

San Francisco Business Times - February 2, 2009
<http://sanfrancisco.bizjournals.com/sanfrancisco/stories/2009/02/02/tidbits4.html>



Friday, January 30, 2009 | Modified: Monday, February 2, 2009, 2:29pm

Hands On Bay Area Lou Reda, Executive Director

San Francisco Business Times

HQ: San Francisco.

Mission: To strengthen the community through volunteer action and leadership development.

Founded: 1989, as Community Impact, which merged with Hands on San Francisco in 2004.

Milestone: The record-breaking participation of more than 7,000 corporate volunteers through the Hands At Work (HAW) Program in 2008.

Annual budget: \$1.2 million.

Expense allocation: 88 percent programs, 4.3 percent management and 7.7 percent fundraising.

Corporate support: 60 percent.

Corporate supporters: Nvidia, Gap Inc., Levi Strauss & Co., Charles Schwab, Google Inc.

Board chair: Kevin Kearney.

Board members: 16, including Davin Miyoshi, John Edmiston and Jennifer Doidge.

Employees: 11 full-time and four AmeriCorps members.

Volunteers: 11,000.

Events: Be the Change Day, one of the largest Bay Area days of volunteering; Martin Luther King, Jr. Week of Service; and Cesar Chavez Weekend of Service and Learning.

Telephone: (415) 541-9616.

Web site: www.hoba.org.

Office issues

Recent challenge: The economy. We saw a pretty dramatic drop in our donations in our annual campaign last year, about 20 percent.

Measures of success: We are very focused on providing high-quality volunteer experiences that inspire people to take another volunteer action.

Smartest move: Moving into our new office space. It's a much bigger space and can hold all of our tools, and we're paying cheaper rent.

Missed opportunity: We have several huge opportunities we'd like to take advantage of and have not had capacity to do. First, tapping into the Spanish language-speaking population. We have not had the capability yet to provide bilingual project leaders and have a bilingual web site. Also, youth volunteering. We don't have the ability at this point to start these areas.

Misconception: That we are just a listing of projects for people to go to when, in fact, our projects are all managed by Hands On Bay Area.

Professional insights

Personal path to nonprofit work: I started my career as an investment banker with Goldman Sachs, and worked in New York and Tokyo. I didn't feel like that was exactly where I wanted to spend my life and I began a search and went through several different careers: corporate finance and strategy; I became a playwright, author and actor in New York and got a play produced off-Broadway. Again, it wasn't exactly what I thought would be best for me. I moved back to San Francisco and took a temporary position with Community Impact. It's now been five-and-a-half years.

Toughest aspect: The struggle for resources.

Most surprising aspect: I get so involved in the day-to-day stuff that it sometimes takes me by surprise when I'm at a project and again get to see the impact we are having on someone.

Biggest pain: I'm a little removed from the amazing stuff we do and focused on administration and fundraising. It's service in a different way.

Greatest pleasure: Seeing folks on the staff do really well.

Introspections

Best recent moment: Our board-staff project that just happened this week. Every year, we get every board member and staff member together for joint volunteer project. Last year there was poor attendance, and this year we had amazing attendance and people were really engaged and excited.

Worst recent moment: Moments around finance and when we just had to have the discussion about what to do going forward.

Dream for another life: I would love to be in Washington working for Barack Obama.

Greatest inspiration: My mother's spirit of giving.

Down time: I love yoga, I like going to gym, bike riding, playing piano, writing.

Causes: I give my money to ACLU, No on Prop 8 — I got involved and gave time for that, and I give time at my church.

Most like to meet: Barack Obama.

—*Sarah Duxbury*

All contents of this site © American City Business Journals Inc. All rights reserved.