

Committee on Energy and Commerce
U.S. House of Representatives
Witness Disclosure Requirement - "Truth in Testimony"
Required by House Rule XI, Clause 2(g)(5)

| | | |
|---|------------|--------------------|
| 1. Your Name: Sonja L. Banks | | |
| 2. Your Title: President | | |
| 3. The Entity(ies) You are Representing: Sickle Cell Disease Association of America, Inc (SCDAA) | | |
| 4. Are you testifying on behalf of the Federal, or a State or local government entity? | Yes | No X |
| 5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2013. Only grants, contracts, or payments related to the subject matter of the hearing must be listed. ***HRSA Newborn Screening Program | | |
| 6. Please attach your curriculum vitae to your completed disclosure form. See attached | | |

Signature: _____



Date: 09/07/16

**PRESENTATION
OF
QUALIFICATIONS**

SONJA LYNÆE BANKS

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EXECUTIVE MANAGEMENT PROFESSIONAL

Accomplished management professional with over 20 years of executive-level experience and an established background in nonprofit leadership, community relations and operations. Demonstrated ability to work in diverse environments and make an immediate, positive impact within an organization. Proven record of identifying and advancing effective fund development plans, community outreach programs, advocacy initiatives and key partnerships. Seeking to utilize background to attain a leadership role within a respected organization that recognizes innovative contributions and professional integrity.

AREAS OF EXPERTISE

- | | | |
|-----------------------------|--------------------------|-------------------------|
| ▪ Strategic Planning | ▪ Coalition Building | ▪ Advocacy |
| ▪ Fundraising | ▪ Public/Media Relations | ▪ Program Development |
| ▪ Grant Review & Management | ▪ Planning & Budgeting | ▪ Grant Writing |
| ▪ Event Planning | ▪ Operations Management | ▪ Spokesperson Training |
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PROFESSIONAL EXPERIENCE

SICKLE CELL DISEASE ASSOCIATION OF AMERICA, INC, BALTIMORE, MD 2010 – PRESENT
PRESIDENT AND CHIEF OPERATING OFFICER

- Integrate programs, fundraising, financial accountability and public affairs policies across the organization and develop improved operational and administrative procedures.
- Oversee development, implementation and continuous monitoring of the operational budget.
- Lead, develop and empower staff members to excel in support and representation of the organization and its constituents and to function as a high performing, professional team.
- Direct the development efforts, including setting and achieving financial goals of a national fundraising campaign, creating corporate sponsorships and similar alliances with for-profit entities, building long-term relationships with foundations, and enhancing revenue from individual donors.
- Through the design and management of a strategic communications program, including branding, PR, website, and related areas, optimize public image and overall awareness.
- Develop annual fundraising and marketing budgets, objectives and related planning materials and regularly monitor progress against goals.
- Oversee all aspects of the organizations programs, activities and advocacy agenda.
- Work with the Board, senior staff, and other appropriate partners, to create opportunities for the organization to grow and advance the primary mission.
- Initiate and develop partnerships and other relationships with governmental entities and leaders in the fields of medical and health education, foundations, healthcare, pharmaceutical, and related for-profit companies.
- Articulate public affairs and advocacy goals to constituents and ensure that progress against those goals is monitored, evaluated and communicated effectively.

Notable Accomplishments:

- *Secured national partnerships in an effort strengthen fundraising and awareness globally for the organization.*
- *Led the planning of and increased national convention fundraising by 100% while decreasing expenditures by 52% and increasing registration/participation by 30%*
- *Promoted attention and an agenda to US Secretary of Health and Human Services. As a result US Secretary Kathleen Sebelius has declared nationally sickle cell disease as a national priority.*
- *Lead the completed draft of new and key legislation that will bolster the sickle federal agenda.*
- *Implemented the largest Advocacy participation event in the 10-year history of the organization and led the development of a Congressional Sickle Cell Caucus.*
- *Wrote and secured \$2.9 million grant to establish organization as the National Backbone Organization for Newborn screening and lifespan care coordination.*
- *Developed and implemented new national Community Health Worker Training Curriculum and Certification*

PROFESSIONAL EXPERIENCE – CONTINUED

ST. VINCENT'S HEALTH SYSTEM, BIRMINGHAM, AL 2007 – 2010

DIRECTOR - COMMUNITY SERVICE & OUTREACH AND ADULT INDIGENT CLINIC

- Managed annual \$10.6 million Community Benefit portfolio and \$1.2 million plus Charity Giving Fund and Program
- Oversaw the overall direction, expansion and fiscal operations of system's outreach departments to include: Indigent Care Clinic, Hispanic Outreach, Senior Services and Workforce Training.
 - *Achieved 50 percent funding increase in program/department revenues*
 - *Developed and implemented 501c3 nonprofit workforce training school, JH Academy.*
 - *Developed curriculums to adhere to national/state school certifications.*
- Created and managed new outreach programs that furthered the mission of serving the poor and vulnerable.
- Designed and executed fundraising campaigns, special events and grant writing projects to fund new and existing programs.
- Proactively established and preserved strong relations with governmental, corporate and civic leadership, advancing community advocacy efforts on critical healthcare and community development issues.
- Trained, mentored and directed 20-member staff to improve value added programming.
- Managed employee participation program and over 500 associate volunteers, *increasing associate participation in community service to 92 percent.*

UNITED NEGRO COLLEGE FUND, BIRMINGHAM, AL 2000 – 2007

REGIONAL DIRECTOR (2007), STATE DIRECTOR (2000 – 2006)

- Managed fundraising portfolio for states of Alabama and Mississippi before management of \$12million workplace campaign.
- Led private and public workplace-based fundraising programs for the 13-state region, serving as media spokesperson and representing the division at meetings.
- Developed and implemented strategic annual work plan, media outreach campaigns and resource manuals, increasing federal, state and local mindshare and securing key partnerships.
- Supervised staff and volunteer resources, assigning tasks to ensure successful execution of special events, educational programs and overall workplace campaign efforts.
- Conducted comprehensive, cost-effective capital fundraising campaigns including Major Giving, Special Events, Workplace and Scholarship initiatives that resulted in an increased number of scholarships awarded statewide.
- Through relationship building with local corporate, government, church and civic leaders, garnered and sustained regional/statewide support for all major campaign efforts.

BIRMINGHAM WORKS/UNITED WAY OF CENTRAL ALABAMA, BIRMINGHAM, AL 1998 – 2000

DIRECTOR – PRIVATE SECTOR INITIATIVES

- Administered agency workforce initiatives, forging viable partnerships and increasing employer clients by 50 percent.
- Developed and executed department events and activities including community fairs, job retention workshops and workforce seminars.
- Evaluated viability of job placements and job retention, training and supervising job development staff to streamline and advance program functions.
- Compiled and prepared reports, evaluating statistical data against project outcomes and objectives.
- Played integral role in overall public and community relations program, identifying key messages and facilitating communication through a variety of resources and channels.

OFFICE OF ECONOMIC DEVELOPMENT, DEVELOPMENT ANALYST, BIRMINGHAM, AL 1997 – 1998

MILES COLLEGE, BIRMINGHAM, INSTRUCTOR/ ACADEMIC ADVISOR, AL 1996 – 1998

EDUCATION & TRAINING

DOCTORATE OF EDUCATION, Organizational Leadership/Nonprofit Management, Nova Southeastern University (Extensive Coursework)

MASTER OF SCIENCE, Public Administration & Business, Jacksonville State University, 1996

BACHELOR OF ARTS, Political Science, University of Alabama, 1991

BIOGRAPHICAL SKETCH

Provide the following information for the Senior/key personnel and other significant contributors in the order listed on Form Page 2.

| | | | |
|--|-----------------------------------|-------|----------------------------------|
| NAME Sonja L. Banks | POSITION TITLE President & COO | | |
| eRA COMMONS USER NAME (credential, e.g., agency login) | | | |
| EDUCATION/TRAINING <i>(Begin with baccalaureate or other initial professional education, such as nursing, include postdoctoral training and residency training if applicable.)</i> | | | |
| INSTITUTION AND LOCATION | DEGREE <i>(if applicable)</i> | MM/YY | FIELD OF STUDY |
| Jacksonville State University Jacksonville, AL | MPA/MBA | 06/96 | Public Administration & Business |
| University of Alabama | BA | 05/91 | Political Science/Nonprofit Adm. |

PERSONAL STATEMENT

As a nonprofit professional with over 21 years of experience I can attest to my knowledge, skills and commitment to not only this program but more importantly this cause.

I have an established background in nonprofit leadership, management, community relations and operations with demonstrated ability to work in diverse environments and make an immediate, positive impact within organizations. This program focuses on the engagement of community based organizations to reach out through networks to find those that are underserved in order to get them into quality care. I have a proven record of identifying and advancing effective community outreach programs, advocacy initiatives, key partnerships and fundraising initiatives. All skills required to provide effective leadership to this program and sustain it after two years. In one of my prior positions I was able to engage through coalition building a solid group of over 100 stakeholders to partner with the program. As a result the program achieved 98% success with the clients graduating and obtaining gainful employment. In addition to this role I served as Community Services and Outreach Director for a five-county health system. Under my leadership and through collaboration with key leaders the system opened its second indigent care clinic , implemented a state-wide Hispanic Lay Promoter to increase the number of individuals to get mammograms and prostate examinations (for those underserved) and develop a one certificate program (Jeremiah's Hope) into a certification training school for over 10 new areas of profession. As the national president for the Sickle Cell Disease Association of America, I serve as the leader and advisor to over 42 community based organizations, overseeing the development and implementation of technical training, community outreach programming, communications and education dissemination processes.

Recently I spearheaded the establishment the first ever SCD Congressional Caucus, launched a White House petition and gained success by getting over 124,000 signatures to the President of the US and established a national partnership with the National Baptist Congress to provide a SCD Ambassador within 15,000 churches over time to raise awareness and provide education to name a few. All of these accomplishments were made possible through grassroots strategy and unification. As a leader I have managed to garner both the trust and support of CBO's throughout the country because of the value because I understand the true need and value for them in the community.

I obtained my Master of Public Administration and Business from Jacksonville State University and have completed extensive doctoral coursework in Organizational Management with a focus in nonprofit management. I have used this knowledge to strengthen organizations and build capacity that has been sustainable in every organization I have been employed. Additionally, I have lead over seven grant projects (to include four funded through the federal government) providing operations, grant and fiscal management. More importantly, I will work with the Co-PI to insure project success utilizing her medical and research expertise to complement my community outreach and grassroots knowledge and expertise.

In summary, I have a demonstrated record of accomplished and productive community and collective impact projects and my expertise and experience have prepared me to provide keen insight to the proposed project. I also have the ability and experience to galvanize the community, create synergy and inspire collective impact for success.

POSITIONS AND EMPLOYMENT

2010 – Present President & COO, Sickle Cell Disease Association of America, Inc., Baltimore,
2007- 2010 – Director of Community Services & Outreach, St. Vincent's Health System,
Birmingham, AL
2006- 2007 - Regional Director, United Negro College Fund, Inc., Atlanta, GA
2000 – 2006 – State Director, United Negro College Fund, Inc., Birmingham, AL
1998 – 2000 – Director of Private Sector Initiatives, United Way of Central Alabama, Birmingham,
AL
1996 – 2000 – Policy and Community Planning Analyst, City of Birmingham, Birmingham, AL
1996 – 2000 – (PT) Instructor of Public Administration, Miles College, Birmingham, AL

OTHER EXPERIENCE AND PROFESSIONAL MEMBERSHIPS

2011 – Board Member, Community Health Charities
2013 – National Heart Lung & Blood Institute (NHLBI)
2013 - Pfizer, Inc. Sickle Cell Advocacy Advisory Committee
2014 - Centers for Disease Control Sickle Cell Trait Toolkit Committee
2014 - Novartis Exjade Patient & Advocate Advisory Board

HONORS

(2013) Award of Appreciation – SCDA Executive Leadership Council, Baltimore, MD
(2013) Who's Who Among Professional Women, Baltimore, MD
(2014) Top Ladies of Distinction, Houston, TX
(2010) Who's Who in Black Birmingham
(2008) Coca Cola Women Who Care Award - Coca Cola/MHT
(2006) Who's Who in Black Birmingham
(2005) Administrator of the Year Finalist - American Society of Public Administrators
(2003) Coca Cola Women Who Care Award - Coca Cola/MHT
(2002) Alabama Leadership Initiative Recipient – Leadership Alabama
(2000) Leadership Birmingham Nominee - Leadership Birmingham
(1998) "30 Leaders 30 and Under" Recognition - Ebony Magazine
(1997) Outstanding Teacher - Who's Who Among America's Teachers - Miles College
(1997) Outstanding Community Service - Sardis CDC