



# InRoads

Jericho Road's Quarterly Client Newsletter  
April 2007/ Issue #10

**Mark you calendar!** May 22, 2007

Jericho Road Project will be awarding the first annual Greeley Award for Excellence in a Collaboration at Lowell's annual Philanthropy Day. The \$5,000 grant will be unsolicited and will be awarded annually to a nonprofit that had a mutually rewarding collaboration with a Jericho volunteer. Thank you to The Greeley Foundation for the generous donation which made the award possible! Philanthropy Day is presented by the Greater Lowell Community Foundation. For more information, or to register for the event, visit [www.glcfoundation.org](http://www.glcfoundation.org).

## Feature collaboration: Abt Associates and the Southeast Asian Water Festival

The Southeast Asian Water Festival works very hard to put on a tremendous show for tens of thousands of people each summer. The Festival is also an important economic engine for Lowell. Yet the Festival, like others in town, relies on a volunteer board to do a LOT of work. This is not a very sustainable model; having professional paid staff is. One way to source money to afford to pay for dedicated staff is through corporate sponsor donations. The larger the festival--and the Water Festival is large--the more potential it has to attract a large corporate sponsor to invest. Yet knowing what corporation to approach and how to persuade it to be a sponsor requires serious research, analysis and packaging. Enter **Abt Associates** (<http://www.abtassociates.com>). Abt is one of the largest for-profit government and business research consulting firms in the world, has a staff of more than 1,000 employee-owners, 7 offices in the U.S. and over 35 project sites in 30 countries. An Abt team of employees led by **Helena Long** has agreed to collaborate with Jericho Road and the Water Festival to research and produce a powerful, turn-key, corporate sponsor presentation for the Festival. The template for this effort includes 6 stages: Festival participation data; Southeast Asian demographics; market power of the Southeast Asian population; corporate partner selection criteria; interviews and survey instrument and a corporate pitch strategy. The template for this effort and the final presentation will be shared with other Lowell festivals and likely benefit them as well.

## Volunteer work begun

Hugh Joseph of the **New Entry Sustainable Farming Project** has begun working with **Jen Gimber**, a marketing professional, alongside graphic designer

**Harry Bartlett**, on a license plate campaign that, if successful, will raise both the revenues and the profile of the NESFP.

Jo Ann Spence and the board of **Lowell Day Nursery** have begun working on the design and execution of a capital campaign with volunteer fundraiser **Pete Funkhouser**.

Dave Blanchard of **Big Brother, Big Sister** began working with IT professional **Kris Yerby** to network and upgrade the computers serving the ADAM youth project.

Sharon Shelton of **CTI** has been working with IT professional **Leslie Koplow** to identify an appropriate donor database package for the organization.

Victoria and Tom Fahlberg of **One Lowell** have been working with volunteer consultants **Sven Olsen** and **Philip vanderWilden** in designing the organizations new and ambitious Lowell World Cup soccer tournament/fundraiser.

A **Southeast Asian leader** has begun working with **Tammy Foote**, a professional coach, on defining and achieving professional development goals.

Sayon Soun of the **Lowell Southeast Asian Water Festival** has begun working with **Helena Long, Kimberlee Luce, Mark Iwanicki, Sue Windham and Beth Greene of Abt Associates**. The Abt team will be collecting, analyzing and packaging data for a PowerPoint presentation targeted at potential major corporate sponsors for the Festival.

Irene Egan, a **Lowell Non Profit Alliance** member, has begun a collaboration with creative director and copywriter **Ed Bernard**, graphic designer **Carl Genatassio** and photographer **Pierre Chiha**. The team will produce 10 posters for ten Lowell NPOs as part of the second stage of the LowellWorks poster marketing campaign.

Kevin Kelley of **Youth Enhancement Services (YES)** has begun working with volunteer **Rob Richardson** on creating new and effective grants for **YES**.

### **Volunteer Work Completed**

Dave Kronberg of the **Greater Lowell Community Foundation** just completed a year-long, ambitious project with volunteer facilitator **Lauren Walters**. The project bridged a group of Lowell youth-serving NPOs and the Lowell school system to identify practical and strategic enhancements in the delivery of school-based, and after-school youth activities to increase the quality of school and youth services.

The board and volunteers of the **Lowell National Streetcar Museum** completed a strategic organizational development collaboration with volunteers **Nancy Fresella-Lee, Bob Rosenbaum, Steve Lenox, Ed Bernard and Robert Kiihne.**

Robert Haigh and the board and staff of the **Lowell Telecommunications Corporation** finished working with the **Ariel Group**, an international leadership development organization and Jericho Road corporate partner. Ariel conducted a powerful, two day-long workshop to build leadership and communication skills within LTC.

Jay Lang of the **Lowell School System** just finished a collaboration with **Wade Rubinstein.** Wade delivered a report comparing the levels of professional staff dedicated to maintaining the school's IT infrastructure with that of similarly sized schools in MA.

**The Lowell Transitional Living Center** has wrapped up a leadership transition project with volunteer consultant **Tammy Foote.**

Tim Thou, Sophy Suon and the board of the **Angkor Dance Troupe** completed a strategic fundraising collaboration with help from volunteers **John Cook, Linda Myers-Tierney and Pete Funkhouser.**

Tom Gagliard, a client of the **Lowell Small Business Assistance Center**, completed a consultation with fellow contractors **Mark Brennan and Richard Warren**, regarding best business practices.

Victoria Fahlberg of **ONELowell** successfully completed her nonprofit application process with the IRS with the help of **Amanda Kirouac** of the law firm of **Foley and Hoag.**

Dave Kronberg and the board of the **Greater Lowell Community Foundation** completed a strategic planning offsite planned and facilitated by volunteer **Gib Hedstrom.**

## Word on the Street

Here's what a few of our partners emailed about our volunteers and their recent Jericho Road experiences:

**I treasure our relationship with Jericho Road.**

David Kronberg, **Greater Lowell Community Foundation**, following his work with strategic planner **Gib Hedstrom**

**I want to say a special thanks to Sven who went over**

everything with a fine tooth comb and whose comments were exceptionally helpful.

Tom Fahlberg, [One Lowell](#), regarding a fundraising initiative involving volunteers [Sven Olsen and Philip vanderWilden](#)

Again, we are grateful for the efforts of you and your team and look forward to making productive use of your recommendations.

Jim Schantz, Board President, [National Seashore Trolley Museum](#), regarding the strategic work of volunteers [Ed Bernard, Nancy Fresella Lee, Steve Lenox, Robert Kiihne and Bob Rosenbaum](#)

Your organization is a wonderful thing and I look forward to working with you.

Betty Vaughan, [Renaissance Club](#)

Thanks to your great help, today I received our tax exemption letter in the mail. ONE Lowell is now officially a 501c3. I cannot thank you enough!!!!!!

Victoria Fahlberg, [One Lowell](#), regarding the work of attorney [Amanda Kirouac from Foley Hoag](#)

Thanks for the work on the spreadsheet. The cost savings are significant if everything can be worked out.

Bill Lipschitz, [CTI](#), regarding the project management work of [Leslie Koplow](#)

I would like to thank all of you for your time and expertise, with the recent meeting at Jericho Road Project. I must say, I did pick up a lot of information and great advice. I hope with good application I will be able to propel my business to new heights.

and . . .

Thanks so much for your time and expertise. It looks like you covered a lot of material with Tom and I'm sure he got a lot of valuable information from the session. You guys are a great resource for us!

Tom Gagliard, contractor, and Terry Williams, [Lowell Small Business Assistance Center](#), respectively, regarding the consulting work of volunteers [Richard Warren and Mark Brennan](#)

Your work is so exciting! Thanks for the difference you and the volunteers are making here in Lowell!

Karla Baehr, [Lowell Schools Superintendent](#)

Wanted to let you know how valuable the work with the Ariel Group was to our staff. It was a time to grow and blossom and at times, we had some extremely moving moments. It would be easy to say that each and every staff member took a few valuable leadership lessons away from the seminars and we expect to see a lasting and strong growth.

Robert Haigh, director, [Lowell Telecommunications Corporation](#), regarding the 2 day leadership training work conducted by Jericho corporate partner, the [Ariel Group](#).

[Contact us!](#)

For more information, or to discuss a new project for Jericho Road, please email Jodi DeLibertis at [jdlibertis@jerichoroadproject.org](mailto:jdlibertis@jerichoroadproject.org).

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**The Jericho Road Project bridges communities by matching the professional talents and resources of volunteers and partners with the needs of community based organizations that assist individuals and families to achieve economic independence.**

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**[Comments? Questions?](#)** E-mail Jodi DeLibertis at [jdlibertis@jerichoroadproject.org](mailto:jdlibertis@jerichoroadproject.org) or visit us at <http://www.jerichoroadproject.org/>