



2020 Impact Report

Jendi Coursey COMMUNICATIONS

Keeping it Real

In 2020, we used the challenges posed by the pandemic to double-down on our values and help our clients do the same.

Who We Are



*Jendi Coursey, Founder/CEO
(Possibility-Creator-in-Chief)*

Jendi helps clients develop the communication skills and processes that allow them to achieve their financial and strategic goals. It is all about relationships and appreciating the contributions of all stakeholders. Jendi provides concrete, easy-to-follow recommendations and helps purpose-driven leaders deepen their beneficial impact.



*Kendyl Saxby, Project Manager
(Director of Making Things Happen)*

Kendyl's attention to detail helps clients achieve their big-picture goals. She plans large-scale implementations, such as new websites, from start to finish, assuring projects are finished on time and on budget with everyone feeling great about the process.

Fun
Positive Dependable
Ethical Curious
Honest Transparent
Creative Hard-Working
Driven Collaborative
Enthusiastic Capable

How We Work

Build Trust and Credibility

The success of our business depends on the trust and confidence we earn from our clients. 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 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, 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 tools and strategies to increase the impact of the world-changing work our clients do.



Enhancing the Flow of Information During the Pandemic to Minimize Disparities in Equity

In 2020, we provided school districts and the Mendocino County Office of Education with public relations and communication support to address the challenges posed by the COVID-19 pandemic.

- We developed and sent culturally appropriate messages in English and Spanish via multiple communication channels to reach staff, students and families **so the most economically vulnerable families could gain access to essential educational tools and resources, as well as free meals**, when schools were forced into a distance-learning modality.
- We worked with the Mendocino County Office of Education to communicate with all local education agencies (LEAs) daily, and then weekly, **to coordinate resource distribution and to facilitate collaboration with the local public health department.**
- We assisted a school district in **passing a school bond to fund much-needed facility repairs.**

Percentage of Socioeconomically Disadvantaged Students*

Mendocino County Office of Education	90.6%
Konocti Unified School District	87.2%
Kelseyville Unified School District	68.5%
Willits Unified School District	64.3%

*www.caschooldashboard.org



47% of our work was with clients in education



“Working with Jendi Coursey Communications has been a huge benefit for my school district. Doing monthly publications on current trends in education and how they impact my rural, low-income district are important and need to have the expertise she brings to the table. Jendi also was the main communication person helping the district to pass a bond to repair facilities in a difficult time financially and socially.” ~Mark Westerburg, Superintendent, Willits Unified School District

Navigating a Pandemic in Rural Northern California

By providing local federally qualified health centers (FQHCs) with public relations support, we helped them:

- **Increase access to healthcare** for low-income people by informing those in poverty of how and when to register for Covered California public health insurance;
- **Reduce the burden on local healthcare providers** during the pandemic by publicizing seasonal flu vaccine distribution;
- **Reduce hunger** by instructing low-income people how to access Cal Fresh (food stamp) benefits;
- **Reduce the incidence of Hepatitis C**, especially among unhoused people, by publicizing the availability new treatments;
- **Reduce the spread of COVID-19** by sharing information about **free testing and vaccination opportunities**;
- **Reduce the ill effects of misinformation** related to the spread of COVID-19 by providing accurate, culturally appropriate messages in English and Spanish via multiple communication channels, including print media, radio, and social media.

Projects & Activities

- Focused on mental health as well as physical health to address pandemic-related anxiety and depression
- Helped a community health center shift its annual in-person fundraiser to an online platform to minimize the spread of COVID-19 while raising essential funds
- Shined a light on the issue of health equity and explicitly invited all populations to receive care at local FQHCs.



23% of work
was with
clients in
health and
wellness

“We do not judge patients who suffer from mental illness or substance use disorder. We do not judge patients who struggle with obesity or eating disorders. We do not judge patients who have unintended pregnancies. We do not judge patients who live on the street. We open our hearts to all who want to heal. We meet patients wherever they are in life’s journey and we help them get healthier.”
~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 prosthetics, travel vouchers for medical appointments and more. She not only participated in board activities, but also donated to fundraisers. In January, she donated 48 calendars featuring her nature photographs of Mendocino County to the Cancer Resource Centers of Mendocino County to be used as gifts. She sold remaining calendars and donated proceeds to the donors charity of choice.
- 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.
- Kendyl donated \$50 to the NWS Rural Fire Service Brigades Donations Fund and \$90 to the Human Society for Inland Mendocino County.

Looking for the perfect gift?

Purchase this 11 x 5 ½" desk calendar and the proceeds will go to the local charity you choose:
1. Cancer Resource Centers of Mendocino County, 2. Project Sanctuary, or 3. Humane Society for Inland Mendocino County.



jendicoursey.com



Achieving B Corp Certification

Certified



Corporation

This company meets the
highest standards of social
and environmental impact

Press Release
FOR IMMEDIATE RELEASE – March 16, 2020

Jendi Coursey Communications Becomes Ukiah’s First Certified B Corp

Ukiah, CA – Jendi Coursey Communications (JCC), a small communications consulting firm, just became Ukiah’s first Certified B Corporation, verifying that it meets the highest standards of social and environmental performance, public transparency, and legal accountability to balance profit and purpose. The certification provides public recognition that JCC is part of a global movement to use business a force for good, a movement that includes local businesses like Thanksgiving Coffee, North Coast Brewing Co., and Fetzer Vineyards, as well as international companies such as Patagonia and Ben & Jerry’s.

CEO Jendi Coursey said, “Becoming a B Corp has been a great process. It made us look at everything we do: which clients we choose, who our vendors are, how we treat employees, where we buy supplies—basically, it helps you incorporate your values into every decision you make.”

March is B Corp month, so it is fitting that Coursey makes her announcement now. Led by the certifying organization B Lab (bcorporation.net), this is the month when Certified B Corps celebrate their positive social and environmental impacts and invite other companies to join the movement.

Coursey said she learned about the B Corp movement several years ago, but personal challenges prevented her from pursuing certification until last year. She credits consultant Heather Paulsen (hpaulsenconsulting.com) for helping her complete the B Impact Assessment and working with her to implement policies that hard-wired her deeply held values into the company. She is also grateful for employee Kendyl Saxby’s consistent and thoughtful project management skills that were instrumental for successfully completing B Lab’s rigorous verification process.

“Even if a company doesn’t certify, going through the B Impact Assessment is worthwhile. But, I’m really glad we are certified,” Coursey said with a big smile.

Jendi Coursey Communications (jendicoursey.com) focuses primarily on education and healthcare, though Coursey also enjoys working in other industries. The company provides public relations, crisis communication support, leadership training, and communication coaching. Clients include Mendocino Coast Clinics, Kelseyville Unified School District, Mendocino County Office of Education, and many more.





Meanwhile, Back at the Office

Getting Better All the Time

This year tested many of us in ways we did not expect. When times are tough, our values get tested. During the COVID-19 pandemic, we led with our values.

Becoming a B-Corp

We became a B-Corp with the help of Heather Paulsen Consulting.

Keeping Employees Working

We did not furlough or lay off employees in the wake of uncertainties around COVID-19.

Purchasing Choices

We continued to work with fellow B Corps and other vendors whose values align with ours, even when those services cost a bit more. We love GreenerPrinter for printing. We appreciate the wonderful work of DG Creative Branding.

Continued Focus on Video Conferencing

In 2019, we began traveling less to reduce our carbon footprint, mostly replaced in-person meetings with video conferencing. In 2020, this became a more accepted practice out of necessity. We plan to continue with this even after the pandemic ends.

Intentional Planning

We have narrowed our focus to work that allows us to magnify our clients' positive impact in the world, focusing almost exclusively on education, health care, for-profit-for-good, and non-profits.

Why We Focus on Health Care and Education



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

In 2001, my son Grant survived neuroblastoma because of the skill and dedication of a talented team of medical professionals at the University of California at San Francisco. Today, Grant is a junior at Colorado State University, an avid rock climber and an aspiring author.

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

I am honored to support the men and women who dedicate their careers to caring for people when they are hurting and at their most vulnerable.

“EDUCATION IS ESSENTIAL TO THE SUCCESS OF EVERY ONE OF THE UNITED NATIONS’ 17 GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT.”

~GLOBAL PARTNERSHIP FOR EDUCATION

I am also honored to support educators and all those who work in education. Because of them, students worldwide are able to overcome daunting barriers and accomplish incredible feats.

I come from a family of teachers, so I've had a front-row seat to witness triumphs and the heartbreaks teachers endure. More than any other endeavor, education has the power to transform people's lives--to transcend poverty and trauma to realize their dreams.

