

12-C-0974

A COMMUNICATION BY MAYOR
KASIM REED:

APPOINTING MS. MALIKAH BERRY
TO SERVE AS A MEMBER OF THE
ATLANTA COMMISSION ON WOMEN
ON BEHALF OF THE CITY OF
ATLANTA. THIS APPOINTMENT IS
FOR A TERM OF TWO (2) YEARS,
SCHEDULED TO BEGIN ON THE DATE
OF COUNCIL CONFIRMATION.

CONFIRMED BY
AUG 2 0 2012
COUNCIL

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1ST ADOPT 2ND READ & REFER
- PERSONAL PAPER REFER

Date Referred: 7/16/12
Referred To: Comm on Council
Date Referred:
Referred To:
Date Referred:
Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

FINAL COUNCIL ACTION
 2nd 1st & 2nd 3rd
Readings
 Consent V Vote RC Vote

Committee

Date

Chair

Action

Other

Members

Refer To

MAYOR'S ACTION

CERTIFIED
AUG 2 0 2012
ATLANTA CITY COUNCIL PRESIDENT

CERTIFIED
AUG 2 0 2012
Randy Dampier, Mayor
MUNICIPAL CLERK



12- C -0974

CITY OF ATLANTA

KASIM REED
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30303-0300
TEL (404) 330-6100

July 2, 2012

CONFIRMED BY

AUG 20 2012

COUNCIL

Council President Ceasar Mitchell
and City Councilmembers
55 Trinity Avenue, SW
Suite 2900
Atlanta, Georgia 30303

Re: Atlanta Commission on Women

Dear President Mitchell and Members of the Council:

It is my pleasure to appoint **Malikah Berry** to serve as a member of the Atlanta Commission on Women on behalf of the City of Atlanta. Ms. Berry is a resident of the City of Atlanta, and willing to serve in this capacity. This appointment is for a **term of two (2) years, to begin on the date of Council confirmation.**

Based on her experience and commitment to the community, I am confident that Ms. Berry will serve the City of Atlanta and the Atlanta Commission on Women with integrity and dedication. A copy of her qualifications is attached for your review.

Sincerely,

Kasim Reed

MALIKAH SIMONE BERRY

834 Gilbert Street, SE, Atlanta GA 30316 • 404.226.1212 • malikah1158@gmail.com

Senior Executive • Community and Civic Engagement

Nationally recognized leader offering 17 years of experience with national, local and governmental organizations in:

- **Fundraising and Grants Management** - Managed over \$3 million in grants that support community engagement. Developed fundraising strategies that raised \$5.3 million in foundation, corporate and individual donor contributions.
- **Budget Management** - Extensive background in developing and monitoring program and organizational budgets up to \$700,000.
- **Strategic Planning** - Led annual planning processes for various organizations. Well-versed in translating missions and goals into operating plans with clear annual objectives.
- **Organizational Development and Capacity Building** - Designed and facilitated technical assistance in program development and community engagement for international, national and local audiences.
- **Public Relations** - Served as agency spokesperson.

• CAREER HISTORY •

DEVELOPMENT DIRECTOR/DEPUTY DIRECTOR, Atlanta Victim Assistance, Inc., Atlanta, GA, October 2008 – June 2011

Atlanta Victim Assistance is the primary victim services provider for the City of Atlanta Municipal Court and the Atlanta Police Department. The 25 year-old agency has served more than 100,000 victims of violent crime.

Hired to strengthen operational and fundraising infrastructure. Provided operational leadership to enhance technology, data collection and evaluation, marketing and program management. Primary development officer responsible for the \$680,000 annual budget.

Stabilized fundraising infrastructure by securing a six figure multi-year gift. Restored three annual fundraising events that raised \$77,000 from new event donors. Created process for board of directors to support fundraising. Expanded grant prospects that generated nearly \$130,000 in corporate and foundation funding.

Enhanced program management and grant compliance by identifying customizable case management database, saving ~\$70,000. Successfully managed a six-figure multi-year Department of Justice pilot program. The federal agency featured the resulting program in an online best practice toolkit. Increased volunteer participation.

Positioned the agency as a leader in the sector through a multi-media, program specific campaign that generated 2,000 unique website visits in 4 months. Spearheaded website redesign. Launched social media presence.

DIRECTOR, COMMUNITY & CIVIC ENGAGEMENT, Hands On Atlanta, Atlanta, GA, December 2001 – February 2008

Flagship affiliate of the Hands on Network/Points of Light Institute specializing in volunteer service and civic engagement.

Senior member of Hands On Atlanta's leadership team. Promoted to merge two departments. Oversight of a \$500,000 budget. Leadership of 17 full time staff and AmeriCorps members to deliver volunteers to 500 metro Atlanta nonprofits.

Created nationally recognized and replicated programs that generated \$3.6 million in new funding.

- Secured new funding from the Kellogg Foundation to build resident leadership and expand the capacity of local community agencies.
- Created civic education programming that realized a 60% increase in participation during the first three years.
- Directed a multi-agency, two-phase response to Hurricane Katrina, mobilizing more than 4,000 volunteers. Built and executed a case management system to resettle 300 displaced families, 90% of which moved into more permanent housing. This project informed a national disaster relief model and earned \$300,000 in new funding.
- Led Atlanta's Martin Luther King, Jr. Holiday celebration that grew 20% in three consecutive years.
- Streamlined the catalog of programs and services based on budget and participation.

Successfully met or exceeded six annual plans and consistently managed expenses below budget.

Built and maintained an exceptional staff by training my successor and promoting from within.

Served as agency spokesperson for quarterly, city-wide special events that were covered on television, radio and print outlets.

MANAGER OF EXECUTIVE AFFAIRS, The King Center, Atlanta, GA, November 1999 – July 2001

The official, living memorial dedicated to the advancement of the legacy of Dr. Martin Luther King, Jr.

Provided administrative leadership to the Executive Offices supporting the managing director, president/CEO and founder, Mrs. Coretta Scott King. Served as liaison between the Executive Offices, internal staff and external constituents.

Negotiated and secured national partnerships valued at \$1 million in co-branded advertising with YMCA, Points of Light Foundation, Corporation for National & Community Service and the Smithsonian SITES traveling exhibitions.

Implemented new administrative systems for pledges that recouped an additional \$50,000 over the previous year.

Tracked the progress of bequests gifts to encourage early or timely disbursements.

Revived the membership network of national and international organizations, securing participation of 23 states and more than 500 nonprofits or government entities.

COMMUNITY RELATIONS MANAGER, Hands On Atlanta, Atlanta GA March 1997 – September 1999

- Acquired \$50,000 of free publicity with key print and broadcast media.
- Collaborated with staff to raise media impressions from 80 million to 100 million in 18 months.
- Coordinated with the White House advance staff to bring Vice President Al Gore to a Hands On Atlanta event.

• ADDITIONAL CAREER HISTORY •

PRINCIPAL, Neuberry, Atlanta, GA, March 2008 to present

Management services for organizations seeking project-based solutions or interim executive leadership to accelerate or turn around a critical project.

- **Metro Atlanta Rapid Transit Authority, Atlanta GA, July 2011 – Present**
 - Write and edit technical documentation, policies and procedures and system manuals. Design reports and data collection systems for the Department of Safety and Quality Assurance.
 - Facilitated management and staff annual planning retreats for the development of key performance measures for the Department of Safety and Quality Assurance
- **Georgia Commission on Service and Volunteerism -Department of Community Affairs, Atlanta, GA, August 2008**
Developed content and facilitated statewide AmeriCorps Program Director's training session.
- **Hosea Feed the Hungry and Homeless, Atlanta, GA, July - August 2008**
Served as interim development officer. Created fundraising plan. Wrote grants. Set grant submissions calendar.
- **Corporation for National and Community Service, Washington, DC, April– June 2008**
Organized a plenary session for the National Conference On Volunteerism and Service focused on the connection between the King Legacy and volunteerism.
- **Points of Light Hands On Network, Atlanta, GA, April 2008**
Coordinated Points of Light Institute/Hands On Network staff to submit a federal grant for King Holiday funding. Resulted in \$150,000 for sub-grants to Points of Light Institute/Hands On Network affiliates.
- **Corporate Community Outsourcing, Atlanta, GA, March – April 2008**
Coordinated community service day logistics in 30 states for one of the nation's largest corporate foundations.

• EDUCATION •

Bachelor of Arts, Political Science, 1994, Agnes Scott College, Decatur,
Georgia Global Awareness Program, December 1992 – January 1993 study abroad to South Africa and Botswana
American University Washington Semester, Journalism, 1994, American University
Microsoft Project Management Training, 2000

• AWARDS & COMMENDATIONS & MEMBERSHIPS •

2011 Bank of America Neighborhood Excellence Leadership Program, Emerging Leader
2008 Harwood Institute for Public Innovation, *Public Innovators: Forces for Social Change and Civic Renewal*
2007 Kellogg Foundation Philanthropy and Volunteerism Grantee Cluster
2006 Corporation for National and Community Service, King Day of Service National Committee
2006 *Atlanta Tribune* Divas Under 40
2005 Hands On Network Leadership Award

• PRESENTATIONS & CONFERENCES •

| | |
|---------------------------|--|
| Attendee | The Harwood Institute on Public Innovation, September 2006, Midway, Utah |
| Presenter | 2006 National Conference On Volunteerism and Service, Seattle, Washington; Program Innovation and Management |
| Presenter | Hands On Korea, Seoul, South Korea, October 2005, Hands On Network affiliate launch |
| Guest Lecturer | Ajou University, Graduate School of Public Administration, Seoul South Korea October 2006; Volunteer Management and Program Development |
| Presenter | 2005 Make a Difference Community Leadership Summit, Phoenix, Arizona; Community Development and Volunteerism |
| Presenter | Hands On Network National Conference 2002, 2003, 2004, 2006; Program Innovation and Program Management |

COMMUNITY RELATIONS MANAGER, Hands On Atlanta, Atlanta GA March 1997 – September 1999

- Acquired \$50,000 of free publicity with key print and broadcast media.
- Collaborated with staff to raise media impressions from 80 million to 100 million in 18 months.
- Coordinated with the White House advance staff to bring Vice President Al Gore to a Hands On Atlanta event.

• ADDITIONAL CAREER HISTORY •

PRINCIPAL, Neuberry, Atlanta, GA, March 2008 to present

Management services for organizations seeking project-based solutions or interim executive leadership to accelerate or turn around a critical project.

- **Metro Atlanta Rapid Transit Authority, Atlanta GA, July 2011 – Present**
 - Write and edit technical documentation, policies and procedures and system manuals. Design reports and data collection systems for the Department of Safety and Quality Assurance.
 - Facilitated management and staff annual planning retreats for the development of key performance measures for the Department of Safety and Quality Assurance
- **Georgia Commission on Service and Volunteerism -Department of Community Affairs, Atlanta, GA, August 2008**
Developed content and facilitated statewide AmeriCorps Program Director's training session.
- **Hosea Feed the Hungry and Homeless, Atlanta, GA, July - August 2008**
Served as interim development officer. Created fundraising plan. Wrote grants. Set grant submissions calendar.
- **Corporation for National and Community Service, Washington, DC, April- June 2008**
Organized a plenary session for the National Conference On Volunteerism and Service focused on the connection between the King Legacy and volunteerism.
- **Points of Light Hands On Network, Atlanta, GA, April 2008**
Coordinated Points of Light Institute/Hands On Network staff to submit a federal grant for King Holiday funding. Resulted in \$150,000 for sub-grants to Points of Light Institute/Hands On Network affiliates.
- **Corporate Community Outsourcing, Atlanta, GA, March – April 2008**
Coordinated community service day logistics in 30 states for one of the nation's largest corporate foundations.

• EDUCATION •

Bachelor of Arts, Political Science, 1994, Agnes Scott College, Decatur,
Georgia Global Awareness Program, December 1992 – January 1993 study abroad to South Africa and Botswana
American University Washington Semester, Journalism, 1994, American University
Microsoft Project Management Training, 2000

• AWARDS & COMMENDATIONS & MEMBERSHIPS •

2011 Bank of America Neighborhood Excellence Leadership Program, Emerging Leader
2008 Harwood Institute for Public Innovation, *Public Innovators: Forces for Social Change and Civic Renewal*
2007 Kellogg Foundation Philanthropy and Volunteerism Grantee Cluster
2006 Corporation for National and Community Service, King Day of Service National Committee
2006 *Atlanta Tribune* Divas Under 40
2005 Hands On Network Leadership Award

• PRESENTATIONS & CONFERENCES •

| | |
|------------------|---|
| Attendee | The Harwood Institute on Public Innovation, September 2006, Midway, Utah |
| Presenter | 2006 National Conference On Volunteerism and Service, Seattle, Washington; Program Innovation and Management |
| Presenter | Hands On Korea, Seoul, South Korea, October 2005, Hands On Network affiliate launch |
| Guest | Ajou University, Graduate School of Public Administration, Seoul South Korea October 2006; |
| Lecturer | Volunteer Management and Program Development |
| Presenter | 2005 Make a Difference Community Leadership Summit, Phoenix, Arizona; Community Development and Volunteerism |
| Presenter | Hands On Network National Conference 2002, 2003, 2004, 2006; Program Innovation and Program Management |

RCS# 2216
8/20/12
4:01 PM

Atlanta City Council

MULTIPLE

12-C-0973/0974/0975/0976/0978/0979/0981
12-C-0982, 12-C-0982 AND 12-C-1000
CONFIRM

YEAS: 11
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 3
EXCUSED: 1
ABSENT 1

| | | | |
|-----------|-------------|------------|-------------|
| Y Smith | B Archibong | Y Moore | Y Bond |
| Y Hall | Y Wan | Y Martin | Y Watson |
| NV Young | Y Shook | NV Bottoms | Y Willis |
| Y Winslow | E Adrean | Y Sheperd | NV Mitchell |

MULTIPLE