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2023 ANNUAL REPORT

THE JOHN
JORDAN
FOUNDATION

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A Message from the Executive Director

FOUNDATION GOALS 2024

Support health and wellness
of humans and animals

Improve career and college readiness

Identify unmet needs and funding gaps

Address income inequality

Decrease the negative health
impacts associated with poverty

Provide resources for those most
underserved, so they are positioned
for successful futures

Distribute funds to provide
immediate, positive and lasting impact

Over the past decade, The John Jordan Foundation has partnered with over 300 organizations both locally and nationally to fight the negative effects of poverty, lift communities in need and enrich the lives of those most underserved by providing resources for successful futures. Our areas of focus include at-risk youth, education and career readiness, health and wellness (both mental and physical), services for seniors and support for our furry, four-legged friends in need.

This past year, I had the opportunity to spend a great deal of time visiting our partners locally and across the nation by volunteering at events, attending fundraisers and watching our investments come to life. It is humbling to see this amazing work firsthand and realize the impact that well-placed resources can have on a community.

We are honored to align with many wonderful organizations who are doing the good work, the important work, the oftentimes heavy work—changing lives around the world, every day. I'm proud to highlight just a few of our nonprofit partners who have received grant support this past year. The employees and volunteers running the day-to-day programs at these organizations are nothing short of heroes. They are mentoring first-generation students through high school and college, providing adults with access to education and a positive career path, ensuring kids get to be kids by running summer camps and afterschool enrichment programs, delivering healthy meals to those most vulnerable, giving youth on the streets a safe place to shelter and administering emergency medical care to animals, who do not have a voice. They are providing these life-changing resources with dedication, kindness and respect. I hope you'll enjoy reading a few of their success stories in the following pages.

Thank you to the amazing team at Jordan Vineyard & Winery for providing event support, helping share this mission and inspiring others to give. In addition, I'd like to acknowledge John Jordan for his vision and leadership. As John firmly believes, "Giving back is just a part of who we are. As a successful business, we have a responsibility to play an active role in improving the lives of those in need."

With gratitude,

Katie Fonsen Young



VISION

**It's not a charity; it's an investment
in the future — our future.**

We believe successful businesses should be accountable, responsible and an integral part of their communities, playing an active role in improving the lives of our most vulnerable fellow citizens.

THE JOHN
JORDAN
FOUNDATION

MEET THE TEAM



Katie Fonsen Young
EXECUTIVE DIRECTOR

Katie Fonsen Young joined The John Jordan Foundation as Executive Director in 2021. This role closely aligns with her prior work dedicated to the success of local nonprofits and youth enrichment programs.

Fonsen Young was born and raised in Sonoma County, CA. After graduating from Cal Poly, San Luis Obispo, she returned home to begin a career in marketing and communications.

Fonsen Young spent eleven years as an executive in the fairs, festivals and events industry, serving as the Chief Operating Officer of the Cloverdale Citrus Fair and Manager at the Sonoma County Fair and Event Center. Prior to her work in the fair and events industry, Young served five years at the Sonoma County Farm Bureau, working to support agriculture by forming strategic partnerships with regulatory agencies, government officials and local farmers and ranchers.

In 2015 Fonsen Young was named as one of the North Bay Business Journal's Forty Under 40 for being "an extraordinary executive that has advanced quickly in the fair and agriculture industries." Her leadership in the fair industry earned her positions on the Western Fairs Association Board of Directors and the California Fairs Alliance.

Her work to develop scholarship programs and support the success of local youth through the Sonoma County Fair Foundation and Farm Bureau Foundation of Sonoma County remain among her most rewarding projects.

Agriculture and a love of the land runs deep for Fonsen Young. Katie's husband, Brent, farms winegrapes and olives. Together, they run cattle, farm hay and raise champion Quarter Horses on their ranch in Potter Valley, Mendocino County. Fonsen Young competes nationally in cutting horse competitions. Their daughter, Lucy, is following in her mother's footsteps and has become an accomplished young equestrian.



John Jordan
FOUNDER AND BOARD CHAIRMAN

As Founder and Board Chairman of The John Jordan Foundation, John Jordan leads the foundation in its mission to fight the negative effects of poverty through education and healthcare programs. This role allows John

to channel his passion for philanthropy while providing leadership and guidance to the foundation's programs and initiatives.

Born in Denver, John moved to California to attend Occidental College in Los Angeles and earn a JD from Empire College School of Law. From there, he joined the Board of Overseers at Hoover Institute at Stanford University, where he has served for over a decade. Before establishing the foundation in 2012, John worked at a Santa Rosa-based law firm and

eventually opened his own practice in Sonoma County in 2004. A year later, he stepped away from law to run Jordan Vineyard & Winery, where he currently serves as Chief Executive Officer.

John is also a regular guest analyst and political newscaster on international television networks, such as Fox News and Newsmax, providing commentary on a variety of topics, including economics, national security and aviation. John is trilingual, speaking fluent German and Russian, and has served in the Navy Reserves for over 20 years. He is also an active pilot who holds an Airline Transport Pilot Certificate, with Gulfstream and Citation type ratings, as well as a Flight Instructor Certificate. John currently resides on the Jordan Estate in Healdsburg, California, with his three rescue dogs.



Josh Hermsmeyer
SECRETARY/TREASURER

Josh is co-founder and CEO of Labrador OmniMedia and Rottweiler Hardware. With 10 years in the wine industry on the grower and supplier side, Josh's passion lies at the intersection of wine and technology.

Josh has been featured in The Wall Street Journal, Wine & Spirits, Wines and Vines, The Press Democrat, North Bay Biz and Fast Company Now. He has given talks on social media and marketing at UC Davis, Sonoma State University, The Wine Industry Technology Symposium, The Mendocino Winegrape Commission and Women for Wine Sense.

Josh has written articles for Vineyard & Winery Management, Wines and Vines and co-authored a chapter on direct-to-consumer marketing and Wine 2.0 for Professor Liz Tach's "Wine: A Global Business," the authoritative academic text on the wine industry. He served on the Sonoma County Wine Library Association's Board of Directors from 2007-2008, and was elected President for the 2008 year. Josh was trained at UC Davis, where he studied economics and winemaking.

Josh has been a staff writer at ABC News' FiveThirtyEight since 2018, where he analyzes the NFL. In 2019 he consulted for the Baltimore Ravens.

PARTNER SPOTLIGHTS

YOUTH & FAMILY ENRICHMENT

The Foundation supports programs that promote child, youth and family development. As we deepen our commitment to building assets for vulnerable children and families, we focus on all aspects of children's lives and align with the collaborative work of Cradle to Career. Within this context, youth and education programs address the entire continuum from early childhood education through college and workforce development.

TLC Child & Family Services Farm-to-Table Program

Healthy living benefits physical as well as mental health, and our youth deserve the best possible start in life. TLC Child & Family Services recognizes the importance of offering career preparation that might not be part of a university path, and that relevant, as well as local, learning helps keep students inspired. The Farm-to-Table program engages youth in cultivating skills vital to the agriculture, culinary arts and hospitality industries. Additionally, it integrates evidence-based behavioral health interventions that address the emotional and wellness needs of youth to support their overall academic success.

Built in collaboration with The John Jordan Foundation, TLC offers a culinary skills program for high school students attending their Journey Academy program. Many of the youth who attend TLC's Journey Academy have struggled with school attendance, were at risk of not graduating high school, or didn't feel safe in a typical high school setting. In comparison with prior placements, 83% of students increased the number of credits completed with an 85% school attendance rate. These numbers reflect an increase since the inception of TLC's culinary arts and Farm-to-Table, which includes a running waitlist for students to take part in the Farm-to-Table curriculum.

The Foundation's support extended far beyond this project grant, as the talented team at Jordan Vineyard & Winery lent their knowledge and resources. Members from the winery's agricultural operations team spent time at the TLC garden site to help develop a farming plan. As TLC's garden got up and running, fresh produce that was grown at Jordan Vineyard & Winery was provided to Journey Academy youth to host a fall dinner. In March 2023, the Jordan Vineyard & Winery



hospitality team hosted a fundraiser for TLC to inspire others to give. Most recently, TLC's youth experienced the benefits of a farm-to-table program by attending a field trip to the winery where they toured the garden, farm animals and apiary and learned about sustainable land stewardship.

“Culinary arts has taught me that I can feel connected, comfortable and cared for in a welcoming cooking environment. Culinary arts has changed my life in that I now know who and what I want to be in my future. I have more aspirations, goals and motivators. My favorite part of culinary arts is helping others and feeling a sense of community in something that I enjoy.”

Written by a school-avoidant youth who hadn't attended school in over a year, prior to joining TLC

Mercy Home for Boys & Girls

Many young people face serious, even life-threatening adversity. Abuse. Neglect. Insecure homes and struggling schools. Growing up surrounded by violence, poverty and lack of opportunity, or lack of stable housing, children need a safe harbor. Mercy Home for Boys & Girls has been a port in the storm for thousands of young people since 1887.

Mercy Home for Boys & Girls offers children a home full of love, laughter and belonging. A place free from fear. A place to heal from the past. A place where they can grow into independent adults who positively impact their communities and our larger world. Mercy Home gives its young people the safety they need right now, the therapy they need to move forward, and the tools they need to build brighter futures.

“Support from The John Jordan Foundation ensures that children who have experienced abuse, neglect, community violence, homelessness and other adversities will have a safe home in which to live, learn, heal and grow. You enable us to provide families with the tools and encouragement they need to come together stronger than before. And in so many ways, you amplify the light that Chicago needs to flourish as one of the world’s greatest cities.”

Fr. Scott Donahue
President/CEO



The team at Mercy Home assists hundreds more children and families by connecting them to a vast network of accredited professional service agencies throughout metropolitan Chicago. They offer former residents the resources they need to succeed beyond the home. And they work to connect kids with mentors who help them navigate the often challenging path through adolescence.

Women’s Recovery Services

As the sole licensed residential perinatal substance dependence facility in Sonoma County allowing children to reside with their mothers, Women’s Recovery Services (WRS) eliminates barriers to treatment for pregnant and parenting women battling addiction and interrupts the cycle of addiction for the next generation. The nurturing, home-like environment jumpstarts recovery, breaking the cycle for both mother and child. The comprehensive treatment program spans 90 to 120 days, encompassing education, counseling, medical and dental care, and evidenced-based group processes featuring Cognitive Behavioral therapy, Dialectical Behavior therapy, and other interventions. WRS offers a Children’s Program, eight months of aftercare, and offers up to two years of transitional housing. With this multi-generational approach, WRS establishes enduring solutions, reuniting children with their healthy, sober mothers and begins the process of healing.

WRS does not just mitigate the effects of addiction but creates long-term solutions. The work WRS does empowers families to be economically stable. Over the past seven years, WRS has supported nearly 250 women in treatment and 239 children were reunified with their mothers. Over half of those women had homes after leaving the program, were sober one year after program entry and are now employed, and many are pursuing a higher education.

The John Jordan Foundation has supported women’s recovery at WRS recently to meet a significant need, providing funding for a new heating and air system. This project greatly enhanced safety and comfort for women and children during treatment.



“The women were very appreciative of the new HVAC system in the upstairs apartments during this long, hot summer. This kind of support from The John Jordan Foundation really demonstrates that the community cares about women in recovery.”

Diane Madrigal
WRS Executive Director



PARTNER SPOTLIGHTS

EDUCATION & CAREER READINESS

The John Jordan Foundation believes in the power of education and career opportunities. The Foundation recognizes that there are inequities in access for many in our communities. A significant portion of the foundation's support goes to programs that work to provide access and nurture opportunities for the workforce and leaders of tomorrow.

Mike Hauser Academy

The Mike Hauser Academy connects students and lessons to real world careers. MHA is a collaborative effort to increase academic achievement and inspire students to pursue their dream careers. For three weeks in June, six Santa Rosa classes of recent eighth grade graduates had the opportunity to interact with engineers and professionals from local companies, observe demonstrations, and participate in direct learning experiences and practical applications for science, technology, engineering and math (STEM) concepts.

The Mike Hauser Academy provides a bridge for participating middle school students entering high school. This bridge over the last several years has been more critical than ever, as today's entering Sonoma County high school students have seen much of their educational experience disrupted by crisis after crisis. In the 2023 program, a total of 35 businesses and organizations participated, contributing to students' understanding of the importance of STEM studies and the potential career opportunities they offer. Students heard from STEM professionals about what they do on the job, their career paths and how they use STEM in their day-to-day work. They investigated medical stent technology, learned about the science behind color changing pigments and built a solar powered model car.



On June 30, 89 participants were recognized at a graduation ceremony held at Sonoma State University that included campus tours and college readiness discussions and presentations. Students and parents received information from school district representatives on A-G requirements and college readiness, high school graduation requirements, high school opportunities through CTE Foundation and career pathway

Continued on next page

Mike Hauser Academy continued

options. As part of the ceremony, students received certificates of recognition from State Senator Mike McGuire's office along with a Certificate of Academic Excellence for successful completion of the 2023 Mike Hauser Academy.

"I liked seeing the different ways these STEM companies provide for people. They use math and science in so many ways and it really interested me. I learned about what different STEM jobs do and the process of making their products."

Student attending Mike Hauser Academy, 2023



Becoming Independent

Over 20,000 adults with intellectual and developmental disabilities live in the North Bay. According to the official income guidelines given by the California Department of Housing and Urban Development, most of this population falls within the Extremely Low Income category.

Becoming Independent (BI) offers on-the-job coaching for employment in the community, as well as income opportunities, professional skill-building and real-world vocational training.

BI launched The Backdrop event center in January 2023. This 20,000sf flexible indoor/outdoor program space and commercial kitchen are used to offer opportunities for vocational, educational and social enrichment.

The Backdrop is the first event venue that reinvests 100% of its revenue into BI's programs and the people who benefit from them. The people served at BI who have an interest in the growing hospitality field gain skills and income through providing professional event services, such as event setup and takedown, and assisting with food service.

This training will prepare them for competitive employment, filling the widening gap in our region's staffing needs while earning market rate pay.

The John Jordan Foundation has made a significant investment in equipment for The Backdrop event space. This initiative is aimed at

offering vocational training opportunities. As individuals gain more skills and experience, they have the potential to earn more. The Backdrop serves as a platform for both training and job opportunities, which in turn leads to higher income for participants. This increase in income is a key factor in reducing poverty and its associated challenges. It also tackles the issue of income inequality and paves the way for one of the most under-resourced groups in society to have a chance at a successful future.



Geyserville Language Academy

Congratulations to 23 dedicated students who completed their first school year in the Adult English as a Second Language Class in Geyserville, CA. During the heartfelt ceremony, students were proudly awarded their certificates of completion, symbolizing their remarkable progress and the invaluable knowledge they gained from one another. Here's to many more accomplishments in the future!



PARTNER SPOTLIGHTS

HEALTH & WELLNESS

Mental health, wellness support, dental care, and food are foundational to an individual's overall wellbeing and success. The John Jordan Foundation is proud to partner with agencies that fill some of the gaps in our community health and wellness services. The Foundation believes access to healthy food sources and programs that foster mental and physical health are not privileges, but are basic human rights.

Redwood Empire Food Bank

The Redwood Empire Food Bank is the largest hunger-relief organization serving Northern California. Since 1987, the Redwood Empire Food Bank has provided food and nourishment to those facing hunger—serving more than 100,000 children, families and seniors in Sonoma, Lake, Mendocino, Humboldt and Del Norte Counties. With over 300 direct service distributions and 150 partnerships with local human service organizations, all residents facing food insecurity have regular access to weekly and monthly food distribution sites across the five counties. Last year, the Redwood Empire Food Bank distributed \$55.7 million worth of healthy groceries to residents in Sonoma, Lake, Mendocino, Humboldt and Del Norte counties, providing enough food for over 21 million meals.

“We’re doing OK, and coming here helps us stay OK. I have two little ones. I first came to the food bank when I was pregnant with my second child and knew that money was going to get tight when my baby arrived. I am so grateful that this resource is available to the community, and for the compassionate people who donate their time and money so families like mine can put food on their table.”

Nelly

Food recipient at St. Leo's Church in Sonoma



Pediatric Dental Initiative

Each year Pediatric Dental Initiative (PDI) serves over 1,300 pediatric and special needs patients throughout Northern California. PDI provides life-changing dental treatment under general anesthesia to children suffering from severe tooth decay. The average age of the children served is 5 years old and the average number of teeth being treated per child is 12. Tooth decay is largely preventable, but remains the most common chronic disease of children. Since 2008, PDI has treated upward of 30,000 underserved, special needs and low income children from across Northern California.

“Thanks to our supporters like The John Jordan Foundation, PDI is able to reach 4,294 parents and children alike each year around our community with the message that everyone can have healthier, happier lives by consistently brushing with our children, participating in regular preventive dental care, eating healthy foods, and drinking water instead of juices or soda.”

Kyri and Aaron

Parents of Mason, a special needs patient treated by PDI



In addition to surgical intervention, PDI couples treatment with family oral health education to instruct and advise on oral care techniques and nutritional changes to improve trust and well-being outcomes in dental and general healthcare.

Sacred Heart Southern Missions

Sacred Heart Southern Missions covers the five northern counties of Mississippi, a 2,500 square mile service area, home to some of the poorest communities in the country. SHSM divides support between meeting immediate needs and providing long term solutions to help people lift themselves out of poverty.

SHSM operates six Social Service offices to meet immediate needs such as food, rent, and utility assistance for families and individuals. Many of their clients are seniors on a fixed income. These offices see about 6,000 people a year. They also provide a monthly mobile food delivery that distribute food to remote locations. Their nationwide volunteer program helps clients with vital home repairs such as wheelchair ramps and roofs. These crucial repairs are financially out of reach for our clients.

To help rural community members improve their long-term situation, SHSM operates two Catholic grade schools, Sacred Heart School in Southaven, MS and Holy Family School in Holly Springs, MS. Their goal is to provide children with a solid education as a tool to lift themselves out of poverty. Additionally, their Social Service offices offer classes in helping folks obtain their GED along with instruction on resume preparation and job searches. Dehon Village (38 homes) located in Walls, MS helps low-income families in financial crisis by offering affordable, short-term housing while families get their finances in order. The goal is for families to eventually be able to qualify for a mortgage or afford their own apartment.

Over the past several years, The John Jordan Foundation supported SHSM with the purchase of two food distribution vans and the renovation of a building in Walls, MS that will serve as their food storage and distribution headquarters. The increased capacity will allow SHSM to distribute more than 1.2 million pounds of food each year to those in great need living in rural northern Mississippi.



Katie Young visiting Sacred Heart Southern Missions in June.

“Through the generosity of The Jordan Foundation, Sacred Heart Southern Missions has been able to enhance the efficiency of our food pantry program in multiple ways. Their gifts have helped us purchase cargo vans and complete the renovation of our food pantry building. These improvements will allow us to better serve the poor in northern Mississippi for many years to come. In our latest fiscal year, we distributed 1,297,000 pounds of food to those in need. Once renovations are complete in the spring of 2024, we will have much-needed additional food storage and operational capacity that will allow us to increase our food distribution operations.”

Timothy A. Courts

President & CEO, Sacred Heart Southern Missions

PARTNER SPOTLIGHTS

SERVICES FOR SENIORS

Enhancing the quality of life of the local aging community by promoting well-being and independence is important to the John Jordan Foundation. Sonoma County is home to 130,000 seniors over the age of 60, and this population will grow by another 20% in the next 10 years. Programs that serve the aging community will continue to need support and funding.

Council on Aging

Serving Sonoma County seniors and their families since 1966, Council on Aging provides 16 programs in the areas of social, fiduciary, health and nutrition assistance. This past year Council on Aging delivered 187,000 meals through their Meals on Wheels program in Sonoma County.

This past year, in addition to meals, homebound clients also received the opportunity to be paired with a college student who visited them weekly, shared a meal, listened to the seniors' life story, and then wrote and published a hard-back book entitled "My Legacy." As one client shared, "It proves my life had value."

Clients also receive a daily check-in, depression screening, flowers, pet food for their pets, and assistance if they have fallen, or are ill and need medical attention. Three daily meal choices ensure everyone receives a meal that they will enjoy. Although the meals keep seniors healthy, the daily human contact and conversation with their delivery driver is often the only social interaction they have each day. 94% of seniors receiving meals share that the program helps them to remain living independently in their homes.

"Thanks to The John Jordan Foundation for providing 6,000 of those home-delivered meals for frail isolated seniors."

Marrienne McBride
Council On Aging President and CEO



PARTNER SPOTLIGHTS

SUPPORT FOR ANIMALS IN NEED

Compassionate aid for our furry friends.

Animals have a special place in the hearts of those at The John Jordan Foundation and Jordan Vineyard & Winery. The Foundation has recently embarked on an initiative to support programs that improve the quality of life for pets. Current projects include support for spay and neuter programs, emergency medical care and forever homes for dogs and cats.

Humane Society of Sonoma County

The Humane Society of Sonoma County (HSSC) has been a force for good since 1931. Each year, HSSC provides safe shelter, nutritious meals, lifesaving medical care and copious amounts of love for animals in need of hope and healing. In addition to finding over 1,600 rescue animals loving homes in 2022, the organization also provides a Community Veterinary Clinic, which provides urgent, sliding scale vet care to low- to no-income local pet owners, our low-cost Spay/Neuter Clinic, and behavior support services for cats and dogs.

Before they can be ready for adoption, a total of 86% of the animals admitted to HSSC require advanced and critical veterinary care. Needs include surgery, dentistry and management of chronic diseases. In 2022, 1,039 animals were cared for in HSSC's shelter medicine program.

In 2022, the HSSC clinic performed spay/neuter procedures on 817 shelter animals, while an additional 1,869 owned pets underwent the same procedures. This year the organization is on pace to spay and neuter over 2,000 owned pets through its public-facing clinic.

“As the world faces crisis after crisis, so too does the animal welfare industry. More and more pets have been displaced or have gone without medical care as their owners struggle to navigate life as we know it. The Jordan Foundation’s amazing gift has been truly, literally lifesaving for those animals who desperately need that immediate, elevated push of aid and safety. We could not do our lifesaving work without such incredible, above and beyond support. We are deeply grateful.”

Lindsay McCall

Executive Director, Humane Society of Sonoma County



MORE COMMUNITY ENGAGEMENT

Starlight Supper with Smile Train

Guests dined with “American Idol” Season 6 winner and platinum-selling singer Jordin Sparks under the stars at Jordan Vineyard & Winery’s Healdsburg estate to benefit Smile Train, the largest nonprofit organization in the world providing free corrective surgeries for children with cleft lips and palates.



Harvesting Happiness

Prior to Halloween each year, The John Jordan Foundation teams up with Jordan Vineyard & Winery to donate a bounty of beautiful pumpkins grown on the estate to the Boys & Girls Clubs of Sonoma-Marín.

Holiday Giving with Toys for Tots

Every holiday season, The John Jordan Foundation and Jordan Vineyard & Winery hosts a company-wide toy drive, filling a grape gondola to the brim for Toys for Tots, bringing children a spark of holiday joy. Over 1,500 pounds of toys were donated this year!



In-Kind Donations

Over the past year, The John Jordan Foundation has supported hundreds nonprofit organizations by providing donations of Jordan wines and winery experiences to fundraisers across the nation. For more information on this program, visit <https://www.johnjordanfoundation.org/wine-requests-form/>.

OUR PROJECT INVESTMENTS



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