

VICTOR B. DE LOS SANTOS

TRUEVISION COACHING

1122 East Pike St. PMB 789
Seattle, WA 98122
206.569.5445 | victor@truevision.guru

**NON-PROFIT MANAGEMENT AND CONSULTING, COMMUNITY DEVELOPMENT,
RECOVERY COACHING AND TRAINING**



Leadership Biography

Show up • Engage • Remain teachable



WHY? WHY NOT? WHY NOT NOW? Non-profit professional and social justice apprentice Victor B. De Los Santos can help you, your team, or your organization question the status quo, determine next steps, and ensure you execute them.

At an early age, Victor realized the importance of social organizations. His father was a member of local service clubs, where Victor soon realized volunteering one's time could amount to quite literally bringing the circus to town. If being of service meant going to the circus, then Victor was in. Early father-son activities like selling candy bars for sports teams offered an induction to fundraising.

Those grade-school fundraisers foreshadowed a storied career. Over the course of more than twenty years of professional leadership experience and over 2,500 hours of volunteer work, Victor has demonstrated his ability to go the extra mile. The dedication has not gone unrewarded: Over the past few years, Victor has served as Senior Director at the YMCA, Associate Development Director at Central Washington University and First Place for Youth, Event Manager at the Lifelong AIDS Alliance, and HIV Services Manager at Ecumenical Ministries of Oregon. His dedication to community development incorporates daily leadership and the belief that one accomplishes nothing without heart and effort. A certified Chemical Dependency Professional, Victor specializes in one-on-one recovery coaching and facilitation of group workshops with an emphasis on self-discovery, reclaiming one's journey, and recovery resources and referral.

Since becoming legally blind in 2009, Victor has been on a transformational journey. When his world was turned upside-down, he was forced to discover how to lead without followers. But this personal development path afforded Victor the opportunity to rediscover himself—and to determine what was important. He had to learn how to inspire and motivate himself. The change had to come from within, from his higher power, and has made Victor who he is today: a change-maker who wants to motivate others as they take steps in their own journeys.

During his time at Washington State University, Victor formed and coached the largest Special Olympics team in Washington State. He remains actively engaged in his local community by serving on several advisory committees, volunteering at the Recovery Cafe, serving as Team Captain for the Seattle AIDS Walk, and supporting charities that make a difference and align with his values and character. Today, his experiences, challenges, and choices have brought him to Seattle University's Master's in Non-Profit Leadership Program, where he hopes to have his beliefs challenged, his skills finely tuned, and his character more revealed. And he's eager to help you or your organization reflect and grow.

CODE OF ETHICS

Victor and TrueVision Coaching will adhere to the following:

RESPONSIBILITIES TO THE NON-PROFIT SECTOR

- Lead with character
- Stay mission-driven
- Honor constituents
- Ensure confidentiality
- Comply with laws and regulations
- Be intentional about cultural competency

RESPONSIBILITIES TO COLLEAGUES

- Develop professional relationships
- Encourage group process
- Initiate authentic dialogue

RESPONSIBILITIES TO COMMUNITIES

- Participate and engage
- Avoid influencing belief systems
- Serve the local and greater community

RESPONSIBILITIES TO SELF

- Maintain physical and emotional health
- Grow intellectually
- Manage time and maintain balance
- Seek support when needed

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TRUEVISION COACHING

Pledge: To authentically **SHOW UP** for non-profit and recovery clients with one foot raised and ready to lead • To provide the necessary coaching, tools, and motivation to enable others to **ENGAGE** in the process • To **REMAIN TEACHABLE** and accept the gifts of each interaction



Selected Experience

A proven record of inspiring action

OWNER AND INDEPENDENT CONTRACTOR

TrueVision Coaching and Consulting; Seattle, Wash.
Non-Profit Coaching and Executive Recovery Coaching

Recent Clients: Room Circus Medical Clowning, Q-Squared Men, ATD Puget Sound, All Pilgrims Church

DEVELOPMENT AND COMMUNICATIONS DIRECTOR

People's Harm Reduction Alliance; Seattle, Wash.

HIV SERVICES DIRECTOR

Ecumenical Ministries of Oregon; Portland, Ore.

ASSOCIATE DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS

First Place for Youth; Oakland, Calif.

DEVELOPMENT OFFICER—STUDENT AFFAIRS AND ENROLLMENT MANAGEMENT

Central Washington University; Ellensburg, Wash.

SPECIAL EVENTS MANAGER

Lifelong AIDS Alliance; Seattle, Wash.

SENIOR DIRECTOR; BRANCH DIRECTOR; DIRECTOR OF COMMUNITY PROGRAMS (MAY '96–SEPT '02)

East Palo Alto YMCA; East Palo Alto, Calif.
YMCA of Greater Seattle and Washington; Renton, Wash.

*Specific employment dates and responsibilities available upon request

Volunteer Field Experience Committed to serving community

RECOVERY CIRCLE FACILITATOR *Recovery Café; Seattle, Wash.*

- Facilitate recovery groups for individuals with mental health and addiction issues

FRONT DESK RESOURCE AND REFERRAL SPECIALIST *Seattle Area Support Group; Seattle, Wash.*

- Provide community resources and referrals for individuals seeking information or in crisis

CHEMICAL DEPENDENCY PROFESSIONAL INTERN *All Pilgrims Church; Seattle; Wash.*

- Research, plan, and implement recovery programs for church congregation and Seattle

Certificates and Leadership

- Certified Volunteer Director, YMCA of the USA.
- Certified Senior Director, YMCA of the USA.
- Program Cabinet Chair, YMCA of the Mid-Peninsula.
- Diversity Committee and Public Relations Member, YMCA of Greater Seattle.
- Cultural Committee, Lifelong AIDS Alliance.
- Recovery Coach Trainer, CCAR.
- Chemical Dependency Professional Certification, SCCC and CDPT.
- Vice Moderator, All Pilgrims Church.

Areas of Expertise

20+ years of know-how

- Board recruitment and development
- Marketing and communications
- Fundraising and development
- Volunteer cultivation and training
- Special events
- Donor prospecting, cultivation, and stewardship
- Program evaluation
- Mission and values review or creation
- Recovery coaching, resources, and referral
- Cultural competency
- Workshops and trainings
 - o Recovery
 - o Non-profit organizational development

Victor communicates in a way that engages others to examine difficult issues without triggering their defense mechanisms.

Monica E., VP at YMCA

Education

- BA IN RECREATION AND LEISURE SERVICES; MINOR IN SOCIAL WORK *Washington State University; Pullman, Wash.*
- CHEMICAL DEPENDENCY PROFESSIONAL CERTIFICATE PROGRAM *Seattle Central C.C.; Seattle, Wash.*
- MASTERS IN NON-PROFIT LEADERSHIP CANDIDATE *Seattle University; Seattle, Wash.*

SUCCESSES

TrueVision Coaching delivers consistent results:

FUNDRAISING

- At First Place, oversaw grant- writing and reporting for 27 government agencies and foundations
- At Lifelong, raised more than \$1m annually
- At YMCA, assisted with \$15m capital campaign; grew supported budget by almost 100% over four years

PROGRAM AND COMMUNITY DEVELOPMENT

- At Ecumenical Ministries, grew attendance and services by 42%
- At YMCA, led organization through a national program review on cultural sensitivity

EVENT-PLANNING

- At First Place, produced largest and most successful auction since the event's inception
- At Lifelong, facilitated most successful AIDS Walk in over five years

BOARD AND STAFF DEVELOPMENT

- At YMCA, supervised 40 paid staff and over 300 volunteers
- Over course of career, supervised entry- to senior-level staff; nurtured and coached talents and supported success. The result? Non-profit sector lifers