

# Volunteers

 who assisted Jericho Road Pasadena nonprofits in 2013.

**Vivek Anand**  
*Information Systems*

**Chris Arnold**  
*Writer*

**Ray Baker**  
*Information Systems*

**Victoria Bentwood-Long**  
*Human Resources*

**Kamal Bhate**  
*Research*

**John A. Blue**  
*Board Development*

**Lee Brainerd**  
*Writer*

**Gary Breaux**  
*Accountant*

**Ryan Buckmaster**  
*Finance*

**Gita Chilkunda**  
*Information Systems*

**Clyde Derrick**  
*Writer*

**Mitch Dorger**  
*Board Development*

**David Drum**  
*Writer*

**Alexandra Fettis**  
*Policies*

**Nancy Fister**  
*Marketing*

**Kevin Flood**  
*Grant Writer*

**Jeff Galak**  
*Marketing*

**Mike Gavigan**  
*Accountant*

**Bob Harrison**  
*Business Development*

**Mimi Hennessy**  
*Educator*

**Gen Herres**  
*Web Design*

**Susette Horspool**  
*Web Design*

**Kyle Hudson**  
*Web Development*

**Linda Huetinck**  
*Grant Writer*

**Anne Kennedy**  
*Strategic Planning*

**Carol Kirby**  
*Marketing*

**Ellie Korn**  
*Editor*

**Maria Legg**  
*Business Development*

**Natalie MacLees**  
*Web Development*

**Diana Matsushima**  
*Grant Management*

**Ray Mellado**  
*Strategic Planning*

**Yuli T. Miller**  
*Accountant*

**Natasha Morisawa**  
*Strategic Planning*

**Eric Noland**  
*Journalist and Grant Writer*

**Trip Oldfield**  
*Finance*

**Amy Osborne**  
*Law*

**Thomas Petersmeyer**  
*Planned Giving*

**Ken Pigott**  
*Database Development*

**Judith Plunkett**  
*Nonprofit Administration*

**Karen Pogoda**  
*Fundraising*

**Ned Racine**  
*Writer*

**C Reed**  
*Writer*

**Pam Remai**  
*Project Management*

**Mary Jane Saintignon**  
*Human Resources*

**Jim Sanders**  
*Video Production*

**Kris Sanders**  
*Video Production*

**Payal Shah Information**  
*Systems*

**David Shechtman**  
*Organizational Development*

**Stevie St. John**  
*Public Relations*

**Cameron Summers**  
*Web Development*

**Harish Sundararaman**  
*Web Development*

**Sihin Tamene**  
*Data Management*

**Jeff Tovar**  
*Web Development*

**Heather Tunis**  
*Nonprofit Consultant*

**University of  
Southern California  
School of Computer Science**  
*Web Development*

**P. Alan Wayte**  
*Law*

**Dana Wilkie**  
*Nonprofit Administration*

**Earl Yaokasin**  
*Finance*

**Nonprofits** which received Jericho Road Pasadena volunteers in 2013.

<p>Adaptive Adventures Unlimited</p> <p>Advancing Students Forward</p> <p>Altadena Library Foundation</p> <p>Arlington Garden</p> <p>Assistance League of Arcadia</p> <p>Blair School</p> <p>California State Summer School for the Arts Foundation</p> <p>Claremont Community Foundation</p> <p>Collaborative Eagle Rock Beautiful</p> <p>College Access Plan</p> <p>Convalescent Aid Society</p> <p>Door of Hope</p> <p>DOVIA-LA</p> <p>Educating Bodies and Minds</p> <p>El Centro de Acción Social</p>	<p>Family Promise of San Gabriel Valley</p> <p>Fire Family Foundation</p> <p>Five Acres</p> <p>Flintridge Center</p> <p>FVO Solutions</p> <p>Girls on the Run</p> <p>Here To Serve</p> <p>Homeboy Industries</p> <p>Huntington Medical Research Institutes</p> <p>Ideal Youth</p> <p>Journey House</p> <p>Lake Avenue Community Foundation</p> <p>Life Notes Edutainment</p> <p>Living Beauty</p> <p>Los Angeles County Medical Center CARES</p> <p>National Organization for Renal Disease</p> <p>North East Trees</p> <p>Outward Bound Adventures</p>	<p>Pasadena Community Orchestra</p> <p>Pasadena Education Network</p> <p>Pasadena Executive Roundtable</p> <p>Pasadena Museum of History</p> <p>Pasadena Public Health Department</p> <p>Pasadena Village</p> <p>Planned Parenthood – San Gabriel Valley</p> <p>Quality of Life Center</p> <p>Rose City Counseling Center</p> <p>RuckusRoots</p> <p>SAPPA</p> <p>Verdugo Young Musicians Association</p> <p>Villa Esperanza</p> <p>Website Weekend</p> <p>Young &amp; Healthy</p>
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**Donors** who gave monetary or in-kind donations in 2013.

<p>Ann Peppers Foundation  Ayrshire Foundation  Christine &amp; Kenneth Bender  Robert &amp; Susan Bishop  John &amp; Betsy Blue  Otis &amp; Debbie Booth  Gary &amp; Nancy Breaux  Mary Brennan  Joel Brouwer  Ryan Buckmaster  MaryLou Burket &amp;  Frank Howes  Karen S. &amp; Peter Byrne  Capital Group  Todd &amp; Victoria Carlisle  Susan &amp; Stephen Chandler  Helena Chui &amp;  Nancy Nielsen-Brown  Phillip Cole &amp; Chris Morris  Allan &amp; Terri Comstock  Covidien  Don &amp; Lucy Crumrine  Fritzie &amp; Fred Culick  Jennifer HG Daniels  Thom Daniels  Thomas &amp; Sharon Daniels  Clyde Derrick  Steve &amp; Hilary Dorsey  James &amp; Margo Drummond  Dr. Barbara &amp; Andy Eaton  Linda Evans</p>	<p>Paul Fekete &amp;  Carol A. Grigsby  Gamble House  Gamble Jones  Investment Counsel  Judy Gain  Melanie Goodyear  Susan Goodyear  Green Street Restaurant  Herb Gross  Randolph Hall &amp;  Janice Partyka  Bob &amp; Lisa Harrison  James &amp; Corinne Hawk  Dick &amp; Tracy Hirrel  Monica Hubbard  Linda &amp; John Huetinck  Anne &amp; Peter Kennedy  Kevin Kroeker &amp;  Lynn Miyamoto  Lather  Toni LeBel &amp;  Roger Patterson  Katrina Leung &amp; Jim Smith  Sonia J. Luna  Warrington MacElroy  JoAnn Maisterra  Steve Malmberg  Mike &amp; Dana Marevich  Mark May  Lynn Mehl</p>	<p>Wendy Munger &amp;  Leonard Gumport  Yvonne &amp; Sam Navarro  Neighborhood Unitarian  Universalist Church  Rick Neumann  Mike &amp; Marianne Newman  Edgar &amp; Sheryl Peters  April Peterson  Rev. Hannah &amp; Kit Petrie  Charles &amp; Patricia Quon  Sarah Roberts  Rose Hills Foundation  Aaron Saenz  George Scherer  K. Glenn Shaw  Dennis Slattery  Starbucks  Nancy &amp; Bruce Steele  Mary E. Strupp  Robert Talbot  Marlon &amp; Les Taylor  Unitarian Universalist  Funding Program  Weingart Foundation  J. Harry &amp; Marsha Wells  Wells Fargo  Lisa Wilson  Dana Wilkie  Margaret D. Wood  Edwin V. Woodsome</p>
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# Financial Statement

Financial Position as of December 31, 2013

## UNRESTRICTED NET ASSETS

**\$123,474**

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	<b>2012</b>	<b>2013</b>
<b>FINANCIAL ACTIVITIES</b>		
Corporate Contributions	\$ 10,804	\$14,986
Foundation Grants	\$ 38,500	\$50,000
Individual Donations	\$ 54,548	\$76,666
<hr/>		
TOTAL Revenue & Support	\$103,852	\$141,652
 <b>EXPENSES</b>		
Program	\$71,744	\$78,100
General/Operations	\$19,132	\$23,400
Fundraising	\$ 4,782	\$1,600
<hr/>		
TOTAL Expenses	\$95,658	\$103,100
<hr/>		
<b>NET REVENUE</b>	<b>\$ 8,194</b>	<b>\$38,552</b>

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**Jericho Road Pasadena Board of Directors.** *Back row, from left:* Bob Harrison, John A. Blue, Clyde Derrick, Susan Chandler and John A. Wilson. *Front row, from left:* Dick Hirrel, Rev. Hannah Petrie, Melanie Goodyear, Christine Bender and Ed Peters. *Not pictured:* Judy Gain, Dr. Barbara Eaton and Lisa Wilson.



**Jericho Road  
Pasadena**

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626-319-6466  
[MGoodyear@JerichoRoadProject.org](mailto:MGoodyear@JerichoRoadProject.org)