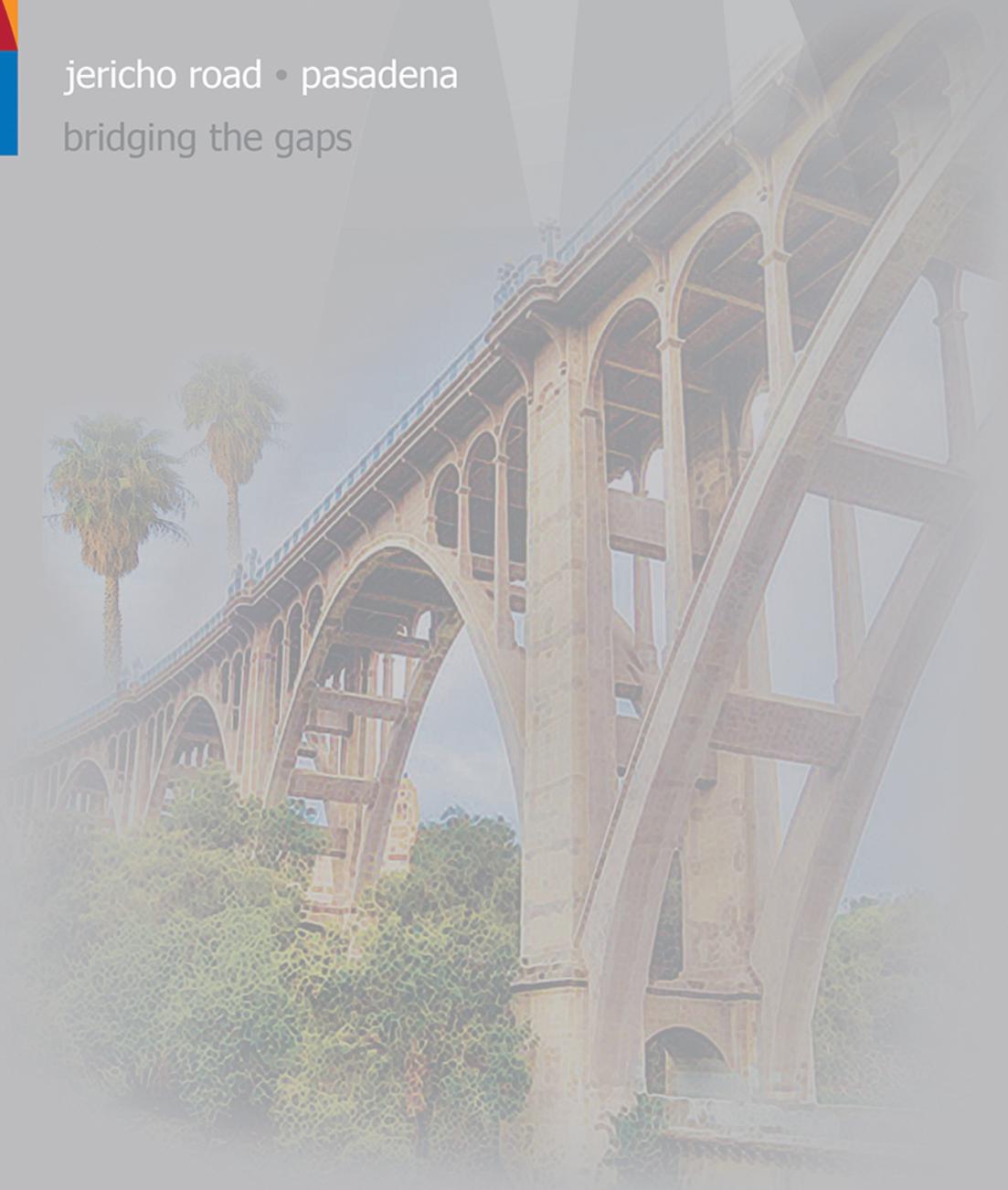




jericho road • pasadena
bridging the gaps

2015
annual
report



A few highlights and accomplishments

from 2015

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.

5 Years

We celebrated our fifth anniversary in May 2015.



2,700 Our volunteers provided 2,700 hours of pro bono work to local non-profits.



36 Thirty-six nonprofits benefited from our free services. Most are based in Pasadena, but many work across the Los Angeles region and beyond.

\$222,000 The total value of our skilled volunteers' work was \$222,000; few of our non-profits 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.

75 S. Grand Ave.

We moved to a larger office in July to accommodate more on-site volunteers and potential hire staff in 2016. Please note our new address: 75 South Grand Avenue, Pasadena, CA 91105-1602.



58 Fifty-eight volunteers donated their time. Most are from the Pasadena area, but we also have virtual volunteers.



Five years and counting

Jericho Road Pasadena celebrated five years.

New non-profits fight for attention, funding, and volunteers—no matter how stirring the purpose that drives their mission. Five years of survival—let alone growth—is something to celebrate. So we did.

Director of
Jericho Road
Pasadena
Melanie Goodyear
celebrates with
5th anniversary
planning
committee
Clyde Derrick,
Sarah Emery Bunn
and Penny Arroyo



Jericho Road Pasadena celebrated its fifth anniversary on May 16, 2015 under the dappled shade of the pomegranate trees at San Marino's Old Mill.



Music by PCOSQ

Besides the rich music from the Pasadena Community Orchestra's string quartet, the audience of volunteers and nonprofit administrators heard acknowledgements of four mega volunteers: Mitch Dorger, Trip Oldfield, and Jim and Kris Sanders, each of whom has contributed over 200 hours to Jericho Road Pasadena's clients.

For nearly a year, Oldfield acted as interim Chief Financial Officer of CARES, the organization dedicated to serving patients and families at the Los Angeles County/USC Medical Center. He donated 220 hours while...

- Reviewing CARES's financial processes
- Working with CARES's auditor to implement changes
- Training CARES's staff to apply better bookkeeping and accounting practices
- Improving the sophistication of CARES's business operations

"This project could not have been better," said Margie Dolinski, Executive Director of CARES. "All goals were accomplished. I learned a lot about accounting and nonprofit operations best practices."



Mitch Dorger

"Accounting procedures for non-profits

have become increasingly complicated during the last 10 years," Dolinski emphasized. "Most non-profits need accounting staff to keep up with the changes and to liaise with the auditors. Trip did all of these things for us!"



Trip Oldfield, Jim and Kris Sanders

Oldfield currently serves as Executive Director of the Program for Torture Victims, based in downtown Los Angeles.



Fifth anniversary celebration at San Marino's Old Mill.

During the 5th anniversary celebration, cool libations softened the worst of a hot Southern California day, and a Mexican-food buffet flowed across several tables, offering rewards to 105 attendees. Although these committed volunteers actually received their just desserts earlier by helping groups continue their good work.

Running to empower girls

Opportunities to be remarkable.

At Girls on the Run Los Angeles (GOTR), the girls are more important than the running. NPO - Girls on the Run Coaches GOTR (www.gotrla.org) uses the power of running to teach girls they can do anything. That does not mean, however, that the girls must be future Olympic athletes or even like to run. Nor are its coaches/mentors necessarily avid runners either.

Girls on the Run coaches at the annual 5K run



Placing the role of running in perspective in the GOTR program—designed for girls in the 3rd through 8th grades—matters, because parents often misunderstand GOTR as an athletic program rather than an effort to inspire girls.



“We hear, ‘It’s not for my daughter—she’s not a runner,’” says Molly Snow, Executive Director. “Most of our girls don’t think of themselves as runners, especially the younger girls. Very few eight-year-olds are thinking, ‘I can’t wait to go on a run.’”

“Running is how we encourage them to set a goal and achieve it,” she said. “You can see on their faces how much it matters for them to do it: it’s confidence building. That 5K (the final activity of each session) is a long way for most of these girls.”

Running was carefully selected as the core activity integrated through each session’s 24-lesson curriculum. Girls meet twice each week in teams of 8 to 15.

“Using running as the core activity has benefits for keeping girls active,” Snow explained. “You can run anywhere; it’s free.” Keeping the girls active has grown more important as many schools curtail their physical education programs.

“We’re trying to show girls that this is a way to be healthy,” she said. “We work on how a girl talks about herself and how she sees herself. It’s not just about me, it’s also about the people around me. Once the girls learn how awesome they are, they can learn how to have healthy friendships and learn how to be part of their larger community.”



GOTR concentrates on girls in grades 3 through 8 in an effort to counteract disturbing trends educators spot in girls that age. Snow notes, “We hear from teachers all the time that girls stop raising their hands; around the fourth and fifth grades,

the girls start letting the boys win at physical activities and in academic fields—letting boys have the spotlight. I’m not sure that the girls even know that they are doing it.”

Jericho Road Pasadena values GOTR so highly that it has matched several volunteers with GOTR, which is about to celebrate its 10th anniversary.

Chris Arnold, a professional filmmaker, shot and edited an informational video

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describing GOTR and showing how it improves the lives of the girls it coaches. He was very impressed with GOTR. "Their success with the girls is amazing," he said.

Stevie St. John, public relations and marketing professional, worked with GOTR for a year in 2013 to raise its profile in traditional media. St. John was able to interest newspapers throughout Southern California (both in their paper and online configurations), as well as a national runner's magazine and several television stations.

With the cooperation of teen actress Peyton List, St. John was also able to promote the GOTR message on several anti-bullying websites. St. John seems to have received as much as she gave.

"It was a really good experience to see the work they do—particularly seeing the girls run," St. John recalled. "It was also a really good volunteer project for me to take on during my first year freelancing: to understand the changing media landscape and new ways to navigate around that world."

Snow and her staff know how impactful GOTR is. "We evaluate the program every couple of years to determine whether we are having the impact on the girls that we think we are. We ask the girls (through a



survey at the beginning and at the end of each 12-week session) to rate the changes in themselves. Then we compare the surveys for statistical change."

"Probably the most common thing we hear back from our coaches is that they wish they had this when they were girls," Snow said. "And, I wish they had this for adults."

With its goal of helping girls improve their self-esteem, their attitude towards physical activity and their satisfaction with their own body, GOTR deals with weighty matters. But none of this empowerment would work without the girls having fun.

After all, how many non-profits have Hot Pink Crepe Streamers on their wish list? Anyone want to contribute some Snazaroo Face Paint Kits?

So GOTR does not recruit world-class runners. Instead, it shapes girls who can look into a mirror and find a strong and beautiful human being looking back.

Many thanks to volunteer Ned Racine for writing this article! Ned communicates in a variety of visual and written media, particularly social media. He has helped non-profits with their strategic communication plans.

Volunteer Spotlight

Susan Hall-Hardwick & the YWCA

Susan Hall-Hardwick always loved helping in the nonprofit world. “I like the idea of doing good, and working on projects I truly care about,” said Susan. “People in the nonprofit world are so appreciative and grateful for the work you do.”

Susan had started her CPA certification years earlier, but took time off to raise her son, as well as fundraising at the local school and volunteering at several local non-profits. Looking back, not finishing her CPA was one of Susan’s biggest life regrets, so Susan made a commitment to complete her certification.

Susan
Hall-Hardwick
at the YWCA



Coincidentally, Sharalyn Hamilton, former Executive Director of the YWCA of Pasadena, came to Melanie Goodyear at Jericho Road Pasadena with a request for a volunteer to help with bookkeeping. So when Melanie met Susan, Melanie immediately came up with a plan to help Susan complete her CPA certification while volunteering at the YWCA.

Melanie introduced Susan to Sharalyn and Jessica Kubel, Associate Director, and they hit it off immediately. The YWCA was appealing to Susan because of their focus on helping young women move into adulthood, a cause she had always felt deeply about. Susan agreed to volunteer at the YWCA for 3 days a week, and was able to complete the 630 hours she needed to complete her CPA certification. It was a wonderful opportunity for Susan and the YWCA, brought together by Jericho Road Pasadena.

Susan loves it at the YWCA because the contribution she makes is truly appreciated. In addition to her volunteer bookkeeping, she put together a seminar on personal finance for the girls at YWCA, including how to budget, and how much they need to earn in order to take care of themselves. In fact, the partnership has worked so well that when the Jericho Road project was completed, the YWCA asked Susan to stay on as bookkeeper in a paid position, working 3 days a week!

The YWCA of Pasadena works with 25-30 girls each year, helping them set life goals and providing girls with the guidance they need to ultimately achieve their goals. Facing increased peer pressure and media influence, girls are being diverted from fulfilling their potential academically and as leaders in the community. The team at the YWCA acts as a buffer against the crazy outside world and provides a safe, nurturing place for girls to find out who they are and what they can do.

The YWCA also has technology classes for the girls and adults, helping them manage their finances and getting them engaged in the workforce. The team at the YWCA encourages the girls to volunteer at nonprofits, in particular to help with social media.

We asked Susan what advice she might have for people who are thinking of volunteering their time. "Speak with Melanie at Jericho Road Pasadena, find a nonprofit project you are interested in and simply give it a try," said Susan. "The non-profits need your help, and as a volunteer, they will be greatly appreciative of your efforts. The nonprofit and the volunteer consultant both gain from the experience."

Jericho Road Pasadena helps people utilize their skills to make a difference with non-profits. In the case of Susan and the YWCA of Pasadena, that connection was clearly a win-win for everyone involved.

Many thanks to volunteer Mark Rice for writing this article! Mark is a marketing executive and nonprofit consultant.

Jericho Road Volunteers

from 2015

Chris Arnold, video production

Penny Arroyo, event organizing

John Blue, board development

Lee Brainerd, writing

Gary Breaux, finance

Erika Buenafior, coaching

Sarah Emery Bunn,
marketing & event organizing

Adrian Cook, web development

David Davis, finance

Eli De Leon, web development

Clyde Derrick, fundraising

Mary Donnelly-Crocker, board development

Mitch Dorger, board development

David Drum, writing

Cesar I. Egoavil, mobile applications

Moritz Ernst, web development

Terry Griest, graphic design

Susan Hardwick, accounting

Lisa Hart, strategic planning

Mimi Hennessy, board development

Jim Hilvert, strategic thinking

Linda Huetinck, grant writing

Monique Hyman,
organizational development

Juka Imai, graphic design

Eric Jensen, marketing

Tim Johnson, graphic design

Anne Kennedy, strategic planning

Carol Kirby, marketing

Maria Legg, insurance

Sherry Liu, video production

Katherine Loevinger, marketing

Warrington MacElroy, technical writing

Ray Mellado, marketing

Janice Mercade, finance

Lynn Miyamoto, law

Margaret Morris, retail development

Janelle Morton, fundraising

Eric Noland, writing

William Oliva, information technology

Amy Osborne, law

Phyllis Owens, marketing

Judy Plunkett,
board development & fundraising

Karen Pogoda, fundraising

Marvin Quien, graphic design

Ned Racine, writing & photography

C Reed, writing

Daniel Reti, video production

Mark Rice, writing & strategic thinking

Jim Sanders, video production

Kris Sanders, video production

Haj Sano, information technology

Bret Schaefer, finance

David Shechtman,
organizational development

Priyanka Singh, web development

Rachel So, web development

Stephanie Sun, marketing

Karl Swaidan, law

Horace Ting, information technology

Sok Tng, fundraising

Anna L. Tom, marketing

Earl Yaokasin, finance

Leslie Swanson, program development

Shelley Wang, graphic design

Louise Wannier, business planning

Perry Wilder, governance

Eric Woodard, marketing

Non-profits which received volunteers

from Jericho Road Pasadena in 2015

Ability First
 Altadena Library Foundation
 American Red Cross - San Gabriel Pomona Valley Chapter
 Arlington Garden
 Armory Center for the Arts
 Assistance League of Glendale
 Assistance League of Pasadena
 Clazzical Notes
 Collaborative Eagle Rock Beautiful
 College Access Plan
 Diggers Garden Club
 Directors of Volunteers in Agencies Los Angeles
 Family Promise San Gabriel Valley
 Fire Family Foundation
 Foundation for Living Beauty
 Friends in Deed
 Frostig Center
 Helping Carol Jean
 Huntington Medical Research Institutes
 K9 Youth Alliance
 Lake Avenue Community Foundation
 Little By Little
 Muse/Ique
 Neighborhood Unitarian Universalist Church
 Parent Organizing Network
 Pasadena Community Orchestra
 Pasadena Meals on Wheels
 Pasadena Museum of History
 Pasadena Senior Center
 Pasadena Village
 Santa Anita Family Service
 Storrier Stearns Japanese Garden
 Temple Beth Israel
 Volunteer Center of San Gabriel Valley
 Women at Work
 YWCA Pasadena-Foothill Valley

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Jericho Road Donors

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Ahmanson Foundation	Huntington Medical Research Institutes
Amazon Smile	Mo Hyman
Anew Foundation	Ann C. Jilg
Ann Peppers Foundation	Anne & Peter Kennedy
Annenberg Foundation	Dennis & Elizabeth Kneier
Lyssa Axeen	Katrina Leung and Jim Smith
Ayrshire Foundation	Rita & Klaus Liebelt
Guil & Gwen Babcock	Warrington & Donna MacElroy
Christine & Ken Bender	Steve Malmberg
Robert & Susan Bishop	Dana & Mike Marevich
Betsy & John Blue	Liz McHale
Debbe & Otis Booth	Dr. Lynn Mehl
Lee Brainerd & Ned Racine	Melanie Goodyear
Gary & Nancy Breaux	Elizabeth A. Mertens
Mary K. Brennan	Lynn Miyamoto & Kevin Kroeker
Ryan Buckmaster	Neighborhood Unitarian Universalist Church
Irene Burkner	Marianne & Mike Newman
Stephen & Susan Chandler	Kelly Osburn
Richard Cheung	Roger Patterson & Toni LeBel
Phillip Cole & Chris Morris	Judy Plunkett
Allan & Terry Comstock	Henry & Gretchen Reed
Don & Lucy Crumrine	Susan & Wallace Rosvall
Thom Daniels	Round It Up America
Diggers Garden Club	S. Mark Taper Foundation
Hilary & Steve Dorsey	Jim & Kris Sanders
Dr. Barbara & Andy Eaton	Bret Schaefer
First Quadrant Financial	Schow Foundation
Lauren Frankel	K. Glenn Shaw
Judy Gain	Dennis & Alison Slattery
Bob & Ling Lao Goldman	Robin & Benjamin Stafford
GoodShop	Bruce & Nancy Steele
Susan Goodyear	Leslie Swanson
Green Street Restaurant	The Huntington Library
Lisa Groening & Craig Bartlett	Tournament of Roses Foundation
Dr. Herbert S. Gross	Joyce Wedseltoft
Bob & Lisa Harrison	Weingart Foundation
Mimi Hennessy	Dana Wilkie
Dave Herman	Clarli Wilson
Dick & Tracy Hirrel	Lisa Wilson
Brian & Kristen Collins Hirrel	Wine & Canvas
Monica & Tom Hubbard	Yard House
Linda & John Huetinck	

Financial Statement

Financial Position as of December 31, 2015

Unrestricted Net Assets **\$169,565**

Financial Activities	2014	2015
Corporate Contributions	\$10,000	\$14,986
Foundation Grants	\$33,000	\$50,000
Individual Donations	\$77,600	\$76,666
<hr/>		
TOTAL Revenue & Support	\$120,600	\$141,652
Expenses		
Program	\$71,744	\$78,100
General / Operations	\$19,132	\$23,400
Fundraising	\$2,050	\$1,600
<hr/>		
TOTAL Expenses	\$102,675	\$103,100

Net Revenue **\$17,925** **\$38,552**

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75 South Grand Avenue
Pasadena, CA 91105-1602
www.JRPasadena.org
626.319.6466
MGoodyear@JerichoRoadProject.org

To make a donation, volunteer your expertise, or get help for a nonprofit, contact Executive Director Melanie Goodyear at MGoodyear@JerichoRoadProject.org or 626.319.6466.

2016 Board of Directors:

Judy Gain
John Blue
Dr. Barbara Eaton
Henry Reed
Lynn Miyamoto
David Shechtman
Christine Bender
Susan Chandler
Bob Harrison
Lisa Wilson
Dana Wilkie
Ed Peters (not pictured)

