**Fund Development Proposal**

**ABLE Fund—Advancing Biliteracy Leadership in Education**

**Background**

Several months ago, Shelly Spiegel-Coleman contacted Jan Corea with the potential of a fund development proposal being presented by Sandra Anderson, past Executive Director of CABE. Sandra has a vision to create and build a fund for the future work of CABE and Californians Together and to promote the vision of biliteracy. After several phone conversations with Shelly, Sandra, and Laurie Olsen, the following is being discussed and proposed:

**Details**

* Sandra Anderson has donated approximately $80,000 via the California Community Foundation (CCF) with the intent to build a plan and process for CABE and Californians Together to develop and manage this fund and support the vision and work of our two organizations.
* The premise of this proposal would be for CABE and Californians Together to grow the fund (via donations, planned giving, fund raisers, etc.) and after a period of 3 plus years, to be able to start using the interest gained on the investment for approved projects.
* Sandra is talking with the CCF Donar Advisory board regarding creating a 2-tiered fund: 1) funds for immediate needs; 2) legacy endowment
* Funds could be allocated for 1) Internal Projects, 2) Outside projects, 3) some operational costs.
* The fund would be managed by an advisory board , which would include Sandra Anderson, the two executive directors of each organization, and one board member from each organization.
* The CCF Donor Advisory Board would have final say on funding projects
* CCF provides a type of “toolkit” on how funds can be donated and collected with sample language (legal and otherwise) to be used in promotional materials
* The funding would support a part time staff/consultant to develop and grow funding.
* Proposed characteristics of the staff person/consultant include:
  + Strong supporter of the vision of both organizations
  + Corporate/business savvy/experience
  + Strong skills with technology and social media skills
  + Strong relational and communication skills
  + Public Relations experience
* Jan and Shelly have identified a short list of potential people for this position and are contacting to gage interest and availability.
* Initial areas of focus for use of the funding include:
  + Support of DELAC organization and advocacy work
  + Next Generation Leaders
  + Biliteracy Campaign
  + Staff Position
* A meeting with Sandra, Shelly, Laurie Olsen, Jan and staff from CCF will take place Friday, November 22, at the CCF offices in Los Angeles.
* An action item will be brought to the CABE board at the February 22, 2014 board meeting. or possibly prior via email, to move forward with this agreement.
* CABE legal counsel will work closely with CEO Jan Corea to review any agreement and address any details on behalf of CABE.

**Sheri Verdugo Martinez**

645 W. 9th St., Suite 726

Los Angeles, CA 90015

[Sheri4usc@yahoo.com](mailto:Sheri4usc@yahoo.com) – 626.991.3053

**Skills/Qualifications**

* Excellent oral and written communication skills
* Experienced recruiter
* Skilled and trained with people skills
* Extremely professional with all levels of an organization
* Accomplished and educated trainer/instructor
* Over 25 years’ experience in fundraising, job development, training, community outreach, marketing, economic development and governmental relations
* Proficient in the use of technology tools, computer literate

**Professional Experience**

**CCE Consulting Group LLC**

**2012-Present *Senior Associate***

Resourceful leader and strategic thinker when developing community outreach programs, strategic planning, project coordination, client relations, coordinating/planning commercial and housing development projects, proposal writing, fundraising and overseeing the hiring, training and development of staff. Ms. Martinez has an extensive background of interacting with elected officials at all levels in political, labor, and community organizing throughout California and Nationwide. Sheri’s expertise is in planning and urban development for our communities in the future and managing issues that affect our quality of life such as Water, Air Quality, Energy, Open Space and Solid Waste.

* Assemblymember Roger Hernandez 2010, 2012 and 2014 Campaign District Development Committee
* ELA Boys and Girls Club Development Committee
* Ben Brees for Superior Court Judge 2012 Development Committee

**Advance Technical Institute (ATI), Walnut, CA January 2012-Present** ***Career Development Training Instructor***

* Trained and prepared clients on entering the working world which included preparing them to seek their first job or advancing to a higher position
* Instructed clients on Career Exploration, Personal Finance, Leadership, Public Speaking, Personal Development, Professional Development and Independent Living
* Trained clients on Using QuickBooks Pro and other Microsoft Office Programs
* Performed career counseling and helped clients choose appropriate career choices
* Assisted in developing a resume and conducting mock interviews to help guide them on facing a real experience of an interview

Sheri Verdugo Martinez Resume Cont.

* Directed and guided clients with job skills enhancement, career development/changes, continuing education, adult basic education and personal/professional development

**SMART Staffing Services, Alhambra, CA 1994 – Present *Founder/President***

Developed and started a temporary/permanent personnel placement agency that specializes in clerical, bi-lingual and promotional staffing. Sheri’s energy, passion and determination proved effective as she simultaneously worked as a field deputy for an assemblyman and later as a chief of staff for a state senator while expanding the Staffing Agency.

* Established recruiting requirements, including software testing, reference screening, background checks and interviewing process by phone and in person for all applicants
* Updated knowledge about all area job openings and keeping in contact with all sources providing information about area job openings
* Responsible for attracting applicants and new clients by placing job advertisements through radio media, print media, local TV/cable media, job sites and all new social media venues
* Knowledge in human resource management and recruitment procedures
* Familiarity with variety of professions, its responsibilities and all required skills and qualifications
* Highly skilled public relations manager and utilized networking opportunities for business to build up employment network and candidate database
* Responsible for all day to day functions of the agency
* Trained and instructed all staff in job development

**The Sierra Group, Downey, CA 2009 – 2011 *Senior Associate***

Over 20 years of experience in business, government and politics. Ms. Martinez brought a wealth of experience in problem solving and demonstrated the ability to handle complex issues before governmental bodies at the local, county, state and federal levels. As a Senior Associate she assisted with the consulting firm by providing programs and services to prominent clients in California. Projects included planning, redevelopment, fundraising and public affairs.

* Developed strategic plans and handled complex issues for businesses/organizations/non-profits dealing with governmental bodies at the local, county, state, and federal levels
* Responsible for projects including community outreach programs, strategic planning, redevelopment, public affairs, project coordination, coordinating/planning commercial and housing development projects and proposal writing
* Maintained and established new client relations both in elected office and business arenas

Sheri Verdugo Martinez Resume Cont.

* Hired, trained and developed existing/new staff and interns

**City of Monterey Park**

**2001-2009 *Elected Mayor and City Councilwoman***

Sheri won a seat on the Monterey Park City Council on November 6th, 2001, beating her opponents by a 2 to 1 margin. Former Mayor Martinez served from 2001-2009. While serving in office, she was elected as a member to several political groups and held key leadership positions in each organization. Mayor Martinez’s goal as an elected official and now is to have a direct voice in improving the quality of life for our community and especially to see improvements in the employment industry

**Education:**

**University of Southern California Los Angeles, CA**

**Bachelor of Science in Public Administration, 1988**

Sloan Foundation Fellow in Government, LBJ School of Public Policy &

University of Texas at Austin

USC Study Abroad Program, University of Madrid, Spain

**University of Southern California Los Angeles, CA**

**Master of Science in Public Administration – Management, 1990**

**Affiliations**

Los Angeles County Commission on Local Government, Monterey Park/Rosemead Soroptimist, Monterey Park Rotary, Los Angeles County Sanitation District, Elected Secretary, Treasurer and Vice President San Gabriel Valley Council of Government (SGVCOG), League of California Cities Community Services Committee, San Gabriel Valley Animal Control Authority, West San Gabriel Valley Rebuilding Together(formerly Christmas in April), MTA San Gabriel Valley Sector Board, Boy Scouts of America Mission Amigos District Board, Monterey Park Chamber of Commerce, Monterey Park Library Foundation, Monterey Park Hospital Board, E1 Financial Credit Union Board, Latin Business Association, West San Gabriel Valley YMCA, Chairperson of Monterey Park Art & Culture Commission, Monterey Park Library Board, Elected National Vice President of Young Adults of the League of United Latin American Citizens, Secretary Hispanas Organized for Political Equality(HOPE) PAC, and Former Member of United States Commission on Civil Rights-California Advisory Committee

**Awards and Recognitions**

Assembly Member Judy Chu’s 2003 Latina Business Woman of the Year, Business and Professional Women’s 2003 Business Woman of the Year, “Woman of Promise”, “Hispanic Family of the Year”, “Latina Entrepreneur of The Year”, and she was featured in the Los Angeles Business Journal as one of the “20 Up & Coming Latino Women”, and has been recognized numerous times from Los Angeles City, Los Angeles County, State and Federal Legislators