Annual Report

Fiscal Year 2017
July 1, 2016 through June 30, 2017

www.stjohnsopportunity.org
December 31, 2017

Dear friends and supporters:

First and foremost, I want to thank you all of you for making this year an exceptional one! A little over a year ago we announced our name change and rolled out our refreshed mission and vision. I never could have imagined the level of support we have received from the neighborhood.

One of our core values as an organization is to work hard and to laugh hard. We have been living out this value in full force, as we have launched new programs, invested in old programs, and focused more energy on community organizing efforts. I am proud of all that we have achieved. I'm also proud that we have earned the reputation of being a small, but mighty organization. I think that's a testament to our team at SJCO, and how hard we all work to empower and strengthen St. Johns.

As we gear up for this next year, watch out for even more community events and workshops focused on topics such as "Job Readiness" and "Affordable Housing." Also, we'll be celebrating 10 years of the St. Johns Farmers Market. We are pretty excited about all that's happening and invite you to join us by signing up to volunteer!

Please know that we could not do what we do without amazing community members like you!!

With lots of gratitude,

Lindsay Jensen, Executive Director
LEADERSHIP TEAM

BOARD OF DIRECTORS
Board Member (as of 6/30/17):

Emily Stanfield, Board Chair, Salty Teacup
John Huckfeldt, Vice Chair, Marie's
Zac Padgett, Interim Secretary, NW Corporate Law
Nicole Blanchette, Treasurer, Leisure Public House
Babs Adamski, Neighborhood Activist
Cole Kimball, Finity Group
Kate Wille, Porch Light Realty Group
Nikki Guerrero, Hot Mama Salsa
Michael Scotto di Carlo, Supportland
Shannon Olive, Cathedral Gardens
Sydney Cass Brown, Portland Farmers Market

EXECUTIVE DIRECTOR
Lindsay Jensen, MBA
Lindsay is a native Oregonian and St. Johns enthusiast. She came to St. Johns Center for Opportunity in July 2014, bringing extensive nonprofit management, community development and youth development experience. She holds her BA in Sociology from Seattle Pacific University and MBA from Boston University with a dual concentration in Public and Nonprofit Management and Finance. Lindsay brings expertise in financial management, strategic planning, and community mobilizing. In her down time, Lindsay can be found spending time with her husband and son, singing in the St. Johns Women's Choir, shopping at local businesses, and telling hilarious jokes.
MISSION & VISION

We are working to strengthen the St. Johns and Cathedral Park neighborhoods in Portland, OR through people-centered economic development and community building. We envision a thriving, diverse, and just St. Johns where everyone has access to affordable housing, benefits from economic opportunity, and is civically engaged in the community.

WHAT WE DO

We engage in activities to support our mission and vision in five key areas:

1) engaging in community building activities such as events, providing resources to residents, creative placemaking, and empowering leaders;
2) strengthening our local workforce by connecting residents (including youth) to local jobs and supporting them in their job seeking efforts;
3) advocating for more affordable housing in the neighborhood;
4) connecting local businesses to resources and information; and
5) organizing our neighborhood Farmers Market and investing in food equity programming.
**KEY ACCOMPLISHMENTS**

**Small Business Support**

- Granted over $27,000 in Storefront Mini Grant Funds to local businesses.
- Partnered with the Micro Enterprise Services of Oregon (MESO) to provide business coaching and support to over 50 businesses in the neighborhood.
- Organized and supported multiple promotional opportunities for our small business community, including offering stipends for businesses who enrolled in the Little Boxes initiative. In total, we invested over $3,000 in promotional efforts.
- Hosted 7 Biz Mob events at area businesses.
- Organized our 3rd annual Ugly Sweater Pub Crawl which drew in 100 people to our business district during the holiday season.

**Affordable Housing Advocacy**

- Developed and launched the St. Johns Housing Action Plan in partnership with a team of graduate students from Portland State's Masters in Urban Planning Program.
- Supported Community Alliance of Tenant's organizing efforts in the Titan Manor apartment complex, resulting in the reversal of mass "no-cause" evictions.

**Workforce Development**

- Launched a new jobs board, which received an average of 325 visits each month.
- Launched our Meet the Employer series, which showcased local employers looking to hire.
KEY ACCOMPLISHMENTS

**Farmers Market**

- Continued to invest our Food Equity work at the Farmers Market and distributed more than $7,500 in free food to residents in-need through our SNAP match and Veggie Voucher programs.
- Invested in new promotional events and partnerships that increased average vendors sales and customer counts.
- Supported 5 new North Portland-based vendors at our market (Portland Pesto, Happiness Farms, Cultured Kindness, Mark’s Market Garden, Shoofly Bakery).

**Community Building**

- Hosted our 4th annual fundraising event and raised $11,127 to support our events and initiatives.
- Fiscally sponsored the St. Johns Bizarre, the Portland Harbor Community Advisory Group, and the Willamette River Festival.
- Organized the annual Community Expo event, which showcased over 50 nonprofits and grassroots groups doing work in the community.
- Actively participated in community events such as the Halloween Walk, plus supported many more events through marketing support and/or by lending out our event equipment.
- Hosted 2 Art Constitutional days in conjunction with the Farmers Market. This event offers a distinct combination of artworks, demonstrations, hands-on art making, and performances. Additionally, we launched our new quarterly Art Walk events in the downtown business district.
- Hosted six Leadership Forum meetings at the Center for Opportunity, which brought together leaders from the various nonprofit and grassroots groups in town to share ideas and talk about community happenings.
SNAPSHOT OF FISCAL YEAR 17

Our fundraising goal was $202,900. **We raised $176,040.55.**

We said we would spend $208,154. **We spent $191,765.07.**

We anticipated a loss of $5,254 as we planned to make investments in key programs and initiatives over the year. **We ended with a loss of -$15,724.52.**

COMPARISON TO LAST TWO FISCAL YEARS

<table>
<thead>
<tr>
<th>KEY COMPARISONS BETWEEN FY15 AND FY16</th>
<th>FY 2015</th>
<th>FY 2016</th>
<th>FY 2017</th>
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<tbody>
<tr>
<td>Overall Budget</td>
<td>$177,960.65</td>
<td>$200,629.82</td>
<td>$191,765.07</td>
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<tr>
<td>Income:</td>
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<tr>
<td>Corporate Contributions</td>
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<td>Earned Income</td>
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<tr>
<td>Expenses:</td>
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<tr>
<td>Program Expenses</td>
<td>$119,793.77</td>
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<tr>
<td>Operations &amp; Fundraising</td>
<td>$58,166.88</td>
<td>$37,406.37</td>
<td>$42,365.22</td>
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FINANCIAL RATIOS

Reliance on Government Funding
$87,075/$191,765.07 = .45 or 45% (down from 61% in 2016)

Self-Sufficiency Ratio
(the proportion of operating expenses that are covered by earned income)
$33,129.14 /$191,765.07 = .17 or 17%

Percentage of Budget for Personnel
$92,398.62/$191,765.07 = .48 or 48%

Current assets over current liabilities
(ability to pay obligations)
$72,391.92/$49,118.52 = 1.47 or 147%

Cash on Hand (as of 6/30/17)
2.5 months

Brought to you by our Ratio Robot!
SIGNIFICANT FUNDING SOURCES

1. City Grants: Prosper Portland, Bureau of Planning and Sustainability
2. Program Service Fees: Farmers Market, Art Constitutional, promotional events
3. Other Grants: The Collins Foundation, North Portland Neighborhood Services, Multnomah County Cultural Coalition, Impact Northwest, Farmers Market Fund

FUNDING BREAKDOWN

FY17 Revenue Breakdown

- Business Contributions: $19,252.37
- Program Service Fees: $26,296.82
- Individual Contributions: $33,129.14
- Government Grants: $87,750.00
- Other Grants: $9,761.90
STRATEGIC GOALS

**Goal 1:** Increase access to resources, living-wage jobs, and affordable housing opportunities for traditionally marginalized community members.

**Goal 2:** Build the capacity of current and emerging businesses with an emphasis on those owned by traditionally marginalized community members.

**Goal 3:** Strengthen community engagement and activate public spaces in the neighborhood.

**Goal 4:** Sustainable financial resources are sufficient to meet current organizational goals and allow for planned growth.

**Goal 5:** Shifting traditional neighborhood power structures through intentional leadership development, advocacy efforts, and sparking dialogue in the neighborhood.

HOW WE WILL MEASURE SUCCESS

SJCO has been working to develop a data-driven, learning-based culture so that we can continually improve our work and do things more effectively. Some of the tools we use to measure our success include: tracking business and workforce development information in Outcome Tracker, utilizing the Project Impact PDX model to evaluate our programmatic effectiveness, having our board & staff use report-out templates to show progress on our strategic plan, and sharing out a monthly Treasurer’s report at board meetings that features financial ratios and organizational comparatives. These tools are a unique combination of tracking both qualitative and quantitative data. Our plan is to leverage all of these tools to report out on how we are doing as an organization this next year (and beyond).