

[Print](#)**Advisory Board & Committee Interest Form - Submission #25245****Date Submitted: 5/2/2024****Last Name***

Berry

First Name*

Krista

District # You Live In.*

2

Home Address*

2219 Polk St., #1BE

City*

Hollywood

State*

FL

Zip Code*

33020

Home Phone

6463255819

Cell Phone

6463255819

Email Address*

mskristaberry@gmail.com

Owner or Renter *

Renter

Number of years as city resident*

2

Are you registered to vote in Broward County?

*

Yes

**Education (highest degree / level)**

Master's

Occupation*

Nonprofit Manager

Work Phone**Business Name***

Candid

Business Address**City****State****Zip Code****Identify the board / committee(s) to which you request appointment (Please rank in order of preference)****Selection (1)***

Community Development Advisory Board

**Selection (2)***

None

**Selection (3)***

None

**Selection (4)***

None



Affordable Housing Advisory Committee - Questions*

Please answer these five questions above. 1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood? 2. Which of the following disciplines are you most skilled? • Home Purchase Education, • Housing Market Employment, • Housing Market Stability, • Affordable Housing Construction, * Affordable Housing Activism. 3. Which of the following disciplines are you most passionate? • Ownership Housing Affordability, • Rental Housing Affordability, • Housing Market Stability, • New Housing Construction, * Fair Housing. 4. What (if any) life experience motivated you toward volunteerism? 5. What role does housing diversity play in Hollywood's economic health?

African American Advisory Council - Questions*

Please answer these five questions above. 1. What is the greatest challenge facing the African American Community in Hollywood? 2. How many hours per month can you dedicate to AAAC initiatives? 3. Which of the following disciplines are you most skilled? * Education, * Employment, * Economics, * Cultural Awareness, * Housing. 4. Which of the following disciplines are you most passionate? * Education, * Employment, * Economics, * Cultural Awareness, * Housing. 5. What (if any) life experience motivated you toward volunteerism?

Artwork Selection Committee - Questions*

Please answer these five questions above. 1. What are your primary interest in City Government and City Services? 2. Why do you want to join the Artwork Selection Committee? 3. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 4. Are you available to attend regular committee board meetings scheduled for the Second Monday each month at 5:30pm? 5. What is your one area of highest interest related to the Arts within the City of Hollywood?

Civil Service Board - Questions*

Please answer these five questions above. 1. Describe your involvement with establishing, reviewing and interpreting policies and procedures? 2. Describe your involvement in employment practices including interviewing, testing, hiring, selection and promotion, demotions, transfers, etc. 3. Describe your knowledge of Civil Service and its purpose. 4. Why do you want to serve on this Civil Service Board? 5. Are you a continuous resident of and continuous registered elector in the City of Hollywood?

Community Development Advisory Board - Questions*

1. Do you reside in a low and moderate income (LMI) neighborhood in Hollywood per the most recent US Census data?
Yes.
2. What Community Development issues do you believe are the most important to Hollywood?
I have only lived in Hollywood for 2 years so I'm still learning what is most important to this community. However, I believe that community development at its core is the process of community members coming together to improve their quality of life. Since I live in an LMI neighborhood it is important to me to be involved in building a thriving community for all. So, I am applying to serve on this committee to encourage more community participation and listen to what community members collectively believe are the most important issues for Hollywood. From infrastructure, to housing, education, services, and recreation - it is the practice of community development that is most important to me.
3. What is your definition of a healthy neighborhood?
I've always loved Jane Jacobs' work on building cities from a community-based approach. She advocated that density makes a healthy neighborhood and I agree. When neighborhoods are designed by humans for humans to live, work and play – it thrives. And density is key to bringing community closer together.
"Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody."
— Jane Jacobs
4. What do you believe is the vision and primary work of the Community Development Advisory Board?
The primary work of the Community Development Advisory Board is to provide recommendations to the Commission on Federal and State grant funds, review and evaluate funding requests, and assist in developing goals to support the City's plans and activities.
5. What do you believe uniquely qualifies you to serve on the Community Development Advisory Board?
See attached (ran out of room)

Please answer these five questions above. 1. Do you reside in a low and moderate income (LMI) neighborhood in Hollywood per the most recent US Census data? A Hollywood LMI Map is located at www.hollywoodfl.org on the Community and Economic Development webpage. 2. What Community Development issues do you believe are the most important to Hollywood? 3. What is your definition of a healthy neighborhood? 4. What do you believe is the vision and primary work of the Community Development Advisory Board? 5. What do you believe uniquely qualifies you to serve on the Community Development Advisory Board?

Education Advisory Committee - Questions*

Please answer these five questions above. 1. What are the current challenges facing education? 2. What is your vision for education in Hollywood? 3. What do you see as the primary work of the Education Advisory Committee? 4. With only one meeting a month, the Committee is limited in what it can do. How does/should the Committee decide what's most important? 5. How can the Committee know if its mission and goals are being accomplished?

Employees' Retirement Plan - Questions*

Please answer these five questions above. 1. Are you familiar with the State's Sunshine Laws (Chapter 119 of the Florida Statutes)? 2. Are you available to attend in person regular monthly Board meeting (typically held the 4th Tuesday of each month)? 3. What knowledge, skills and/or abilities will you bring to the Employees' Retirement Plan? 4. What do you believe are the responsibilities of a trustee on a municipal retirement plan board? 5. Are you familiar with municipal defined benefit retirement plans and/or have previous experience serving on a municipal retirement plan board?

Firefighters' Pension Board - Questions*

Please answer these five questions above. 1. What knowledge, skills and abilities would you bring to the meetings? 2. What experience do you have with firefighter pensions? 3 What is your financial background? 4. How many years have you lived in Hollywood? 5 How familiar are you with local retirement systems?

General Obligation Bond Oversight Advisory Committee - Questions*

Please answer these four questions above. Why do you want to join the GO Bond Oversight Advisory Committee? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. 3. Which Bond interests you the most? Public Safety? Parks/Golf/Open Space or Neighborhoods & Resiliency? 4. What is your perspective on city quality of life, healthy neighborhoods, economic development & a strong tax base?

Historic Preservation Board - Questions*

Please answer these five questions above. 1. How have you prepared yourself to serve on the Historic Preservation Board? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. * Personal experiences, * Professional experiences. 3. What is your perspective on balancing growth of the City's tax base, within the Historic Districts, while maintaining neighborhood stabilization? 4. How would you balance historic architecture with modern architectural styles? 5. What do you like about the City's different Historic Districts?

Hollywood Centennial Celebration Committee*

Please answer these five questions above. 1. What is your primary interest in serving on the Committee? 2. What is your financial/accounting background? 3. What knowledge, skills and abilities would you bring to the meetings? 4. What other organizations and/or associations were you previously, and/or currently involved with? 5. Are you available to attend regular committee meetings? (dates to be determined by all members)

Hollywood Housing Authority - Questions*

Please answer these five questions above. 1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood? 2. Which of the following disciplines are you most skilled? * Property Management, * Affordable Housing Administration, * Housing Market Stability, * Affordable Housing Construction, * Affordable Housing Activism. 3. Which of the following disciplines are you most passionate? * Property Management, * Rental Housing Affordability, * Housing Market Stability, * New Housing Construction, * Fair Housing. 4. What (if any) life experience motivated you toward volunteerism? 5. What role does housing diversity play in Hollywood's economic health?

Marine Advisory Board - Questions*

Please answer these five questions above. 1. What is your involvement with the City of Hollywood's Waterways? 2. What will guide your decisions on this board? 3. Are you able to dedicate 2-3 hours a month to attend the meetings? Attendance is paramount to this Board being able to get things done. 4. Are you currently or have you been a boater, marine industry professional or involved in any other marine related industry? 5. What is your vision for the city of Hollywood's Waterway system?

Parks, Recreation & Cultural Arts Advisory Board - Questions*

Please answer these six questions above. 1. How many events have you attended in the past year at any of the parks and athletics facilities in the City? 2. How many City-sponsored special events have you attended for the past year? 3. Are you available to attend regular Board meetings? Regular meetings are on the 1st Thursday of the month for 8 months per calendar year. 4. What is your one area of highest interest related to the parks, recreation and cultural arts for the City? 5. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 6. How does parks, recreation and cultural arts contribute to quality of life?

Planning & Development Board - Questions*

Please answer these five questions above. 1. How have you prepared yourself to serve on the Planning and Development Board? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. * Personal experiences, * Professional experiences. 3. What is your perspective on balancing growth of the City's tax base while maintaining neighborhood stabilization? 4. What recent developments within the City are most proud of? 5. What is a Comprehensive Plan?

Police Officer's Pension Board - Questions*

Please answer these five questions above. 1. What is a fiduciary? And what is your responsibility to the police pension plan as a fiduciary? 2. What is the Sunshine Law? 3. What is Asset Allocation & Diversification? 4. Explain the history of Chapter 99-1 and Chapter 185? 5. Define the role of the Actuary and the Auditor?

Sister Cities Advisory Committee - Questions*

1. Do you speak more than one language? If so, what languages do you speak? 2. Do you have experience in travel, cultural exchange, and/or fund-raising? Please describe. 3. Which Sister City focus areas are you most passionate about: a. Art and Culture; b. Business and Trade; c. Community Development; d. Youth and Education. 4. What (if any) life experience motivated you toward volunteerism? 5. Please describe why you are interested in serving on the Sister Cities Advisory Committee.

Sustainability Advisory Committee - Questions*

Please answer these five questions above. 1. Why do you want to join the committee? 2. Have you attended any committee meetings? If so, how many? 3. What knowledge, skills, and abilities would you bring to the committee if appointed? 4. What other organizations, clubs, or associations are you involved in? 5. Are you available to attend regular committee and subcommittee meetings? Regular meetings are held monthly with subcommittee meetings held as needed. 6. What types of projects would you like to see the committee work on?

Young Circle ArtsPark Advisory Board - Questions*

Please answer these five questions above. 1. What are your primary interest in City Government and City Services? 2. How many ArtsPark events have you attended within the past year? 3. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 4. Are you available to attend regular committee board meetings scheduled for the Second Tuesday each month at 5:30 pm? 5. What is your one area of highest interest related to the ArtsPark at Young Circle?

Are you interested in serving on more than one board/committee?*

No



If so, how many?*

0



Applicant must attend at least one board/committee meeting prior to consideration of application for every board applied. Please list board/committee meetings you attended in the last year?*

tried in April, but

Are you currently on a County or City Board?*

No



If yes, please describe

If you are applying for a board / committee, which has specific requirements / categories, please detail how your background and/or experience meets the required criteria.*

See attached

Please describe your professional and/or volunteer experience or background, which best qualifies you for selection to the board / committee.*

See attached

**Are you presently employed by the
City of Hollywood?***

No



If so, in what capacity?*

Hollywood

Attach Resume (only .doc and .pdf files)*

K. Berry application and resume.pdf

1. Do you reside in a low and moderate income (LMI) neighborhood in Hollywood per the most recent US Census data?

Yes.

2. What Community Development issues do you believe are the most important to Hollywood?

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3. What is your definition of a healthy neighborhood?

I've always loved Jane Jacobs' work on building cities from a community-based approach. She advocated that density makes a healthy neighborhood and I agree. When neighborhoods are designed by humans for humans to live, work and play – it thrives. And density is key to bringing community closer together.

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4. What do you believe is the vision and primary work of the Community Development Advisory Board?

The primary work of the Community Development Advisory Board is to provide recommendations to the Commission on Federal and State grant funds, review and evaluate funding requests, and assist in developing goals to support the City's plans and activities.

5. What do you believe uniquely qualifies you to serve on the Community Development Advisory Board?

I have a master's degree in Urban Affairs from Hunter College in NYC where I studied community development, public policy and civic participation and started my professional nonprofit career.

I then moved to San Diego where I served as an elected member of my community planning board, the City Heights Area Planning Committee, for 7 years (including as Vice Chair and 2nd Vice Chair). During my tenure, we got a lot accomplished including: added translation services in 5 languages at

all meetings to welcome more community members, increased safety for residents, schools, and businesses, strengthened business districts, engaged more youth that built 3 skate parks, installed more traffic calming designs and added bike lanes, created an art sub-committee that is now a vibrant part of the community. And so much more!

I also served on the San Diego Commission for Arts and Culture Grant Review Committee for 2 years where we reviewed all funding requests and made recommendations to the Commission.

I am trained in consensus organizing and am a skilled facilitator and community organizer.

And finally, my profession is a nonprofit and fundraising subject matter expert, educator and sought after thought leader. I work remotely from my Hollywood district 2 apartment every day for a large national nonprofit called Candid that's mission is to provide essential nonprofit data, tools and resources to the sector.

In summary, I bring a wealth of knowledge and experience on grants, civic engagement, and urban affairs.

EXECUTIVE SUMMARY

Accomplished nonprofit leader, fundraising expert, and educator that centers all work with an equity lens and 20+ years of diverse achievements in:

- ❖ Raising millions of dollars as a fundraising practitioner and consultant, creating, and managing sustainable philanthropy plans, and teaching and coaching other fundraisers to achieve transformational results.
- ❖ Designing and presenting quality, interactive and future-focused student/adult learning content and curriculum.
- ❖ Cultivating, engaging, and stewarding strong relationships with a wide variety of internal and external partners to meet business goals.
- ❖ Leading and coaching on all aspects of organizational development including business development & scaling impact, fundraising & philanthropy, program development & special events, financial management, operations, employee engagement & DEI, communications, and capacity building/technical assistance.

CAREER EXPERIENCE

Candid, Remote

Equitable Access Strategy Manager

Jan 2020-Present

- Builds capacity of the nonprofit/social sector as **brand ambassador** delivering in-person and online trainings and presentations across the US and develops partnerships with community organizations dedicated to serving the sector.
- Contributes **instructional design** and **impact evaluation** for all learning programs serving nonprofit leaders.
- **Philanthropy and nonprofit subject matter expert and thought leader** including writing **blog articles**, guest speaking, micro-learning video content, and advising on product design.

Interim Senior Programs Manager

Apr-Dec 2020

- **Managed national Programs team (5 full-time, 4 part-time staff)** responsible for re-designing, planning and delivering all in-person trainings to virtual during the global pandemic to meet revenue, reach and quality assurance goals.
- Oversaw revenue and reach goals including **monthly tracking and reporting of income and expenses**, quarterly **budget forecasting** and 2021 fiscal **budget planning**.
- **Coached and motivated a re-structure virtual team**, co-conducted annual performance reviews in partnership with Sr. Director of Network Engagement and led creation of 2020 virtual trainings **impact report** highlighting over \$600K in revenue, 98k participants from 47 states and 12 countries and cumulative average of 4.43 out of 5 stars.
- Created **planning and project management tools** for the team after organization re-structure including: 2021 **operations plan**, Q1 **programs/event calendar**, promotions and revenue plan, and individual **staff work plans**, effort schedules, RASCI and strengths assessment to best distribute the work to meet goals.

National University System, Remote/San Diego, CA

Adjunct Professor, Extended Learning

2015-2019

- **Resource Development & Marketing; Financial Management; and Legal Requirements:** 4-week interactive online courses for Executive Directors in partnership with the Education Foundation Leadership Certificate Program

Senior Manager, Sanford Partnerships

Jun-Nov 2019

- Led the creation of new position dedicated to high quality **stewardship of major national partnerships** to **increase philanthropic impact and brand awareness** for Sanford Programs.
- Managed high-profile partnerships portfolio under Senior Vice President's office including: Grantmakers for Thriving Youth, Los Angeles Chamber of Commerce, Association of Fundraising Professionals (AFP), Candid (formerly Foundation Center) and Hispanic Association of Colleges and Universities (HACU).
- **Nonprofit and philanthropy expert and strategist** for all partnerships, events, community engagement, product development, digital strategies, content, research, and marketing initiatives.
- Created and executed **partnerships business plan** and **project management tools** to implement key deliverables, track data, and measure and report on ROI of philanthropic and partnership effectiveness.
- **Certified trainer** for Sanford Institute of Philanthropy and **curriculum subject matter expert**.

Director, Sanford Institute of Philanthropy

2017-2019

- Led core leadership functions and strategy for a donor funded national program with aggressive growth goals to scale in new markets around the country.
- Created and executed quarterly and annual business plans and operations plan incorporating strategies to meet national expansion goals, advertising and brand awareness activities, product development and content creation (including publishing 2nd edition "Cause Selling the Sanford Way: A Guide to Relationship-Driven Fundraising" textbook), client/partner support resources and technical assistance, training services and product certification, research and program evaluation.
- Successfully met annual program goals in first year and exceeded annual engagement (teach) goal impacting over 100,000 emerging nonprofit professionals which was an increase of 330% over 2017 (from 27,000 in 12/17 to 116,918 in 12/18).
- Improved budget analysis and planning for \$1.2M annual program budget and created a 5-year plan and budget for sustaining program beyond initial gift from donor.

Bellevue University, Remote

Adjunct Professor, College of Business

2016-2018

- Generating Revenue for the Nonprofit Organization: 4 credit, 6-week interactive online course for the Nonprofit Management bachelor's degree program.
- Management & Governance for the Nonprofit Organization: 4 credit, 6-week interactive online course for the Nonprofit Management bachelor's degree program.

The Welty Group, San Diego, CA

Vice President

2016-2018

- Provided fundraising, planning and management consulting to a variety of nonprofit organizations including: International Relief Teams, Home Start, Casa Cornelia Law Center, The San Diego Repertory Theatre and Community HousingWorks.
- Conducted philanthropy program feasibility studies, developed comprehensive multi-year fundraising plans, and provided leadership/organizational development coaching and professional interim leadership.

Nonprofit Management Solutions, San Diego, CA

Trainer, Consultant, Interim Executive Director

2014-2018

- Facilitate the following workshops: Cultural Competency, Communication Skills, Team Building, Taking Charge of Conflict, Leadership Development, Organizational Culture, Volunteer Management, Mission-Driven Fundraising Events; Management Essentials Learning Group: 5-week interactive learning group.
- Provide organizational development consulting and professional interim executive leadership for Nonprofit Management Solutions clients including interim Executive Director at The Hemophilia Council of California.

The Vision of Children Foundation, San Diego, CA

Executive Director

2014-2015

- Led core executive functions in Organizational Development, Fundraising, Operations, Finance, and Marketing.
- Created and executed annual development plan and strategic funding priorities incorporating innovative campaigns, local partnerships, mission-driven special events, donor appreciation and stewardship, and resource development best practices.
- Successfully raised \$58K for 2014 year-end campaign by featuring an impact story of a child and as a result increased philanthropic revenue 127% over 2013.
- Improved grant writing program and funder relationships resulting in a 100% success rate.
- Prepared achievable operating budget of \$560K (109% increase from prior year) to diversify funding from individuals, corporations, and foundations/grants to sustain organization and scale impact for children with low vision.
- Reengaged board and founders of a 24-year-old organization and created and implemented a board development plan.

Kids Included Together, San Diego, CA and Washington, DC

Director of Strategic Partnerships

2012-2014

- Created and executed annual budget, development plan, operating plan, and external affairs plan, and collaborated with other department executives on cross-departmental initiatives for organizational development.
- Developed innovative and comprehensive fundraising strategies, campaigns, and communications to diversify funding from individuals, corporations, and foundations/grants and as a result, increased philanthropic income by 98% in 2 years (FY 13: +38%, FY 14: +60%).
- Successfully established strategic partnerships with national child development companies resulting in increased revenue.

- Spearheaded local and National **external affairs** and **public awareness initiatives** to scale impact including opening a DC office which resulted in a new government contract.

American Institute of Architects (AIA) San Diego Chapter, San Diego, CA

Interim Deputy Director/Director of Programs & Communications

2008-2011

- Created and executed **over 100 programs and events a year** for 1,100+ membership association ranging from monthly lunch n' learns to annual special events for 300+ guests.
- Developed and implemented **marketing and communications initiatives** for all programs and as a result, **increased local media attention and print coverage by 100% in 2 years.**
- Oversaw and managed all chapter **operations and administration** in the Executive Director's absence (including a 3-month leave) and contributed to the **budgeting and fiscal management.**

The National Society of Leadership and Success, Hoboken, NJ

Chapter Development Coordinator

2006-2007

- Successfully cultivated new chapters and **business development** on college and university campuses nation-wide through successful relationship management via phone and outreach resulting in **exceeding aggressive growth goals of 2 new chapters per month.**
- Consulted faculty advisors and students in planning and executing successful chapter **programming and events** and coordinated logistics for high-profile speaker events including speakers Jack Canfield, Stephen Covey and Ben Zander.

Ms. Foundation for Women, New York, NY

Graduate Student Policy Intern

2005-2006

- Coordinated **programming activities** for the Women and AIDS Fund (WAF) and their 12 grantee organizations nation-wide with Program Officer including the annual convening and AIDS Awareness Day in Albany.
- Analyzed general HIV/AIDS policy and the effects on women of color, **represented organization at related public policy meetings,** and **publicized policy updates to grantees** via Foundation communications.

LaGuardia Community College, the City University of New York (CUNY), Queens, NY

Associate Coordinator of Student Life & Recreation

2002-2006

- Successfully coordinated **over 200 programs and activities annually** for the Women's Center, Student Life, and Student Government serving over 40,000 students from around the world.
- **Managed the daily operations** of the Recreation Department facilities and 40+ staff.
- Designed event marketing and communication strategies which resulted in **increased event attendance, student engagement and awareness for all programs.**
- Created and implemented **regular program assessment tools** for all departments and reported findings.

EDUCATION & CERTIFICATIONS

Master of Science in Urban Affairs: Nonprofit Management, Hunter College, New York, NY

Bachelor of Arts in Theatre Direction and Minor in Education, Marymount Manhattan College, New York, NY

Event Management Certificate, University of San Diego

MEMBERSHIPS & VOLUNTEER ACTIVITIES

Greater Hollywood Chamber of Commerce, Member

Philanthropy Miami, Ignite! Conference Planning Committee

THOUGHT LEADERSHIP

5 Fundraising Ideas to Start the Year off Strong, Candid Blog, February 28, 2023

Fundraising Beyond Giving Tuesday: 5 Tips to Maximize Your Year End Giving, Candid Blog, November 30, 2022

Career Development in the Nonprofit World, Wisdom For Nonprofits Podcast, November 2021

5 Fundraising Tips for 2021 Giving Season, Candid Blog, November 15, 2021

How to Diversify Your Revenue with Individual Donations, Wisdom For Nonprofits Podcast, September 2021

Fundraising Trends Research: How to get ahead of what's coming next, Salesforce.org Nonprofit Summit, April 2021