



# The Bridge

*Jericho Road's Volunteer Newsletter*

March 2008/ Issue No. 15

## IN THIS ISSUE:

Current volunteer opportunities  
Word on the street  
Feature collaboration  
Kudos to JR clients & volunteers  
Volunteer work completed

## CURRENT VOLUNTEER OPPORTUNITIES

Contact Jodi DeLibertis at [jdlibertis@jerichoroadproject.org](mailto:jdlibertis@jerichoroadproject.org) or by phoning 978-500-1722 to learn more.

### Business planning and organizational development

**One Lowell** is dedicated to increasing the integration and self sufficiency of Lowell's many newcomers by strengthening civic participation, developing strong leadership and increasing access to vital services. One Lowell is in need of a **board assessment** to understand the problems and issues of board members and inform a **board development plan**.

The **SHIFT Coalition** helps prevent or end homelessness for individuals and families by stabilizing their housing situation. The SHIFT Coalition are seeks assistance in **developing a "business strategy"** for approaching the local supermarkets and convincing them to participate in a supermarket gift card fundraising campaign with the SHIFT Coalition.

**The Brush Gallery's** mission is to nurture working artists, to keep the visual arts alive and healthy, to demonstrate through exhibitions and cultural programming a diverse and rich heritage, and to make Lowell a destination for viewing some of the finest art in New England. The Brush Gallery seeks a professional **with strategic planning experience** to guide them through a strategic planning process.

**The New Entry Sustainable Farming Program** (NESFP) assists people to successfully enter farming in Massachusetts by offering immigrants, refugees and other underserved populations training courses, field workshops, technical and marketing assistance, and farmland access. **NESFP** seeks participants to form a **new advisory board** that will begin meeting in spring 2008. They are looking for diverse individuals that can bring a fresh, outside perspective to their work and strengthen NESFP's organizational capacity with respect to planning, resourcing, and implementing our programs.

### Marketing and Design

**The New Entry Sustainable Farming Program** assists people to successfully enter farming in Massachusetts by offering immigrants, refugees and other underserved populations training courses, field workshops, technical and marketing assistance, and farmland access. NESFP seeks a **marketing and branding professional** to assist in creating a brand identity in advance of developing new marketing strategies.

**The Revolving Museum** is an evolving laboratory of creative expression for people of all backgrounds, ages, and abilities who seek to experience the transformative power of art. They are looking for **mentoring from a marketing professional** to educate the Museum staff, and to assist in setting-up a system that will ensure best practices and policies for in-house marketing.

## WORD ON THE STREET

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

**This has been a great effort on everyone's part, and I am especially grateful to Bob, who was able to come through for us when I was feeling so burnt out that I could barely think about another World Cup, much less write a business plan for it.**

-Victoria Fahlberg, ED of **ONELowell**, on business advising from **Bob Rosenbaum** and **Sven Olson**

**Tony's work with us has helped us to focus many of our advertising and publicity efforts. We were very fortunate to have him donate so much of his time.**

-George Nugent of **Lowell Community Health Center** for strategic marketing assistance by **Tony Gallo**

**This is really great! Please send along our sincere thanks to the volunteers who contributed their advice and expertise!... This was a great process - thanks so much for that assistance!**

-Jennifer Hashley of **New Entry Sustainable Framing Project** on editorial suggestions for a revised mission statement from JR Editorial team members: **David Downing, Jeff Green, Lorraine Loviglio** and **Richard Fahlander**

## CURRENT VOLUNTEER OPPORTUNITIES, CONTINUED

**The New England Quilt Museum**, a show place for antique and contemporary quilts, preserves quilts and tells the story of American quilt-making past and present, inspires the next generation to understand the art and craft of quilting, and educates the public on the role of American quilts in the larger history of American textiles. In keeping with their new strategic plan, NEQM is looking for a professional to strengthen the museum's position/identity **by creating a revised brand and marketing message**.

**The Pollard Memorial Library Foundation** provides support for Lowell's public library. The Foundation is hoping to work with a **graphic designer** to redesign their logo.

**Kids in Disability Sports (KIDS)** seeks to improve the lives of the disabled through sports and social activities for children and adults. KIDS hopes to work with a **public relations specialist** to develop a media and public relations campaign.

**Lowell Association for the Blind (LAB)** supports, educates, and nurtures the blind and visually impaired residents of the Greater Merrimack Valley by helping them enrich their lives and gain independence. LAB would like to work with a **marketing professional** to assess their current marketing materials and develop a comprehensive marketing plan.

**Mental Health Association (MHA)** promotes mental health, the pre-vention of mental illness, and the improved care and treatment of the mentally ill and developmentally disabled in the Greater Lowell area. MHA seeks a **graphic designer to develop a new logo** as part of a branding process to market MHA's mission and services.

### Finances

**The Community Software Lab (CSL)** contributes to the Free Software movement by using and developing Free Software as a means to improve the effectiveness of nonprofits in the Merrimack Valley. CSL is looking for **finance professional to mentor** a staff member.

**Kids in Disability Sports (KIDS)** improves the lives of the disabled through sports and social activities for children and adults. KIDS seeks an **accounting professional** to advise the Treasurer on setting up budgets and using appropriate accounting software.

### Information Technology

**The Community Software Lab** seeks to contribute to the Free Software movement by using and developing Free Software as a means to improve the effectiveness of nonprofits in the Merrimack Valley. CSL is seeking a **technical writer/ editor** to help edit the tutorial of <http://mvhub.com> source code.

**Acre Family Child Care** trains women to run home-based family child care businesses through which they can earn a living wage, while at the same time providing consistent, culturally-sensitive care to the children of their community. They are seeking an **IT professional with information management expertise** who can help them assess their data collection and reporting and make recommendations for improving information flow.

The **United Teen Equality Center** is seeking an **IT professional** to help them assess various workplace productivity options and make a recommendation about the best solution for their needs.

## WORD ON THE STREET, CONTINUED

This is amazing. Thank you so much for your continuing support of the work we do.

-Sayon Soeun on the **Southeast Asian Water Festival** regarding work of **Mark Iwanicki** and others at **Abt Associates** for developing a corporate sponsor pitch

We are certainly grateful for the time and input that you spent with us. Hopefully the mousetrap we build will be more interesting, exciting and simply more fun.

-Jim Coleman of the **American Textile History Museum** on business advise provided by **Lauren Walters, Robert Kiihne, Sven Olson** and **Richard Tubman**

[Nancy] was instrumental in helping us collectively review and prioritize.. strengths and growth areas. Nancy has "staying power" and kept us on track throughout the process. We're "fired up" for what lies ahead ... We thank you and Jericho Road for your support!

-Rev Peter Lovett of **Christ Church United** regarding an organizational assessment facilitated by **Nancy Coan**

Thank you so much for coming to Lowell to meet with us and help us create a new and improved strategy for reaching out to our corporate partners. [We will] begin putting a plan into action to best steward our corporate donors while cultivating new relationships with clear, concise asks! We are very excited to get to work on this.

-Jessica Wilson of **United Teen Equality Center** on marketing advising by **Richard Fahlander**

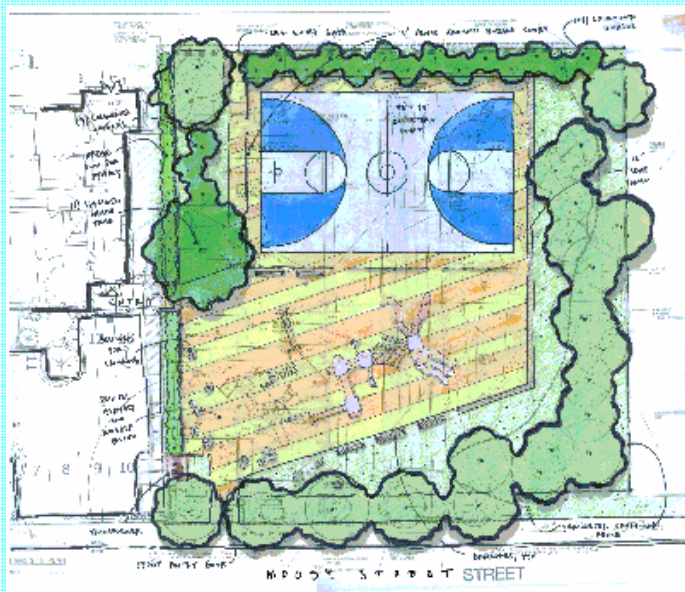
## CURRENT VOLUNTEER OPPORTUNITIES, CONTINUED

**Rape Crisis Services of Greater Lowell, Inc.** (RCSGL) is dedicated to the healing and empowerment of survivors of rape and sexual assault through counseling, advocacy, and education. RCSGL is seeking a **web site designer** to develop a community-based website, titled "Defending Our Right to Safety" that will allow diverse organizations in Greater Lowell that deal with the issues of domestic violence, sexual assault, stalking, and teen dating violence to post information about these issues as well as available services and resources.

### Other

**The Pollard Memorial Library** is Lowell's gateway to knowledge, meeting the information needs and enriching the quality of life in our community. The Library is looking for an **interior designer** to provide suggestions for making the young adult section more appealing to youth.

### FEATURE COLLABORATION: NEW VISION FOR LOWELL PLAYGROUND



As part of the Coalition for a Better Acre's (CBA) commitment to community development, CBA built a network of committed residents interested in bringing positive change to the low-income Acre neighborhood and the City of Lowell. This network identified the Moody Street Playground as an important fo-

cus. Their goal is to make the space a safe fun community recreation area.

Working with the City of Lowell, CBA created a framework to fund and build a new playground that is now dominated by asphalt and an aging play structure. But the project was missing one crucial element: someone to take the ideas of Acre residents and turn those ideas into a workable plan. Enter Jericho Road volunteers, David Truesdell and Mark Delaney.

David and Mark are associates in the landscape architecture department at Sasaki Associates, Inc., an international architecture firm. David and Mark, after garnering ideas from Acre residents, City officials, and CBA staff, developed a plan for the new playground. The collaboration offered an opportunity for Mark and David to expand their professional skills and experience while giving back. The new playground is slated for construction during the summer of 2008.

## WORD ON THE STREET, CONTINUED

**Katharine was a fantastic help.**

-Dave Kronberg of the **Greater Lowell Community Foundation** on editing by **Katharine Roberts**

**Wade was extremely helpful and cooperative in his review of our IT issue...I definitely support the work of your organization and found it valuable to the district.**

-Jay Lang of **Lowell Public Schools** on IT Assessment by **Wade Rubenstein**

**This project has been such a positive experience for me and I am so grateful to have met and worked with Channing.**

-Jason Salzarulo of **Lowell Telecommunications Corp.** on **Channing Lai's** efforts to bring a new social enterprise to market

**And thank you and JRP for your help in hooking us up with Jim again. He, you, and the JRP staff are all fabulous folks. Thank you!**

-Steve Syverson of the **Arts League of Lowell** on board development assistance from **Jim Smith of Foley Hoag**

**The Jericho Road project was featured in the article "Evolution of Philanthropy" in the spring 2008 issue of *Communities and Banking*, a publication of the Federal Reserve Bank of Boston.**

Read the complete article online at:

[www.jerichoroadproject.org/articles/Murphy\\_philanthropy.pdf](http://www.jerichoroadproject.org/articles/Murphy_philanthropy.pdf)



Jericho Road was honored by the **Cambodian Mutual Assistance Association** for the outstanding strategy work of JR volunteers **Don Leopold** and **Nat Welch**

Thanks for making us look so good, Don & Nat!

## JERICO ROAD CLIENTS RECOGNIZED FOR EXCELLENCE

Congratulation to the following Jericho Road Lowell Clients for being selected for listing in the prestigious 2007 Massachusetts *Catalogue for Philanthropy*:

- **Acre Family Child Care**
- **Angkor Dance Troupe**
- **Girls, Inc.**
- **Lights of Cambodian Children**
- **New Entry Sustainable Farming Project**

This year 390 charities applied for new listings, and 54 were selected, as "examples of excellence" in all fields of Massachusetts philanthropy-the environment, culture, human services and international. The purpose of the *Catalogue*, now in its 11th year of annual publication, is "to strengthen the culture of philanthropy in Massachusetts through donor education." "The *Catalogue* is designed as a showcase for Massachusetts philanthropy and a one-stop shop for a family's charitable giving." It was mailed to 120,000 homes statewide, and is available to everyone on the web, at [www.cfp-ma.org](http://www.cfp-ma.org).

Props also to the **United Teen Equality Center** for being chosen as by the Social Innovation Forum as select one of six outstanding Social Innovators working on issues that impact communities in and around Boston. Social Innovation Forum (SIF) accelerates the development of enduring solutions to social problems by directing an alternative flow of local resources to innovative, results-oriented nonprofit organizations.

## THANKS FOR A JOB WELL DONE

**Dave Barber** for providing business development advice regarding establishing a sustainable computer training center to of **The Caleb Foundation**

**Clarissa Sawyer and Tom Bigda-Peyton** for an organizational assessment for the **Lowell Transitional Living Center**

**Nancy Coan** for assisting **Second World** in grantwriting efforts and facilitating a self-assessment with **Christ Church United**

**John Lindgren** for developing a marketing campaign to help **Acre Family Child Care** expand their providers' services to a wider clientele

**Laura Hillier** for volunteering with **Community Software Lab** to strengthen their grantwriting

**Channing Lai** for helping **Lowell Telecom Corp** bring its new social enterprise, "the digital bicycle," to market

**Melissa Jackson** for designing a new logo for **Merrimack Valley Project**

**Rob Richardson** for grantwriting assistance for **Youth Enhancement Services**

**Sven Olson** for providing strategic business advising to **Community Housing, Inc.**

**Bob Rosenbaum** for helping **ONELowell** develop a business plan for their World Cup Soccer Tournament

**Tony Gallo** for assisting **Lowell Community Health Center** with marketing strategy

**Michele Levy** for brand strategy work with the **United Teen Equality Center**

**Pat Crane** for facilitating a strategic planning process for the **Boys & Girls Club of Greater Lowell**

**And thanks to the many volunteers still actively engaged on projects in Lowell!**