



LEAD SAN DIEGO

A catalyst for leadership

LEADership Action Team Partners, 2008-09

City Heights Farmers' Market

City Heights Farmers' Market provides a venue for the sale of fresh, affordable, culturally-appropriate and locally grown foods and to create opportunities for cultural exchange and education regarding the environment, the community and good nutrition.

Team members: Bertha Aviles, Steve Bonker, Shaina Gross, Pat Jacobson, Lauri Keller, Laura Stein, Scott Suckow, Steven Travers, Jori Tulkki, Tim Walsh

KIPP Adelante Preparatory Academy

KIPP Adelante offers students and parents in southeastern San Diego an alternative to the low-performing schools in their neighborhoods. This small college-preparatory public school's mission is to ensure that their students develop the academic skills, intellectual habits, and character traits needed to succeed in top-quality high schools, colleges and the competitive world beyond.

Team members: Jessica Berlin, Casey Castillo, Melissa Chaty, Christie Haigh, Ryan Hall, Vanessa Mapula, Elizabeth Meyer, Jill Monroe, Antoinette Sanchez, Michael Simonsen

Mind Treasures

Mind Treasures' mission is to raise a wealthy, prosperous and philanthropic generation through financial literacy and character development. This development is complemented by learning to build a solid foundation in saving, investing, sharing, and spending, and by developing key character traits such as patience, responsibility, moderation, thankfulness, selflessness, generosity and truthfulness.

Team members: Steve Bernstein, Matt Carlson, Kevin Crawford, Bert Edelstein, Joe Foss, Channele Hawken, Tom Leddo, Denise Luna, Mona Sonnenshein, Francesca Sweet

Stepping Stone of San Diego

Stepping Stone is an alcohol and drug recovery agency that creates, improves and delivers addiction treatment/recovery, HIV and other health interventions, education and prevention services focusing primarily, but not exclusively on the lesbian, gay, bisexual and transgender communities of the greater San Diego region.

Team members: Karen Bucey, Jolene Davidson, Jennifer Henry, Shannon Jaccard, Gary Kloehn, Will Morse, Donna Marie Robinson, Michelle Wegner

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Urban Corps of San Diego County

The Urban Corps provides life skills, employment training and educational opportunity to San Diego's young adult population through the fields of conservation, environmental restoration and community service.

Team members: Bob Benson, David Blake, Tyree Dillingham, Scott Drury, Brian Finch, John Grohs, Oscar Laffaye, Corrine Lloyd, Beryl Rayford, Tracey Williams

YMCA Youth & Family Services

Youth & Family Services is the social service department of the YMCA of San Diego County. This department offers programs, including shelters for runaway and homeless youth, independent living skills for former foster youth, gang, substance abuse and teen pregnancy prevention, comprehensive counseling services, and before and after school enrichment.

Team members: Risa Baron, Margaret Egler, Kara Hertzog, Joni Low, Jeremy Meredith, Tim Monroe, Janelle Riella, Claudette Steinhauer, Sosha Thomas

Testimonials from LEADership Action Team Partners

Working with the LAT helped the City Heights Farmers' Market clarify our needs around marketing. We began to see that what we wanted was more customers from outside the City Heights community... who saw how their purchases at the market supported a low-income community's access to fresh fruits and vegetables, livelihoods for small local farmers, and innovative public policies that could make our community food system work for the better health of ALL San Diego's citizens. With this clearer sense of what we needed, our LAT team responded with... resources and out-of-the-box thinking about how to retain new customers from out of the area. We especially appreciated their willingness to share the good news about the market with their personal networks – that's the sort of support that's hard to quantify, but is a sure benefit to the market in the months ahead. It was an honor and privilege to work with our team, and we are grateful to LEAD San Diego for this opportunity!

Colin Mathewson
Steering Committee, City Heights Farmers' Market

KIPP Adelante changes the lives of 5th-8th graders in the areas of Southeastern San Diego— an area where only 5 out of 100 people are expected to graduate from college. Our Leadership Action Team's work on a long-term community outreach plan positions us to make a huge difference on people's beliefs about public education, expand our volunteer network, strengthen our revenue stream and will ultimately help us serve more children. Our aspiration is that our students wake up believing not only in themselves and their futures, but also in the opportunity to truly make this world a better place. As a result of our combined efforts on this project on behalf of our students, the world will be a better place.

Freda Statom
Director of Development,
KIPP Adelante Preparatory Academy

Testimonials from LEADership Action Team Partners

Our program for the LAT was to increase our exposure to the San Diego community by creating new contacts with companies and organizations that can benefit from our programs. The video that has been created by the LAT is exactly what we needed to tell our story in only 5 minutes and has already helped us to establish many valuable contacts including San Diego Unified School District. There is no doubt in my mind that our organization and the whole world will benefit from the LAT's efforts for many years to come.

Alex Mazloom

Founder & Executive Director, Mind Treasures

When we first approached LEAD San Diego for assistance in developing some sort of business enterprise, we believed that the development of a revenue producing business would help to diversify our funding and perhaps create training opportunities for our clients. At the time we did not foresee the economic challenges ahead in terms of the state budget collapse and the downturn of the economy. So what began as a novel idea has turned out to be a component of our survival strategy. The breadth of the analysis performed by our Action Team went far beyond our expectations. We now have two blueprints for creating two viable small businesses that will undergird the long-term financial health of Stepping Stone.

John de Miranda

CEO, Stepping Stone of San Diego

The work of the LEAD class has impacted our organization in ways that we did not expect. Their assignment was to help us come up with a strategic plan for our Corps-to-Career Department—simply put, to help us help the young adults in our program find jobs and careers after exiting our program. They came up with a strategic plan that is smart and creative but most importantly WORKABLE and achievable. What truly amazed us and made us feel even more grateful is that the group went above and beyond their task—they found ways to help in every other aspect of our program. They became part of the Urban Corps family and we are indebted to the group for what they have done and for what we know they will continue to do for the young people of the Urban Corps. We know the assignment is coming to an end, but we hope they'll stay around for a long, long time.

Anne Bernstein

Director of Development, Urban Corps of San Diego County

We approached LEAD in order for our organization to accomplish a long term goal of providing counseling services to the neediest of populations. We struggled with the design, implementation and never really reached our intended goal. With the help of our team, we now have a concise plan that, when accomplished, will allow us to reach our ultimate dream of creating an all-inclusive counseling center serving low income and diverse populations. Thanks to our LEAD team, we are now on the road to realizing that dream!

Kim Morgan

Executive Director, YMCA Youth & Family Services