

RAYNA ANDREWS

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Milwaukee, WI

Results oriented leader with 16+ years of management experience in developing, executing, and continually evaluating public benefit programs (social services). Proven record of surpassing goals for securing funding, increasing influence, improving public perception, and expanding the reach of public, non-profit, and government institutions.

HIGHLIGHTED ACCOMPLISHMENTS

- **Cost Savings** – Created workforce development pipeline to train, certify and place unemployed and underemployed constituents in related, high-paying food sector jobs, reducing wage and benefit costs by \$250,000 in the first year.
- **Process Improvement** – Designed and instituted first-ever standardized distribution process and procedures causing 100% compliance in 36 counties.
- **Network Leader** – Selected nationally as 1 out of 7 leaders across the country to design the future of food banking.
- **Organizational Leadership** – Led the strategy to distribute more than 24 million pounds of food throughout eastern Wisconsin, with a monetary valuation of \$43.4M annually.
- **Change Agent** – Drove strategies to influence hunger solutions within the organization and member networks including 600+ members, 36 counties, and 13 cities across the country. These strategies were adopted by executive leadership as a standard across the company.
- **Resource Development**– Increased volunteer hours for volunteer engagement program by 51,000 hours granting us the national Service Enterprise designation.
- **Program Management** – Strategized and administered a \$1.2M infrastructure and capacity grant program for our member network to encourage the distribution of healthier food options such as produce, dairy, and meat.
- **Diverse Stakeholder Collaboration** – Led the partnership creation, program design, and fund development of numerous programs and pilot projects between non-profit, academia, and healthcare organizations.
- **Metrics & Reporting** – Led quarterly goal setting and planning sessions resulting in clear performance metrics and dashboards to report departmental progression towards goals and outcomes.
- **Subject Matter Expert** – Sought after keynote, TEDx speaker, and thought leader in the space of food systems, network leadership, anti-poverty strategies, and developing cultures of health.

Value Offered

- Innovation
- Strategic Partnerships
- Process Improvement
- Process Development
- Relationship Management
- Program Delivery
- Education, Training and Leadership Development
- Asset Building
- Membership Tiering and Segmentation
- Fiscal Management

WORK EXPERIENCE

Food For Health | Executive Director, Advancement & Engagement | 2021-Present

- Led organization to become the first and only Wisconsin-based organization to be certified as a Medically Tailored Meal (MTM) provider through the Food is Medicine Coalition (FIMC).
- Developed and grew key contracting partnerships with healthcare payers, managed care organizations, providers and community-based organizations, resulting in over a million dollars in contracting in the first year.
- Established fund development department, hired team, set annual goals, created systems for fundraising (CRM, cash handling, reporting, SOPs, recognition, etc.), and directed the annual fund development strategy to meet annual revenue goals and pass the public support test (\$13M raise goal over five-years).
- Developed workforce development program, in partnership with local workforce investment board, that hired unemployed and underemployed residents in the Halyard Park neighbourhood to work, build skills, and earn a living wage working in Wisconsin's first and only USDA certified food production facility manufacturing Medically Tailored Meals; resulting in \$80k in reimbursable wages in six-months.

Feeding America Eastern Wisconsin | Senior Director of Community Impact | 2015-2020

- Developed a member capacity building program in partnership with United Healthcare that enabled 600 members to distribute an additional 1.1 million pounds of fresh produce to clients facing hunger.

WORK EXPERIENCE (Continued)

- Worked with Feeding America National Office and internal teams across Feeding America to develop strategies to ensure compliance in 12 underserved counties in Wisconsin. Met compliance goals and permanently secured communities before our two-year deadline.
- Created and delivered TEDx Talk for food insecurity and public health advocacy, bringing awareness to hunger challenges and opportunities for equity across the hunger network. This talk is now used as a tool at universities and organizations across the country to discuss the intersectionality of food security and public health.
- Revamped Feeding America's volunteer engagement efforts growing internal initiative from 19,000 annual volunteer hours to 70,000 hours in two-years, providing a cost savings of \$1.4 M in volunteer support.

Office of Milwaukee County Executive | Community Relations Director | 2013-2015

- Served as conflict mediator between county departments, special interest groups, and constituents to deescalate issues and support resolve on behalf of the County Executive.
- Developed CRM to ensuring constituent communication with the County Executive was properly recorded and responded to within a reasonable timeframe.
- Curated community-based roundtables that offered direct community feedback to the County Executive driving budget and programming decisions.

HONORS & ACHIEVEMENTS

Excellence in Community Engagement—Medical College of Wisconsin | Award Recipient | 2019

Health Care Heroes Award—Medical College of Wisconsin | Award Recipient | 2019

Wisconsin's Most Influential Black Leader—Madison 365 Magazine | Award Recipient | 2019

"Alex McGreen and the Tale of the Mysterious Kale" | Author | 2018

Rotary International Paul Harris Philanthropy Award | Award Recipient | 2019

TEDx University of Wisconsin—Milwaukee | Presenter | 2017

Milwaukee Business Journal's 40 Under 40 Award | Award Recipient | 2016

Rotary International Presidential Citation for Service | Award Recipient | 2016

COMMUNITY ENGAGEMENT

Rotary International | Assistant Governor | 2018-2020

Medical College of Wisconsin Cancer Center Community Advisory Board | Co-Chair | 2016-2019

Milwaukee Excellence Charter School | Co-Founder & Board Chair | 2015-2017

University of Wisconsin-Oshkosh Alumni Board | Board Member | 2015-2017

Rotary Club of Mequon-Milwaukee Afterhours | President | 2015-2016

MEDICC - Community Partnership for Health Equity (Havana, Cuba) | Fellow | 2015

Legacy Redevelopment Corporation | Loan Committee Member | 2014-2015

CERTIFICATIONS

Facilitation for Peacekeeping | Frank Zeidler Center for Public Discussion | 2018

Columbia University Mailman School of Public Health | Moving Public Health Practice Upstream | 2017

Organizing for Social Change | Midwest Academy for Social Justice | 2017

Commercial Real Estate | Associates in Commercial Real Estate, Marquette University & LISC | 2009

EDUCATION

Master of Urban Planning | University of Wisconsin--Milwaukee | Milwaukee, WI

Bachelor of Journalism | University of Wisconsin--Oshkosh | Oshkosh, WI

African American Leadership Program | Cardinal Stritch | Milwaukee, WI

Level-Up Program | Feeding America | Chicago, IL