



City of Concord, New Hampshire

OFFICE OF THE MAYOR

Byron O. Champlin

TO: Members of City Council

FROM: Mayor Byron O. Champlin

DATE: September 24, 2024

RE: Appointment to the Steering Committee for Concord's Plan to End Homelessness

I propose the appointment of the following individual to the Steering Committee for Concord's Plan to End Homelessness.

- Beth Heyward, Director of Strategy and Planning, Community Action Program Belknap-Merrimack Counties, Inc. Beth Heyward's letter of interest and resume are attached.

In accordance with Section 18 of the City Council Rules, this proposed appointment is being distributed to City Council as information in advance of formal action at the October 15, 2024 City Council meeting.



**COMMUNITY ACTION PROGRAM
BELKNAP-MERRIMACK COUNTIES, INC.**
EMPOWERING COMMUNITIES SINCE 1965



Beth Heyward
8 Old Suncook Road
Concord, NH 03301
Bheyward@capbm.org
603-225-3295 Ext 1150
08.14.2024

Committee for Concord's Plan to End Homelessness
Concord, NH 03301

Dear Mayor Champlin,

I am writing to express my interest and formally apply for the appointment to a position within the Committee for Concord's Plan to End Homelessness. I am eager to contribute my skills, experience, and passion to the committee's important work, and believe that my background aligns well with the committee's objectives.

I have had the opportunity to closely observe the committee's efforts over time and have been inspired by the positive impact it has had in the city of Concord. As a committed Housing Director, I am driven to participate in initiatives that advance the fight to end homelessness. My experience sitting on Laconia's Taskforce has equipped me with a solid foundation in this work. Additionally, my career at Community Actions Program of Belknap-Merrimack Counties, Housing Stabilization programs has provided me with valuable insights into effective committee operations and decision-making processes.

I firmly believe that my skills and my abilities make me an asset to the committee. I am confident in my ability to actively contribute to the committee's goals and collaborate effectively with other committee members.

I assure you that, if appointed, I will dedicate my time and effort to fulfilling the responsibilities of the position to the best of my abilities.

I have attached my resume which provides a comprehensive overview of my professional background and qualifications.

Please feel free to contact me in the office at 603-225-3295 or my cell 603-202-0823 or via email at bheyward@capbm.org if you require any further information or have any questions regarding my application. Thank you for your time and consideration.

Sincerely,

Beth Heyward

Beth Heyward
Director of Strategy and Planning
Community Action Program Belknap-Merrimack Counties Inc

Elizabeth Heyward

21 Hawthorne Drive, Fremont, NH 03044
T: 603-793-1711 E: eheyward84@gmail.com



Summary Dynamic and motivated leader and Strategic professional with extensive experience in community relations, Strategy and planning, social media marketing, grant writing, fundraising, board relations and donor relations. Skilled in building cross-functional teams, and community partnerships. Exceptional communicator and critical thinker.

Experience

2/14/2022-Current

Director of Strategy and Planning- Community Action Program Belknap-Merrimack Counties Inc.

- Facilitate the Agency's annual and strategic planning efforts.
- Partner with Senior Leadership on all operational and strategic issues as they arise;
- Provide strategic recommendations to Senior Leadership based on community needs assessment, CSBG, organizational standards, compliance and regulations
- Develop and monitor the Agency-wide Strategic Plan and/or the Community Action Plan.
- Research grants opportunities from government and non-government agencies.
- Responsible for the organization-wide comprehensive risk assessment and report to senior Leadership and governing board.
- Collect and analyze program data to create Agency annual report
- Monitor and review the Organizational Standards.
- Work with programs in the development of grant and funding proposals
- Assist CEO/COO with marketing, public relations and special events as requested
- Liaise with external stakeholders; community partners, and funders as requested
- Oversight of all the Agency's Housing Stabilization Programs
- Responsible for all agency social media and marketing including Facebook, LinkedIn, and newsletters.

8/2017-2/13/2022

Community Services Director- Community Action Program Belknap-Merrimack Counties

Management of Fuel and Electric Programs

Management of Housing Stabilization Programs

Responsible for securing Federal, State, County and Town funding for all programs.

Oversight of 30 staff in 6 area centers through Belknap and Merrimack Counties

Oversight of 5 food pantries.





Emergency Management Liaison
ROMA (Result Oriented Management Accountability) Implementer

June 2016-August 2017

Director of Mission Advancement-Great Bay Services

Responsible for all aspects of mission advancement including, annual appeals, fundraising, donor relations, stewardship, planned giving, grant writing, donor database management, board training and management and budgets.

Responsible for marketing and social media relations, and monthly newsletter.

March 2015-June-2016-Director of Community Relations-Great Bay Services

September 2013-March 2015- Associate Director of Programs and Services-Great Bay Services

October 2011-August 2013-Program Manager for Employment Services- Great Bay Services

November 2008-October 2011- Community Employment Coordinator-Great Bay Services

Education

MBA in Leadership: SNHU, Manchester, NH

Graduate Certificate in Leadership in a Not for Profit: SNHU, Manchester, NH

Bachelor of Science in Business Administration Hesser College, Manchester, NH

Associate Degree in Public Relations: Hesser College, Manchester, NH

Skills/Trainings

Case Summer Institute (2016), Association of Fundraising Professional Conferences (2017, 2018), NH Charitable Foundation Grants Institute (2019), Constant Contact, Donor Perfect, Microsoft Suite.

ROMA Certified 2018, Strategic Performance Management Certificate from Suffolk University. (2022)

Boards

Great Bay Services Board of Trustees-2017-Present, Epping Community Church Board of Trust 2013-Present.