



Jericho Road
Pasadena

Our 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.

Annual Report 2016

Highlights

A few highlights and accomplishments from 2016

2,300

Our volunteers provided 2,300 hours of pro bono work to local nonprofits. Forty-one 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.



54

Fifty-four volunteers donated their time.

New Program Coordinator

We hired Beth Colcord in August, allowing us to help even more nonprofits! Beth previously served for 10 years as Social Justice Coordinator at Pasadena's Neighborhood Church providing support and leadership to the congregation's Social Justice Outreach programs and to the wider secular and interfaith community. Beth holds a Bachelor's degree from Bowling Green University. Despite being a long-time resident,

Beth still loves exploring L.A., especially with her keen-o husband Frank and their two daughters.



\$187,000

The total value of our skilled volunteers' work was \$187,000; 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 business plans, information technology strategies, marketing tools, or engaged, professional boards, to cite a few of the projects completed in 2016.

Meet Matt and Moe

Matt Rayburn is the Executive Director of Family Promise of San Gabriel Valley, an organization that helps homeless families in our community. Family Promise has created a network of 13 congregations across western San Gabriel Valley that provides temporary food and housing for families admitted into the program. During the day, the children go to school, while the parents go to the Family Promise Resource Center where they receive assistance finding housing, work and social services.

When Matt joined Family Promise, he knew right away that the organization needed a new website, one that could reach out to supporters to keep them updated regarding the progress of the families that were being helped. Matt also wanted to improve online donations.

Moe Ernst came to the US last year from Germany, having just completed his PhD in Theoretical Physics. Moe's wife suggested he utilize his web skills to help charity organizations in his new country. He googled 'helping nonprofits', found Jericho Road Pasadena, and saw they were looking for web developers for nonprofit projects.

Melanie Goodyear, Executive Director of Jericho Road Pasadena, met with Moe, and she knew right away that his unique skills and strong passion would be invaluable for a nonprofit. Shortly after, Matt reached out to Melanie to ask for help in building a website for Family Promise. Melanie got Matt and Moe together for an initial meeting, and Moe knew right away this was exactly the kind of project he had hoped to work on.

Moe and Matt proved to be a strong team, and Moe was able to create and launch a new website for Family Promise in just 2 months. The new website



*JRP volunteer Moritz Ernst and
FPSGV Executive Director Matt Rayburn.*

launched last year (fpsgv.org), and Family Promise now has a far more effective platform to reach out to supporters, and a more effective way to secure new donations. The website has let all of Family Promise's supporters know how the families they helped are doing in establishing new residences. In addition, with the new site, online donations to Family Promise are well up for 2016.

"It was an absolute honor to work with Matt and the team at Family Promise to help build a new website for this wonderful nonprofit," said Moe. Needless to say, Matt is extremely grateful for the work Moe did for Family Promise of San Gabriel Valley. And both Moe and Matt are grateful to the team at Jericho Road Pasadena, who got them together to make the website project possible.

*Many thanks to volunteer Mark Rice for writing this article!
Mark is a nonprofit marketing consultant, grant writer and website content manager.*

Creating a Thought Partnership

Friends in Deed, one of Pasadena's truly historic nonprofits, began back in 1894. Their goal is to help alleviate the effects of poverty in the Pasadena community by providing clients with food, shelter in inclement weather, and a safe place for women.

In 2014, Rev. Donna Byrns, a minister at one of the churches that helped support Friends in Deed, was planning to retire soon. The other ministers asked Donna if she could step in and manage the nonprofit for a few months, until they could find a full-time Executive Director. While Donna had never been involved in managing an organization, particularly one in transition, she agreed to take it on. Suddenly, she was responsible for writing grants, managing the finances, and overseeing the staff at Friends in Deed.

Donna quickly realized that her experience as a minister did not prepare her to run a nonprofit. Donna reached out to Melanie Goodyear, the Director of Jericho Road Pasadena, for help. Melanie knew that Donna needed an experienced mentor, someone she could talk to about overall priorities and how to manage an organization like Friends in Deed. Melanie had just the right person in mind to help.

Jim Hilvert, a pro bono consultant at JRP, had worked in a senior HR role at a management

*Former FID Executive Director
Rev. Donna Byrns and
JRP volunteer Jim Hilvert*





Rev. Donna Byrns, Jane Armbruster, William Shelby, Tim Nistler, Richard Cheung, Marty Campolo, Marlene Martinez.

consultant firm, and later, as an Executive Director at a nonprofit. Melanie arranged a meeting between the two and Jim and Donna immediately hit it off. They decided to meet every other week for the next 6 months.

Jim created what he called a ‘thought partnership’ with Donna to help make her role more manageable. They would have long talks about the challenges she was facing and Jim would help steer Donna in the right direction. For example, they created a ‘Not to Do List’, which is just as important as a To Do list. This helped Donna decide what can realistically happen given the available resources, and what needed to be moved back or taken off the list. Jim also provided the guidance and strength Donna needed to make a few staffing changes at the organization.

“I would have lost my mind if it hadn’t been for Jim and all his wonderful guidance and coaching,” said Donna. She soon had the confidence to embrace her role and is now retired having left Friends In Deed in great shape for the next Executive Director. The entire team at Friends in Deed is incredibly grateful to Jim and to JRP for all their assistance.

by Mark Rice



The Volunteer Who Came to Stay

“**D**oumo arigatou gozaimasu!” is how Louise Wannier might express her thanks to Jericho Road Pasadena for being “bridged” with Pasadena’s Storrier Stearns Japanese Garden.

With an MBA from UCLA Anderson Business School, 30+ years of business consulting and building companies—including founder/CEO of four tech companies—under her obi, Louise was ready to volunteer her expertise in strategic marketing, organizational development and capital-raising.

“This was my first project with JRP,” Louise says. “I was delighted to discover the Garden. I was able to work with the Haddads [owners] and the Board as they addressed creating an initial, long-term business plan for their new nonprofit, formed just last year.”

Louise's first involvement as a JRP volunteer has led to an on-going working relationship of ideas and growth with SSJG owners and Board members.

Louise was so moved by the "special feeling of the Garden and the importance of ensuring its being a continued resource for our community for education, cultural enrichment, and health and well-being," that she soon joined the Storrier Stearns Japanese Garden Board.

Louise is proud that, on Open Days (Thursdays and the last Sunday of each month), for a nominal entrance fee, the Garden might offer

- meditation, tai chi and yoga
- classes in the Japanese arts
- koto and shakuhachi musicians
- composting/recycling classes
- plein-air painting and photography
- school field trips
- origami and ikebana demonstrations
- tea ceremonies
- dance, food and theater

Louise concludes, "I heartily applaud JRP for connecting me to the generosity and commitment of Jim and Connie Haddad, the Garden Board and docents." And JRP and the Storrier Stearns Japanese Garden nonprofit applaud Louise's generous commitment and expertise. It's certainly mutual admiration or, in Japanese, kantan!

“ This was my first project with JRP,” Louise says. “I was delighted to discover the Garden. ”

*JRP volunteer
Louise Wannier*



Thanks to volunteer Lee Wherry Brainerd for writing this article.

Lee is a local freelance writer who fell in love with Storrier Stearns Japanese Garden and, enjoying it while on her mobility scooter, appreciates its accessibility.

Photos by Deanie Nyman

Jericho Road Volunteer Unleashed

Teens and dogs are a great team. The K9 Youth Alliance, a new community nonprofit, found a way to connect teens and shelter dogs in a remarkable partnership. Through the K9 program, teens from the Boys and Girls Club of Pasadena have the opportunity to help train dogs from the Pasadena Humane Society. During the 3-week program, the teens work with the dogs for about two hours each day. It's a genuine confidence boost for the kids as they see the dog's behavior improve during the training sessions. The dogs benefit as well, learning the discipline they need to find new homes. A win – win.

Kelly Osburn, founder of K9 Youth Alliance, knew the organization needed help to turn their long term vision into a workable program in Pasadena. She turned to Melanie Goodyear, Director of Jericho Road Pasadena (JRP), about finding someone who might be able to help.

Leslie Swanson wanted to find a way to use her skills in organizational development and finance to give back to the community. She met with Melanie, and talked to her about her skills and volunteer work, including helping with rescue dogs. Melanie knew Leslie would be the perfect partner to help get K9 Youth Alliance up and running.

Leslie met with Kelly and loved the vision of the K9 Youth Alliance team and immediately signed on. Leslie was able to provide Kelly and her board the strategic guidance they needed. In addition,

K9Youth Alliance board member Karen Rosen, Executive Director Kelly Osburn and JRP volunteer Leslie Swanson





Jericho Road provided ongoing support during the project, making sure priorities and timetables were in alignment.

About halfway through the project, Leslie decided to join the Board at K9.

She was also one of the volunteers, working with the kids and dogs. The initial sessions were a huge success, and the first group of kids graduated earlier this year.

“Frankly, I don’t know where we would be if we did not have JRP,” said Kelly. “Leslie and the team at JRP were instrumental in providing the guidance we needed to get the project launched. Leslie is the perfect volunteer, and now Board Member, to help turn our vision into a workable plan”

Leslie loved her first Jericho Road project and is already involved with a second project. “Jericho Road showed me how to adapt my skills to be a valuable volunteer, and provided training to be a nonprofit Board member. I never would have found this type of opportunity without the guidance of JRP. I have highly recommended the experience to several of my friends.”

The Leadership Connection, the Board training that Leslie attended, provides 9 hours of training in being an effective nonprofit board member. Both Leslie and Kelly participated in the 2-day Leadership Connection program last year. The Leadership Connection is offered annually; contact JRP staff if you’d like to attend and have as great a board experience as Leslie has had!

By Mark Rice

Many thanks to the following volunteers who shared their skills and talents with Jericho Road Pasadena and our clients in 2016:

Chris Arnold, video production
 Alison Barrett, database development
 Alyssa Bellew, business systems
 Brian Biery, strategic planning
 Lee Brainerd, writing
 Gary Breaux, finance
 Sarah Emery Bunn, marketing
 Adrian Cook, web development
 Paul Costa, business systems
 Eva Marie Damore, public relations
 Shelley De Leon, data management
 Mitch Dorger, board development
 Andy Eaton, business planning
 Moritz Ernst, information technology
 Scott Feldmann, marketing
 Katherine Gardiner, marketing
 Gladys Gundrum, marketing
 Susan Hardwick, accounting
 Bob Harrison, customer service
 Lisa Hart, board development
 Mimi Hennessy, board development
 Jim Hilvert, board development
 Monica Hubbard, thought partner
 Linda Huetinck, grant writing
 Holly Hunt, database development
 Juka Imai, graphic design
 Stacy Jeffrey, information technology
 Eric Jensen, marketing
 Tim Johnson, design
 Haig Kartounian, grant writing
 Anne Kennedy, strategic planning
 Carol Kirby, marketing
 Maria Legg, business development
 Betty Lui-Hong, human resources
 Vidya Madhuvarasu, database development
 Liz McHale, marketing
 Janice Mercade, finance
 James W. Miller, business development
 Lynn Miyamoto, legal
 Natasha Morisawa, board development
 Janelle Morton, fundraising
 Amy Osborne, human resources

Patricia Patano, finance
 Judy Plunkett, board development
 Margie Power, research
 Ned Racine, photography, writing
 Jacklin Rad, human resources
 Luisa Rengifo-Estrada, customer service
 Mark Rice, marketing
 Max Rivera, design
 Elizabeth Sadlon, thought partner
 Tammy T. Sandberg, human resources
 Jim Sanders, video production
 Kris Sanders, video production
 Haj Sano, IT
 Michael Scannell, web development
 Bret Schaefer, finance
 Shahin Shafaei, video production
 Priyanka Singh, web development

Daniel L. Stover, coaching and board development
 Leslie Swanson, strategic planning
 Heather Tunis, organizational development
 Susan Turner-Lowe, marketing
 Marianne Veach, research
 Louise Wannier, board development
 Leslie White, board development
 Perry Wilder, board development

*Leadership Connection participants
 Christine Spehar, and Joyce Wedseltoft
 with trainer Judy Plunkett*



Trainer Mitch Dorger

We were privileged to help the following nonprofit organizations in 2016:

A Meaningful Goal Housing Shelter	KCHUNG Radio	Professional Child Development Services
Adelante Youth Alliance	Kidspace Museum	ReDiscover
Alive and Well Women	Laurel Foundation	Salastina Music Society
All Saints Episcopal Church	Level Ground	Santa Anita Family Service
Altadena Heritage	Mothers Helping Others	Shepherd's Door
Altadena Library District	National Alliance on Mental Illness SGV	Shepherd's Pantry
Altadena Library Foundation	Neighbors Empowering Youth	Sierra Madre Playhouse
Animal Tracks	Outward Bound Adventures	Smiling Calm Hearts Open Our Learning
Collaborative Eagle Rock Beautiful	Pasadena Arts Council	SCHOOL Yoga
College Access Plan	Pasadena Bioscience Collaborative	Southern California Chapter- Embroiderers' Guild of America
Convalescent Aid Society	Pasadena Executive Roundtable	The First Tee of Pasadena
Edge Foundation	Pasadena Heritage	Tools for Peace
Family Promise San Gabriel Valley	Pasadena Humane Society	Transitional English & Global Dialects
Fire Family Foundation	Pasadena Meals on Wheels	Volunteer Center of San Gabriel Valley
Friends in Deed	Pasadena Senior Center	Western Justice Center
Hemophilia Foundation of Southern California	Pasadena Society of Artists	Widows, Orphans & Disabled Firemen's Fund
Ideal Youth	Planned Parenthood Pasadena and San Gabriel Valley	Young & Healthy
Journey House	Pregnancy Help Center of San Gabriel Valley	

Thank you to the following donors who supported Jericho Road Pasadena and the whole nonprofit community in 2016:

Alive and Well Women	Fire Family Foundation	Marianne & Mike Newman
All Saints Episcopal Church	Judy Gain	Richard Norton
Amazon Smile	Jane & John Garner	Janice G. Partyka & Randall Hall
Anew Foundation	Evelyne Glaser	Roger Patterson & Toni LeBel
Annenberg Foundation	GoodShop	Edgar & Sheryl Peters
Ann Peppers Foundation	Melanie Goodyear	Rev. Hannah & Kit Petrie
Guil & Gwen Babcock	Susan Goodyear	Henry & Gretchen Reed
Mike & Carole Babcock	Bob Gotham & Michael Manuel	Rose Hills Foundation
Suzanne Barnes	Silvera & Corinne Grant	Susan & Wallace Rosvall
Robert & Susan Bishop	Green Street Restaurant	Round It Up America
John & Betsy Blue	Bob & Lisa Harrison	Tammy & Todd Sandberg
Otis & Debbe Booth	Hemophilia Foundation of Southern California	Jim & Kris Sanders
Lee Brainerd & Ned Racine	Mimi Hennessy	David & Michelle Shechtman
Gary & Nancy Breaux	Dave Herman	Shepherd's Pantry
Mary K. Brennan	Dick & Tracy Hirrel	Smiling Calm Hearts Open Our Learning (SCHOOL Yoga)
Irene Burkner	Monica & Tom Hubbard	Trina Smith
Rev. Donna Byrns	The Huntington	Larry & Patricia Sparks
Susan & Stephen Chandler	Ursula Hyman	TechSoup
Jon Charles	Katrina Leung & Jim Smith	Temple Beth Israel
Richard Cheung	Suzanne Lukather	Sok Tng & Murali Annavaram
Beth & Frank Colcord	Steve Malmberg	Vroman's Bookstore
Allan & Terri Comstock	Jeffrey Markel	Mary Weaver
Robert Crouch	Robin McCarthy	Jim Wigton
Fritzie & Fred Culick	Dr. Lynn Mehl	Perry Wilder
Mitch Dorger	Elizabeth A. Mertens	Dana Wilkie
Hilary & Steve Dorsey	Kent Miyamoto	Clarli M. Wilson
Brian & Elizabeth Eaton	Lynn Miyamoto & Kevin Kroeker	Lisa Wilson
Dr. Barbara & Andy Eaton	Osamu & Akiko Miyamoto	Wine & Canvas
Laurence Eggers	Natasha Morisawa	
Filippo Fanara	Wendy Munger & Len Gumport	
Patti Feldmeth	Neighborhood Unitarian Universalist Church	

Financial Statement

Financial Position as of December 31, 2016

Unrestricted Net Assets	\$ 181,020
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FINANCIAL ACTIVITIES

INCOME	2015	2016
Corporate Contributions	\$10,350	\$4,000
Earned Income		\$2,000
Foundation Grants	\$70,000	\$40,000
Individual Donations	\$60,000	\$74,710
Pro Bono & In-kind		\$29,550
TOTAL REVENUE & SUPPORT	\$140,350	\$150,260

EXPENSES	2015	2016
Program	\$81,000	\$99,145
General / Operations	\$32,350	\$42,510
Fundraising	\$2,300	\$345
TOTAL EXPENSES	115,650	\$142,040



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).

To make a donation, volunteer your expertise, or get help for a nonprofit, contact Executive Director Melanie Goodyear at MGoodyear@JRPasadena.org or 626-714-7234.