

Leadership Action Team Project Portfolio
Impacting Regional Issues
2003-2008

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>\$500,00 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 motives 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 align="center"><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 align="center"><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 align="center"><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 align="center"><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 align="center"><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">Pro Peninsula 2008</p> <p align="center"><i>Developed a self-sustaining outreach & membership program</i></p>
<p align="center">A Reason to Survive (ARTS) 2008</p> <p align="center"><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 align="center"><i>Developed a strategic/business plan to further ensure sustainability</i></p>
<p align="center">Join Hands – Save a Life 2008</p> <p align="center"><i>Developed marketing materials to assist in seeking funding opportunities to complete the construction of its new facility.</i></p>			