



# 2018

## Impact Report

Jendi Coursey COMMUNICATIONS

# Aligning Our Values

*In 2018, we decided to pursue B Corp certification. We began formalizing policies and procedures to reflect the work we already do and to codify our business values.*

## Who We Are



*Jendi Coursey, Founder/CEO  
(Communication Jedi)*

Jendi is the public relations professional who helps clients improve their bottom line by building relationships with their target audiences. She works with leaders to assess and improve how they communicate inside and outside their organizations. She provides concrete, easy-to-follow recommendations and delivers results on time and on budget.



*Kendyl Saxby, Project Manager  
(Cat Herder)*

Kendyl is the company's project manager. After earning her degree in sociology from Sonoma State University in June, 2018, Kendyl came on full-time to help Jendi manage the business, working with clients and subcontracting partners to set clear expectations and help the team deliver on those expectations.

Integrity  
Hard Work  
Creativity  
Honesty

## How We Work

### **Build Trust and Credibility**

The success of our business depends on the trust and confidence we earn from our employees, clients and shareholders. We gain credibility by adhering to our commitments, displaying honesty and integrity, and reaching company goals solely through honorable conduct.

### **Respect the Individual**

We all deserve to work in an environment where we are treated with dignity and respect. We know creating such an environment brings out the full potential in each of us, which, in turn, contributes directly to our business success.

### **Create a Culture of Open and Honest Communication**

We are all responsible for creating an open and supportive environment where everyone feels comfortable raising concerns.

### **Do the Right Thing**

At times, we are all faced with decisions we would rather not have to make and issues we would prefer to avoid. At Jendi Coursey, Inc., we have the courage to tackle the tough decisions and make difficult choices, secure in the knowledge that we are committed to doing the right thing for our clients, our employees, our shareholders, and the world.

## U.N. Sustainable Development Goals

In 2015, the United Nations adopted 17 goals to promote prosperity while protecting the planet. The goals address climate change and environmental protection while identifying social needs in education, health, social protection, and job opportunities. At Jendi Coursey Communications, we have chosen to focus on health and education in our community.

## What We're All About

### **Company Vision**

We envision a world where people can better share their ideas and be recognized for their positive contributions.

### **Mission**

We use communication to increase the impact of the world-changing work our clients do.



# Quality Public Education Reduces Poverty & Increases Health

***"EDUCATION IS ESSENTIAL TO THE SUCCESS OF EVERY ONE OF THE UNITED NATIONS' 17 GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT."***

***~GLOBAL PARTNERSHIP FOR EDUCATION***

By providing local school districts and the Mendocino County Office of Education with public relations and communication support, in 2018 we:

- Helped underserved children and their families better understand the resources available to them
- Informed parents about health and wellness initiatives
- Encouraged community organizations to partner with local schools
- Educated parents about the importance of consistent school attendance to improve their child's learning
- Maintained schools' good reputations by correcting misinformation shared via social media and other means

## **Percentage of Clients' Students Who Qualify for Free and Reduced-Price Meals**

Mendocino County Office of Education	72.2%
Ukiah Unified School District	72.4%
Willits Unified School District	72.8%
Anderson Valley Unified School District	80.5%
Kelseyville Unified School District	79%

16% of our  
clients are in  
education



*Students at Kelseyville Unified School District enjoy some time outdoors.*

***“Jendi has been a great resource in times of crisis. She helps us communicate in a clear and timely manner.” ~Deb Kubin, Superintendent, Ukiah Unified School District***

# Everyone Deserves Access to Quality Health Care

***UN SUSTAINABLE DEVELOPMENT GOAL #3: ENSURING HEALTHY LIVES AND PROMOTING THE WELL-BEING AT ALL AGES IS ESSENTIAL TO SUSTAINABLE DEVELOPMENT.***

Our healthcare clients include local federally qualified health centers and the local non-profit hospital. By providing these organizations with public relations and communication support, we:

- Helped underserved people better understand and access the healthcare services available to them
- Helped increase the number of patients receiving care
- Helped community non-profits and healthcare organizations collaborate to improve community health
- Contributed to health education in the community

## **Projects**

- Creating communication strategies to reach hard-to-reach populations: homeless, poor, English-language learners, and more
- Writing regular health education columns and press releases for community clinics and the hospital
- Working with Safe Rx Mendocino to reduce opioid addiction
- Working with HHSA to create a homeless services website to encourage collaboration among service providers
- Promoting events to increase awareness of health services



47% of our clients are in health and wellness

*Pre-op nurses at Adventist Health Ukiah Valley have a great team spirit.*

***“We can always count on Jendi for her creative energy to help us communicate with our patients and the public.”  
~Jill Damian, Chief Operating Officer, MCHC Health Centers***

# Giving Back & Keeping It Local

The benefits of living in a small town include knowing how best to help our friends and neighbors and being able to see the direct benefits when we support local purpose-driven causes. We do what we can to impact global issues with daily actions here at home.

## **Using Photography to Promote Do-gooders**

When individuals and organizations contribute to the good of all, we photograph and publicize this work, often for no charge.

- When local businessman Ross Liberty of Factory Pipe donated the use of his land as a staging area for local firefighters, we shared it.
- When the local Rotary Club raised funds and contributed expertise to plant hundreds of trees after the fire, we shared it.
- When activists marched against gun violence and mistreatment of immigrants, we shared it.
- When the hospital opened a new Emergency Department and Intensive Care Unit, we shared it.
- When local businesses sponsored free concerts in the park, we shared it.
- When local farmers agreed to accept CalFresh food stamps at the farmers' market, we shared it.
- When local artists participated in Pastels on the Plaza, we shared it.



***“Jendi has very high integrity and she is great at connecting you with the resources you need. If you need support around marketing, public relations or photography, give her call!”  
~Steve Zuieback, President, Synectics***



# Meanwhile, Back at the Office

## Getting Better All the Time

In 2018, choosing to pursue B Corp certification meant not only codifying the socially and environmentally responsible work we were doing, it meant looking for ways to improve. Here are some of the changes and commitments we made.

### **New, Energy-Efficient Air Conditioner**

We asked our landlord to consider upgrading our air conditioner, as our old one was terribly inefficient. We offered to share the cost. Happily for us, our landlord recognized the need and installed one at their cost.

### **Purchasing at Least 30% Recycled-Content Paper**

We switched from regular printer paper to recycled paper.

### **More Video Conferencing and Less Travel**

Although the vast majority of our clients are local, in-person meetings are often unnecessary, especially given the high-quality video conferencing technology now available. We began to reduce travel by using phone calls or video chats when appropriate.

### **Intentional Planning**

Until this year, we accepted business as it came in, unless we did not feel the work aligned with our values. Now we are consciously considering where our work can have the biggest impact and pursuing those clients.

# A Personal Note of Gratitude



## Appreciating Every Day

This year, the importance of health care and the value of a close-knit community hit home like never before when my husband was diagnosed with cholangiocarcinoma (bile duct cancer).

I am incredibly grateful for the support and patience of our clients as I worked from hospital waiting rooms with intermittent wi-fi and rescheduled meetings because of unexpected medical appointments.

I am also grateful to all of you who go into the medical field to care for people when they are hurting and at their most vulnerable. I am honored to support you.

~Jendi Coursey



*Jendi & Justin during a trip to UCLA for radiation treatment.  
Postscript: Justin received a liver transplant on  
February 2, 2019 and is recovering well.*



Jendi  
Coursey

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