

DATE: 11.17.21

TO: City Clerk

FROM: City Representative Aleksandra Annelo

ADDRESS: 300 N. Campbell TELEPHONE 915-212-0002

Please place the following item on the (Check one): CONSENT XXX REGULAR _____

Agenda for the Council Meeting of November 23, 2021

Reappointment of Anna Alemán to the Parks and Recreation Advisory Board by City

Item should read as follows: Representative Aleksandra Annelo

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Parks and Recreation Advisory Board

NOMINATED BY: City Representative Aleksandra Annelo DISTRICT: Two

NAME OF APPOINTEE Anna Alemán
(Please verify correct spelling of name)

E-MAIL ADDRESS: _____

BUSINESS ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

HOME ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: _____ NO X

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:

LIST ALL REAL ESTATE OWNED BY APPOINTEE IN EL PASO COUNTY (BY ADDRESS):

HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES:

Parks and Recreation Advisory Board – 2019 - 2021

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Anna Alemán

EXPIRATION DATE OF INCUMBENT: 10/14/2021

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X
RESIGNED _____
REMOVED _____

DATE OF APPOINTMENT: 11/17/21

TERM BEGINS ON : 10/15/21

EXPIRATION DATE OF NEW APPOINTEE: 10/15/25

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: X

2nd TERM: _____

UNEXPIRED TERM: _____

Anna Alemán

RESUME

Professional Experience

Regional Director – January 11, 2021 – Present

Help manage the state-wide work of Children at Risk in West Texas and the Rio Grande Valley as well as create and implement a communications and fund development plan that includes major gifts, grant writing and special events. I am in the process of diversifying our fundraising efforts through planned giving, endowments and named funds. In El Paso, I am working with three nonprofits, Hunt Family Foundation and Workforce Solutions to establish a shared services alliance for early childhood education; brought the Center to End the Trafficking & Exploitation of Children's CEASE program to El Paso (we now serve as the Paso Del Norte Center of Hope's prevention arm); and convened a group of educators to discuss the pandemic learning loss in our community. I currently steward a portfolio of 100 donors across the state and I work closely with the board, development committee and program staff in these efforts.

Programs and Major Gifts – January 14, 2019 – January 11, 2021

University Medical Center (UMC) Foundation and El Paso Children's Hospital (EPCH) Foundation, El Paso, Texas

Refreshed and restarted UMC's naming rights and grateful patient processes. I work closely with both hospitals' four community programs through grant-writing and fundraising which resulted in:

- Secured \$890,000 Texas Department of Human Services grant for the Nurse Family Partnership program.
- Raised \$300,000 to relocate El Paso Children's Hospital C.A.R.E.S. Clinic
- Brought in \$150,000 in support of Sobreviviendo el Cancer/Surviving Cancer Program
- \$75,000 in naming rights

Executive Director—July 2016 to October 2018

Fund Development Director October 2018 – January 30, 2019

Paso del Norte Charitable Foundation, El Paso, Texas

Worked in collaboration with PDN Foundation's leadership to Cultivate and attracted new donor-advised, health, scholarship and agency-advised funds. Oversaw their establishment and growth and provided support for their initiatives and priorities. Worked with non-profits to establish and/or grow their endowments. I also oversaw accounting and financial reporting, supervised staff, developed a branding campaign and managing communications and public relations of the PDN Charitable Foundation in coordination with the Communications Director. Responsible for the implementation of El Paso Giving Day (a 24-hour charitable giving drive) and provide support to Fundación Para la Salud y Bienestar in Cd. Juarez, Chihuahua, Mexico.

Outcomes 2016 - present:

- Established 35 new funds including the Richard Castro Scholarship Fund and the foundation's first funding through a charitable gift annuity and life-insurance policy
- In 2017, I helped our partner agencies raise \$1.05 million and disbursed \$811,000 back into the community;
- El Paso Giving Day 2018 – surpassed the goal of \$300,000 by raising \$409,000 through 178 participating non-profits
- Under my tenure, the Foundation's assets grew from \$1.2 million to \$5 million. (According the CF Insights Foundation Center, the Paso del Norte Foundation “saw its total assets more than triple from FY 2016-FY2017”)

Executive Director—January 2006 to July 2016 and Capital Campaign Director—January 2013 to July 2016
FEMAP Foundation, El Paso, Texas – Cd. Juarez, Chihuahua, Mexico

Managed the day-to-day functions of a non-profit foundation that impacts, every year, the lives of 180,000 people in Cd. Juarez, Chihuahua/ El Paso, Texas international metroplex. Researched, composed and administered grants for bi-national projects that deal with the provision of health, prevention, micro-lending and youth programs. Developed and executed a creative development strategy to identify, cultivate and maintain contributions. Planned and managed special events and donor functions. Develops all communicate for stakeholders and maintained media relations. Worked closely with the program directors in Mexico to ensure grant compliance and reporting and to enhance and grow programs.

2006- 2016 – FEMAP Foundation

- Grew the Foundation’s budget from \$300,000 to \$1.2 million
- Raised \$10 million as part of a Capital Campaign to build a School of Nursing and refurbish Hospital de la Familia
- Created the first bi-national fundraiser gala, now in its 14th year
- Developed strategic plans and raised the seed funds in 2010 for the Mobile Medical Unit to provide critical cancer detection and treatment for women in the Cd. Juarez *colonias* and the ValorArte Para Niñas y Niños an arts program that provides activities for disengaged youth
- Elevated profile of micro-finance and micro-entrepreneurial programs aimed at empowering women heads of household and attracted funding to support growth and sustainability of programs. In collaboration with the program director, we were awarded a \$200,000 grant from USAID

Director of Marketing & Communications—July 2003 to December 2005

YWCA El Paso Del Norte Region, El Paso, Texas

Responsible for the day-to-day operation of the YWCA Marketing Department and fulfilling the communications needs of the country’s largest YWCA affiliate, its five branches and ancillary service sites. Duties included: Coordinating press conferences, assisting/supporting staff with the press and served as spokesperson, coordinating large-scale events for staff, civic leader recognition and fundraising purposes. Oversee all production of communication tools and collateral materials such as; newsletters; brochures; multi-branch activity guides; event programs, invitations, print advertising and an annual report. Responsible for writing and supervising production of radio and television commercials and organizational videos. Able to negotiate and coordinate media buys, media sponsorships and media coverage. In coordination with the Development Director, assisted in identifying, planning, and coordinating fund development programs and activities including donor cultivation and recognition, grant writing and fundraising, or assisting with special events.

Education

Master of Public Administration
National Urban Fellow
Bernard M. Baruch College
One Bernard Baruch Way, (55 Lexington)
New York, New York 10010

Bachelor of Arts Degree –Journalism/PR
Minor in English Literature
University of Texas at El Paso
500 W. University
El Paso, Texas 79968

Honors

Hicks-Middaugh Outstanding Alumni Award, University of Texas at El Paso’s Department of Communication
Founding Cohort of the Paso del Norte Health Foundation’s REALIZE Project

Civic Engagement

Current Board Service: Global Ties US
El Paso Council of International Visitors
Humane Society of El Paso
El Paso Parks & Recreation
CommUNITY En Acción

Prior: FirstLight Community Foundation EPISD Education Foundation
Executive Forum El Paso Museum of Art Advisory Board
El Paso Public Library Foundation Bridge Center for Contemporary Art
El Paso Museum & Cultural Affairs Public Art Committee
Mujer Obrera – Centro del Obrero Fronterizo
Hospitals of Providence Women’s Health Advisory Board

Memberships: The Borderplex Alliance
Executive Forum

Speaker: Panelist: Stories from the Border - Borderplex Alliance: 2017 US Mexico Border Summit
Integrated Health: Community Collaborations, NUE, 2012 Atlanta, Georgia

Leadership: Participated in Synergos’ Bridging Leadership Program 2018-2019