

## **MILESTONE MOMENT:** *Letter from Our Founder*

Beautiful waves of progress are happening at Villa and we have lots of exciting growth to share!!! This year marks 5 years of supporting and shaping lives since 2021:

1 year of our home at the hub in Dumfries, an expansion into an additional unit as well - Villa Studios, a Proclamation from the Town of Dumfries, 2 Congressional Letters, a Business Appreciation Award, nomination for a Chamber of Commerce Award, a milestone achievement of being selected for our very first mini grant, chosen for a community grant where nearly 50,000 organizations were nominated, major expansion of our volunteer leadership team, exponential growth of our co-op academy and educational programming, catered support to moms and women in business through our Mom Boss Oasis and programs, launching of our wellness activities, more support groups than ever before, hundreds of thousands of items exchanged across our donation drives and online platforms, a partnership with Amazon Warehouse, countless connections between moms and families both in person and online, and immeasurable impact on the community Villa touches!

A 1/2 decade later and we are just getting started!

It has been an incredible 5 years building this organization from the ground up, every dollar raised, every play date, every charity drive, every comment, every hug, every tear...Villa is like a baby to me that I brought to life...



**Kristen Guizani**

**Founder & President**

But like any mother I want to see this movement I started thrive to its absolute highest potential! Up until now, I have been wearing many hats in Villa as I try to carry it all, but in order for it to be even bigger and better, it's time that I share the load! With that said, I am beyond grateful that God has placed the perfect team of women in my life over the past few years to help take this powerful movement to the next level. These are decisions I have poured my heart into and do not take lightly and I am honored to finally share with you all:

I am officially delegating the role of Executive Director of Villa Advocacy Group, Inc. to the phenomenal and brilliant Chrissy Randolph & awe-inspiring and fierce Deputy Executive Director Veronica Jones!

Our Assistant Directors will be Erin Walter-Lerman (Programs) and Ashley Slack (Outreach) - there are truly no 2 women more constant and heart-led than them. Along with our incredible, talented, hard working, and passionate Department Heads, Marianna Marchante - Community Coordinator, Angelina Mattocks - Philanthropy Coordinator, Jess Dabu - Communications Coordinator, along with an amazing team of Leaders, Interns, and Volunteers. These 3's stories and purpose drives them to lead with full dedication to the cause and I am blown away each day by the work they put into making our organization thrive. I invite you to read each of the Leaders bios below and please don't hesitate to reach out to any of them to support you on your journey!

As a nonprofit, Villa has never had funding to pay employees and thus all of these incredible individuals and our entire volunteer team, myself included, step into these roles full of passion and purpose to get the job done solely because we believe in the mission and vision of Villa. We refuse to sit back and watch as another woman is left behind and so we vow to work hard, advocate, and continue to build this mama empire until we have changed the game of motherhood everywhere and brought back the VILLA-ge!!!



It is my life's calling to take this movement as far as possible so we can support as many families out there who need us! This mission was put on my heart and this team put into Villa's path, because we believe there is truly no investment more worthy than moms and families and if we bring back the Villa-ge, then many issues society is facing will be addressed and resolved once and for all. After all, it takes a Villa-ge!

Although I will always be Villa's biggest fan and supporter, my official capacity at Villa will be presiding over the Board of Directors as President to continue guiding the ship with passion and vision - it is an absolute honor to lead alongside our brilliant and unmatched board: Melissa La Reau, Miqi Cos, Sharray Marie Clarke, Malika Kika Malak, and Sultana Karim! This shift will have me less involved day to day as I am taking on another full time career in my professional life. However, I will still be overseeing behind the scenes, you'll definitely still see me around + online, and without a doubt I'll always be cheering Team Villa on from wherever I'm at and rooting for every mama here, so please don't hesitate to reach out if you need.

It's time for Villa to spread its wings and I know it will SOAR higher than we can even imagine! I'm asking each of you to believe in the vision and trust in this incredible team! You don't have to wait any longer, your Villa-ge is here with open arms!

Always here for each of you! In the lonely silence in the middle of the night, remember that you BELONG HERE! We see you! We hear you! Never stop raising your #VillaVoices! We promise to hold you while you hold your littles...so you never have to struggle alone anymore.

Join me in welcoming in this incredible new team and the next level of Villa! I can't wait to see where we go next! Let's do this ladies!

Make mama proud,

Xoxo

Your Forever Founder

Kristen

[Kristen@VillaAdvocacy.org](mailto:Kristen@VillaAdvocacy.org)



# MEET OUR TEAM

Villa Advocacy Group, Inc.



**Chrissy Randolph**  
Executive Director  
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**Veronica Jones**  
Deputy Director  
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**Erin Walter-Lerman**  
Assistant Director - Programs  
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**Marianna Marchante**  
Community Coordinator  
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**Ashley Slack**  
Assistant Director - Outreach  
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**Jessica Dabu**  
Communications Coordinator  
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**Angelina Mattocks**  
Philanthropy Coordinator  
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# MEET OUR TEAM

Villa Advocacy Group, Inc.



**Chrissy Randolph**  
Executive Director

Chrissy Randolph, Executive Director of Villa Advocacy Group, brings more than 15 years of leadership experience and a deep passion for serving families and strengthening communities. With a proven background in building and managing mission-driven programs, developing teams, fostering meaningful partnerships, and creating people-centered solutions, Chrissy is committed to advancing Villa's mission of supporting and empowering mothers at every stage of their journey.

As Executive Director, Chrissy leads with compassion, innovation, and a strong belief that every family deserves access to community, resources, and advocacy. She is dedicated to creating inclusive spaces where mothers feel seen, heard, and supported while guiding Villa's growth and expanding its impact throughout the communities it serves. Her leadership is rooted in listening, collaboration, and a commitment to meeting families where they are.

Outside of her work with Villa, Chrissy is a passionate advocate for holistic wellness, body positivity, and personal growth. As a yoga instructor and community leader, she believes in the power of connection, kindness, and unconditional support to transform lives and strengthen communities. These values continue to shape her leadership and vision for Villa every day.



**Veronica Jones**  
Deputy Director

Veronica Jones is a wife, mother of three, nonprofit founder, and human resources leader bringing a powerful blend of advocacy, leadership, and lived experience to the role as Deputy Director.

As the Founder of Unspoken Mothers, Veronica transformed her experience with postpartum depression into a mission-driven organization focused on maternal mental health awareness, advocacy, education, and support. Through her leadership, she has built community partnerships, developed impactful programs, and helped connect families with critical resources.

In addition to her nonprofit work, Veronica serves as Director of Human Resources, where she leads workforce development, employee relations, and organizational growth initiatives. Her experience advocating for people, building strong programs, and fostering meaningful connections brings a unique perspective to her role with Villa Advocacy Group.

Veronica is committed to expanding access to resources, strengthening communities, and ensuring every individual feels supported, valued, and empowered.

# MEET OUR TEAM



**Erin Walter-Lerman**

**Assistant Director - Programs**

My connection to Villa and outreach is rooted in my own experiences. Personal challenges throughout my life taught me the importance of support, encouragement, and access to resources. I value creating welcoming spaces where people feel seen, supported, and connected. Guided by personal experience and professional growth, I am committed to strengthening support for families throughout our community. I am a homeschooling mom and a baker. I hold an Associate's Degree in Specialized Business, have extensive experience in educational settings, and continue to expand in both education and holistic wellness.



**Ashley Slack**

**Assistant Director - Outreach**

Marianna Marchante is a full-spectrum Doula and mother of four devoted to supporting and empowering families. She also serves as a Community Coordinator for Villa Advocacy Group Inc, empowering and advocating for mothers, maternal wellness & community care.

Angelina Mattocks is Villa Advocacy Group's Philanthropy Coordinator and a mom of five who believes every mother deserves support, dignity, and community. She helps grow the resources and partnerships that power Villa's programs and mutual-aid network across Northern Virginia.



**Marianna Marchante**

**Community Coordinator**



**Angelina Mattocks**

**Philanthropy Coordinator**



**Jessica Dabu**

**Communications Coordinator**

As Communications Coordinator for Villa Advocacy Group, Jess combines her backgrounds in hospitality, business, and graphic design to help grow and strengthen the organization's impact. An award-winning member of her high school's Future Business Leaders of America (FBLA) chapter, she has been passionate about communications and design since her teenage years. Jess holds a Bachelor of Science in Business Administration from University of the People and is dedicated to connecting families with resources and support through Villa's mission.



# OUR CORE VALUES



## VISION

#DreamBig Know your value & manifest more for your family & the community! Your children are watching

## OPTIMISM

#GoodVillaVibesOnly Positivity is contagious! Our actions & words have power so be the light ✨

## INTEGRITY

The time is always right to do what is right: high ethics, respect, honesty, trust, and stay humble

## COMPASSION

Supporting without judgement or shame. Have faith in humankind. Healing people heal people ✨

## EMPOWER

Build each other up, inspire, share the tools & resources, and believe in them (& yourself)

## SAFE SPACE

All women & children always welcome without exception! Villa maintains a safe online & in-person environment at all times to support families in achieving a happy, healthy, & wholesome lifestyle



# #RAISEYOURVILLAVOICE