



Community Engagement: Digital Strategies for Local Funders

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Oregon Public Broadcasting

The Oregon Community Foundation

The Russell Family Foundation

The Turnbull Center at the University of Oregon School of Journalism and Communication

PARTICIPANTS

Kathleen Baca

Director of Communications, Marguerite Casey Foundation

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Kathleen Baca is responsible for the strategic development and management of all internal and external communications at a dynamic philanthropy that advances movement building as a grantmaking strategy to support low-income families advocating on their own behalf for social change. Baca oversees communications with the press, grantees, and the general public; supervises the board book process; and is responsible for the development and production of the Foundation's multiple collateral materials, from its annual report to a series of thinking papers devoted to movement building as a philanthropic strategy. In addition to day-to-day management of the Foundation's communications infrastructure, Baca plays a key leadership role in developing and sustaining major initiatives and national campaigns that further the Foundation's central mission and message. She has more than 20 years of experience in media, public affairs and public relations. For over ten years, she was a reporter in the San Francisco Bay Area, where she went on to found her own public relations firm. A native of New Mexico, Ms. Baca holds a Bachelor of Arts degree in Journalism and English from the University of New Mexico.



Jesse Beason

Director of Public Affairs, Northwest Health Foundation

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As director of public affairs, Jesse Beason leads the Foundation's work in communications, policy, government relations and partnership development. Prior to joining the Foundation in 2013, he served as executive director of Proud Ground, a nonprofit organization helping low-income families purchase their first home, from 2008 to 2013. Previously, Beason served as senior policy director of Housing, Culture and Planning for then-Commissioner, and former Portland Mayor Sam Adams. Prior to that, Beason worked in public affairs at Metro. He serves on the board of directors of the Regional Arts & Culture Council, National Community Land Trust Network, Oregon Public Broadcasting's Community Advisory Board and JustPortland. He is also a member of the Portland Housing Advisory Commission. He moved from Denver to Portland in 1999 to attend Lewis & Clark College where he completed his undergraduate studies, magna cum laude, in communications. Jesse is a graduate of Neighborhood Partnerships' Future Leaders Initiative, a Marshall Memorial Fellow of the German Marshall Fund of the United States, and recognized by Portland Business Journal as a top 40 under 40 and Portland Monthly as a Rising Star. He is a 2014 cohort member of the African American Leadership Academy.



Lisa Bendt

Executive Director, Multnomah Athletic Foundation

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Lisa Bendt is currently executive director of the Multnomah Athletic Foundation. Her path to present: Financial services, training and development with emphasis in organizational development and small business owner/consultant and trainer. She is a professional bike guide and a huge fan of travel, libraries and outdoor activities. Her undergraduate degree is in business with minors in accounting and communication and she completed a Graduate Certificate program in Nonprofit Management.



Ann Berryman

Director of Development and Communications,

Susan G. Komen Oregon and SW Washington

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Ann Berryman is thrilled to be the director of development and communications at Susan G. Komen Oregon and SW Washington. Berryman has dedicated her career (nearly 15 years) to creating thriving communities across Oregon and SW Washington through her not-for-profit roles at Oregon Ballet Theatre, Oregon Museum of Science & Industry and

the National Multiple Sclerosis Society. She has helped several of those organizations receive recognition and awards from the White House to honors from local organizations. Her passion is to develop long-standing relationships with incredibly dedicated people who wish to promote awareness, offer education, further research that provide quality of life for everyone. Ann graduated from Southern Oregon University with a B.A. in communications and Portland State University with a M.S. in post-secondary education, policies, foundations and administration.



Camille Cotton

Grants Program Assistant, MJ Murdock Charitable Trust

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Camille Cotton joined the Murdock Trust as grants program assistant in January 2011, supporting the grants program and general office operations. She leads the annual report and quarterly communications report, while also creating communications collateral. She serves as a member of the technology team, currently assisting with the communications audit and information systems review. Cotton comes from a nonprofit background, where she provided U.S. staff support for humanitarian aid work in eastern Africa. She received her Bachelor of Arts from Linfield College in

Communications and her MBA in nonprofit management from University of Portland.



Aimee Craig

Marketing & Communications Director, Social Venture Partners Portland

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Aimee Craig's passion for education and equity brought her to Social Venture Partners Portland in January 2014. Her chapter at SVP began after more than six years managing communications for the Chalkboard Project, a statewide education advocacy organization. Craig brings with her experience working with educators, policymakers and philanthropists. With humanities degrees from Lewis and Clark College and the University of Chicago, she is fascinated by the dynamic components that build and foster community and lead people to make positive change in the world.

Tracy Dannen-Grace

*Director of Community Partnerships & Philanthropy,
Kaiser Permanente of the Northwest*

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Tracy Dannen-Grace currently serves as director of community partnerships and philanthropy for Kaiser Permanente of the Northwest. She assists in setting the strategic objectives for the organization's community benefit involvement and public health programs. She also oversees the corporate philanthropy investments into the local communities where Kaiser Permanente serves. Dannen-Grace is an active member of local and national philanthropic membership groups. She has been with Kaiser Permanente since 2004. Before coming to Kaiser Permanente, she was the founder and executive director of R.E.A.C.H. (Recreational and Educational Activities with Community Help). A non-profit organization, R.E.A.C.H. served as an advocacy leader for vulnerable, low-income, and academically challenged students in Columbia County. R.E.A.C.H. was nationally recognized for having the highest per capita community involvement for a program of its kind in the nation. Dannen-Grace is a graduate of St. Mary's Academy, received a B.Ss from the University of Oregon, and holds an MBA. from Marylhurst University. She is also a graduate of The American Leadership Forum of Oregon and Leadership Portland, and has been involved in many civic activities.



Maury Harris

*Marketing and Communications Specialist,
Community Foundation for Southwest Washington*

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Maury Harris' mission-driven approach to work and life led him to nonprofit communications five years ago. Since, he has touched almost everything from digital to print media that relates to marketing and communications for nonprofit organizations. Over the last year, his organization has undergone an intensive rebranding and website redesign project in hopes of becoming a more approachable place-based grantmaker. This also comes with an increased focus on digital communications strategies that will increase collaboration and engagement within our service area. Harris is a former journalist who has a

B.A. from Washington State University.



Nora Vitz Harrison

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Words. Pictures. Experiences. Nora Harrison has spent more than 20 years putting them together to help her Fortune 500 clients create effective communication programs. She has coached CEOs. She's produced publications for worldwide distribution. She's created branding strategies,

edited magazines and worked as a reporter at the Barcelona Olympic Games. For 10 years, her company produced a bimonthly magazine for AT&T business customers. Her client list includes Aramark, Campbell Soup Co., Freightliner Trucks, Lucent Technologies and The Ford Family Foundation. Nora has ghostwritten books for others. Her own book, *Dear Kilroy* (inspired by her volunteer work with Guide Dogs for the Blind), is in its second printing.



Jeff Hawthorne

*Director of Community Affairs,
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Jeff Hawthorne joined RACC in 2002 to lead several initiatives to raise money and awareness for the local arts community, including supervision of RACC's advocacy efforts, research activities, and fundraising campaigns. Among his accomplishments at RACC, Hawthorne designed and implemented the state's first United Arts Fund (Work for Art), and helped secure a new dedicated funding stream for the arts through Portland's voter-approved Arts Education & Access Fund. From 1993-2000 he worked in the development office at Portland Center Stage, including two years as Director of Development. He has also led fundraising campaigns for parks and green spaces, food shelters, and social service programs including Portland's Red Dress Party, which he co-founded in 2000. He currently serves on the boards of the Northwest Regional Re-Entry Center, the state of Oregon's Cultural Advocacy Coalition, and the Private Sector Council of Americans for the Arts.



Kathleen Holt

Communications Director & Editor, Oregon Humanities

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Kathleen Holt is the communications director and editor at Oregon Humanities. She has more than twenty years of experience in publishing and communications. During her tenure as editor of *Oregon Humanities*, the magazine has received national recognition from *Pushcart Prize: Best of the Small Presses*, *Best American Essays*, and *Utne Reader*. Originally from Hawaii, she is a graduate of the University of Oregon (B.A., journalism) and Portland State University (M.A., creative nonfiction).



Kari Isaacson

Executive Director, Blue Mountain Community Foundation

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As executive director of Blue Mountain Community Foundation, Kari Isaacson combines her extensive experience in grantmaking (The Skillman Foundation in Detroit and Northwest Area Foundation of St. Paul) and fund-raising (Wayne State University, Detroit, Providence Hospital, Portland and University of Arizona, Tucson). She has also been a vice president of UnitedHealth Group of Minnetonka, community relations for its Ovarions Division. Born and raised in Portland, Isaacson received her BA from Pacific Lutheran University and JD from University of Oregon School of Law.



Colin Jones

Director of Communications, MRG Foundation

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Colin Jones is the director of communications at MRG Foundation, where he manages branding, direct mail campaigns, and digital strategy. Prior to joining MRG's team in 2013, Jones coordinated digital communications for ServiceNation, a grassroots advocacy group based in Washington, DC, served as the field and social media coordinator for the Jefferson Smith mayoral race, and developed civic engagement initiatives for college students at Oregon Campus Compact. He grew up in Hilo, Hawaii and studied political science and religion at Linfield College in McMinnville, Oregon.



Keiki Kehoe

Program Consultant, Brainerd Foundation

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As the Brainerd Foundation's program consultant, Keiki Kehoe works closely with environmental organizations in Alaska, British Columbia, Idaho, Montana, Oregon and Washington. Her work focuses on advocacy, environmental policy, civic engagement and organizational capacity. She has worked as a consultant to the Brainerd Foundation since its inception in 1995, developing and implementing several grantmaking initiatives. As the foundation nears its 2020 Sunset, Kehoe is working with the Brainerd

board, staff and grantees to ensure that it leaves an enduring legacy in the region. Prior to her work with Brainerd, she spent more than a decade in Washington, DC as an environmental policy analyst and lobbyist. She received a degree in political science from Duke University, and pursued her graduate work in the school of hard knocks inside the Beltway. In addition to Brainerd, her clients include a range of foundations, philanthropists and non-profit organizations.



Nelson Khov

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As a program coordinator for the Pacific Northwest (PNW) Initiative in the U.S. Program at the Bill & Melinda Gates Foundation, Nelson Khov acts as a liaison and coordinator for grant-making and contracts support for the PNW program. His role in helping to serve the Foundation's local communities in the region also involves assisting with grants management, budgeting, and evaluation. Before joining the PNW team, Khov served as the assistant to the chief of staff in the executive office. Prior to the Bill & Melinda Gates Foundation, Khov worked for Google and the William J. Clinton Foundation.

He is a Gates Millennium Scholar who earned his B.A. from Seattle University and M.A. from New York University.



Laura Koch

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Laura Koch joined the Vibrant Village Foundation in 2012 to help grow the foundation's local giving program in Portland, Oregon. Over the past six years, she has worked locally in fundraising and program management with REACH CDC and the Community Cycling Center. Previously, Koch spent four years in Guatemala working with the Central American Solar Energy Project to organize local women's groups and improve health outcomes through appropriate technologies, natural medicine and leadership development. Koch has a B.A. from the University of Virginia in Spanish and biology, and is currently working to complete a master's in public health from Portland State University.

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Laura Luthi

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Laura Luthi has more than 20 years' experience in public relations and marketing communications. In her current role as a public relations and marketing communications consultant, she has helped with strategic planning, positioning, messaging, and project management as well as supported implementation of communications initiatives for new and existing products, services and brand loyalty programs in the high technology, higher education and healthcare industries. Luthi is a graduate of the University of Oregon's School of Journalism. She has served on the Women's Care Foundation board, and is currently an active board and executive council member of Women's Foundation of Oregon.



Michael Mathison

Digital Employee Engagement Manager
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Michael Mathison currently serves as the digital employee engagement manager within Nike Global Community Impact. He brings 17 years of digital systems design, communication / marketing, and employee engagement experience to his current role and holds a B.A. from the University of Montana.

Julie S. Omelchuck

Director of Community Grants Program,
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Julie Omelchuck has worked on communications policy issues for the past 26 years. Currently, she is the director of the Community Grants Program of the Mt. Hood Cable Regulatory Commission. The program provides funding to public and non-profit groups for community-based technology projects through an annual competitive grant program and special initiatives. The program grants about \$3 million annually to groups and agencies throughout Multnomah County. Omelchuck's interest in communications policy began when she attended the University of Montana and majored in journalism. She has served as vice-chair for Alliance for Community Media; editor in chief for the Community Media Review; and as an active member of GRANTMAKRS of Oregon & Southwest Washington Board of Directors, currently serving as Secretary.



Mari Jo Prlain

Foundation Director, The Reser Family Foundation

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In addition to her responsibilities as foundation director of The Reser Family Foundation, Mari Jo Prlain is corporate director at Reser's Fine Foods, Inc. She joined Reser's Fine Foods as director of human resources in 1990 and was named corporate director in 2002. She became foundation director in 2010 when The Reser Family Foundation was created to serve as a vehicle through which the legacy of the family values cherished by Al and Pat Reser could be honored. The Foundation makes innovative, transformational and charitable contributions in the areas of the arts, education, environment and health that can result in broad public benefit in Oregon.



Mary Grace Roske

*Vice President/Director of Communications,
The Seattle Foundation*

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Mary Grace Roske oversees The Seattle Foundation's communications and public relations, including brand strategy, media relations, online media, events, and marketing communications. Prior to joining the Foundation, Roske spent four years as vice president/director of marketing and community relations for Seattle Bank and its parent company, Seattle Financial Group. From 1987 to 2005, Roske held a number of communications and public relations positions with the Federal Home Loan Bank of Seattle, including vice president/corporate relations. Her specialties include executive communications and strategic messaging and she enjoys the communications challenges of organizations working at the intersection of public policy and private interests. Roske serves on the board for AtWork!, a nonprofit providing job placement and support services for people with disabilities, and is a member of the Public Relations Society of America. She holds a Bachelor of Arts in communications from Washington State University and a Master of Arts in communication management from Syracuse University.



Elyse Rowe

*Chief of Strategy & Community Relations
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Elyse Rowe serves as the chief of strategy & community relations for The Greater Tacoma Community Foundation. In this role, she leads the organization's communications, resource-building, and engagement

strategies. Rowe joined the Foundation in 2010, after having consulted with mission-driven organizations on communications/marketing initiatives. Prior to that, she served as the global communications marketing manager at Unitus and has more than a decade of experience working within the nonprofit sector. She received her B.A. from Seattle Pacific University.

Gretchen Schackel

Grants Manager, James F. and Marion L. Miller Foundation

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Gretchen Schackel has worked as Grants Manager at the James F. and Marion L. Miller Foundation for the past eight years. A self-admitted “data-nerd”, Gretchen oversees the Foundation’s database, website, and online application/reporting systems. Her extra-curricular passions include drawing, painting, and comedy sketch writing.



Izzy Ventura

Development Manager, Equity Foundation

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For the last few years, Izzy Ventura has worked with the Oregon Health and Science University. There, he worked with a team which advises the President and the Executive Leadership Team on enhancing diversity, multiculturalism and equal opportunity for all aspects of the university’s mission. Most recently, Ventura worked at the OHSU Foundation and partnered with the Office of Corporate and Foundation Relations and the Doernbecher Children’s Hospital Foundation. The OHSU and Doernbecher foundations exist to secure private philanthropic support to advance OHSU’s vital missions, and to invest and manage gifts responsibly to honor donors’ wishes.



Cristina Watson

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Cristina Watson is the communications and program assistant for the Meyer Memorial Trust’s Willamette River Initiative. She manages the Initiative’s website, social media and other digital and print communications and provides general program assistance to the Initiative. Prior to joining the Meyer Memorial Trust, she spent seven years in the environmental education field coordinating and leading outdoor learning experiences for

youth – first, for the Idaho Department of Fish and Game and US Forest Service and, most recently, for the Middle Fork Willamette Watershed Council outside of Eugene, Oregon. Watson also works as a freelance illustrator and graphic designer. She holds an interdisciplinary bachelor's degree in environmental studies, art and English from the College of Idaho and a master's degree in education from Boise State University.



Marcie Willms

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Marcie Willms is the director of marketing & communications for United Way of the Columbia-Willamette. She has over 15 years of combined experience in public relations and education. Prior to joining the United Way, Willms led the communications efforts for Urban Peak, Denver's largest non-profit organization serving youth experiencing homelessness, and Larimer Humane Society, northern Colorado's largest and most-respected animal shelter. Before lending her talent to the non-profit sector, Willms worked in high-tech PR for two of the world's leading public relations firms: Ketchum Public Relations and Weber-Shandwick Worldwide, in addition to spending six years as a classroom teacher. Marcie received her BA in communication studies from Sonoma State University and her teaching certification from UC Berkeley Extension.



Kimberly A.C. Wilson

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For most of Kimberly A.C. Wilson's journalism career, engaging with her audience was one of many markers of doing the job well. By the time she left The Oregonian in April, engagement had become the core of the newspaper reporter's digital experience. She brings some of that urgency to her new role as Meyer Memorial Trust's director of communications. How to best engage with nonprofits and funders? Which tools are the most effective to reach our audiences? What role can we play in facilitating engagement with the broader communities that we work with across Oregon and Southwest Washington? These are some of the questions that keep Wilson curious and hopeful. Wilson worked 22 years as a wire service and newspaper reporter and was twice a finalist for a Pulitzer Prize. She earned a B.A. at Hampton University and an M.A. at the University of Virginia.