

Jovial

April 30, 2017

Dear Co-op Parents, Volunteers, and Educators:

We are proud to publish our first annual stakeholder report of Jovial.

Our social purpose is to improve preschools by providing high-quality software that enables parents, volunteers, and staff to run their preschools efficiently and professionally. Jovial enables parents to focus their limited time on building community, interacting with kids, and participating in school wide fundraising and social events.

Jovial had a very exciting first year! In 2016, we started with a single school, in a very rough "beta", and without even a website. One year later, as of December 31, 2016, Jovial was in use by 30+ preschools. The reception of Jovial has been overwhelmingly positive. We feel grateful and privileged to serve the needs of co-op preschools, and to work with so many wonderful parents, staff, and volunteers. We are having so much fun!

Our first goal for 2016 was to launch an online platform where co-ops could, at minimum, track class rosters and tuition. We believe we met our first goal, and exceeded our own expectations, thanks in part from ideas and inspiration drawn from the co-ops we serve.

Our second goal for 2016 was to formalize Jovial as a social purpose entity in the State of Washington. We did so as of April 12, 2016, and in fact we recently celebrated our first "birthday" as Jovial, Spc.

Running Jovial has not been without challenges. One challenge is the wide variation between co-ops. It is difficult to create a software platform where "one size fits all" without bloating the software with too many features. We continue to be surprised and humbled with the wide variety of practices out there, and we will continue to prioritize making Jovial easy to use for all the preschools we serve. In doing so, we greatly value your feedback, so please keep it coming! Sometime in 2017, we will release a new version of Jovial that will incorporate often-requested features and other nice surprises to make running co-ops even easier.

Another challenge is providing high-quality support at scale. Although we're adequately resourced for product development, our help-desk operations can sometimes be strained during high-demand periods. We will meet this challenge by increasingly providing more "do-it-yourself" tools, including community-based support, where co-ops can help each other.

Going forward, we will continue to focus relentlessly on you, our stakeholders:

- We will conduct ourselves in such a way as to promote positive effects (and minimize adverse effects) upon our employees, suppliers, customers, and the local, state, national, and world community.
- We will minimize adverse effects on the environment. Fun fact: Jovial is completely paperless. The only "paper" we have is a small (1/4" thick) manila folder containing essential paper documents sent to us by the State. Everything else is, and will remain, paperless. We do not print brochures or business cards; our identity is at <https://www.jovial.org>.
- We will continue to make decisions to maximize the long-term benefit of our stakeholders, rather than the short-term
- We will measure our programs and effectiveness analytically, and we will listen to our stakeholders anecdotally. We want to learn from both our successes and our failures, so that we can continuously improve.
- We will prioritize sustainability. We want our stakeholders to be able to rely fully on Jovial as a "bedrock" within the co-op community.

Based on the high growth we experienced in 2016, we look forward to an even more exciting 2017. And as we look ahead for many fun years to come, we hope you'll join our growing family of Jovial-powered preschools.

Yours in Community,

Hermann & Helen