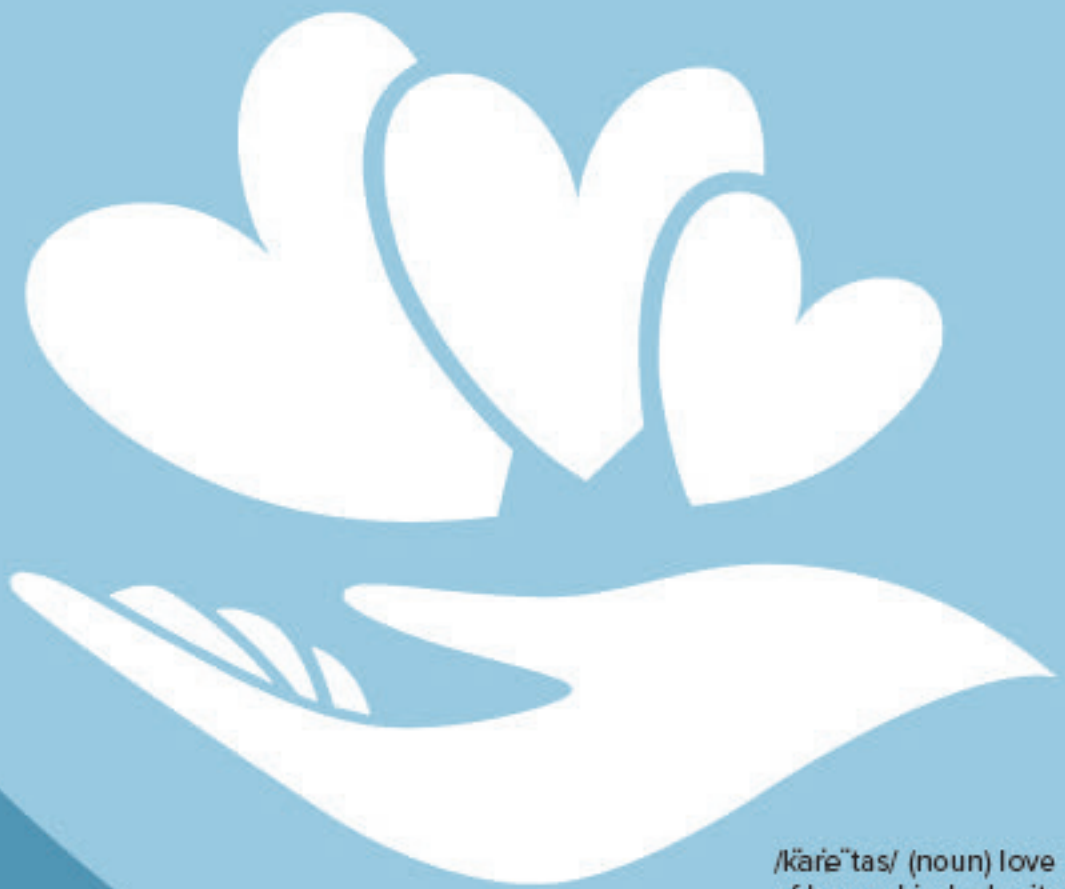


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/kəˈrɪtəs/ (noun) love of humankind, charity.

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Q1 / 2024



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The business case for supporting charities and nonprofits

Beyond profit, toward purpose

In the realm of commerce, profit is often considered the primary driving force behind business decisions. However, there's a growing realization among businesses worldwide that success isn't solely measured in monetary gains. Today, an increasing number of companies are recognizing the importance of supporting charities and nonprofit organizations as a strategic initiative that benefits not only society but also their bottom line.

There are many compelling reasons why businesses should actively engage in philanthropy and support causes beyond their immediate financial interests. Here are six:

- **Enhancing Corporate Reputation and Brand Image:** Supporting charities and nonprofits can significantly enhance a company's reputation and brand image. Consumers are increasingly conscious of corporate social responsibility (CSR) practices, and they are more likely to support businesses that demonstrate a commitment to making a positive impact on society. By aligning with reputable charitable organizations and actively participating in philanthropic endeavors, businesses can foster goodwill, trust and loyalty among consumers, thereby strengthening their brand equity and competitive advantage in the marketplace.



David Gregersen
Publisher, Caritas Quarterly
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Business Journal

- **Building Meaningful Relationships with Stakeholders:** Philanthropy provides businesses with a unique opportunity to build meaningful relationships with various stakeholders, including customers, employees, investors and communities. Engaging in charitable activities allows companies to connect with their stakeholders on a deeper level by demonstrating shared values and a sense of social responsibility. Such connections can lead to increased customer loyalty, employee satisfaction, investor confidence and community support, all of which are essential for long-term business success and sustainability.

- **Attracting and Retaining Talent:** In today's competitive labor market, attracting and retaining top talent is crucial for businesses looking to thrive. Many employees, particularly millennials and Gen Z, place a high value on working for companies that prioritize social and environmental responsibility. By actively supporting charities and nonprofits, businesses can attract purpose-driven individuals who are passionate about making a difference in the world. Moreover, involvement in philanthropy can enhance employee morale, engagement and retention rates, as employees feel a sense of pride and fulfillment in knowing that their company is contributing to meaningful causes.

- **Driving Innovation and Creativity:** Engaging with charities and nonprofits can inspire creativity and innovation within a company. Collaboration with organizations tackling pressing social or environmental issues can spark new ideas, initiatives and solutions that have the potential to drive positive change both within the company and in the wider world. Furthermore, by encouraging employees to participate in volunteer activities or pro bono projects, businesses can foster a culture of innovation, collaboration and social entrepreneurship that fuels long-term growth and competitiveness.

- **Mitigating Risks and Building Resilience:** Actively supporting charities and nonprofits can help businesses mitigate risks and build resilience against unforeseen challenges. By investing in the well-being of communities and addressing social issues, companies can contribute to the creation of more stable and inclusive societies. This, in turn, can reduce the likelihood of social unrest, regulatory scrutiny and reputational damage that may arise from neglecting social responsibilities. By proactively addressing societal challenges, businesses can future-proof themselves against potential disruptions and position themselves as responsible corporate citizens.

- **Driving Business Innovation and Growth:** Philanthropy can serve as a catalyst for business innovation and growth, opening up new markets, opportunities and revenue streams. Through strategic partnerships with charities and nonprofits, businesses can gain valuable insights into emerging market trends, consumer preferences and unmet needs. Moreover, by addressing social and environmental issues through their products, services and operations, companies can differentiate themselves in the marketplace and appeal to an increasingly conscious consumer base. This can ultimately lead to enhanced competitiveness, market share and financial performance in the long run.

The case for businesses supporting charities and nonprofits goes beyond altruism; it's a strategic imperative with tangible benefits for all stakeholders involved. By embracing philanthropy as an integral part of their corporate strategy, businesses can enhance their reputation, build meaningful relationships, attract top talent, drive innovation, mitigate risks and drive long-term growth and sustainability. In doing so, they not only contribute to the betterment of society but also position themselves as leaders in creating a more inclusive, equitable and prosperous world for generations to come.

Actively breaking down socioeconomic and generational barriers by providing quality music experiences **for all.**



Empowering voices through music:

Inside the Mundi Project's harmonious mission

Aimee L. Cook
Caritas Quarterly

Imagine a child playing the piano for the first time, a senior citizen enjoying live music with the younger generation and a diverse community brought together by the unifying language of music. This isn't a utopian dream, but a reality created by the Mundi Project, an organization with the goal of bringing the transformative power of music to everyone in Utah. Driven by a mission to dismantle barriers and ignite passion, the Mundi organization is shattering the stereotype of elitist arts access, ensuring that no ZIP code, economic circumstance or age can silence the song within.

The Mundi Project, named after Johannes Kepler's book *Harmonices Mundi*, meaning "harmony of the worlds," was founded in 2006 by visionary Hana Janatova, a piano teacher and performer with a simple yet revolutionary idea: to foster a vibrant cultural landscape within Utah starting with the Piano Bank program. By placing donated instruments in the homes of those who might not otherwise have the opportunity, the Mundi Project has set in motion a symphony of opportunities for artistic expression and education, echoing the universal harmony it strives to create.

In 2015, the organization expanded its reach with the Harmony Hub, offering after-school group piano classes at the Sorenson Unity Center and Riley Elementary on Salt Lake City's Westside. This expansion, fueled by increased arts funding, reinforced the project's commitment to comprehensive musical education. Under the leadership of figures such

as Dr. Ruby Chou in 2018, and more recently, Cody Goetz, the Mundi Project has continued to flourish, introducing programs like the Inter-generational Music initiative in 2019,



A young World Music participant performs at the Discovery Gateway Children's Museum in January. Photo by Bruno Yeckle.

which bridges generational divides through music, and Mundi Project Presents.

"I was originally hired in 2020 as a community coordinator and worked my way to associate director prior to the next position," Goetz said. "Being an executive director of a music non-profit has been a professional goal of mine since graduate school, and I'm truly grateful for the opportunity to serve the community in this capacity."

The Mundi Project doesn't just offer access to musical instruments and education but acts as a medium for personal growth, social development and community building. Music, in its essence, is a form of expression that enriches lives by fostering creativity, enhancing emotional resilience and encouraging collaborative endeavors. For many, it serves as a comforting and unifying force in times of stress and isolation.

Significant milestones, such as the

placement of the 300th piano, underscore the project's ongoing impact. In 2023, the Mundi Project supported

245 unique learners, youth and adults across the Wasatch Front through its music classes, and Mundi Presents benefited nearly 2,000 participants from various backgrounds.

"We celebrated the placement of our 300th piano in 2023," Goetz said. "We reached this milestone through 28 additional piano placements with families and public spaces. Additionally, we saw the expansion of our Harmony Hub programming down to the Provo City Library. We now

teach approximately 100 youth and adult learners through eight class sections at our first site in Utah County, and our waitlists could easily teach another set of classes. So, it's quite



Cody Goetz
Executive Director
Mundi Project
Photo courtesy DB Productions

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mundi
PROJECT



play music together



Budding musician Emily reacts to finding a piano in her home from the Mundi Project's Piano Bank. The program has brought instruments into over 300 homes for use by the recipients wanting to grow their skills.

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nice to see the demand for our services.”

Collaborations have played a critical role in amplifying the Mundi

Project’s impact. Partnerships with institutions like The County Library since 2021 have extended the availability of music to the public, while the logistical support of Barrus Pianos has been essential in making the Piano Bank possible. The partnership extends further through the Harmo-

ny Hub program hosted at the Kearns and Provo branches, as well as The Sorenson Unity Center, where the Mundi Project offers an affordable and inclusive music program that spans 12 weeks and is open to enthusiastic learners of all ages, guiding them from beginner to intermediate levels. The crescendo of this musical journey is a showcase performance marking the culmination of their dedication and newfound skills.

“Anyone can access the music classes; they just need to register. There is no program fee to take classes at the libraries,” Goetz said. “The registration fee can be waived if people cannot afford it; they just need to tell us why. There are classes for youth, adults and families, which is very unique. For the pianos, people can apply for one on our website.”

Funding for the Mundi Project comes through the Salt Lake County ZAP Program, the Utah Division of Arts & Museums, the Salt Lake City Arts Council, private family foundations and individual donors. The Mundi Project operates in the community and provides services in public spaces. Goetz said not having a building works best for them.

The Mundi Project’s Intergenerational Music Program at the Neighborhood House embodies the spirit of community and the power of music to connect people across generations. This innovative program brings together young students and elder mentors at no cost to the participants for shared music-making experiences, fostering an environment of learning, storytelling and cultural exchange.

“At Neighborhood House, we



Piano Bank recipient Levis performs at Project Mundi's 300 Pianos event at the Alliance Theater in November 2023. Photo by Bruno Yeckle.

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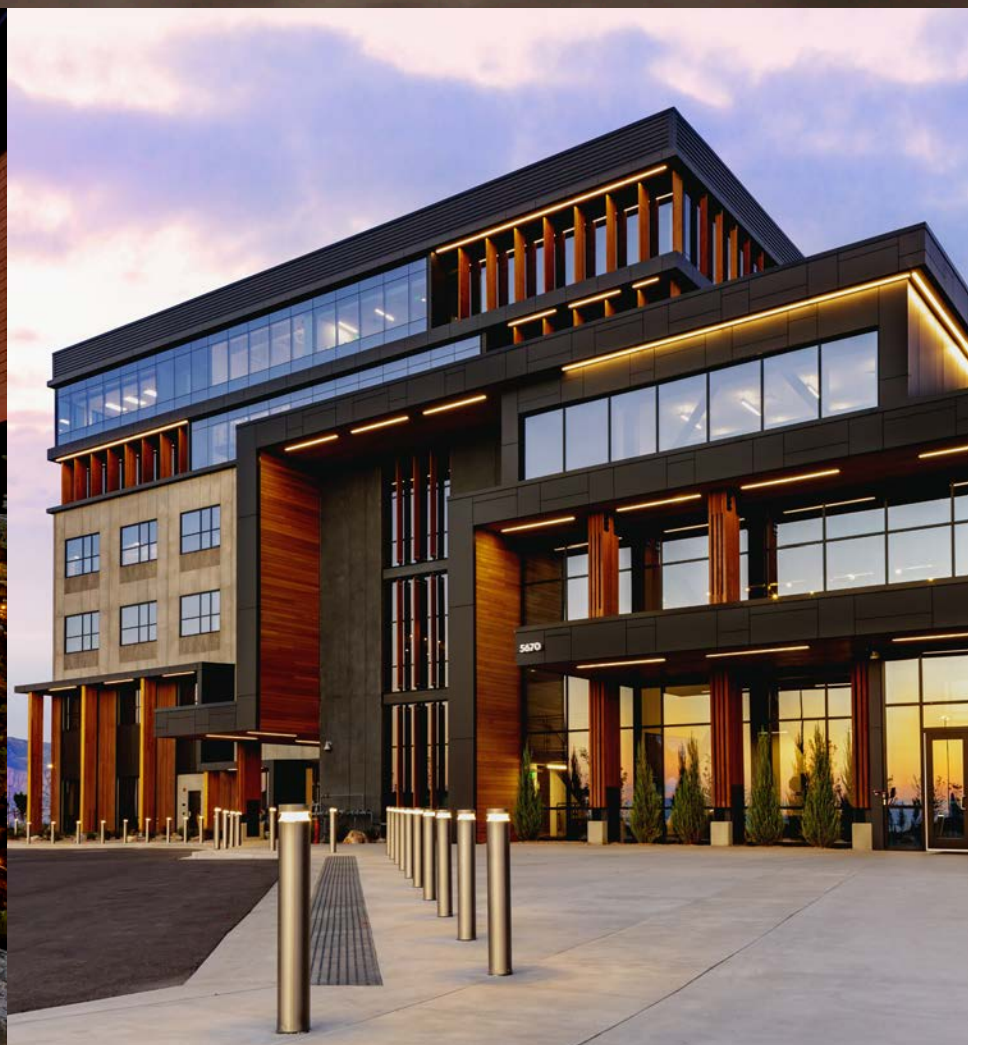
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serve children 15 months to sixth grade, and aging or disabled adults that are 18 and older, all in the same building,” said Jenn Bean, development and communications director for Neighborhood House. “This gives us the opportunity to bring the generations together, and one of the ways we do this is through weekly music classes that Mundi provides on-site.”

Class participants find common ground through the universal language of music, with elders providing wisdom and encouragement while the youth bring energy and fresh perspectives. There are instruments and a workbook program that is used as the basis of the program that is offered on a semester basis. Each culmination of the program ends with a concert.

“The program has been extremely positive; it gives a lot of purposes for both the kids and adults to be paired with someone from different generations and try to learn something alongside them,” Bean added. “For adults, they are able to stay present and engaged in an activity that they are sharing with someone else. For the kids, they also get the opportunity to be a teacher or a learner as they are paired with an adult.”

At its core, the Mundi Project prides itself on continuing to remove barriers to musical education and performance. This nonprofit orchestrates a future where access to music is not a privilege but a universal opportunity. The Mundi Project plans to continue making a positive difference in the lives of those it serves by increasing program capacity to reach more learners in the communities and creating a strategic plan that focuses on sustainability as the organization turns 20 in 2026.

“Funding is always a challenge for a nonprofit; you have to get creative,” Goetz said. “We have to get creative with our partners and talk about cost-sharing and how to incorporate the participants in the process as well.”

Once a year, the Mundi Project hosts a fundraising gala where it showcases student performances and celebrates the organization’s impact on the community. This annual fundraiser plays a vital role in continuing the mission of the Mundi Project.

Visit <https://www.mundiproject.org/> for more information on supporting Mundi Project efforts.



A youth group participates in a piano and voice class at the Kearns Library. The Mundi Project doesn’t just offer access to musical instruments and education but acts as a medium for personal growth, social development and community-building.



Kids from a group piano and voice class at the Provo Library take time out to play Halloween games during instruction in the fall of 2023.



Mundi Project youth volunteers Conrad and Brooklyn perform at the 2023 300 Pianos event at the Alliance Theater in Salt Lake City. Photo by Bruno Yeckle. Each year, the recipients of pianos from the program have the chance to showcase their skills at a concert.

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Supporting Voices of Survivors



BUILDING SAFE LIVES

South Valley Services provides shelter and hope

Aimee L. Cook
Caritas Quarterly

Established in 1998 by a group of concerned advocates — police officers and city officials — South Valley Services (SVS) has become a vital sanctuary for individuals dealing with the grim realities of domestic violence in Salt Lake Valley and surrounding areas. As a nonprofit entity, it pours its resources and dedication into delivering round-the-clock support for those in crisis by providing secure shelter services, comprehensive counseling and advocacy.

According to SVS, one in three women, one in four men and one in two trans and nonbinary persons in Utah will experience domestic violence in their lifetime. South Valley Services embodies the deeply held conviction that all individuals are entitled to a secure environment and professional support at any moment of need.

“Since opening the shelter in Salt Lake County, we have since expanded to include a Community Resource Center in West Valley, where people can drop in and out for services,” said Josie White, development director at SVS. “We quickly learned that not everyone who needs domestic violence services also needed shelter. But we still saw a need for that community to be connected to services; the

drop in service is unique.”

Central to the mission of South Valley Services is its unwavering dedication to becoming a sanctuary for those impacted by violence. Prioritizing confidentiality and safety, SVS works diligently to support individuals at their lowest points, aiming to create a world where safety, dignity and recognition are rights enjoyed by all, regardless of one’s

location.

Four years ago, a mother of four found herself divorced and the victim of domestic violence. Carol, a community advocate and survivor, tells her story of coming to terms with that discovery and seeking help:

“Something happened when I went to therapy that first time,” Carol recalls in a YouTube testimonial

video. “I saw and heard everything that had happened accumulating over those years. I had been so attached to him, it was such a codependent relationship that when I detached from him, there was some-

CONTINUES next page



Both children and adults have access to clinical therapy provided by South Valley Services. SVS has become a vital sanctuary for individuals dealing with the grim realities of domestic violence in the Salt Lake Valley and surrounding areas.

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thing in my heart and soul and my spirit that said I will not let you hurt me like that again.”

Carol said after touring the shelter, she was completely humbled and longed for safety. Since getting help through SVS, Carol has felt empowered and confident to make better choices for her life. She exclaimed it felt good to “be free.”

Holistic Support Services

At SVS, survivors receive holistic support aimed at their healing and self-recovery. Committed to providing free and confidential assistance, SVS’s services include emergency shelter, secure housing solutions, trauma-informed counseling, advocacy and practical tools to conquer everyday challenges. Furthermore, through its efforts to educate on the cessation of violence, SVS seeks not just to help individuals but also to actively inspire communities to pursue a future devoid of violence.

By creating a nurturing, dignified and supportive environment, SVS aims to achieve safety and respect in all life aspects, going beyond temporary aid to offer comprehensive services that usher individuals towards self-sufficiency. SVS empowers survivors to pave the way for a resilient, independent tomorrow through its multifaceted approach involving financial literacy, free short-term therapy and case management.

SVS also offers housing resources that extend beyond the typical 30-day stay in the shelter. They assist families in finding long-term housing and have programs that offer rent assistance, if needed. In addition, SVS runs a children’s program in the shelter.

“Just like mom and dad, when children first enter the shelter, they meet with a child advocate to do safety planning,” White said. “All types of things are taken into consideration: what to do if they return home and things get violent, who to ask for help, where to go, who to call. There is also a support group for children once a week.”

Community engagement is paramount to the sustainable impact of SVS’s mission. Volunteering opportunities range from assisting in daily operations to providing specialized skills or even championing fundraising initiatives. Monetary and in-kind donations are always welcome and crucial for maintaining and expanding SVS’s life-changing services.

SVS invites community members to be a part of the solution. Each contribution, no matter the size, helps construct a fabric of support that can truly alter lives.

Having the opportunity to volunteer at the shelter provides insights into the impact SVS has on the community that it serves.

“I met with the group seven years ago at the shelter and got an understanding as to what they do there. I was able to get to know some of the residents and volunteers, and I could see the good the shelter was doing for so many individuals going through some horrible things, I just wanted to provide support however we could,” said William Ward, a volunteer and outreach ministry team leader at Cross Tower Church of Christ. “We work in their garden, we have cleaned [the shelter] outside and inside, and Cross Tower provides a meal every Saturday for all the residents. Last summer, we did a barbecue for everyone at the shelter, including volunteers. With the help of Marcus Jones [at Miss Essie’s BBQ], he donates so much food and his time.”

In the fiscal year 2022-23, SVS’s impact on the community is reflected in its significant service milestones. The organization served over 2,600 clients, providing refuge to 501 individuals for a total of 19,118 bed nights in its emergency



A staffer at the SVS Children's Learning Center sorts through the many donated resources made available to clients of the organization.

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Staff members at South Valley Services' Children's Learning Center entertain children dealing with the trauma of abuse.



Housing is available to abuse victims at either of South Valley Services' two shelters, located in West Jordan and Tooele.

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shelter facilities. SVS committed 1,816 hours to case management, supporting 700 clients in navigating their journeys to recovery and self-sufficiency.

Additionally, SVS's educational outreach extended to 240 events, effectively reaching 5,303 people and emphasizing the importance of ending violence. Therapeutic services were a cornerstone of healing, with 1,538 hours of therapy administered

to 448 clients. Meanwhile, the children's learning center, an integral part of the support system for young ones affected by violence, delivered 2,347 hours of service, ensuring continuity of care and enrichment during times of upheaval.

Funding for SVS is a combination of government and private funding. The center is currently working to expand and has relied heavily on funds from the government in the past.

"We are at the mercy of whatever legislative priorities the people in power have. What that means is that we could lose funding quite suddenly," White said. "By expanding private funding, we are hoping to be

more sustainable and have sustainable growth in Salt Lake County. We are looking to create transitional housing because by the time survivors reach out for services, they have no income."

South Valley Services remains steadfast in its commitment to supporting survivors of domestic and sexual violence, providing crucial resources for healing and recovery. SVS has locations in Salt Lake County and Tooele.

For further information or to seek assistance, SVS's website is <https://svsutah.org/>. The organization has a 24-hour helpline at 801-255-1095 and a TTY/Test Helpline at 801-870-5018.



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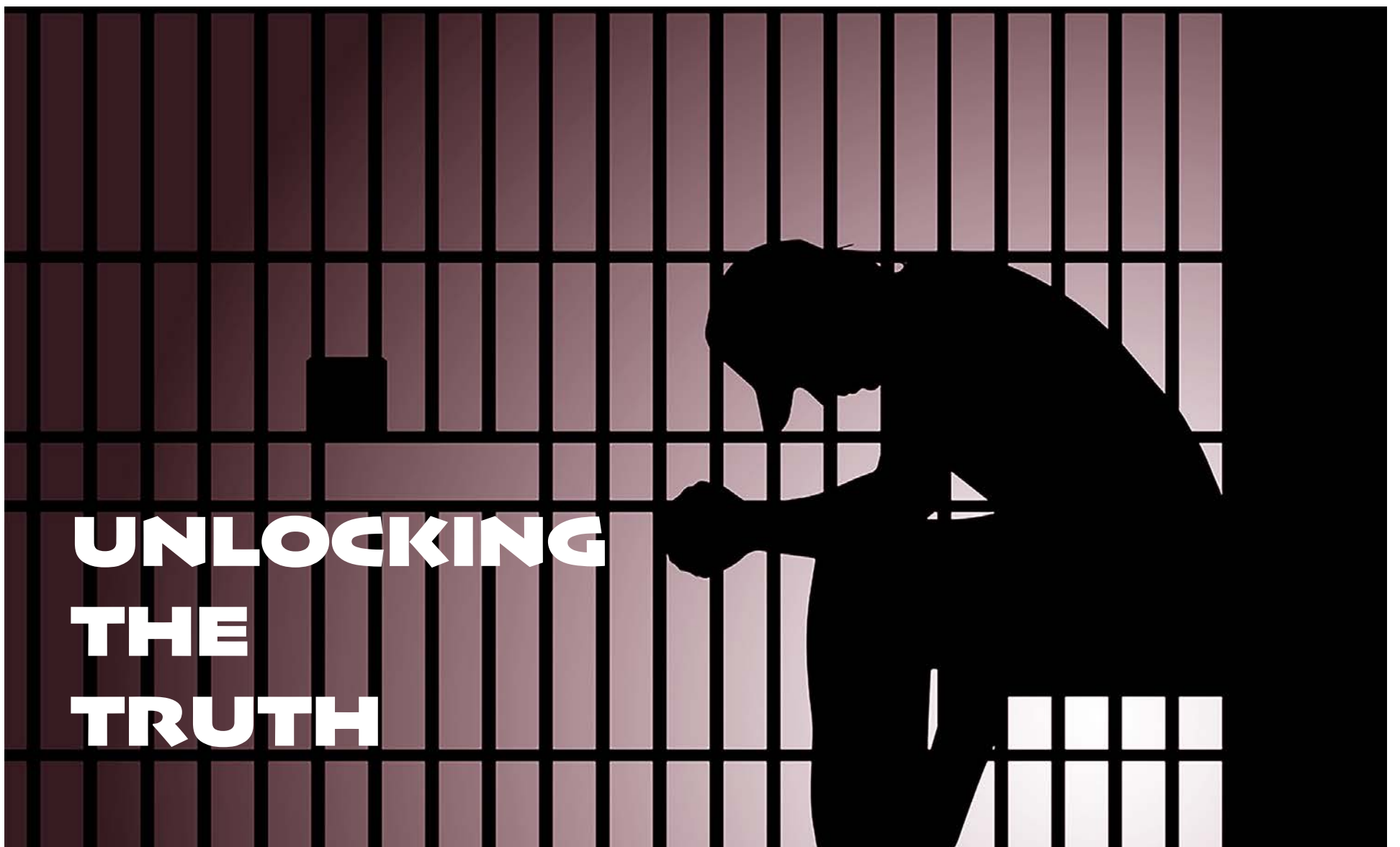
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Exploring the vital work of the Rocky Mountain Innocence Center

Aimee L. Cook
Caritas Quarterly

Consider the chilling reality of being wrongfully imprisoned for a crime you did not commit. This nightmare is an actual plight for a number of individuals in local communities. However, a glimmer of hope emanates from the western United States, where the Rocky Mountain Innocence Center (RMIC) steadfastly works to reverse such injustices.

RMIC is a nonprofit organization founded in 2000 by Lionel Frankel and is dedicated to an incredibly important cause: helping individuals in Utah, Nevada and Wyoming who have been wrongfully convicted.

Their work is pro bono, meaning they don't charge a dime for their services. Instead, they rely on donations, law students and fellow attorneys from other firms to fight these complex battles.

"I spent the majority of my legal career in Texas, working in criminal law as a prosecutor and defense attorney. When I moved to Utah, I was inspired by the mission and purpose

of this organization," said Kristy Columbia, executive director of RMIC. "Our mission is one thing, and our goals are another. The goal is to reunite the wrongfully convicted with their families. We seek the truth, regardless of the outcome."

Nearly 250 people, typically inmates, reach out to RMIC yearly, hoping someone will listen and help prove their innocence. The team at

clients are in Utah, Nevada or Wyoming; have been convicted of a serious felony offense and have at least seven years remaining on their sentence. Wrongful convictions can stem from things like a false confession. The team at RMIC does a screening, looking for possibilities like testable DNA or a change in science since the conviction.

"We don't take cases where it is a

took on his case and spent five years uncovering new evidence, including an alibi that proved he was in the hospital at the time of the crime. With this and more evidence, they were able to prove Wickham's innocence, freeing him from the chains of a wrongful conviction.

The Rocky Mountain Innocence Center is also at the forefront of criminal justice reform, with notable

legislative achievements in Utah, Nevada and Wyoming. Central to its mission, RMIC champions the rights of the wrongly convicted through legal interventions, support for legislative reforms and advocacy for policy changes. Among its significant successes, it has influenced amendments to enable post-conviction DNA

testing in Utah and worked to ensure that innocence claims and compensation are not nullified after the exonerate's death. Rocky Mountain Innocence Center has helped bring about laws for evidence preservation and



RMIC carefully reviews each request, looking for cases where there might be new evidence that could clear the person's name. This is no quick task — investigations can take from two years to even decades.

Once it finds new evidence, RMIC works tirelessly through the legal process to prove the person's innocence. RMIC approves cases if

lesser included offense or where they are trying to assert some defense; it has to be actual innocence," Columbia said. "We have 40 cases in our office right now."

Take the case of Christopher Wickham as an example. Wrongfully convicted in 1997 for a crime he didn't commit, he spent around 15 years in prison in Utah. The RMIC

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recording of interrogations, striving to prevent wrongful convictions. Its dedicated efforts extend to enacting measures that enable financial recompense and the establishment of factual innocence where new evidence arises. RMIC's commitment to justice is reflected in its multifaceted approach to reforming the criminal justice system and vouching for the innocent.

Jennifer Springer, a dedicated Rocky Mountain Innocence Center lawyer, is a shining example of commitment and foresight. Even during her law school years, Springer was remarkably focused on pro bono work for the wrongfully accused. Her academic pursuits were tailored to this noble cause, foretelling her valuable contributions at RMIC. Her determination to provide legal aid to those without a voice has made significant strides in overturning wrongful convictions, exemplifying the profound impact of devotion and specialized education in pursuing justice.

"I was teetering between grad school and social work or going to law school. I felt like law school was the correct path so I could help people who had been wrongfully convicted get out of prison," said Springer, a managing attorney at RMIC.



Managing Attorney Jennifer Springer and Staff Attorney Tom Kelley teach a course on wrongful convictions at the Private Investigator Association's annual training conference in Salt Lake City.

"It turns out a lot of my job is social work."

Springer said working with the clients and trying to present their truth is the best part of the job.

The justice system is made up of people, and people make mistakes, according to RMIC. The incarcerated have no voice; the RMIC gives them a voice and investigates their claims of innocence. The team at RMIC handles everything in-house. Four

attorneys and several law students from surrounding schools do all the investigations. It can take years to do witness interviews and track down evidence.

"I would argue this work is one of the hardest areas of law to practice and it takes a really long time to reach a conclusion," Springer added. "Some of the clients I have known for 12 years now. You develop remarkable relationships with the clients and their

family members. This past spring, we had a case in Nevada that we lost. The whole team is devastated. We filed an appeal, and we hope to get a reversal on that case, but it really broke our hearts. It took eight or nine years to get that case to trial."

Many people might feel power-

CONTINUES next page



RMIC attorneys and Pro Bono Counsel Katey Pepin of Clyde Snow celebrate the release of one of RMIC's clients who served more than 20 years for a crime he did not commit.



RMIC Managing Attorney Jennifer Springer and Pro Bono Counsel Sydney Gambee of Holland & Hart Las Vegas attend a hearing in Reno, Nevada, with their client, to request post-conviction testing in their client's case.

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less against such significant issues, but there's something we can all do, according to Columbia: We can talk about it. "Share stories like Mr. Wickham's. Let people know that wrongful convictions happen and that there are ways to correct these injustices," she said.

The more people who know about organizations like RMIC, the more support they can get to continue its essential work, Columbia said. "It's about justice, fairness and the truth. And in a world that often seems divided, we can all stand behind this mission to seek the truth and correct wrongs."

RMIC's work is more than just legal support; it's giving people back their lives, names and futures. Funding comes from the communities in which it serves. RMIC relies on individuals and corporations for donations.

For more information or to make a donation, visit <https://rminnocence.org>.



RMIC Staff Attorney Tom Kelley, Managing Attorney Jennifer Springer and Anne T. Freeland, pro bono counsel from Michael Best & Friedrich LLP, traveled to Nevada to litigate a case and made a stop to visit the crime scene of the murder that was committed in the case their client has been wrongfully convicted of committing.



RMIC attorneys say they are fortunate to represent amazing clients, and are honored to meet their supportive families who stand by their loved ones who share the same goal: to reunite the wrongfully convicted with their families.



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