

Leadership Action Team Project Portfolio
Impacting Regional Issues
2003-2009

Health & Human Services	High Quality Education	Community Economic Development	Livable Communities
<p style="text-align: center;">Dress for Success 2003</p> <p><i>Developed a Business Plan, Governance Structure and Board Recruitment</i></p>	<p style="text-align: center;">ArtsBusXpress 2004</p> <p><i>Developed a Business Plan with a 3-year funding strategy</i></p>	<p style="text-align: center;">Bronze Triangle Community Development Corporation 2003</p> <p><i>\$500,000 in new Federal tax credit/returns to neighborhood residents; Model established for County-wide effort</i></p>	<p style="text-align: center;">San Diego Archeological Center 2003</p> <p><i>Developed a PR Strategy; Created permanent exhibit at Petco Park</i></p>
<p style="text-align: center;">Casa Familiar 2004</p> <p><i>Developed a Marketing and PR plan on new health initiative</i></p>	<p style="text-align: center;">Barrio Logan College Institute 2005</p> <p><i>Produced a well-defined sustainable strategic facility plan; Further enabled continued fulfillment of educational & community support services</i></p>	<p style="text-align: center;">North County Lifeline 2004</p> <p><i>\$300,000 in new Federal tax credit/returns to neighborhood residents; Model established for County-wide effort</i></p>	<p style="text-align: center;">Goodwill Industries of SD County 2003</p> <p><i>Created recycling plan, adopted in 2003 and implemented in 2004</i></p>
<p style="text-align: center;">2-1-1 San Diego 2004</p> <p><i>Developed a Community outreach guide and public affairs plan</i></p>	<p style="text-align: center;">City Heights Educational Collaborative 2005</p> <p><i>Designed, advertised and launched an agreement between students, their families and the Collaborative that provided a roadmap for guaranteed acceptance to SDSU</i></p>	<p style="text-align: center;">La Maestra Community Health Centers 2006</p> <p><i>Developed literacy training & resource guide for immigrant & refugee women, providing tools to encourage entrepreneurial growth in City Heights</i></p>	<p style="text-align: center;">Project Wildlife 2003</p> <p><i>Created purchasing co-op for environmental and wildlife organizations</i></p>

<p align="center">ElderHelp of San Diego 2005</p> <p align="center"><i>Developed a business plan to create affordable care management services to help low and middle income seniors live independently</i></p>	<p align="center">Pro Kids 2006</p> <p align="center"><i>Marketing and Public Relations Plan that expanded programming to more underserved youth in mid-city. The San Diego Union-Tribune printed all deliverables developed by team</i></p>	<p align="center">Chicano Federation 2006</p> <p align="center"><i>Developed a training module for childcare home providers aimed at marketing their services as well as educating them on basic principles of operating a small business</i></p>	<p align="center">Centro Cultural de la Raza 2004</p> <p align="center"><i>Implemented annual campaign strategy; by-law rewrite; and developed PR strategy</i></p>
<p align="center">San Diego Youth & Community Services 2006</p> <p align="center"><i>Developed a comprehensive public relations plan; SDYCS committed operational funding of up to \$25,000</i></p>	<p align="center">Junior Achievement 2006</p> <p align="center"><i>Identified & Marketed new sources of diverse volunteers to teach programs in low-income schools</i></p>	<p align="center">Golden Care Academy 2007</p> <p align="center"><i>Created a public relations, marketing campaign & plan/video that further ensured the expansion efforts of the Licensed Vocation Nurse program; GCA committed operational funding</i></p>	<p align="center">National City Public Library 2005</p> <p align="center"><i>Developed strategic plan that achieved/exceeded the library's financial goals and community outreach efforts; engaged local media</i></p>
<p align="center">Alzheimer's Association 2006</p> <p align="center"><i>Conducted a community-based needs assessment to increase awareness and enhance access to care for elderly African-Americans challenged with Alzheimer's disease</i></p>	<p align="center">transcendANCE Youth Arts Program 2007</p> <p align="center"><i>Conducted research in the areas of programming, design and financial sustainability; developed a multi-phase strategic/business plan; secured sponsorships and identify locations for a permanent facility</i></p>	<p align="center">Community Housing Works 2007</p> <p align="center"><i>Conducted research to determine what motivates low-income families to participate in asset building programs and to understand the barriers that prevent their participation; created marketing strategy and supporting collateral materials to increase participation in CHW finance programs</i></p>	<p align="center">Sierra Club 2005</p> <p align="center"><i>Community outreach; Identified strategies for the mid-city community as well as community organizations to take ownership of Chollas Creek; ensured the restoration and preservation of this natural resource</i></p>

<p align="center">Somali Family Service 2007</p> <p><i>Developed a comprehensive public relations/strategic & step-by-step business plan to increase visibility and awareness for potential investors, elected officials, and regional leaders</i></p>	<p align="center">Human Development Foundation 2008</p> <p><i>Developed a business plan for 'model' replication of the Parents' Place Program, for implementation in other school districts</i></p>	<p align="center">San Diego Futures Foundation 2008</p> <p><i>Developed a multi-component comprehensive plan to identify strategies & resources to ensure sustainability of the WhizKidz Program</i></p>	<p align="center">San Diego Habitat for Humanity 2007</p> <p><i>Developed a multi-component, comprehensive marketing plan to increase the number of qualified families; evaluated & developed a tracking tool for Habitat families to determine future</i></p>
<p align="center">The Access Center of San Diego 2007</p> <p><i>Developed and implemented a comprehensive self-improvement plan, including public image and outreach; The Access Center committed operational funding of up to \$25,000</i></p>	<p align="center">KIPP Adelante Preparatory Academy 2009</p> <p><i>Developed an on-going program to increase and maintain public awareness within the communities of Southeastern San Diego and the region so to enhance student recruitment, strengthen revenues and increase human resources by expanding its volunteer network.</i></p>	<p align="center">Urban Corps of San Diego County 2009</p> <p><i>Developed the 'Corps-to-Career' business network and resource development plan to assist with job referral and placement services for Urban Corps graduates.</i></p>	<p align="center">Pro Peninsula 2008</p> <p><i>Developed a self-sustaining outreach & membership program</i></p>
<p align="center">A Reason to Survive (ARTS) 2008</p> <p><i>Developed a 3-5 year social enterprise business plan for the opening & operation of ARTS' new youth gallery</i></p>			<p align="center">eXcel Youth Zone (XYZ) 2008</p> <p><i>Developed a strategic/business plan to further ensure sustainability</i></p>
<p align="center">Join Hands – Save a Life 2008</p> <p><i>Developed marketing materials to assist in seeking funding opportunities to complete the construction of its new facility.</i></p>			<p align="center">City Heights Farmers' Market 2009</p> <p><i>Can farmers' markets sustain themselves in predominantly low-income communities? Developed enhancements to its marketing plan, provided strategies/direction on building new partnerships, created contact lists for community outreach and the media, and a brochure. Also provided starting point for the creation of a Community Investment Club.</i></p>

<p align="center">Stepping Stone 2009</p> <p><i>Assessed the feasibility of a sustainable business enterprise that offers additional revenue to offset programming expenses, provide opportunities for clients to learn important employment skills & gain professional experience, and to assist the organization in the shift toward a 'value creation' paradigm. Team provided findings & recommendations.</i></p>			<p align="center">Mind Treasures 2009</p> <p><i>Expanded awareness about the program by creating a comprehensive lists for business/collaborations, developed marketing & PR materials/template, and created a professional promotional video.</i></p>
<p align="center">YMCA Youth & Family Services 2009</p> <p><i>Developed a comprehensive psychotherapy business model that serves community needs and is self-sustainable. Researched deliverables on existing marketing plan and created a prospect and referral resource list.</i></p>			