



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.

Annual Report 2017

Highlights

A few highlights and accomplishments from 2017

3,800

Volunteers and staff provided 3,800 hours of pro bono work to local nonprofits.



41

Forty-one nonprofits benefited from our free services.



\$317,500

The total value of our skilled volunteers' work was \$317,500; few of our nonprofits could have afforded the services provided to them at market value. Had they not received work from JRP consultants, 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 2017.



64

Sixty-four volunteers donated their time.

A Perfect Fit

This is a story of how Joyce Wedseltoft was able to pursue her passion while making the Pasadena community a little bit stronger.

Joyce, recently retired, wanted to find a way to give back, particularly in the Arts community. Joyce spoke with Melanie Goodyear, the Executive Director of Jericho Road Pasadena, and Melanie recommended she sign up for JRP's nonprofit board training and placement program, The Leadership Connection (TLC).

TLC, which consists of 3 sessions, was developed and presented by Mitch Dorger and Judy Plunkett, two experts in the nonprofit field. Joyce attended the training in late 2015, along with 9 other participants, where she learned how a strong Nonprofit Board should function, and how to be an effective board member. "Mitch and Judy were extremely knowledgeable and the presentation was an excellent way to share their expertise."

Shortly after Joyce completed the training, Melanie heard about an opening on the board of the Pasadena Arts Council (now Fulcrum Arts). Melanie knew about Joyce's interest in the arts and thought she would be a perfect fit.

Fulcrum Arts empowers artists to invent, inspire, and provoke. This was the perfect opportunity for Joyce to use her board training, along with her knowledge of the arts, to fulfill her passion of getting involved in the arts community.

Most new Board members take a year or more to engage in an effective way with a nonprofit organization. Having attended TLC, Joyce could make a difference almost immediately. Robert Crouch, Executive Director of Fulcrum



JRP placed Joyce Wedseltoft on the board of Fulcrum Arts after attending The Leadership Connection

Arts, knew right away that Joyce would be a wonderful addition to the Board.

“Joyce came across as a seasoned Board member with years of experience; she was able to make contributions almost immediately,” said Robert. “It was like we had been working together for a long time. It’s wonderful how TLC prepared Joyce to make significant contributions to the board.”

“It’s exciting for me to meet the artists in the community and hear about their successes and challenges,” said Joyce. Clearly, attending The Leadership Connection and joining the Fulcrum Arts board has been a perfect fit for Joyce!

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



Animal Tracks and Jericho Road

Meet Chrissy, an adorable baboon who lives at a nonprofit called Animal Tracks, located near Agua Dulce. Chrissy is one of over 3 dozen exotic animals at Animal Tracks, including rare foxes, kangaroos, monkeys, porcupines, and an adorable armadillo. The animals come from a variety of sources, including people who purchase exotic animals but can't take care of them, as well as from the movie industry.

Stacy Gunderson is the Executive Director of the organization and lives in a house right on the property with her husband and 2 kids. Stacy and her husband were involved in the animal training business for movies for years, but when her kids were young, Stacy decided to stay home and start up Animal Tracks.

"Our mission is to provide a safe, happy, and healthy home for exotic animals that cannot be returned to their natural habitats. We educate the public through guided tours and amazing up close animal experiences," said Stacy.

Stacy needed help to grow the organization, and one of her Board members introduced her to Melanie Goodyear at Jericho Road Pasadena (JRP). Stacy needed a business plan for growing Animal Tracks, and JRP had a volunteer who would be a perfect fit.

Andy Eaton is semi-retired and he was looking for ways to give back. He met with Melanie who immediately recognized his value to a nonprofit. While Animal Tracks is located outside of the traditional geography, Andy agreed to go out and have an initial meeting with Stacy. Andy loved the passion Stacy and her team had for the work they were doing and wanted to help. "I was able to bring my kids and grandkids to Animal Tracks and we were able to interact with a lot of very cool animals," said Andy. "It was inspiring, and I was able to write a business plan to help guide Animal Tracks over the next couple of years. It was a great learning experience for me."

"My first recommendation was to improve the website to make it more user friendly, and I provided a few suggestions how to do that," said Andy. "Next, I wanted to help identify specific things the organization needed to grow, and make it more accessible to the public." For example, based on Andy's recommendation, they purchased several new animal friendly cages and added a new parking area.

"I'm thrilled with the success of this project," said Stacy. "I have a vision, but I needed help to make it happen. We are not business people and to get this level of expertise from Andy and JRP was truly a gift."



(While JRP normally services nonprofits in the Pasadena area, Melanie loves kangaroos and made a special geographic exception.)

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



*The Hemophilia
Foundation SoCal
serves youth and adults
with blood disorders*

Bringing an Organization to Good Health

When Michelle Kim agreed to leave her position on the board of the Hemophilia Foundation of Southern California (HFSC) to become the nonprofit's interim executive director, she knew she was starting an adventure. She was not aware, however, that she would find no financial map to guide her.

Fortunately, Jericho Road Pasadena (JRP) volunteer Bret Schaefer led her to short- and long-term success.

"The former executive director left the organization in complete shambles," recalls Michelle, who had been a corporate lawyer, not a financial expert. She jokes that she was asked because she was the only board member unemployed at the time.

"OK, I thought, I'll do this for a couple of months," she recalls. That was two years ago, and Michelle is now the permanent executive director.

"When I was asked to put a budget together, it was extremely difficult because I had barely passed my one finance class at Massachusetts Institute of Technology!" Michelle laughed. Michelle noticed mention of Melanie Goodyear's work as Jericho Road Pasadena's director in their undergrad school (Wellesley College) alumni newsletter. "That's how I found her."

JRP recommended Bret, who was volunteering his time to set small nonprofits on a better financial path. He now serves as Vice-President, Finance for Alzheimer's Greater Los Angeles.

"Michelle surprised me with her willingness to take on the job," Bret recalls. "She also impressed me with her sophistication in dealing with the problems she faced."

“I understand that a lot of nonprofits this size face these same problems: They cannot afford to devote many resources to financial skills, and executive directors are trying to cover five bases at one time,” Bret emphasizes. “Also, if you haven’t hired a financial advisor or an accountant before, you don’t know what questions to ask.”

Bret guided Michelle to those questions and to creating a budget and a viable accounting system—an especially challenging task because Michelle had no financial reporting she could trust.

“He was extremely patient,” she shares. “He would come to our office, and he was so incredibly smart. He helped me to drill down to the nitty gritty. He would question each of my numbers. ‘Why would you think it would be that amount? Why do you think it would not be more?’ He was extremely thorough.”

Besides committing herself to building an accurate financial system for HFSC—one the largest hemophilia organizations in the country—Michelle has added incentive for her work because her oldest son has hemophilia.

Although modern science has given hemophiliacs the expectation of a normal life expectancy, her son’s medicine costs approximately \$100,000 per month. Interestingly, of the 20,000 Americans who suffer from hemophilia, approximately 20 percent live in California.

Bret also helped Michelle understand her new relationship with her board.



“I had that board-member mentality, yet suddenly I had become staff,” she explains. “I felt that I had to share every nitty-gritty detail with the board. Bret advised me on how to get our goals met without that level of detail, because a board is not there day-to-day.”

“The budget we submitted for 2016 was excellent,” Michelle says proudly. “We actually exceeded our goal. We had positive net income. Now I’m working on the 2017 budget, and it is so much easier to put together!”

JRP volunteer Ned J. Racine is a freelance writer with a Masters in Playwriting from UCLA. But to make actual money, he directs community relations for Metro’s Purple Line extension.

Pasadena Nonprofit Devoted to Aiding Youth, Aided by Two Jericho Road Volunteers

Stella R. Murga founded what became Adelante Youth Alliance (AYA) in 2001 as a community-based nonprofit organization in Pasadena. She was responding to a dramatic increase in local youth violence and high school drop-out rates.

In 2016, concerned that AYA needed board training and more sophisticated financial management, Stella reached out to Jericho Road Pasadena and found volunteers to help her on both fronts.

Now AYA's Executive Director, Stella has seen AYA grow to the point that it produces the two largest annual college and career conferences for Latina and Latino youth in California: Adelante Mujer Latina & Adelante Young Men Conference. Despite AYA's success in inspiring Latino youth to follow their dreams, however, she grew convinced that AYA had to change to ensure it would endure to provide another generation of girls and boys with the tools for personal growth.

"The members of the Board of Directors have incredible credentials and are committed to AYA," explained Leslie White, a Jericho Road Pasadena volunteer who led a board development project for AYA. "What the Board needed—and this is not exclusive to the AYA board—was direction on governance, for instance, how authority passes from the board to the staff and back again," Leslie added.

Leslie worked in the corporate world for nearly 20 years, focused on retail buying, product development and strategic planning. She and her husband have always been involved in the community, giving back by participating on



boards whose missions resonate with them. Leslie found that with Young and Healthy more than 10 years ago and served as board president for 2 terms.

She brought her experience as a board chair to AYA. “We set up a plan for clear expectations, including setting up committees, give-and-get expectations, and providing a clear sense of what is required from a nonprofit board,” Leslie said.



“This included fundraising requirements for the Board and the fact that the executive director reports to the board and the board is responsible for supporting the executive director and the staff,” Leslie said.

Leslie has seen other boards require the same help: “Boards come together and have the best of intentions regarding the nonprofit they represent,” she explained. “Clear direction is really all boards need to be successful.”

Judy Gain led the finance project to aid AYA. Judy retired in 2011 after a 30-year career at Avery Dennison Corporation as Director, Global Treasury Operations, and started volunteering with Jericho Road Pasadena soon after. She now serves as JRP’s Board Treasurer and also serves on the Board of the Pasadena Community Foundation.

“AYA needed assistance in installing appropriate financial systems, controls, policies and procedures,” said Judy. “We also helped AYA define the role of the Finance Committee and train the Finance Committee and Board on how to read financial statements,” she added.

“I believe AYA is well on its way to sound financial management,” Judy emphasized. “They have hired an accountant/bookkeeper and now have financial statements that the Finance Committee and Board can use to properly assess AYA’s financial health. Fortunately, the Board member I worked with is financially savvy and is committed to helping AYA.”

“What has given me the most satisfaction from my work with AYA is that many of the youth I started working with are now adults,” shared Stella. “They are doing very well, some with families of their own. Some return to us as college graduates, serving as tutors and mentors to our young students, and also serve as workshop presenters for the conferences.”

“Leslie and Judy helped show us how to be a stronger organization, so we are here to offer a safe and encouraging space for the next group of students,” Stella added.

JRP volunteer Ned J Racine is a freelance writer with a Masters in Playwriting from UCLA. But to make actual money, he directs community relations for Metro’s Purple Line extension.

*Many thanks to the following **volunteers** who shared their skills and talents with Jericho Road Pasadena and our clients in 2017:*

Chris Arnold	Ashwini Goud	Nicole Maxwell	Janice Tsao
Melissa Arvanitaki	Gladys Gundrum	Robin McCarthy	Tammy T. Sandberg
Sarah Barker	Fred Hadra	Patricia McClellan	Jim Sanders
John Blue	Skye Hannah	Debbie McDaniel	Kris Sanders
Lee Brainerd	Bob Harrison	Liz McHale	Michael Scannell
Gary Breaux	Lisa Hart	Ava Moeller	Priyanka Singh
Jessica Brown	Jim Hilvert	Caryl Monahan	Daniel L. Stover
Sarah Emery Bunn	Dick Hirrel	Martin Morales	Harish Sundararaman
Paul Costa	Christina Howard	Alexis Moreno	Leslie Swanson
Adrian Cook	Linda Huetinck	Natasha Morisawa	Srinath Thimmasetty
Eva Marie Damore	Holly Hunt	Phil Morris	Heather Tunis
Shelley De Leon	Juka Imai	Janelle Morton	Pinar Turkoglu
Stephanie Doiron	Heather Johnson	Nathan Pepper	Susan Turner-Lowe
Mitch Dorger	Tim Johnson	Judy Plunkett	Suresh Uppala
Joe Fay	Anne Kennedy	Ned Racine	Louise Wannier
Scott Feldmann	Betty Lui-Hong	Jacklin Rad	Leslie White
Judy Gain	Vidya Madhuvaru	Luisa Rengifo-Estrada	Perry Wilder
Danielle Galiano	Shobhana Manokaran	Mark Rice	Amily Yang
Katherine Gardiner	Jay Marx	Alexander Rosteck	

*We were privileged to help the following **nonprofit organizations** in 2017:*

Adelante Youth Alliance	Greater Pasadena Affordable Housing Group	Pasadena Museum of California Art
Altadena Heritage	Huntington Medical Research Institutes	Pasadenans Organizing for Progress
Altadena Library Foundation	Journey House	Pasadena Senior Center
Alive and Well Women	K9 Youth Alliance	Pasadena Society of Artists
Arlington Garden	KCHUNG Radio	Pasadena Village
Assistance League of Pasadena	Kidspace Museum	Planit Now
Boys & Girls Club of Pasadena	La Pintoresca Branch Library	Professional Child Development Associates
Center for Council	Laurel Foundation	Project X
Clazzical Notes	Level Ground	Reading Partners
College Access Plan	Lineage Performing Arts Center	Rose City Counseling Center
Door of Hope	Los Angeles Center for Community Law and Action	SCMA Education Foundation
Family Promise San Gabriel Valley	Monrovia Historic Preservation Group	Senior Citizens' Foundation of South Pasadena
Fire Family Foundation	NAACP Pasadena	Shepherd's Pantry
Five Acres	North East Trees	Smiling Calm Hearts Open Our Learning (SCHOOL Yoga)
Friends in Deed	Our Savior Center	Tools for Peace
Friends of Foster Children	Partnership for Children, Youth and Families	United Nations Association - Pasadena Chapter
Friends Outside Los Angeles	Pasadena Bioscience Collaborative	Volunteer Center of San Gabriel Valley
FVO Solutions	Pasadena Educational Foundation	Western Justice Center
Garraway Performing Arts Center	Pasadena Heritage	Young & Healthy
Glendale Communitas Initiative	Pasadena Media	
Grandview Foundation		

*Thank you to the following **donors** who supported Jericho Road Pasadena and the whole nonprofit community in 2017:*

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 Altadena Heritage
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 Neighborhood Unitarian Universalist Church
 Rev. Jim Nelson and Kathleen Kelly
 Rick Neumann
 Marianne and Mike Newman
 Janice Partyka and Randall Hall
 Pasadena Community Orchestra
 Roger Patterson and Toni LeBel
 Rev. Hannah and Kit Petrie
 Henry and Gretchen Reed

Rachel Reed
 Luisa Rengifo-Estrada
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 Jim and Kris Sanders
 Shakespeare Club
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 David Shechtman and Michelle Metz
 Priyanka Singh
 Dennis and Alison Slattery
 SCHOOL Yoga
 Patricia and Larry Sparks
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 The Ralph M. Parsons Foundation
 Throop Unitarian Universalist Church
 Tournament of Roses
 Rhodes and Liz Trussell
 Walt Disney Company
 Leslie White
 Perry Wilder
 Dana Wilkie
 Clarli Wilson
 Lisa Wilson
 Paul Wools
 Susan Work and Bill Castle



Financial Statement

Financial Position as of December 31, 2017

Unrestricted Net Assets	\$190,218
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FINANCIAL ACTIVITIES

INCOME	2016	2017
Corporate Contributions	\$4,000	\$6,740
Earned Income	\$2,000	\$4,600
Foundation Grants	\$40,000	\$47,500
Individual Donations	\$74,710	\$77,780
Investments		\$505
Pro Bono & In-kind	29,550	\$44,425
TOTAL REVENUE & SUPPORT	\$150,260	\$181,550

EXPENSES	2016	2017
Program	\$99,145	\$119,400
General / Operations	\$42,510	\$50,670
Fundraising	\$345	\$1,720
TOTAL EXPENSES	142,040	\$171,790



2017-2018 Directors and staff: (front) Anne Kennedy, Lisa Wilson, Lynn Miyamoto, Carol Kirby, Judy Gain, Melanie Goodyear; (back) Christine Bender, Beth Colcord, David Shechtman, Janet McIntyre, Mimi Hennessy, Roger Patterson, Bob Harrison

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