



**2019** : COMMUNITY IMPACT  
: PROJECT PARTNERS

# THANK YOU TO OUR PARTNERS



*Our Vision . . .*



"I Can Learn Anything!"



Light the fire within



*Domestic Violence Services  
of Snohomish County*

SNOHOMISH  
COUNTY

Music Project



*Well-being as we age*

DOWNTOWN EVERETT  
ASSOCIATION



Interfaith Association  
of Northwest Washington

COMMUNITY  
FOUNDATION  
of Snohomish County



Child Strive  
Child • Family • Community



LEADERSHIP  
SNOHOMISH  
COUNTY™



Mi  
MARCH OF DIMES™

“Recognise that every interaction you have is an opportunity to make a positive impact on others.”

-SHEP HYKEN

**I****MPACT.** It’s how we measure our program’s success. By engaging our Signature and Young Professionals program participants to be sustainable servant leaders in the county where they live or work, Leadership Snohomish County is strengthening our communities in hands-on, real-world ways.

**W**ithout sustainability, without community, we’d be building leaders in a vacuum. Rather, we believe the most effective path to leadership includes invested individuals creating positive social change.

**A**s you read through this booklet, you’ll see firsthand the positive impact generated throughout 23 project partnerships with Snohomish County nonprofits, government entities, and businesses this past year. From an event our students created that’s set to become an annual tradition to a strategic plan that maximizes a project partner’s reach for years to come, our graduates have seen the need for this important work, and the ripple effect of good it creates.

**T**o that end, we’re proud to take the corporate responsibility initiative focused on helping project partners live their values in the community from business to government this year. With the creation of three successful corporate responsibility plans

from past project partners, and a commitment to offer this type of project annually, soon many companies, cities and organizations in our county will be giving back in ways they hadn’t before. It’s a triple win — for Snohomish County, for our project partners, and, since the relationships LSC leaders build often lead to continued engagement, our program participants truly become leaders for a lifetime.

**W**e thank our project partners for providing the opportunity for our graduates to apply the leadership principles they study throughout the program year toward achieving desired outcomes.

**C**ongratulations to all of our 2019 Leadership Snohomish County Signature and Young Professionals graduates. We’ve so enjoyed connecting you to your community, and applaud your dedication to strengthening Snohomish County.



**Kathy Coffey, Executive Director**  
**Ryan Crowther, President, Board of Directors**



**ENGAGING LEADERS.**  
**CONNECTING COMMUNITIES.**

SIGNATURE CLASS

## Camp Fire Snohomish

Casey Bauer, Meredith Dunham, Chris Fratini,  
Jake Marsh



We felt it was important that any recommendations we put forth stemmed from input from the people who recognized Alumni Engagement as an area in need of improvement. As a result, the steps in this project, derived from many conversations with the public, volunteers, staff, and members of the board of directors over the past seven months. These interactions occurring in a fairly short amount of time gave us a unique perspective and the opportunity to create a focused snapshot of the topic.

From your input and our own deliberations and the continued input from Camp Fire's senior staff, we endeavored to create a roadmap consisting of a series of simple, achievable, yet highly impactful steps that, if executed diligently, would yield the desired result.

It was a pleasure and an honor to work closely with all levels of your organization. Everyone's passion for Camp Fire and Camp Killoqua and the earnest desire to make a positive impact in our community were humbling and inspiring. We sincerely hope that our work over the past several months will be of assistance.

SIGNATURE CLASS

## ChildStrive

Jamyang Dorjee, Stephanie Hunter, Cory Rettenmier, Latashia Treise, Stephanie Hunter (not-picture)



Our team was tasked with researching organizations to identify methods and tactics used to engage their constituents, determine best business practices for engagement and identify challenges organizations experienced in their engagement efforts. Upon research, the team developed a list of recommendations for Child Strive that could be deployed for implementation. Recommendations included methods and tactics that could be implemented within 3-6 months, 12-18 months and 18-36 months. Determinate recommendations included factors such as cost, software compatibilities, infrastructure and resources needed to implement.

SIGNATURE CLASS

## City of Arlington

Jen Egger, Lynsey Gagnon, Kate Riley, Leslie McPherson



The City of Arlington project team implemented an online directory and communication portal for human service providers to use in the north Snohomish County area. The goal of this project was to increase collaboration and access to resources for individuals and families experiencing homelessness or at risk of being homeless. With the City's support in hosting the portal on their website, this online directory hopes to improve communication and utilization of existing social services.

The project team of Leslie McPherson, Jen Egger, Kate Riley and Lynsey Gagnon were tasked with creating the online portal and transferring the existing directory partners to the database. Outreach to service providers was conducted in late 2018 to gather feedback on functions they'd like to see within the portal, which includes the ability to email all providers directly and easily find specific services by categories, among others.

SIGNATURE CLASS

## City of Mukilteo

Kimberlee Armstrong, Adam Braddock, Betsy Galdbreath, Marjorie James



The City of Mukilteo project is centered on the 'Mukilteo Cares' initiative. This initiative is focused on increasing environmental awareness and green business practices. The city launched this program 2 years ago but haven't had much success in business awareness, engagement or participation.

- Worked with a local business to model the program and give us their feedback. This resulted in a super engaged business within the city who can speak to the impact of participation
- Created a 1/3 sheet mailer that will be inserted in to Waste Management billing statements. WM agreed to print for us. We are working with PUD to do something similar
- Created a You tube video about the program that will be linked on the city, and Mukilteo Cares websites



SIGNATURE CLASS

## NEAR Collaborative for Action (Snohomish Health District)

Christine Stansfield, Michelle Culler, Marcie MacQuarrie (L-R)



The objective of our project was to support the NEAR Collaborative for Action in the effort to raise awareness of the link between Adverse Childhood Experiences (ACEs) and Adverse Community Experiences, also known as the Pair of ACEs. Research shows that children exposed to ACEs are much more likely to experience poor health and social outcomes as adults. The good news is that communities can play an active and important role in creating healthy and thriving communities. In partnership with the NEAR Collaborative, and tapping into existing training materials, our team developed toolkit and peer to peer model to scale the Pair of ACEs training countywide.

Our project team identified Stanwood and the Making Life Work CORE Collaborative as pilot for implementing the plan and toolkit. The model we developed involves hosting an initial training of a small group of community leaders (led by NEAR/Health District Staff) who can then become skilled enough to train others in their respective sectors/networks. We hope to reach as many people as possible through peer to peer education and training, including educators, coaches, faith based groups, businesses, and more.





SIGNATURE CLASS

# Domestic Violence Services of Snohomish County

Louis Harris, Sandra Mejia, Liz Stevenson, Yuliya Wold



Our team was honored to work with Snohomish County Domestic Violence Service's New and Again Thrift Shoppe. The original scope of the project was to boost their donations and sales at the thrift shop. Our group worked through likely possibilities to accomplish this goal and devised a donation drive toolkit. We came to the conclusion after organizing a donation drive with a Parent Teacher Association and Natural Leaders Group of Everett Public Schools.

We found that despite DVS's efforts to create awareness around domestic violence, and the New and Again Thrift Shoppe to be a source of revenue for DVS, there was no easy-to-execute resource for other organizations to contribute their time, money, and donations to DVS. After months of planning, we outlined a toolkit that will be a resource that DVS can distribute to various organizations to mobilize volunteers, increase donations, and ultimately increase sales.

## SIGNATURE CLASS

# Everett Clubhouse

Cathy Wright, Paul Rosser, Kristen Holdsworth



Our project entailed hosting an event to launch the Everett Clubhouse. The Everett Clubhouse is a non-profit organization serving adults living with the effects of mental illness. Their vision is that through the unique and vibrant Everett Clubhouse environment, people living with the effects of mental illness will achieve their full potential in the community as respected co-workers, students, neighbors, and friends.

The Leadership Snohomish County project team was responsible for planning and logistics, identifying stakeholders, and advising on and coordinating the event programming. The evening included speakers from the Everett Clubhouse's sister organizations (Seattle and Bellevue Clubhouses) who spoke to the need for mental health services throughout the state of Washington, and the life-changing impacts of the Clubhouse model. The Informational Evening introduced over 80 community members to the need for social rehabilitative services in Snohomish County and asked for partnerships as the Everett Clubhouse opens its doors in 2019.

## SIGNATURE CLASS

# Girl Scouts

Larry Cluphf, Karen McKeen, Brea Stevens, Pam Auguilar



Girl Scouts of Western Washington (GSWW) focuses on mentoring young girl leaders who will make the world a better place. Based on early focus group meetings with our organization, GSWW highlighted difficulties recruiting volunteer troop leadership in immigrant and underserved communities. Common barriers were awareness of GSWW in targeted communities, parents feeling uncomfortable managing the troop financials, transportation limitations, or parents feeling that they do not possess the skills necessary to lead a troop.

Our focus group project leaped at the opportunity to develop a recruitment and mentoring strategy for GSWW. Our approach was three tiered; 1) raise awareness and relevance of GSWW in targeted communities via our suggested marketing plan, 2) engage mentors from targeted communities to support prospective but hesitant parent troop volunteers, and 3) address common barriers. Our goal was create an effective strategy which could be repeated as GSWW identifies new communities interested in establishing a troop.

SIGNATURE CLASS

## Interfaith Association

Frederic Gibbs, Fernando Moratalla, Shannon Zastrow



Our team worked with Jim Dean, Executive Director with Interfaith Family Shelter. We were asked in helping with narrowing the gap of unsheltered homeless families in Everett and Snohomish County to shelter and affordable housing.

We start the project currently looking at 4 ideas/options with the goal of developing a plan to provide housing for additional homeless families. 1. Adopt a Family 2. Building Flip 3. Process Improvement or 4. Purchasing another property. We selected the project to assist Interfaith in developing a plan to purchase and refurbish the Cocoon House facility in Everett. The project would add 20 rooms to existing 11 rooms at their current location. In the end the building was purchased by another buyer but there are more alternatives being developed to add housing to Interfaith's current ability to house homeless families.

## SIGNATURE CLASS

# Leadership Launch

Katie Curtis, Chad Golden, Jesi Griffin, Avianca Walker



Our focus was Leadership Launch, a growing non-profit organization. The mission is to “empower future community leaders to make a significant impact on their own communities.”

Through character training, educational achievement and launch projects, Leadership Launch supports high school students to “Let Your Leader Out!”. The goal of our project was to help improve funding streams, including financial capacity, community partnerships and online giving campaigns.

In support of the mission, we recommended Leadership Launch pursue grant opportunities through local organizations and expand fundraising. Focusing online saves money on resources. We also recommended engagement in community partnerships and sponsorships. Board members and supporters could leverage networks. All of this is to ensure Leadership Launch supports participants in achieving their full leadership potential. #LYLO



SIGNATURE CLASS

## Leadership Snohomish County

Ish Maidadi, Rebecca Mauldin, Bryan Terry, Wendy Turner



In 2018, Leadership Snohomish County hosted a summit that convened, connected, and sparked civic engagement titled Summit 2038. The summit focused on issues and concerns on the human side as Snohomish County prepares for significant changes including over 250,000 people moving into the region over the next 20 years. Leadership Snohomish County followed the Denver, Colorado Civic DNA model with the summit resulting in the selection of these five core Civic DNA for Snohomish County: Collaborative, Helpful, Diverse, Growth and Resilient.

Our project sought to further that work by providing an Outreach Plan and Marketing Plan for future LSC cohorts to use in informing Snohomish County residents about the Civic DNA and inviting them to participate. We also provided a critical look at the Civic DNA and the process that led to its selection in the first place.



**SIGNATURE CLASS**

# Outdoor Youth Connections

Lori Drabant, Jen Galatas



Outdoor Youth Connections is a non-profit whose goal is to engage youth in the outdoors. Their Vision is that youth are better connected to the earth, themselves and each other by meaningful experiences in the natural outdoors. The focus of their Mission is to connect youth with the opportunities and means to explore, study, and preserve the natural outdoors resulting in personal growth and environmental consciousness. Outdoor Youth Connections Board Members identified a desire to pursue Friend Raising as a means to develop a sustained group of friend and supporters inspired by their Vision and Mission and to engage the community.

Our project team developed a Friend Raising Event Plan with tools to assist the Outdoor Youth Connections Board Members in conducting their own Friend Raising events. The Plan includes a comprehensive template for small, personal and easily repeatable Friend Raising Events and can be easily expanded to larger events in the future.

## SIGNATURE CLASS

# Mobilize Community App - LSC

Eliza Davis, Abbie Hegland, Kristy Kentch,  
Lorene Robinson



Initially our team was assigned to hold an open house with Recovery Café. We worked with Recovery Café intensively for five months and unfortunately had to start a new project due to unforeseen circumstances. The purpose of our project is to connect Leadership Snohomish County (LSC) alumni and students on a platform called Mobilize. Our team trained with the Mobilize developer and established a specific platform for Leadership Snohomish County. This involved online webinars with the UK (Mobilize) and many group meetings and coordination on the content of the website.

We did a beta program with the 2019 Leadership Snohomish County Class to kick-off the platform and collect feedback. Our team completed an introduction to the Mobilize program to both class cohorts. Our team communicated by group text messages, conference calls, emails, and face to face meetings to ensure we were all able to contribute to achieving the launch of Mobilize with Leadership Snohomish County. Our project team focused on completing the project together and made time to meet often. We plan on presenting our project to Leadership Snohomish County before graduation to inform them of our plan to continue to grow and monitor Mobilize by having each class assign a Mobilize Manager for their prospective class. LSC will also be tasked to post events, monitor Mobilize, and engage past classes to ensure that the platform is efficiently managed.



## SIGNATURE CLASS

# Sharing Wheels

Kandace Barnes, Sharita Burton, Sandy Gotts,  
Terry Myer



Our Project Team partnered with Sharing Wheels, a non-profit, all-volunteer bicycle repair and retail shop located in the heart of North Everett. Their location is unique in ways that honor the community they serve, yet also present challenges regarding retail space, fundraising opportunities, volunteer program and opportunity for growth. They have remained at the same location on North Broadway for sixteen plus years, which has allowed them to form a “footprint” within the community they serve. Sharing Wheels identifies as a Community Bike Shop that primarily serves low-income and the homeless population within their community.

Over the course of the past eight months the Sharing Wheels Project Group has worked with the Sharing Wheels Board of Directors in identifying four-key areas that remain their most challenging. The scope has been to help find solutions by creating growth, becoming more profitable and to remain sustainable within their community. We created a Volunteer Program Outline that employs their current paid staff in a more purposeful approach to their organization and adopts a more fundamental advancement to following models that are working for other programs. We provided them with an Organizational Plan of Action to clear out their overly-cluttered shop and help create a more useable retail, educational and repair space.

SIGNATURE CLASS

# Snohomish County Music Project & NW Music Hall

Purav Bhatt, Abby Cooley, Tammy Dunn, Cody Purcell



The assigned project was to create a marketing content plan encompassing a variety of avenues, including: print, digital, social, and website along with recommendations on brochure design for each service offering. The project deliverable was creation of a marketing plan and compile suggested marketing content for three programs: Music therapy for children and teens | Music therapy for adults and seniors | Venue rental Opportunities

Our intended impact of the project is to promote awareness of Snohomish County Music Project, and their music therapy programs and increase rental revenue for the Northwest Music Hall. We have outlined the key drivers for growth of the three programs listed above and made recommendations regarding content that will be essential to realize market adoption. We have also compiled an easy to follow list of direct, channel, partner and social media strategies that further guide the program manager to allocate appropriate resources. We worked to custom tailor our approach to highlight the uniqueness of the programs and venue space to appeal to the desired targeted audience in the community.



YOUNG PROFESSIONALS

# Downtown Everett Association

Rebecca Arroyo, Kern McGee, Ollie Ponte

## **DOWNTOWN EVERETT ASSOCIATION**

Downtown Everett Association (DEA) advocates for downtown property owners and their tenants. They foster a “healthy, vibrant urban core” by keeping the streets clean and safe, while studying best practices for making prosperous places. The DEA leverages the enthusiasm of volunteers and the communal interests of the downtown business community to magnify their impact.

Our task was to recommend software that would streamline and professionalize the operations of the DEA. Key requirements for file management and communication platforms were: scalability, sustainability, and ease of coordination with City staff. We made a recommendation and assisted with the initial steps of organizing data and thinking through workflows. It is hoped that these new tools will expand the reach and improve the technical capabilities of the DEA for years to come.

## YOUNG PROFESSIONALS

# Granite Falls Community Coalition

Jon Elia, Hayley Statema, Jeremy Zee



The Granite Falls Community Coalition was established in 2003 as a way to address problems in the Granite Falls community brought about by substance abuse. GFCC has a passion for not only providing these services but in giving their clients the dignity and respect they deserve as members of our community.

In order to provide the GFCC with something implementable and effective, we decided to come up with multiple parts to a larger project that can be executed together or separately. GFCC needs money immediately and needs to build up a consistent donor base in order to provide consistent and sustainable services to those in need. Our plan includes 1) social media, brand and website suggestions 2) a social media content sample calendar 3) a Monthly Donor Emailing and Registration system and 4) a customizable, volunteer driven donor recruitment event.

## YOUNG PROFESSIONALS

# Greater Trinity Academy

Leeza Baydak and Kelsey (Dye) Salle



Greater Trinity Academy (GTA) provides a healthy and stimulating environment for children ages 2 ½ to 12, to thrive in and outside of the classroom. Not only is the education curriculum recognized by Washington State, the school embraces and encourages all students with the motto: I Can Learn Anything! 2019 is the 20th anniversary and the board wanted to magnify the celebration with a gala event.

Our team created a project management tool for the board members to keep track of each activity leading up to the gala, which is scheduled for November 1, 2019. Board members are responsible for completion of each task and report out at board meetings. Tasks include gala logistics (location, catering, and programs), silent and live auction, creating a new video, and securing donors. This simple, yet effective tool will be used for future galas, events and other fundraising opportunities at GTA.

## YOUNG PROFESSIONALS

# Homage Senior Center

Sumit Karn, Megan Moore, Ken Shelton, Celisse Speed



We had various projects with Homage Senior Services (HSS), these projects stemmed from our first encounters with the organizations employees and their clients. To better understand the organization, we first volunteered as a group to serve lunch in their common room for Korean day. Afterward, we received a tour of the facility and were told about the various ways HSS helps senior citizens stay in their homes such as receiving help with home maintenance, meal delivery, and rides to doctor appointments.

After our initial volunteering we met with HSS Directors and discussed how our team could assist with their mission. From this meeting we took away that HSS was looking to expand their outreach for advocacy work, and to update to their multiple social media outlets. To help expand their advocacy efforts we created a presentation, “Advocacy 101: How You Can Be Your Best Advocate”, which will be recorded and posted as webinar on their new website later this year. The advocacy presentation talks about how anyone can be an advocate for themselves and gives instructions on how to email your representative to set up an appointment and talk about your concerns as a constituent. To help update their social media outlets we research and monitored the current practices in the social media accounts and made recommendations on how they could expand their following.

## YOUNG PROFESSIONALS

# March of Dimes/March for Babies

Kelsie Wiebe, Jessica Figueroa, Alexander Neill



Our team worked with the March of Dimes, who has gone beyond the fight against Polio to become the leader in the fight for the health of all moms and babies. We worked on a marketing plan for the March for Babies fundraising event they hold each year in Snohomish County. We wanted to provide them with a roadmap and toolkit that they can use year after year for a successful event.

The goal is to increase community awareness around their organization and event, while increasing participation and the amount raised. We provided them with tools like a detailed calendar, instructions for fundraising teams, social media posts, email templates, media contacts and much more. Our plan was not implemented this year, due to the timing of the event, but we hope the toolkit will help in the coming years.

## YOUNG PROFESSIONALS

# Take the Next Step

Garrett Kwon, Amanda Standley, and Leah Scates



Take The Next Step is a Non-Profit Organization that serves the East side of Snohomish county, predominantly the communities of Monroe and Sky Valley. Garrett, Amanda and Leah's team Impact Project was to assist with the annual fundraiser to raise awareness through new Donor and Partnerships (and of course funding!). Along this journey they also assisted the Executive Director and Assistant Director with Marketing/Business Strategy, streamlining Social Media, developing a Meeting Tracker to record networking opportunities and the team served as a general sounding board for ideas.

Garrett, Amanda and Leah appreciate the opportunity to work with an invested Non-Profit such as Take The Next Step and to witness the hard work, commitment and dedication they have with those in the community experiencing hardship.





## Special Recognition - Wesley Madsen



Ask Wesley Madsen how many times he used the word “scope” when working with the Leadership Snohomish County project teams this year. Project management is difficult. Having a community project with a team of new peers takes dedication and time. Working with organizations to define mutual outcomes is a course that is never the same from one team to another. Wesley was the spine of support for the LSC teams as the mentor and point person for all that was projects. Thanks to Wesley for tracking the project sheets, getting teams back on track and being there to validate that much of the realization of where a team was at was a normal part of the process. His patience, dedication and commitment are a gift to Leadership Snohomish County and Kathy has never had a more valued “Pocket Pal” in her life. Thank you Wesley for your time. Thank you for your continued support of LSC and Thank you for all you bring to everything you do!



# LEADERS FOR A LIFETIME

[WWW.LEADERSHIPSC.ORG](http://WWW.LEADERSHIPSC.ORG)

[@LEADERSHIPSNOCO](https://twitter.com/LEADERSHIPSNOCO)

[@LEADERSHIPSNOHOMISHCOUNTY](https://twitter.com/LEADERSHIPSNOHOMISHCOUNTY)

# OUR MISSION

Leadership Snohomish County connects, ignites, and develops sustainable leaders to strengthen our communities.

# OUR VALUES

Be of **SERVICE**

Steward the **COMMUNITY**

Act with **INTEGRITY**

Embrace great **THINKING**

Share your **PASSION**

Practice **COLLABORATION**



**LEADERSHIP**  
**SNOHOMISH**  
**COUNTY™**



.....

**SPECIAL THANKS**  
**TO OUR GENEROUS HOSTS**

.....



# WE ARE GRATEFUL

FOR GENEROUS SUPPORT FROM OUR PROGRAM SPONSORS:

