

## Application Form

### Profile

#### Which Boards would you like to apply for?

Census 2020 Complete Count Steering Committee: Submitted

\_\_\_\_\_  
 Seat Name (if applicable)

#### Describe why you are interested in serving on this advisory board/commission (please limit your response to one paragraph).

As the Director of the Ensuring Opportunity Campaign to End Poverty in Contra Costa, I am deeply committed to ensuring that every resident of Contra Costa is counted in 2020 Census. Due to a number of factors, achieving a Complete Count will be challenging for this Census, particularly for low-income residents, communities of color and other populations that have been designated as Hard to Count. The Ensuring Opportunity Campaign currently leads the Contra Costa Census Coalition, which includes several key community partners and funders and is focused on ensuring local census outreach efforts are effectively focused, well-coordinated, and sufficiently funded. As policy-focused initiative, Ensuring Opportunity has established deep connections with a broad and diverse network of key stakeholders across all Supervisorial districts and sectors, including community-based organizations, faith-centered groups, businesses, labor unions, city/county government, resident advocates, elected officials, and more. Over the past four years, Ensuring Opportunity has earned strong credibility across all sectors and perspectives. We have become a trusted partner in convening and supporting a wide array of community-based and cross-sector initiatives, including such high-profile efforts as the recently formed Contra Costa Housing Advisory Council. If selected to serve on the Complete Count Steering Committee, I anticipate serving as strategic advisor (internally) and bridge-builder and connector (externally), as well as being a liaison both to the Contra Costa Census Coalition and to the regional Administrative Community-Based Organization (ACBO). At a personal level, I bring 20+ years of experience in leading and participating in coalitions and other forms of collaborative work throughout Contra Costa and the Bay Area. I am formally trained in group and process facilitation, strategic planning, systems coaching and a number of other relevant skill sets. I will be pleased to offer these tools to the Complete Count Steering Committee to assist with designing effective planning and implementation of community outreach and engagement strategies for the 2020 Census.

#### This application is used for all boards and commissions

Mariana \_\_\_\_\_ Moore \_\_\_\_\_  
 First Name Middle Initial Last Name

\_\_\_\_\_  
 Email Address

\_\_\_\_\_  
 Home Address Suite or Apt

Richmond \_\_\_\_\_ CA \_\_\_\_\_ 94510 \_\_\_\_\_  
 City State Postal Code

\_\_\_\_\_  
 Primary Phone

Richmond Community  
Foundation

Employer

Director, Ensuring Opportunity  
Campaign to End Poverty in  
Contra Costa

Job Title

Program Director

Occupation

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**Do you, or a business in which you have a financial interest, have a contract with Contra Costa Co.?**

Yes  No

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**Is a member of your family (or step-family) employed by Contra Costa Co.?**

Yes  No

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## Education History

**Select the highest level of education you have received:**

Other

Bachelor of Arts

If "Other" was Selected Give Highest Grade or  
Educational Level Achieved

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## College/ University A

Mariana Moore

Name of College Attended

American Studies

Course of Study / Major

Units Completed

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## Type of Units Completed

Semester

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## Degree Awarded?

Yes  No

Bachelor of Arts

Degree Type

1988

Date Degree Awarded

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## College/ University B

Name of College Attended

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Course of Study / Major

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Units Completed

**Type of Units Completed**

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None Selected

**Degree Awarded?**

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Yes  No

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Degree Type

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Date Degree Awarded

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**College/ University C**

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Name of College Attended

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Course of Study / Major

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Units Completed

**Type of Units Completed**

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None Selected

**Degree Awarded?**

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Yes  No

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Degree Type

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Date Degree Awarded

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**Other schools / training completed:**

Coro Fellowship in Public Affairs

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Course Studied

One year

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Hours Completed

## Certificate Awarded?

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Yes  No

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## Work History

Please provide information on your last three positions, including your current one if you are working.

### 1st (Most Recent)

3/1/2015 - present

Dates (Month, Day, Year) From - To

40

Hours per Week Worked?

### Volunteer Work?

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Yes  No

Campaign to End Poverty in  
Contra Costa

Position Title

### Employer's Name and Address

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Richmond Community Foundation, 1014 Florida Ave., #200, Richmond CA 94804

### Duties Performed

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Direct planning and execution of strategies with the goal of ending poverty in Contra Costa County through systems and policy change. Primary focus areas include housing security, food security, health security, community safety, and economic security. Lead and participate in numerous initiatives and coalitions throughout Contra Costa County to build broad community support toward the goal of ending poverty in our communities. Supervise the work of Ensuring Opportunity staff and interns. Raise and manage philanthropic funds to support the work of Ensuring Opportunity. Staff the operations of Ensuring Opportunity's Leadership Team, comprising system leaders from across several sectors and regions within the county.

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### 2nd

1/1/05 - 3/1/15

Dates (Month, Day, Year) From - To

40

Hours per Week Worked?

### Volunteer Work?

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Yes  No

Principal/Consultant

Position Title

### Employer's Name and Address

Mariana Moore Consulting

### Duties Performed

Provided executive coaching, strategic planning, fundraising, capacity building and facilitation services to community-based organization, coalitions and cross-sector initiatives throughout the Bay Area.

3rd

2001 - 2005

Dates (Month, Day, Year) From - To

40

Hours per Week Worked?

### Volunteer Work?

Yes  No

Executive Director

Position Title

### Employer's Name and Address

The Wellness Community of the East Bay (since re-named Cancer Support Community), 3276 McNutt Ave., Walnut Creek.

### Duties Performed

Planned, executed and supervised strategies to provide practical and emotional support to people with cancer and their loved ones. Raised \$1 million/year (in partnership with board of directors and staff) to support operating budget. Partnered with board of directors to develop key strategies, assess outcomes and secure necessary resources to support the work.

[Mariana\\_Moore\\_bio\\_2018.pdf](#)

Upload a Resume

### Final Questions

#### How did you learn about this vacancy?

Other

Funders, County Census staff and Supervisor Burgis

If "Other" was selected please explain

**Do you have a Familial or Financial Relationship with a member of the Board of Supervisors?**

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Yes  No

**If Yes, please identify the nature of the relationship:**

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**Do you have any financial relationships with the County such as grants, contracts, or other economic relations?**

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Yes  No

**If Yes, please identify the nature of the relationship:**

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**Please Agree with the Following Statement**

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**I understand that this form is a public document and is subject to the California Public Records Act.**

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I Agree



## Mariana Moore

Mariana Moore is director of the **Ensuring Opportunity Campaign to End Poverty in Contra Costa**, a collaborative campaign that engages local leaders and activists across all sectors, including elected officials, nonprofits, faith-based organizations, businesses, labor unions, local government, academia and the philanthropic sector in a collective effort to end poverty in Contra Costa County, a mid-sized county of 1.1 million residents within the San Francisco Bay Area.

The Ensuring Opportunity campaign took shape in 2014 as a means to address the root causes of poverty in six key areas: Economic Security, Housing Security, Food Security, Safety, Health and Education. Three core assumptions infuse the Campaign's work: that poverty is not inevitable and can be eradicated by our actions; that equity and justice should live at the center of all systems; and that food, housing and health care are basic human rights. The vision of Ensuring Opportunity is that all Contra Costa residents have the resources they need to support themselves and their families, and have a powerful voice in shaping local political, cultural and economic systems that impact their lives and well-being.

Before co-founding the Ensuring Opportunity campaign, Mariana worked as a consultant to nonprofit organizations, providing strategic counsel, organizational development, executive coaching and capacity building services. She currently serves on the faculty of the Nehemiah Emerging Leaders Program (NELP), a nine-month leadership development program for diverse mid-career professionals in Sacramento. She has held a number of leadership positions in the nonprofit and higher education sectors, including director of the Human Services Alliance of Contra Costa, national development director for Tony La Russa's Animal Rescue Foundation, annual giving director for Mills College, and executive director of the Cancer Support Community of San Francisco/East Bay.

Mariana received her undergraduate degree from Mills College and graduated from the Coro Fellowship in Public Affairs in San Francisco. She recently served as board chair for LeaderSpring, a leadership development program for social justice organizations in the Bay Area, and also served as board president for Diablo Valley College Foundation in Pleasant Hill, CA.