

# Community EWorks

a publication of Community First Fund

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[www.commfirstfund.org](http://www.commfirstfund.org)

## Community First Fund: Back to School Edition



### CEO Attends Harvard

In July, Community First Fund President and CEO Dan Betancourt attended Harvard Business School's Strategic Perspectives in Nonprofit Management week-long program. Dan was able to attend Harvard after being awarded one of the 2010 John R. Baldwin Fellowships by the Lancaster County Community Foundation.



Dan Betancourt, President and CEO of  
Community First Fund

While at Harvard, Dan had the opportunity to examine Community First Fund's mission and develop tactics for the organization's new five-year strategic plan. Through the program and via case studies, Dan learned new skills for dealing with today's economic and political realities of nonprofit management including declining government expenditures and the growing needs of the disadvantaged communities we serve.

Dan was eager to begin the leadership training which, "challenged my assumptions and introduced me to new and unexpected ways of thinking about the strategic direction of the organization." "Community First has enjoyed unprecedented growth; however, the economic crisis demands I develop new

ways of continuing that growth," said Dan. "The experience has enlightened me ignited my desire to get planning for Community First Fund's future."

### Upcoming Events at Women's Business Center

Beginning on August 25th, The Women's Business Center at Community First Fund will start its fall class schedule, beginning with Keys to Success, to be held in York. State and Federal Procurement, and Marketing for Success will follow, starting in September. Exact dates, times, locations, and registration instructions for all classes can be accessed on our web site.

Keys to Success is a five-week, in depth business course that prepares students to run or grow their business while learning about financing and obtaining funding for a business. At the end of the course students will have completed central components of a comprehensive business plan and gained a detailed understanding of the ins and outs of running a business.

State and Federal Procurement and is taught along with government officials. By the end of this three-hour seminar students will have gained a detailed understanding of how small businesses can become government contractors, how to become state certified as a woman-owned or minority-owned business, and how to obtain government contracts.

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Marketing for Success covers the basics of promoting your business. This two-hour seminar offers an overview of general marketing definitions and concepts, examples of cost effective means of boosting business, and typical pitfalls to avoid. By the end of the course students will have the basic tools needed to promote your business.

Another program offered by the Women's Business Center is the Entrepreneurial Speaker Series which premiered in March. The next free event will be held on Wednesday, September 15th at Community First Fund's Lancaster office and will focus on basic negotiating tips. In October, the WBC will begin to offer the Speaker Series events in Harrisburg. Details when finalized will be posted on the web site. Each event begins at 4:30 pm to allow for networking, followed by knowledge sharing and concluding at 6:00 pm. To learn about past events or register for the September event visit our web site.



## Client Profile: La Academia Partnership Charter School

La Academia Partnership Charter School was founded in 1998 by several non-profit agencies who are also Community First Fund clients, including the Spanish American Civic Association (SACA), Crispus Attucks Community Center, and Community Action Program. Other founders include Neighborhood Services and the Urban League. In 2003 SACA approached Community First for funding

to purchase an adjacent building to expand services offered by La Academia. The Family and Student Center opened in 2007 and houses a library, gymnasium, cafeteria and classrooms for continuing education programs. Adult learners utilize the facility for general orientation to workforce opportunities, life skills training, and parenting education. The facility is also used for neighborhood gatherings on community health issues such as HIV/AIDS education and prevention, substance abuse after care, Hepatitis C, maternal care education, parenting training and life skills. Community First Fund is proud to have provided the necessary capital to support this treasure for Lancaster city residents.



Students at La Academia Partnership Charter School

### Community First Fund Training

#### Keys to Success (5 week course)

8/25, 9/1, 9/8, 9/15, 9/22  
5:30-8:30pm - York

Marketing  
9/13 10am-12pm  
Lancaster

Keys to Success (5 week course)  
9/18, 9/25, 10/2, 10/9, 10/16  
5:30-8:30pm - Lancaster

#### State & Fed. Procurement

9/13 10am-12pm  
Lancaster