



2019

Impact Report

Jendi Coursey COMMUNICATIONS

Aligning Our Values

In 2019, we continued to align our business practices with the B Corp movement. We formalized policies and procedures to hardwire our values and promote purpose-driven work.

Who We Are



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

Jendi uses her public relations skills to help clients improve their bottom line by building relationships with key stakeholders. She works with leaders to assess and improve how they communicate inside and outside their organizations. She provides concrete, easy-to-follow recommendations and helps purpose-driven clients deepen their impact.



*Kendyl Saxby, Project Manager
(Cat Herder)*

Kendyl uses her organizational skills to manage the company's projects. After earning her degree in sociology from Sonoma State University in June, 2018, Kendyl came on full-time to help Jendi work with clients and 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.



Promoting Education, the Antidote to Poverty and Prescription for Success

"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 2019 we:

- Promoted attendance, which research indicates is one of the most important predictors of success, disproportionately so for poor students;
- Highlighted the mental health challenges commonly faced by children and teens and publicized local health resources;
- Encouraged post-secondary education, both career technical education and four-year universities; and
- Protected students and staff by informing them about the importance of reporting potentially dangerous or harmful behaviors.

Percentage of Socioeconomically Disadvantaged Students*

Mendocino County Community School	94.1%
Kelseyville Unified School District	80.8%
Ukiah Unified School District	79.8%
Willits Unified School District	73.7%
Ferndale Unified School District	53.3%

**www.caschooldashboard.org*



36% of our work was with clients in education

"By working with Jendi, I can focus on running the school district, while she shares information about all the programs and services we offer." ~Dave McQueen, Superintendent, Kelseyville Unified School District

Everyone Deserves Access to Quality Health Care

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

By providing local federally qualified health centers with public relations and communication support, we help them:

- Reach out to vulnerable populations;
- Reduce deaths from opioid overdoses;
- Encourage emergency preparedness to reduce the potentially devastating effects of local wildfires and other natural disasters;
- Improve childhood health by educating parents about vaccines, childhood obesity, childhood dentistry, the effects of trauma, and more;
- Invite LGBTQ people to seek care in a safe and welcoming environments; and
- Publicize care to homeless people via their street medicine services.

Projects & Activities

- Creating communication strategies to reach hard-to-reach populations: homeless, poor, English-language learners, and others
- Writing regular health education columns and press releases
- Promoting events to increase awareness of health services



39% of work
was with
clients in
health and
wellness

"We appreciate Jendi's knowledge of our community, her depth of expertise and experience, and most of all, her partnership. She is as invested in our mission and success as we are."
~Lucresha Renteria, Executive Director, Mendocino Coast Clinics

Giving Back & Keeping It Local

Each year, we donate some of our time and talent to help local charities do their inspiring work.

- Jendi is a long-time board member for the Cancer Resource Centers of Mendocino County, (CRCMC) an organization dedicated to assuring that no one in Mendocino County faces cancer alone. All CRCMC services are free to recipients and include patient navigation, wigs and and prosthetics, travel vouchers for medical appointments and more.
- Jendi and Kendyl donated \$250 each at Pure Mendocino, the annual CRCMC fund raising event.
- Jendi is also a member of the 100+ Women Strong Inland Mendo, a giving circle that magnifies and focuses individual philanthropy by pooling funds with more than 100 women. Each member contributes \$100 four times per year. At each meeting, the members collectively choose the recipient.
- On company time, Kendyl manages the website and social media for 100+ Women Strong Inland Mendo.
- Jendi donated her time to photograph and publicize the Caring Kitchen's annual fundraiser, the Summer Soiree. Caring Kitchen is a North Coast Opportunities program that provides free meals to local cancer patients.
- Kendyl donated time to the Ukiah Valley Christmas Effort, delivering presents to families in need during the holidays.
- Jendi donated two framed photographs to raise money for a local public school teacher to take a sabbatical and create science curriculum for a girls' school in Haiti.



"Thanks to the capable team at Jendi Coursey Communications, we have an easy-to-use and visually appealing website. Not only did they revamp our old system, they graciously volunteer their time to maintain the current site to perfection. In 2019, our inaugural year, more than 350 local people attended gatherings of 100+ Women Strong Inland Mendo. I have no doubt that our website is often the determining factor that leads people to join our giving circle. Thank you, Jendi and Kendyl, you're both amazing!"

~Katie Fairbairn on behalf of 100+ Women Strong Inland Mendocino

Becoming a Benefit Corporation and Striving Toward B Corp Certification

Putting Our Values First

In 2015, I learned about B Corp Certification and knew that someday I wanted to join the amazing community dedicated to making business a force for good.

In 2018, we began meeting with a consultant to make this dream a reality, and in 2019 we became a California Benefit Corporation, a step toward becoming a Certified B Corp.

The process of becoming a Certified B Corp requires a deep look into how we live our values through our company. We updated our policies and procedures to make sure our dedication to all stakeholders as well as the environment were immortalized in black and white.

In September, I accompanied my Dream Team colleagues at the Champions Retreat (whereismydreamteam.com), meeting a whole bunch of talented and interesting people aligned with the B Corp movement.

In late 2019, we completed the B Impact Assessment, uploaded all of our documentation, and waited for B Lab to start the review process.





Meanwhile, Back at the Office

Getting Better All the Time

In 2019, we continued to align our business practices with B Corp ideals, not only codifying the socially and environmentally responsible work we were doing in our company policies, but seeking additional ways to improve our organization. Here are some of the changes and commitments we made.

Benefit Corporation

To reflect our commitment to higher standards of purpose, accountability, and transparency, we became a benefit corporation.

Purchasing Rocketbooks and Using at Least 30% Recycled-Content Paper

When we can avoid using paper in favor of our reusable Rocketbooks, we do. When we use paper, it contains at least 30 percent recycled content.

More Video Conferencing and Less Travel

We travel when necessary but have mostly replaced in-person meetings with video conferencing.

Intentional Planning

Until this year, we accepted business as it came in, unless the work aligned with our values. Now we are consciously considering where our work can have the biggest impact and pursuing those clients.

Becoming a B-Corp

We started the process of becoming a B-Corp with the help of Heather Paulsen Consulting. The B Assessment process helped us implement policies that align with our values. Our goal is to be a certified B Corp by mid-2020.

Why We Focus on Health Care and Education



Health Care

In 2001, my 16-month-old son was diagnosed with neuroblastoma, a pediatric cancer with a terrifying mortality rate. Thanks to the amazing care of a talented team of medical professionals, he was cured. Today, he is a sophomore at Colorado State University.

On February 2, 2019, my husband received a liver transplant, saving his life after being diagnosed with cholangiocarcinoma (bile duct cancer).

I am 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.

Education

I am also honored to support the teachers, administrators, and classified employees who help students overcome daunting barriers to accomplish incredible achievements.

I come from a family full of teachers, so I've had a front-row seat to witness triumphs and the heartbreaks teachers endure.

Education, more than any other endeavor, has the power to transform people's lives--to empower people to realize their dreams and help them transcend poverty and trauma.

I am grateful for the patience, compassion, and dedication of those who pour their energy into educating the next generation.

~Jendi Coursey



Jendi
Coursey

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