

Andrea Barela

Highly self-motivated nonprofit development professional skilled at leveraging the collective assets of the community and implementing creative strategies for impact.

Areas of Expertise

- Staff Management and Volunteer Coordination
- Event Coordination/Management
- Fundraising; grant writing, donor and sponsor development and campaigns
- Financial Management
- Program Development
- Media/Public Relations
- Community Organizing and Development
- Marketing
- Public Speaking
- Strategic, Vision and Project Planning

Specialized Skills

- Excellent writing and communication
- Expert in Microsoft Word, Excel, PowerPoint, Publisher, Outlook, and experienced in various database programs
- Experienced in WordPress and basic web site development

Professional Expertise

NEWSED Community Development Corporation

Jan 2018 - present

President/CEO

- Organizational oversight
- Strategic planning
- Board of director and staff development
- Program development
- Real estate development
- Community relations and partnership development

Development Director, 2006 - 2017

- Coordinated all fundraising efforts including but not limited to; research of and proposal development to various community foundations and government entities, individual donor campaigns and special events. On average raised \$300K annually.
- Developed, implemented and fundraised for NEWSED's first satellite program in West Denver for entrepreneurs.
- Marketing and public relations for NEWSED and Santa Fe Drive Redevelopment Corporation related activities. Created annual reports, printed marketing materials, e-newsletters, client story development, PSAs for radio and television, photography, press releases and copy for published articles in La Voz Bilingue, Latin Life Denver and Viva Colorado.
- Developed programming, implementation and tracking systems for NEWSED's Business Support Office.
- Coordinated, managed and raised sponsorships for all NEWSED and SFDRC events including; the *Denver Cinco de Mayo Festival* with an annual attendance of 400K, NEWSED's annual gala the *Civil Rights Awards*, SFDRC's *Annual Meeting and Gateway Awards*, numerous network functions and ad hoc community festivals such as *Gateway Better Block* in 2013 and *Festival 38* in 2011 and 2012. On average raise \$200K annually in sponsorships.
- Facilitated community organizing initiatives such as La Alma Action neighborhood stakeholder collaborative.

- Implemented and administer the Santa Fe Business Improvement District as Board President. Responsibilities include accounting, BID maintenance facilitation, organizing board meetings, minutes, website upkeep, events and fielding community inquiries.
- Managed three websites and social media pages including DenverCincodeMayo.com, Newsed.org and SantaFeBID.org.
- Supervised three staff and volunteers.

Sunnyside Music Festival

Executive Director, Jan 2015 - 2017

- Manage all logistic and ancillary functions for the festival including but not limited to; permits, vendor coordination, sponsorship, marketing, volunteers, budget development and oversight, and coordination of pre-events.

Denver Inner City Parish (DICP)

Development Director, 2003 - 2004

- Managed all fundraising and marketing efforts including, grant writing, letter writing campaigns, individual donor appeals, special initiatives, reporting, newsletters, events, and other office duties.
- Developed general organizational financials and cash flow reports for board of directors.
- Developed and distributed quarterly newsletter.
- Worked with and mentored interns from the Community College of Denver.

Senior Program Director, 2005 - 2006

- Managed all functions of the Parish Senior Program including:
 - Program design and implementation
 - Volunteer coordination
 - Staff supervision of five employees
 - Fundraising efforts
 - Program promotion and development
 - Communication

The Denver Foundation

Donor Services Coordinator, 2000 - 2003

- Processed donor requests
- Created and distributed donor surveys and informational newsletter
- Project and event coordination
- Distributed weekly correspondence for donors such as, packets, grant letters and acknowledgements
- Administrative support for various scholarship initiatives
- Maintained grantee and donor fund files
- Researched donor inquiries

Education

- B.A. in Political Science from the University of Colorado at Denver, class of 2006
- Certificate in Public Administration from the Millennium College at the University of Colorado at Denver
- Master's degree in Public Administration with an emphasis in Nonprofit Management at the University of Colorado at Denver, Graduate School of Public Affairs, class of 2013
- NALCAB Colegio Community Economic Development Fellowship Program, 2014
- Nonprofit Management Training through the University of Texas at San Antonio, 2014
- Leadership Certification, Boston College 2020

Current and Prior Volunteer Affiliations

Board President – Santa Fe Business Improvement District
2014 - Present

Treasurer - Neighborhood Development Collaborative
2018 – 2022

Board Member – Denver Inner City Parish
2018-2024

Board Member – Art District on Santa Fe
2019 - Present

Co-Chair – Colo Festival & Events Assoc
2014-2017

References and letters of support available upon request