
Rose Elizabeth Sweeney

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Communications designer specializing in synthesizing complex ideas and impact into visual messaging that propels change.





Rose Elizabeth Sweeney

Areas of Expertise

Narrative and visual storytelling
Brand strategy and positioning
Marketing collateral design and deployment
Donor communications
Creative project management
Customized graphic design bootcamps
Visual identity and guidelines
SquareSpace website design

Select clients and collaborators

Social Impact & Education

Ann & Robert H. Lurie Children's Hospital
Apna Ghar
Documentary Producers Alliance
Illinois Birth Justice
Ivory Coast Mothers and Children
Kartemquin Films
Landmarks Preservation Council of Illinois
Manaaki Foundation
Marc & Jeanne Malnati Family Foundation
Mayan Health Initiative
Millennia Consulting
MOMENTA Dance Company
Monumental Scholars D.C.
The New Coast Foundation
Northside Catholic Academy
Northwest Side Housing Center
Northwestern University
One Earth Film Festival
RefuSHE (formerly Heshima Kenya)
Rust Belt Rising
St. Joseph High School
VOCEL

Built Environment

BSA LifeStructures
Bulley & Andrews
Carylon Corporation
CA Ventures
DENCO Construction
Dynamic Technology Group
Eckenhoff Saunders Architects
Electrum Partners
FGM Architects and Engineers
Harlem Irving Properties
Integrated Facilities Solutions
JPS Interests
OKW Architects
Nove International
Pepper Construction
Perkins+Will
Searl Lamaster Howe Architects
Quercus Consulting
SUMAC
Tartan Realty Group
Unified Works

Other Markets

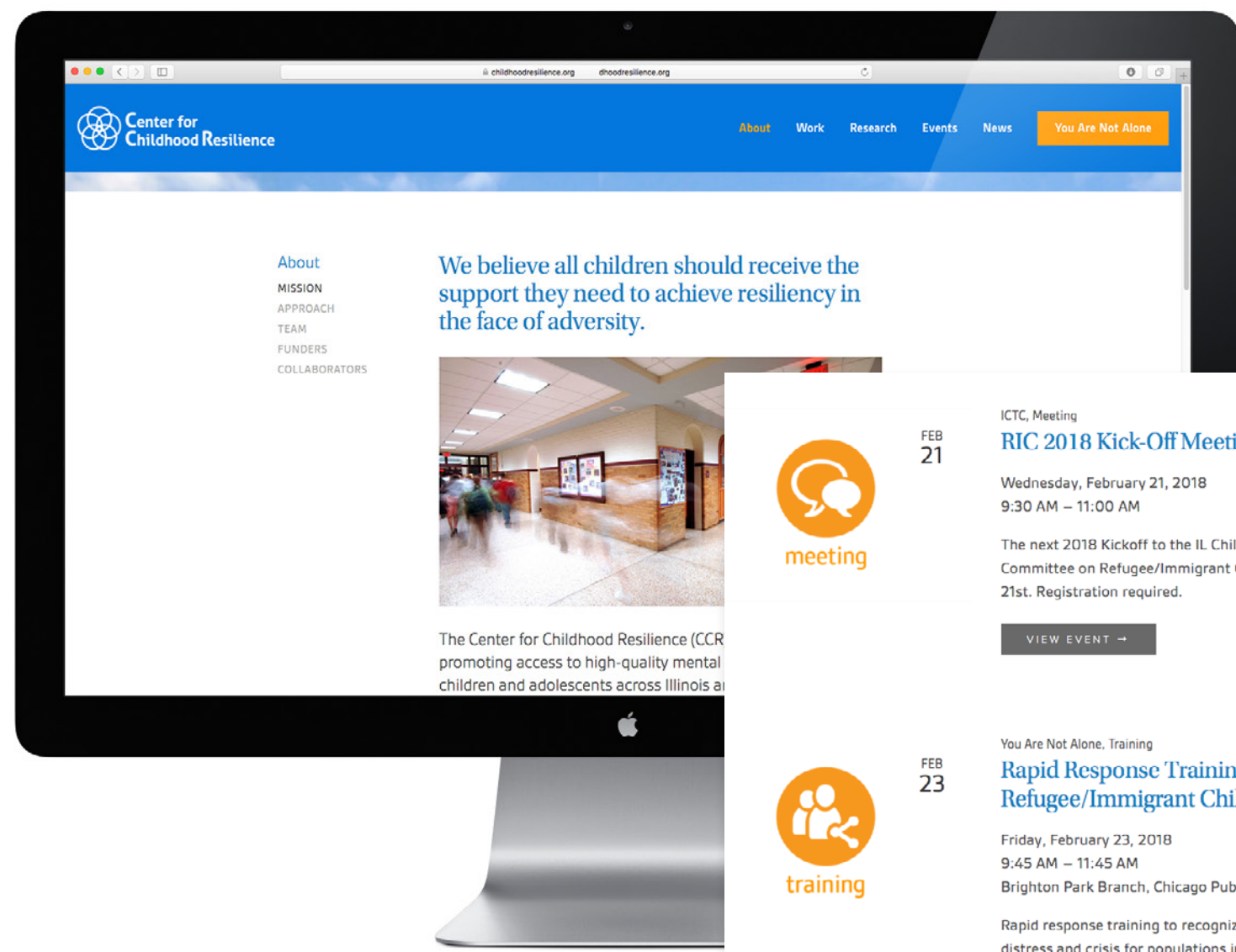
The Flats at Illinois State University
Hyatt Place Normal, Illinois
Meatheads Burgers & Fries
One Uptown on the Circle
Original House of Pancakes
Pomona Beverage


Our Heritage

- In Grateful Recognition
- Julia's Cottage Society
 - Anonymous
 - Denise and Dave Bunnig
 - The Crown Family
 - Dr. Ralph and Marlon C. Felt
Medical Research Trust
 - The Kenneth and Anne Griffin
 - Mrs. Gladys Holm
 - Joan and Ray A. Krec
 - Ann Lurie
 - Pritzker Foundation
 - The Regenstein Foundation
 - Mr. and Mrs. J. Christopher Reyes
 - Patrick G. and Shirley W. Ryan Foundation
 - Mrs. J. Milburn Smith

only **25%** of children receive the mental health care they need.

of these, about **75%** get treatment in a school setting.






FEB 21

**ICTC, Meeting
RIC 2018 Kick-Off Meeting**

Wednesday, February 21, 2018
9:30 AM – 11:00 AM

The next 2018 Kickoff to the IL Childhood Trauma Coalition's Ad-hoc Committee on Refugee/Immigrant Children (RIC) will be held February 21st. Registration required.

[VIEW EVENT →](#)



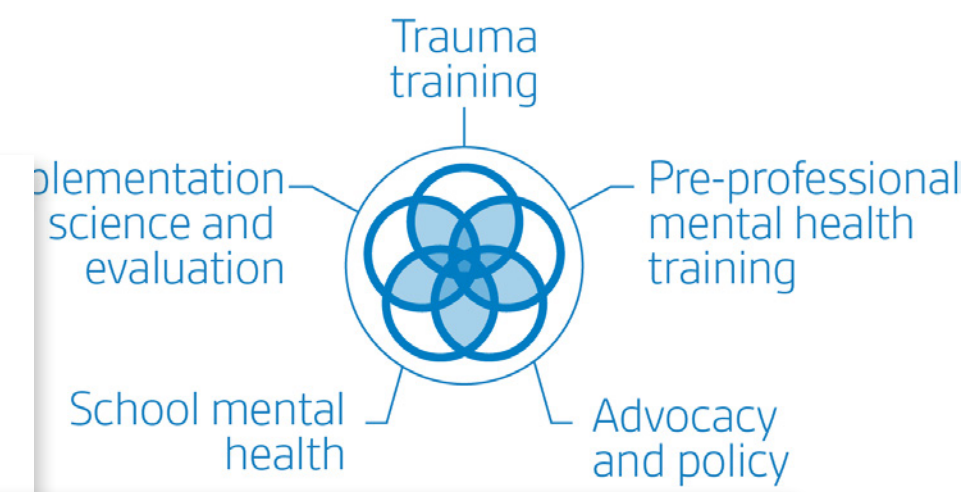
FEB 23

**You Are Not Alone, Training
Rapid Response Training: Building Resilience for Refugee/Immigrant Children and Families**

Friday, February 23, 2018
9:45 AM – 11:45 AM
Brighton Park Branch, Chicago Public Library (map)

Rapid response training to recognize and respond to distress and crisis for populations impacted by the current environment.

[VIEW EVENT →](#)



Center for Childhood Resilience
Proposed messaging and audience segments
MARCH 23 DRAFT

What does this look like?

With a special focus on underserved populations, we lead dialogue, hold trainings, provide counsel, and conduct research to promote resilience among children.





For parents:
a community
and confidence.



At the conclusion of the 10-month program:



93% of parents say their knowledge of child development increased.



83% of parents say they now have more support from other parents.

Tereza participates in the Child Parent Academy with her twin daughters Afnan and Bayan (age 4).

Meeting where t

Only 22 percent of enter kindergarten

And yet, outside of formal daycare, opportunities for their children ag development is most critical) don Academy was designed in respon: schools and community-based or communities to coach caregivers to the critical early years so their chil

WHERE

In 2018, the Child Parent A some of our city's most und

1. Belmont Cragin
2. Austin
3. Humboldt Park
4. West Town
5. New City
6. Washington Park
7. Woodlawn
8. Auburn Gresham

- New for 2018
- Returning

44.8%

percent of children ages 0-5 in the communities we serve live below the federal poverty level,² compared to 31.1% for the city as a whole.³

1. Illinois State Board of Education. *The Kindergarten*
2. For 2018, the Federal Poverty Level is an annual
3. Heartland Alliance. *Report on Illinois Poverty* (20



The Power of the Parent

2018 IMPACT REPORT



Respond. Adapt. Grow.

VOCEL's mission is to help ensure every child has the foundation to learn, grow, and lead. In this year of extraordinary challenges, we are proud to have continued this work without interruption. Together with your support, we are meeting families where they are with a relentless focus on providing parents with the support they need to be their children's first and best teachers.

Below are ways we've expanded our programming and adapted our service delivery to help make all families' days a little easier, a little more joyful, and to help their children learn as much as possible.

Adapted Programming: Our core program, the Child Parent Academy, shifted to a virtual model with Brain Bags being delivered with supplies for live streaming sessions.

Rapid Response: Through the Brighter Today Family Fund, we mobilized to help meet families' most basic needs, including deliveries of essentials like diapers, food, cleaning supplies, and medicine.

New Partnerships: With the Lavin Family Foundation's #FeedItForward initiative, we established partnerships with eight local restaurants to provide 11,000 free meals to VOCEL families.

Micro-grants: We know many VOCEL families are facing extreme financial hardship. We are providing micro-grants to help with expenses like rent, groceries, and unexpected medical costs.

VOCEL at home/en casa: We launched a virtual platform to provide the broader community with simple at-home activities and guidance to build children's brains while strengthening relationships.



g. I am
wake up
and am the
nt I can be.
love."

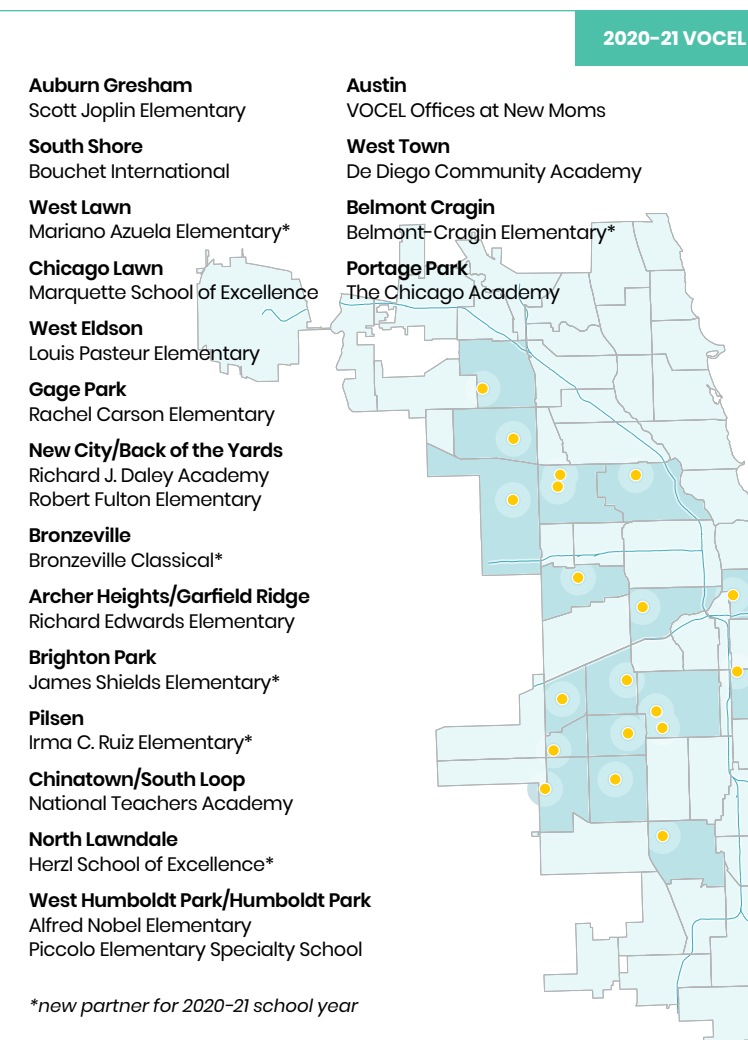
Being a stay-at-home mom can be fulfilling, but it can also be lonely. At VOCEL, I've found a community of people, a support system."

VOCEL PARENT



Reaching more of Chicago than ever before

For the 2020-21 school year, we've scaled our programs to 20 across 17 neighborhoods in Chicago. This expansion has focused on communities that are limited in quality early childhood programs that meet the needs of both parents and children.



A continuum of learning and development

In 2017, VOCEL expanded its Early Learning Center to serve children as young as 15 months old. Our programs adapt to each child's developmental milestones to promote discovery and growth.

Discovery

3-year-old Trinity explores on her own, developing inquiry skills that will continue to foster independent learning.

Socialization

2-year-olds Sophia and Janiyah partner together in their play, building language and social skills.

Collaboration & Negotiation

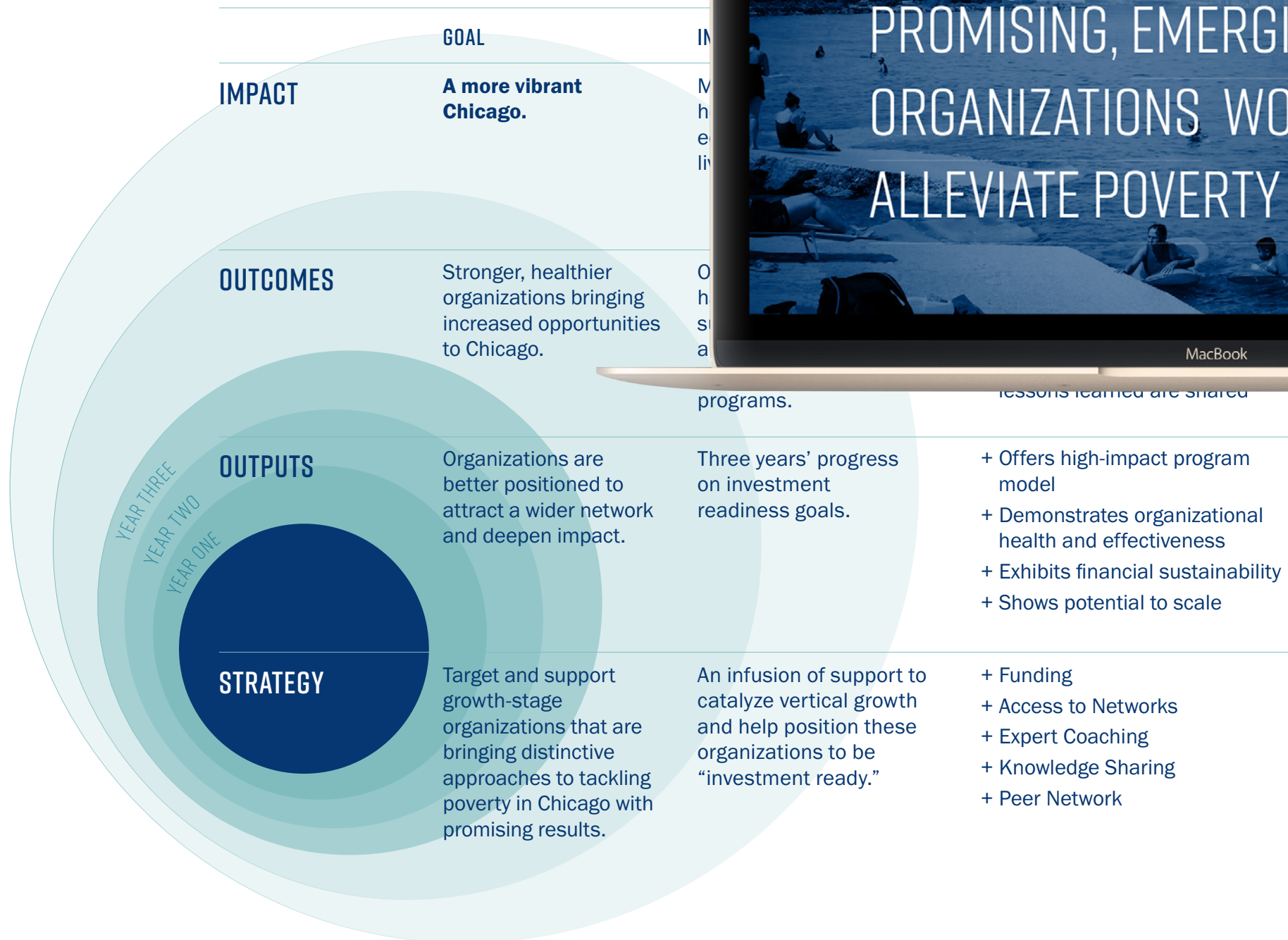
Our oldest students collaborate to problem solve and often negotiate ideas, plans, and approaches to their play and exploration.

Long-term Impact

Young children equipped for kindergarten and beyond—ready to start their formal educational experiences on track and prepared to succeed.



**NEW
COAST**
FOUNDATION





Grantee
Viewing Our Children as Emerging Leaders
VOCEL.org

Impact Area
Education
Neighborhoods Served
Austin, Belmont-Cragin, West Humboldt Park
Grantee Since
2018

Year Founded
2013

Leadership
Kelly Lambrinatos
Co-Founder & Executive Director

Co-Investor
 Skender Foundation

*For more information on Heckman's work and the value in investing in early childhood education, visit HeckmanEquation.org.

VOCEL's distinct approach to early childhood education for at-risk children and parent coaching has strong potential to disrupt the status quo in Chicago and beyond.

CONTEXT

Early childhood education drives success in school and life. Research by Nobel Laureate James Heckman shows that investing in early childhood education for at-risk children can deliver a 13 percent ROI in reducing social costs, such as poor health, dropout rates, and crime.*

ACHIEVEMENT GAP. 80 percent of a child's brain is developed by age three. By that time, children from disadvantaged families will have heard 30 million fewer words than their more affluent peers. In Chicago, 50 percent of five-year-olds are not kindergarten ready.

LACK OF INNOVATION. Teachers often lack the coaching, capacity support, tools, and autonomy to better implement and improve on teaching strategies.

ACCESS. In Chicago, low-income families often struggle to find quality early childhood education programs. There is only one preschool seat for every 2.5 children in the Austin neighborhood.

WHY VOCEL

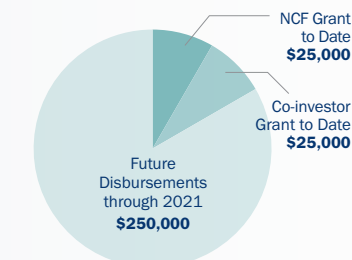
We are confident in VOCEL's potential to become a national leader in its field. Founded by two Teach for America alums, VOCEL's model was shaped by their experiences coaching teachers in early learning programs throughout Chicago.

Unlike other early education programs that often apply tactics in a piecemeal fashion, VOCEL employs multiple evidence-based strategies simultaneously. Teaching is complimented with new technologies to track outcomes, while programming targets the zero-to-three achievement gap and empowers parents to be more invested in their children's development.

VOCEL has been intentional about program design and evaluation and establishing a stable and robust financial position. Its data-driven culture, together with outreach, has garnered strong buy-in from community stakeholders and early education experts.

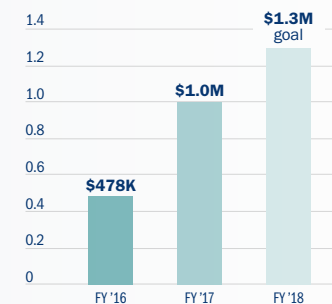
Investment

Total Investment: \$300,000
Disbursements as of March 2018

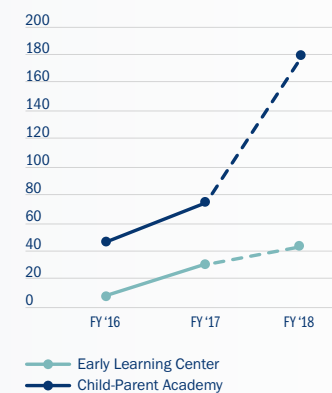


Performance

Revenue in millions
VOCEL's fiscal year runs August through September



Numbers Served



Learn More

NCF's approach focuses on helping promising emerging organizations make vertical strides on four measures of **Investment Readiness**, thereby maximizing their potential to attract a wider network of support and generate greater social impact. **Learn more at NewCoastFoundation.org.**

VOCEL Year 1 Readiness Investment

Five years after its founding, VOCEL is at a pivotal juncture and is poised to scale. NCF's investment focuses on building capacity to support expansion.

I. HIGH-IMPACT PROGRAM MODEL

VOCEL offers two programs. The **Early Learning Center (ELC)** is a year-round preschool serving children aged 15 months to five years. The **Child Parent Academy (CPA)** is a ten-month multi-generational early learning accelerator for caregivers and their children aged four months to five years that is hosted at partner elementary schools.

Both programs show significant promise: in the ELC, 95 percent of students graduate kindergarten-ready. In the CPA, 89 percent of caregivers shared they had more support and 100 percent said their knowledge of their child's language and emotional development needs increased. VOCEL also gathers data from wearable technology that measures how many words students hear and vocalize, as well as the number of exchanges they have with adults. The team uses real-time feedback to adjust its approach.

YEAR 1 GOALS. VOCEL is working to increase enrollment in the ELC by 30 percent and intends to expand the CPA to six new sites, increasing participation by 80 percent. Hiring four new staff will build capacity in both programs. It is also working to share best practices with others in the field.

2. ORGANIZATIONAL EFFECTIVENESS AND LEADERSHIP

The executive director has the expertise and vision to reach more children and parents in meaningful and effective ways. The board is very active and committed to scaling.

YEAR 1 GOALS. VOCEL aims to strengthen employee sourcing, develop more comprehensive employee policies and procedures, and establish a long-term succession plan for executive leadership.

3. FINANCIAL SUSTAINABILITY

VOCEL has paced its growth to its revenue goals, which have doubled annually since 2014. There is strong potential to create earned income revenue. Individual and foundation support is reliable and comprises multi-year and recurring contributions. Its 2017 anchor fundraising event raised \$300,000.

YEAR 1 GOALS. VOCEL plans to increase its revenue by 37 percent in 2018 through a robust development strategy led by an incoming development director. It is working to mitigate future risk by establishing an operating reserve fund.

4. POTENTIAL TO SCALE

The ELC is a premier early-learning program designed exclusively for the particular needs of at-risk students. It is also a lab for testing and refining strategies. VOCEL adapts what works in the ELC for its CPA, which is low-cost and can scale easily to new sites.

YEAR 1 GOALS. Responding to market demand, VOCEL aims to establish six new school and community partnerships for the CPA and execute a three-year strategic plan that will explore the feasibility of creating a revenue model for the program.

NCF Value-Add as of Q1 2018

- Provide ongoing thought leadership on development strategy, employee sourcing, and board development.
- Guidance on advanced performance measurement systems.
- Advise on creating an operating reserve and earned income revenue feasibility study.
- Recommend strategic planning consultants to facilitate three-year growth strategy.
- Facilitate introductions to new funders and share network opportunities.



HESHIMA
KENYA

HESHIMA KENYA'S HOLISTIC MODEL

shelter

THE SAFE HOUSE

A transitional shelter that provides protection, increases independence, and fosters community

case management

Medical assistance, legal aid, mental health and trauma counseling, and foster care support

outreach & advocacy

Research and data collection; workshops, mobilization, and Women's Ambassadors Groups

education

THE GIRLS' EMPOWERMENT PROJECT

Basic education, life skills and leadership building, tailoring training, culminating with The Maisha Collective

income

THE MAISHA COLLECTIVE

Artisan collaborative; members learn financial literacy and build savings while earning monthly cash stipends and small grants

childcare

NURSERY AND EARLY CHILDHOOD EDUCATION

Parenting support, nutrition, and child development





SHE IS STARTING HER NEXT CHAPTER

"Because of Heshima, I am hopeful for myself and my daughter."

Elizabeth arrived in Nairobi in 2010 after fleeing the Congo to escape war. All alone and without family, she was raped and became pregnant. She and her daughter were enrolled in Heshima Kenya in 2011, where they both thrived. Elizabeth joined the Girls' Empowerment Project, then the tailoring program, and graduated to the Maisha Collective. Upon graduating, she received a small grant to start her own business selling fabric in the market. She is able to pay rent and care for her daughter in her own apartment in Nairobi.

This past summer, Elizabeth was arrested by the police as part of the government's roundup of refugees. With the confidence and language skills she developed while at Heshima Kenya, she was able to communicate with the officers to secure her release.

Now 20, Elizabeth has enrolled in a business and finance course at a local college. She is grateful for her life, her daughter, and her ability to work in the community. To Elizabeth, success means "being independent and giving my child the best medical care, food, and attention. I've learned how important these things are."



Community meetings promote awareness about gender-based violence, reproductive health, community protection, and human rights.
4,365 REFUGEES FROM THE COMMUNITY HAVE BEEN REACHED TO DATE

Women's Ambassador Groups mobilize and empower, creating safe spaces and sharing vital knowledge.

They focus on strengthening community networks through life skills certification, literacy courses, and micro-loans.
233 AMBASSADORS TRAINED

Heshima Kenya provides outreach services for all Nairobi's refugees.

Our graduates serve as Junior Ambassadors, igniting dialogue among their peers about human rights and SGBV

12 JUNIOR AMBASSADORS HAVE BEEN TRAINED AND ARE MOBILIZING THEIR PEERS

We focus on earning trust and respect.

Our goal is to receive referrals from those closest to girls in need.
330 GIRLS HAVE BEEN REFERRED TO HESHIMA KENYA BY COMMUNITY MEMBERS TO DATE



THE MAISHA COLLECTIVE
 A PROJECT IN SUPPORT OF HESHIMA KENYA
invest in her potential



I found my voice.
 Heshima Kenya changed my life.
 Now I have a future.
 I didn't know I could.
 I'm learning, and I want to learn more.
 I'm doing this for my son.
 I want to help myself.

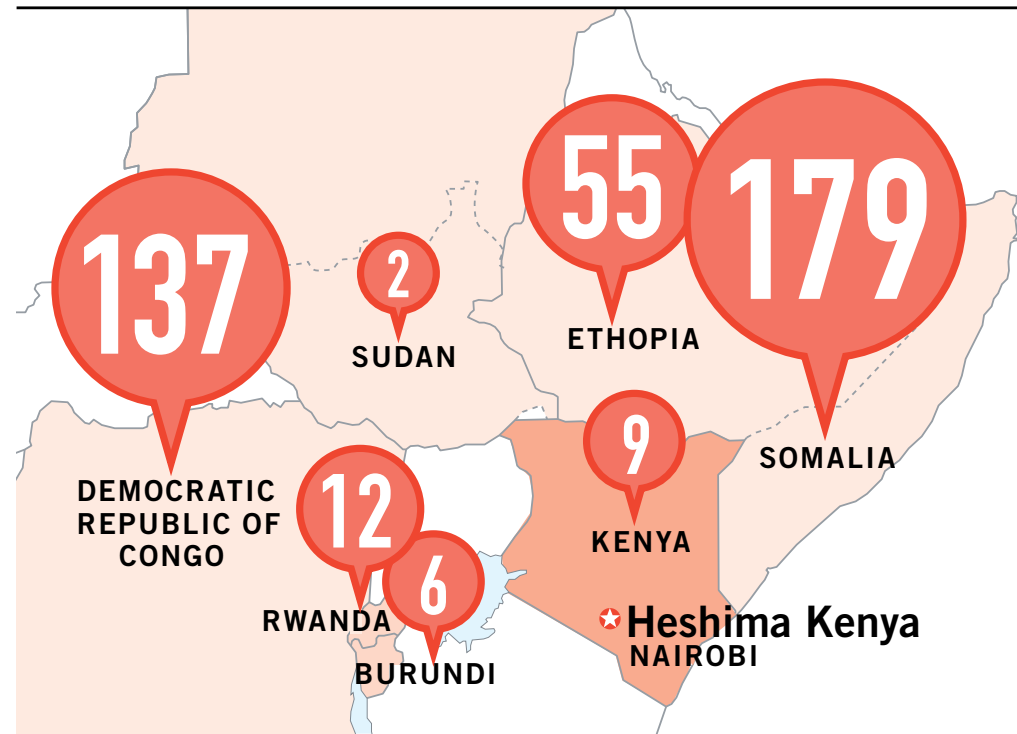


THE maisha COLLECTIVE

EVERY SCARF TELLS A STORY

GLOBAL PARTNERSHIP

WHERE DO THE **400** YOUNG WOMEN AND CHILDREN WE'VE SERVED COME FROM?



How Did They Get to Nairobi and Heshima Kenya?

60%

Traveled by **truck**, a means of travel that increases the likelihood of sexual assault by four times.

10%

Lived in a **refugee camp** anywhere from one month to two years prior to coming to Heshima Kenya.

50%

Fled their countries **with a neighbor or distant relative.**

50%

Fled their countries **by themselves.**

3 HOST FAMILIES

On average, each young woman lived and worked as house help with three families prior to Heshima Kenya.



70%

were illiterate and had little to no schooling prior to entering Heshima Kenya.

WHAT IS THEIR EXPERIENCE OF SEXUAL & GENDER-BASED VIOLENCE?

60%



believed to be underreported

Report experiencing incidents of SGBV; **this percentage is believed to be closer to 80% as most do not report these incidents.**

20%

Have experienced **forced marriage.**

NEARLY ONE OUT OF FOUR

Have children, typically due to rape.

SGBV BY COUNTRY OF ORIGIN

Somalia: 22% of our young women from Somalia report incidents of SGBV. This number is believed to be the most underreported as Somali women face extreme risks for reporting.

DRC: 61% of all young Congolese women served report incidents of SGBV.

Ethiopia: 71% of all young Ethiopian women served report incidents of SGBV.

Rwanda: 88% of all young Rwandan women served report incidents of SGBV.

Kenya, Burundi, Sudan: 92% of all young women served from these countries report incidents of SGBV




APNA GHAR
OUR HOME



OUR TEAM

Unwavering
Informed
Impactful

OUR SERVICES

Individualized
Comprehensive
Empowering

OUR APPROACH

Survivor centered
Evidence based
Culturally competent

OUR VISION

A future where every person, regardless of gender or origin, can live free from violence.

OUR PURPOSE

Disrupt the cycle of gender violence within families, among communities, and across the structures that impact the experience of survivors.



GROWTH MINDSET

We've been thoughtfully responding to gaps in services for underserved populations for more than 30 years.

FOUNDATIONAL BELIEF



UNIQUE VALUE PROPOSITION

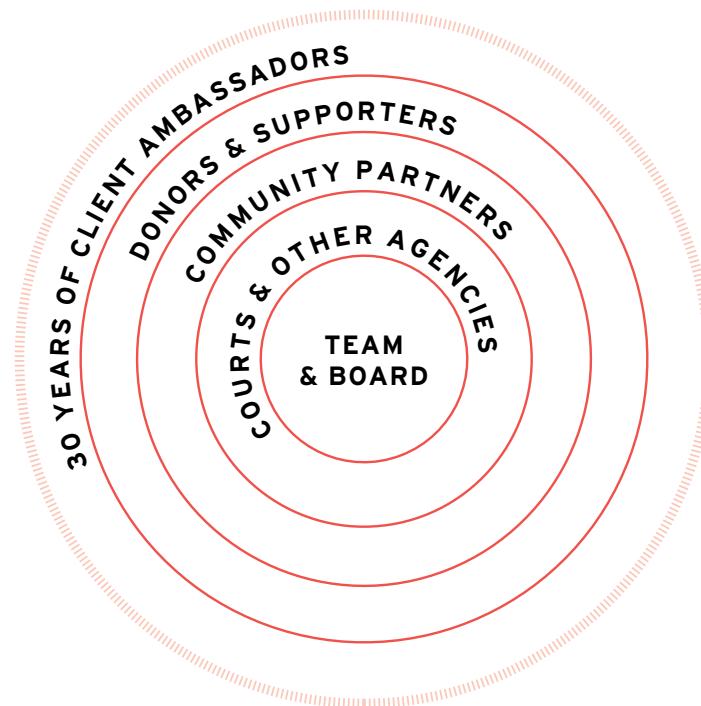
Apna Ghar is a human rights organization working to end gender violence with a evidence-based approach that is responsive to the unique barriers experienced by survivors from underserved populations.



WHO WE SERVE

We welcome everyone, especially those from under-served populations, particularly immigrants and refugees.

OUR NETWORK



WHAT OUR NAME STANDS FOR

When you are home, you are safe, nourished, and surrounded by people who understand you, believe in your future, and will fight with you to get there.
This is Apna Ghar.

SOLUTIONS-FOCUSED STRATEGY





Working Across Communities to End Gender Violence

2018 IMPACT REPORT



SWEDISH COVENANT HOSPITAL PARTNERSHIP



Apna Ghar's on-site medical advocate expands services for survivors at Swedish Covenant Hospital

Swedish Covenant Hospital has served the culturally-diverse residents of Chicago's north and northwest side communities for more than 130 years. It is the only hospital in Chicago that has developed a comprehensive, multi-faceted approach to addressing interpersonal violence.

Apna Ghar has partnered with Swedish Covenant on its Violence Prevention Program since 2015. In 2018, we strengthened this partnership to support patients who identify as victims of domestic and other forms of gender violence. Working out of the Women's Center on the hospital campus, our onsite medical advocate works across the organization to:

- Increase awareness, knowledge, and comfort with screening for and identifying patient survivors.
- Expand care for survivors with specialized training, equipment, assessments, and treatment.
- Grow the hospital's capacity for on-site crisis intervention, safety planning, and advocacy.
- Connect survivors to counseling, legal advocacy, case management, long-term housing, economic empowerment, drug/alcohol treatment, and leadership opportunities.

We are currently working with Swedish Covenant on piloting

telehealth support services, which will help ensure that everyone in need is able to access critical services at all times.

As part of the partnership, Apna Ghar is able to refer program participants to Swedish Covenant to receive medical, dental and mental health care at no cost. This is a wonderful benefit to our participants, as these services are typically difficult to secure for those without insurance, steady income, or precarious immigration status.

WHO & WHERE WE SERVE

We specialize in working with under-served populations.

Apna Ghar does not discriminate based on ethnicity, race, immigration status, gender identity, sexual orientation, age, or ability. All services are free and voluntary and provided in a client-centered, trauma-informed manner aligned to the specific needs of each survivor, including issues surrounding their immigration status and understanding their rights in the United States.

In 2018, we provided direct services to **395 adults and 157 children.**

80% were immigrant or refugee

74% were female

78% were parents of children under 18

18% of adults were limited English speakers

Our clients come from more than 50 countries.

Survivors come from countries in South, Southeast and East Asia, the Middle East and North Africa, Sub-Saharan Africa, Europe, Latin America and the Caribbean, and the Pacific Islands.

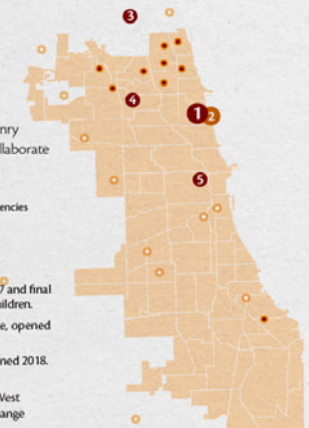
At any given time, we provide services in more than 20 languages.

We operate out of 5 locations in the Chicago metro area and partner with agencies across the region.

We serve survivors from Cook, Lake, DuPage, Will, Kane, and McHenry counties. Participants also arrive from neighboring states and we collaborate with agencies across the country to relocate survivors to Chicago.

- Apna Ghar offices
- Safe Home
- Transitional housing apartments
- Partner agencies

- 1. MAIN OFFICE.** In Chicago's Uptown neighborhood. All services provided out of this location.
- 2. NEW SAFE HOME.** Rebuilt on the site of our original shelter; opened 2017 and final phase complete in 2018. Safe emergency housing for survivors and their children.
- 3. SKOKIE OFFICE.** Co-located with Turning Point Behavioral Health Care, opened 2017. All services provided out of this location.
- 4. SWEDISH COVENANT HOSPITAL.** Located in the Women's Center, opened 2018. Providing counseling, case management, and medical personnel training.
- 5. DOMESTIC VIOLENCE COURT.** Circuit Court of Cook County at 555 West Harrison, office opened 2016. Provide supervised visitation and safe exchange resources to litigants and training to legal personnel.



**EMPOWER
ENGAGE
ELEVATE**
1990-2020

WHAT

**Apna Ghar's 2020
Annual Gala**

CELEBRATING 30 YEARS
OF REALIZING GENDER
JUSTICE

WHO

**Noted Chefs
and Culinary
Influencers**

WITH 400+ ADVOCATES,
SUPPORTERS & FRIENDS

WHEN

**Saturday
May 2, 2020**

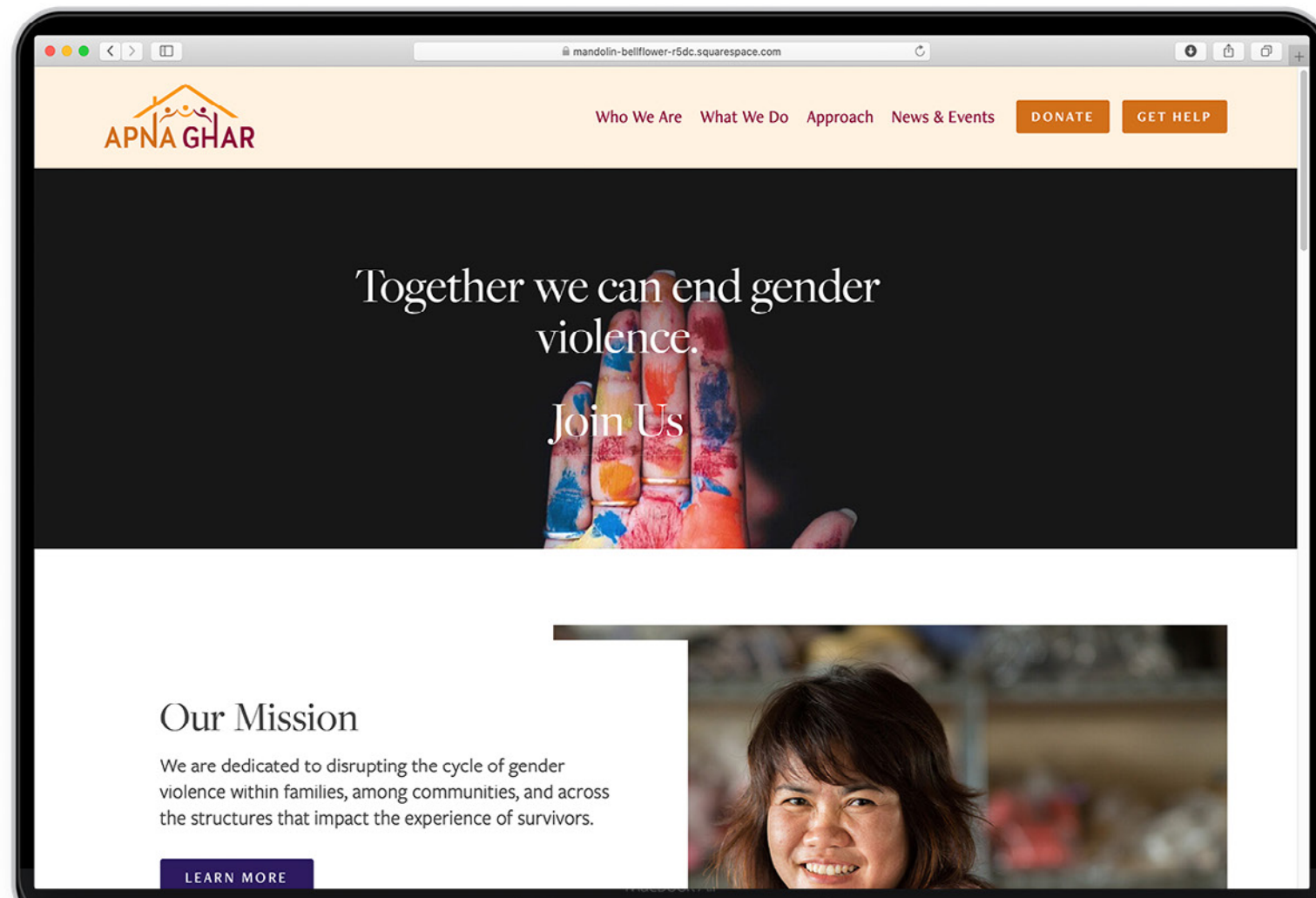
VENUE WEST
221 NORTH PSAU
CHICAGO, ILLINOIS

WE BELIEVE

Each survivor's experience
of trauma is unique, as is
their journey to
and empow

WE BELIEVE

Every person has the
right to safety, stability,
and self-sufficiency.

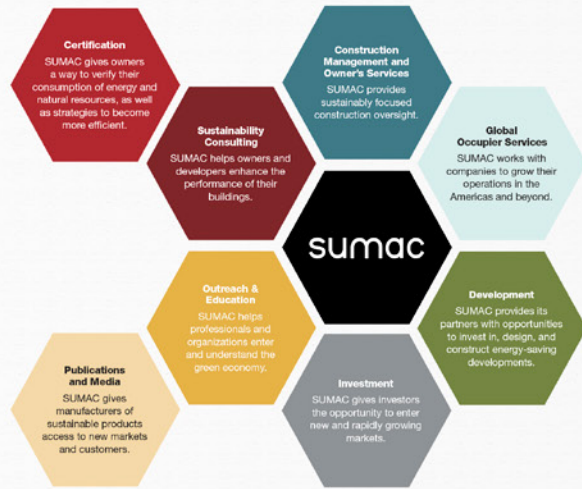




sumac

We provide entry to new markets with solutions that integrate sustainability to increase profit.

We pursue markets and opportunities that promise growth for ourselves, our clients, and our partners.



We serve the entire lifecycle of high performance buildings.

<p>Sustainability and Energy Efficiency Consulting</p> <p>We certify, validate, inspect, audit, and share knowledge and tools to help owners maximize energy savings and meet market demand for environmentally smart buildings.</p> <p>Core Services LEED, ISO, and other globally recognized certification Energy audits Commissioning Education and industry outreach Sustainable assessments for building products</p>	<p>Construction Management and Owner's Services</p> <p>We help make buildings and their delivery more efficient by matching local insight and manpower to our clients' budget, schedule, and sustainability goals.</p> <p>Core Services Owner and tenant representation Program management of capital projects Global occupier services Project scheduling and budgeting</p>	<p>Investment and Development</p> <p>We identify opportunities to create and maximize value through sustainably-minded investments in growing real estate markets.</p> <p>Core Services Acquisition and development sourcing Investment management Asset management</p>
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And we know we're making a difference. Since 2007 we've:

- Helped recover nearly **\$26 million** in energy costs
- Ensured that our clients see **\$3.5 million a year** in savings
- Trained **2,454 design and construction** professionals

20% of LEED projects in Latin America

29 million square feet in 18 cities

\$26 million in energy savings for our clients

Centro Empresarial Leuro
Miraflores // Lima, Peru
LEED® Platinum

- 12%** Reduction in energy consumption
- 30%** Reduction in water use
- 20%** Building materials of recycled content

Our success comes from our local insight, the diversity of our experience, and our passion for our work.

- 10 regional offices**
We provide on-the-ground, culturally fluent service from our US headquarters and regional hubs across the Americas.
- 29 million square feet in 18 cities**
Our experience spans diverse project types, markets, and geographies across the Western Hemisphere.
- 20% of all LEED® projects**
The percentage of projects in Latin America certified by SUMAC LEED APs.*

...a market leader of the most rapidly growing economies in the world. We see opportunities where others see challenges. We see opportunities to create more sustainable...

...live in urban centers. 1 billion, or more than 1 billion people live in urban centers. 1 billion, or more than 1 billion people live in urban centers. 1 billion, or more than 1 billion people live in urban centers.

Sustainability is more than a cause: it is a path to create value.

At SUMAC, we are passionate about leveraging sustainable strategies to increase profit for our clients and partners. With offices in some of the world's most rapidly growing urban environments, we consult with diverse organizations to meet demands for infrastructure and development. Our solutions minimize energy use while maximizing benefits for people, the environment, and the bottom line.

sumac

How knowing the right way to say "thanks" saved United Airlines \$400,000.

[DOWNLOAD THE CASE STUDY](#)

Construction Management and Owner's Representation
Matching local insight and manpower to projects across the Americas.



sumac

Quito
Santiago
Miami

Bogotá
Montevideo
Guayaquil

Chicago
Lima
Buenos Aires

A new way.