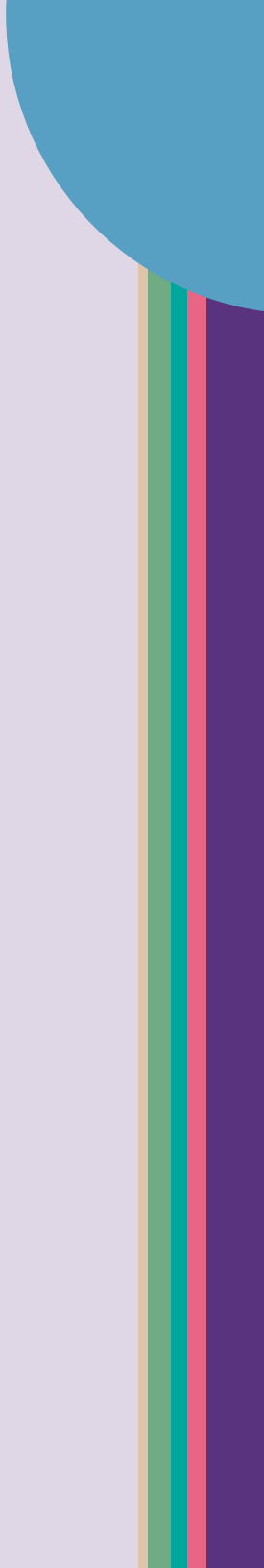




# 2024 Impact Report



# Strategic, Tactical, & Developmental

*In 2024 we continued to provide strategic and tactical public relations services to our clients who are fighting the good fights in education, healthcare, community building, and more. We also provided more leadership development and team-building support.*

## Who We Are



### **Jendi Coursey** Founder/CEO

Jendi is our founder and the driving force behind our ever-present focus on building strong client relationships and more meaningful outcomes. She helps purpose-driven leaders deepen their beneficial impact.

### **Alana Slocinski** Communications Specialist

Alana uses social media and email campaigns to connect our clients with the audiences they most want to serve. She has a talent for putting people at ease with her humor and authenticity.

### **Kendyl Saxby** Digital Content Manager

Kendyl is our director of making things happen. She plans and executes projects, from complex websites to social media campaigns, to assure they are completed on time and on budget with everyone feeling great about the process.

### **Pamela Mathias** Administrative Assistant

This year we welcomed Pam to the team. Pam takes care of scheduling, client correspondence, and the endless administrative tasks that pop up daily. Her calm demeanor keeps us all at our best.

Honest

Dependable

Driven

Fun

Hard-Working

Transparent

Creative

Ethical

Collaborative

Curious

Capable

Positive

Enthusiastic

## 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 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. 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 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 articulate and share their ideas, thereby amplifying their positive contributions.

### **Mission**

We seek to increase the impact of the world-changing work our clients do by helping them communicate better.

# Helping students thrive

This year, we helped our education clients strengthen relationships with their internal and external audiences for the benefit of their students.

In addition to helping clients provide consistent communication between schools and student families in the form of weekly messages and social media posts, we worked with leadership teams to help them expand their understanding of the needs of their staff, students, families, and other audiences, so they could be more effective.

- For school districts, we developed and executed social media campaigns **to focus on academic excellence, teacher recruitment and retention, health and safety, as well as social/emotional wellness.**
- We updated websites to enhance navigation and improve content, so visitors can find the information they need quickly and easily (and in their preferred language).
- For several education clients, we provided leadership training and team building workshops to **promote skill-building and collaboration.**
- As we have for several years, we promoted and participated in the national Elementary and Secondary Education Act (ESEA) conference **to support ESEA's mission of funding primary and secondary education with a focus on underserved populations,** including those in poverty, English learners, foster and homeless youth, students with disabilities, and more.

## Percentage of Socioeconomically Disadvantaged Students\*

Konocti Unified School District	83%
Mendocino County Office of Education	95%
Kelseyville Unified School District	71%
Vallecito Union School District	56%

\*[www.caschooldashboard.org](http://www.caschooldashboard.org)

## Percentage of English Learners\*

Konocti Unified School District	28%
Mendocino County Office of Education	26%
Kelseyville Unified School District	16%
Vallecito Union School District	5%

\*[www.caschooldashboard.org](http://www.caschooldashboard.org)



*Working with Jendi and her team has helped us create short-term and long-term goals for sustained positive changes that benefit our organization and those we serve.*

*~ Nicole Glentzer, Mendocino County Superintendent of Schools*

**75% of our  
revenue  
came from  
our work in  
education**

# Supporting health care & community benefit organizations

This year, we continued to support healthcare providers in their mission to educate and heal the communities they serve. The national shortage of primary care providers continues to worsen, and rural communities are disproportionately affected.

We also supported non-profits dedicated to the health and wellness of young families (First 5 Mendocino) and those struggling with food insecurity and substance use disorder (Ford Street Project).

We helped local **federally qualified health centers (FQHCs)**:

- Promote preventive care services to **reduce the need for urgent and emergent care**;
- **Empower community members to better care for themselves** by publishing health education columns; and
- **Publicize expanded access to care** by announcing the arrival of new healthcare providers.

By providing **First 5 Mendocino** with website content and updates, as well as press releases, we helped them:

- More effectively collaborate with community partners and funders to **serve underserved families with children in-utero to age 5**; and
- **Normalize the need for mental health support** for both parents and children.
- **Expand the reach of emerging services** such as birth doulas.

By working with the **California Institute of Biodiversity (CIB)**, we **began reinforcing the communication infrastructure required for more efficient and effective collaboration** among scientists, policy makers, educators, and community-based environmental advocates.

- Scientists offer ideas and solutions.
- Activists and philanthropists bring passion and vision.
- Decision-makers seek pathways for change.
- CIB brings them all together.



**25% of our  
revenue came  
from our work  
in health and  
community  
wellness**

*First 5 has had the pleasure of working with Coursey Communications for several years now. Coursey Communications created a wonderful functional website for our agency, while also mentoring our staff to boost our social media presence. Their ongoing support to ensure our website stays functional has been crucial in maintaining and growing our outreach. Having them as a partner allows us to lean into a pool of expertise that elevates our work across the community. Thank you Coursey Communications!  
~ Townley Saye, Executive Director, First 5 Mendocino*



# Empowering our local community



**91% of our  
clients were  
local to Lake  
and Mendocino  
Counties**

In addition to the clients listed on the pages above, we work with purpose-driven B Corps such as Heather Paulsen Consulting and other values-aligned companies such as Madrone Care Network. We also donate some of our time and talent to help local charities do their inspiring work.

- Heather Paulsen Consulting supports companies in their efforts to become B Corp certified. We worked with her to expand her reach by providing social media support.
- The Madrone Care Network provides palliative care services to patients of all ages, including care coordination, pain management, social and emotional support, social work and spiritual support, advance care planning, and more.
- Jendi continued to serve as an officer on the board of the Cancer Resource Centers of Mendocino County, supporting fundraising and effective operations, so no one in Mendocino County has to face cancer alone.







# Expanding Our Horizons

In 2024, we focused on purpose-driven work, employee wellbeing, and financial security.

We did our best to flow with the highs and lows of life and to support each other through them, from health challenges and loss to the gift of life (Kendyl's daughter was born in March).

In February, we launched *Catalytically Speaking*, a new offering for people interested in catalyzing systemic change. The workshop and writing circle use developmental frameworks to invite participants to rigorously examine their own thinking and publish their ideas.

We also continued to provide leadership training, team building, and tactical PR/communications support.

We are grateful that we get to do what we love every day.

# Goals for next year

## **Purpose-Driven Work**

We will continue to prioritize clients in education and health care, as we seek to expand our work with purpose-driven organizations and those embracing regenerative business practices.

## **Employee Wellbeing**

We are best able to support our clients when we are healthy and whole. We will continue to strive for physical and emotional wellness as we balance our personal and professional lives.

## **Financial Security**

Financial success allows us the freedom to pursue that which we care about most.

We will continue to support our current clients while we seek new ways to help others contribute to the evolution of their organizations and the global systems that affect all of us.

# United Nations Sustainable Development Goals



## *THE 17 GOALS*

1. No Poverty
2. Zero Hunger
3. Good Health and Well-Being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice, and Strong Institutions
17. Partnerships for the Goals

## *OUR AREAS OF FOCUS*

**GOAL #3:** Ensuring healthy lives and promoting the well-being at all ages is essential to sustainable development.

**GOAL #4:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

**Target 3.1**

By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.

*We promote perinatal services.*

**Target 3.2**

By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births

*We promote perinatal services.*

**Target 3.3**

By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases

*We promote HIV care.*

**Target 3.4**

By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

*We promote perinatal & mental health services.*

**Target 3.5**

Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol

*We promote medication-assisted treatment programs.*

**Target 3.7**

By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programs

*We promote inclusive reproductive and sexual health services.*

**Target 3.8**

Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all

*We promote federally qualified health center services. Their mandate is to provide whole-person healthcare to all, regardless of ability to pay.*

**Target 4.1**

By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.

*We support K-12 districts & a county office of education.*

**Target 4.2**

By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education

*We support the expansion to transitional kindergarten plus early learning & care through the county.*

**Target 4.3**

By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

*We promote K-12 career technical education & adult school.*

**Target 4.4**

By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

*We promote K-12 career technical education & adult school.*

**Target 4.5**

By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations

*We promote the ideals outlined in the Elementary and Secondary Education Act (ESEA).*

**Target 4.6**

By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy

*We support K-12 districts & a county office of education.*

**Target 4.a**

Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all

*We promote K-12 districts in their efforts to upgrade facilities.*

## About This Report

This report summarizes our performance and impact for the calendar year ending December 31, 2024.

### SOCIAL IMPACT FRAMEWORKS & STANDARDS

We have designed this report to meet our B Corporation impact disclosure requirement. We certified as a B Corp in February 2020, achieving a score of 85.2 in our first assessment (against a pass mark of 80). **We re-certified in 2023 with a score of 112.5 out of 140 total possible points.**

Being a Certified B Corp means we meet rigorous standards of social and environmental performance. The Certified B Corp standards help guide every decision we make: who we choose to work with, which projects we take on, and how we do our work. As a proud B-Corp, we believe that business can and should be a force for good.