

Arboreta Group, LLC

Racial Equity Capability Statement



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Purposeful Organizational Development Towards Racial Equity with Actionable Solutions.

Core Competencies

A minority woman-owned firm with experience in navigating the intersections between racism, sexism and classism within the nonprofit, business, and government sectors, we bring lived experience to our racial equity trainings. Our application of project management principles ensures that your organizations movement toward racial equity is measurable and attainable.

Our **services** are as diverse as our skill sets, which include:

- **Facilitation on Issues of Racial Equity:** anti-racism, anti-oppression, diversity, cultural humility, anti-blackness, inclusions via community forums, staff planning sessions, and training coordination.
- **Strategic Planning Featuring Racial Equity:** facilitation of stakeholder feedback, plan development, and implementation.
- **Program Design and Implementation:** needs assessment, work plans, program and staffing design geared towards creating a diverse empowered workforce.
- **Evaluation:** program evaluation, impact assessment, and data collection procedures to measure movement towards an organizational culture embedded in equality and equity.
- **Staff Training:** in-person and web-based trainings on specific racial equity issues.

Arboreta Group, LLC is a woman and minority owned small business. We strive to bring the nonprofit, government, and private sectors together to work cohesively with public funds identified for public good. Our goal is to create lasting, positive organizational and community impact.

Clients

Our clients have included government agencies and nonprofits across the nation. We build the capacity of entities we work with by building on their strengths and providing a genuine partnership based on transparency, respect, and a shared vision. Our satisfied clients and partners throughout broad ranging projects speak to our capacity; they include:

- **California Coalition Against Sexual Assault (CALCASA)**
- **Accountable Communities for Health**
- **Casa Familiar**
- **MANA de San Diego**
- **Vista Community Clinic**
- **Urban Collaborative Project**
- **Think Dignity**



An Experienced Team

Qualifications

The Arboreta Partners involved in each aspect of racial equity training, from needs assessment, curriculum customization, training facilitation, and analysis and report writing, are veterans of the nonprofit world with over 55 years combined experience in the sector. Racial equity has a lineage that has appeared as cultural competency, diversity training, cultural humility, and anti-blackness. Each reiteration has sought to chip away at racism in America and Arboreta has experience with each wave towards progress. Prior to coming together as a consulting team, Arboreta Partners worked at all levels of organizations, from front-line staff to Executive Director level, as well as serving as board members and volunteers. Arboreta's savvy and expertise derive from the education, personal, and professional experience of each of our partners described below.

Janedra Sykes

Janedra's strengths lie in her experiences as a practitioner, focused on improving the performance and helping to implement the goals of the organizations she serves. As Arboreta's Leadership and Organizational Development Lead her experience ranges from being a board member, to an Executive Director of an urban community-based nonprofit to pitching in and providing direct services when needed resulting in practical and achievable strategic planning sessions, constructive meeting facilitations, and coaching services that have results. Over the span of her career, she has worked in Black-led and white liberal-led organizations where racism, both internal and external, were present and grappled with. She has a masters from University of San Diego's Nonprofit Leadership Program and an undergraduate degree from University of California, Los Angeles.

Jessie Towne-Cardenas

Jessie is the Training and Curriculum Development Lead for Arboreta and has spent over 20 years in the nonprofit sector navigating the relationships between nonprofits, government agencies, and communities as they work together to achieve common goals through community and professional training, strategic planning, program development, grant writing, and evaluation. This work has led Jessie to develop skills in relationship building, group facilitation, and navigating difficult conversations in order to bring out the best in teams and organizations. Jessie received her bachelor's degree in Community Health Education from CSU, Chico and master's degree in Nonprofit Leadership and Management from the University of San Diego.

Cristina Sanchez-Kerr

Cristina combines nearly two decades of nonprofit experience with a strong academic background to her role as Arboreta Partner and the Program Design and Evaluation Lead. Prior to Arboreta, Cristina honed the practical application of her education in the areas of evaluation, program development, strategic planning, staff management, contract management, and grant writing within youth development programs, domestic violence victim services, and data management and evaluation roles. In addition to her role within Arboreta, Cristina has volunteered and served on the board of half

a dozen local nonprofits for the past eight years. She is a graduate of Stanford University with a bachelor's degree in Political Science and master's degree in Education and has recently been accepted into University of San Diego's Leadership Program to attain her PhD.

Jaime Sykes-Summerville

Jaime is the Fund Development and Marketing Lead for Arboreta. She is well versed in social media, event planning, video conferencing, and webinar technology. Jaime creates virtual environments that facilitate purposeful and meaningful conversations around racism, diversity, inclusion, within a framework of cultural humility. She uses breakout sessions, polling, managing Q&A, and chats as tools to facilitate learning. As a student of group dynamics, Jaime is aware of how racial stereotypes can prohibit people of color from contributing creatively to the solutions that face society. Jaime's interest in addressing micro and macroaggressions, both overt and covert, and how it effects people through the socio-ecological model is a driving passion. Jaime has a bachelor's degree in Communication from University of California, San Diego.

Relevant Work

Training and Facilitation

- **California Coalition Against Sexual Assault** – work as extension of staff with CALCASA's team to coordinate the training and technical assistance (TTA) to Rape Prevention and Education programs throughout California including learning cohorts, topical trainings, statewide gatherings, webinars, and individualized technical assistance. Ongoing TTA topics include public health best practices, youth leadership, policy change, and racial, gender, and social justice lenses in violence prevention including recent communities of practice focused on racial justice within the movement to end sexual and domestic violence.
- **Resident Leadership Academy Facilitator Training** – 3-day train-the-trainer workshops and subsequent technical assistance to support and prepare nonprofit staff to recruit, engage, train, and support community residents in a community action model of health education workshops culminating in a community improvement project primarily focused on improving social determinants of health for low-income and communities of color.
- **County of San Diego Department of Animal Services** – volunteer and staff engagement process, including surveys and facilitated discussions, culminating in a comprehensive report with recommendations to support improved stakeholder satisfaction, safety, and program effectiveness. Facilitated difficult conversations under a harsh media spotlight regarding issues of government agency policies and procedures that were in conflict with public sentiment.

Strategic Planning

- **Accountable Communities for Health** – led a community assessment regarding the supports required to address the health disparities for communities of color. The report generated from

this process was an element of a region wide strategic plan. Led a discussion on the under-resourcing of grassroots organizations based in communities of color and provided a list of actionable recommendations.

- **Think Dignity** – board strategic planning that produced short-term, mid-term, and long-term goals. Also provided executive coaching to the board chair and executive director. Organization served people who are homeless and whom are disproportionately people of color.
- **MANA de San Diego** – comprehensive three-year strategic plan including feedback and planning with multiple stakeholders. Our work includes supporting alignment with organizational goals and outcomes to increase high school and college graduation rates, provide mentorship at different life stages, and increase leadership opportunities in business and political positions of Latinas.

Technical Writing and Research

- **Partners of Purpose: Taking Action for Healthy Equity Assessment and Toolkit** – creation of an assessment and toolkit funded by the County of San Diego to assess the capacity of organizations to engage in policy, systems, and environmental (PSE) change that supports the health of residents and improved health equity and TTA to increase capacity in this area. This included the creation of a set of procedures for Community-based Participatory Action Research (CPBAR) an anti-colonial approach to research.
- **Resident Leadership Academy** – development of a health education and civic engagement curriculum for community members funded and utilized by the County of San Diego to promote healthy, thriving communities by improving social determinants of health and health outcomes. Threaded throughout the curriculum are discussion and activities to increase knowledge about how inequity in systems leads to health disparities in areas such as access to healthy food, safe parks and areas for healthy activities, and access to healthcare with focused support to make neighborhood level changes to improve health outcomes.

Evaluation

- **MANA de San Diego** – developed evaluation plan in partnership with staff and stakeholders, performed data analysis of current evaluation that led to the publishing of the *2019 MANA de San Diego Impact Report* demonstrating their program's impacts on increasing graduation rates, access to college, leadership, and professional development for Latinas from middle school to retirement.
- **County of San Diego Department of Animal Services** – volunteer and staff engagement process, including surveys and facilitated discussions, culminating in a comprehensive report with recommendations to support improved stakeholder satisfaction, safety, and program effectiveness.