



ELLEN ALLEN

Executive Director

DETAILS



PROFILE

A bold, energetic leader with a proven track record--where heart meets expertise in management, leadership, and advocacy.

Summary

- Directed successful educational campaigns and collaborations that improved the health care literacy of West Virginians.
- Covenant House selected as Non-Profit Award of Excellence winner by WVNPA under my leadership
- 2022 Wonder Woman by WV Living Magazine
- Built out business & operations team for Mountain State Spotlight, a non-profit civic newsroom
- Led culturally-diverse team with living wages, organization-funded healthcare, retirement, PTO, and consensus-driven programming
- POZ 100 for outstanding work in HIV/AIDS (2016)
- Strong financial stewardship with overhead of 16%-18%
- Led collaborative community initiatives, including health care for the homeless and harm reduction partnership with WV Health Right that tested and/or provided preventive treatments to 3,000+ unduplicated individuals
- Established on-site medical clinic at Covenant House
- Demonstrated experience in best practices
- Impeccable track record of non-profit management compliance and impact documentation
- Developed effective branding strategy
- Success in fundraising campaign development
- Proven leader in staff development and team building
- Public speaker and writer with 30 years' experience
- Engaged leadership with community board of directors

PROFESSIONAL EXPERIENCE

Executive Director, West Virginians for Affordable Health Care, Charleston, WV

AUGUST 2023 – PRESENT

- Direct a team of policy and communications professionals to help educate and advance the consumer voice in public policy that makes health care more affordable and accessible to West Virginians
- Lead the effort to improve the financial oversight and sustainability of WVAHC.
- Directed successful educational campaigns and collaborations that improved the health care literacy of West Virginians.

Executive Director, Mountain State Spotlight, Charleston, WV

FEBRUARY 2022 – JUNE 2023

a nonprofit investigative, accountability, public service newsroom covering all of West Virginia

- Responsible for complete build-out of physical new space for the newsroom
- Oversee business and operations team, provide strategic vision, and direct development, operators, and fundraising
- HR Officer, as well as Chief Revenue Officer responsible for funding \$1.3M budget

Chief Executive Officer/Executive Director, Covenant House, Inc. and Community Housing Inc., Charleston, WV

NOVEMBER 2011 – JANUARY 2022

- Chief development, operations, compliance, human resource, and communications officer
- Develop, implement, and monitor annual budget.
- Culturally diverse advocacy team with multi-generational staff
- Research and document efficacy of programming
- Work closely with community Board
- Coordinate and implement signature fundraisers including Chef's Challenge, Canstruction, Here for Good, and annual end-of-year appeal campaign.
- Supervise and monitor
 - HUD-funded Housing First Programs;
 - ESG;
 - LGBTQIA+ tobacco prevention and health equity initiatives; HIV/AIDS testing and education program;
 - and SOAR (Social Security Outreach Access and Recovery) grant
- Oversee the city's only day shelter for 200+ daily visitors experiencing homelessness
- Chief Operating Officer for Community Housing, Inc., a separate 501(c)(3) operated by Covenant House to provide affordable housing for the chronically homeless with disabilities or HIV/AIDS-positive individuals
- Supervise and monitor Housing Opportunities for Persons with AIDS program
- Member of WV Interagency Counsel on Homelessness
- Grant writing

Director, YWCA Resolve Abuse Program, Charleston, WV

APRIL 2010 – NOVEMBER 2011

community-based domestic violence program serving Kanawha, Boone, and Clay

- Led 25+ staff on direct service; court advocacy; outreach and education; support groups; Family Monitored Visitation and Exchange Center; BIPP; counseling staff; facilities; prevention education; grants management; database; and IDA/financial empowerment counselor.
- Maintain quality programming standards for FPSB-licensure
- Facilities management of all three Resolve properties
- Management and reporting for 20 federal and state grants
- Model survivor-centered advocacy
- Public awareness and community collaborations

Executive Director, Family Refuge Center, Lewisburg, WV

NOVEMBER 2007 – APRIL 2010

FRC is a community-based domestic violence project serving Greenbrier, Pocahontas, and Monroe

- Fiscal management and fundraising
- Grants management and reporting for 14 federal and state grants

- Strategic planning
- Staff recruitment and development
- Program development/administration for direct services and community education initiatives
- Statewide and community partnership
- Facilities management

Franchise Owner, Merry Maids

AUGUST 1994 – SEPTEMBER 2007

- Managed and developed new territories across eight counties in WV and VA
- A top 10 franchise
- Speaker and trainer

Assistant Vice President, Environmental Engineering Division for Marshall Miller and Associates, Bluefield, WV

1988 – 1994

- Increased billable revenue from \$300,000 in 1988 to over \$3,000,000 in 1994
- Wrote successful proposal for Virginia Department of Transportation resulting in five-year contract in excess of \$3,000,000 for environmental monitoring
- Wrote and executed company's first strategic business plan

Marketing Director, Joyce Engineering, Princeton, WV

1986 – 1988

- Wrote and executed strategic marketing plan resulting in a 57.5% increase in billable fees, and 62% increase in billable fees for 1987 and 1988, respectively
- Editor for two trade newsletters
- Authored over 20 pieces

EDUCATION

Master of Business Administration, Averett University, Danville, VA

- Concentration in finance and management
- Only master student selected to Pinnacle, Averett Honor Society for graduate-level study

B.S. Business Administration, Concord College, Athens, WV

- Double major, Marketing Management and Small Business Management
- Graduated with honors

SELECTED APPOINTMENTS & COMMUNITY SERVICE

Co-Chair, Board of Directors, WV Coalition Against Domestic Violence

2017 – 2021

Served on Board of Directors 2007-2011; 2016-2021

Kanawha-Charleston Health Dept. Task Force

2018 – 2021

addressing emerging health crises including Hep A, HIV, and Hep C

Task Force on Homelessness, Charleston, WV

2016 – 2021

Board of Directors, Mountain State Justice

2015 – 2016

Board of Directors, WV Free

2011 – 2013

Board of Directors, Kanawha Valley Collective

2011 – 2015

Commissioner, WV Human Rights Commission - *appointed by Governor Manchin*

2006 – 2011

Board of Directors, WV Foundation for Rape and Information Services

2007 – 2010

Commissioner, WV Women's Commission - *appointed by Governor Manchin*

2005 – 2008

SELECTED PUBLICATIONS AND PRESENTATIONS

Contributing Guest and Op-Ed Author, Charleston Gazette

15 years of articles on homelessness, violence against women, healthcare, HIV, pay equity, food security, and LGBTQIA+ issues

Covenant House of West Virginia--Contributions to the Local Economy: Discussion of Impact on Community Wealth in the Charleston Area

A short URL to this professional 24-page report documenting the efficacy of our work and measuring well-being created in our community through prevention initiatives

<https://rb.gy/biknz>

When Our Neighbors are Safer, Healthier, and Happier, So Are We: Covenant House Service Center Impact Report

NOVEMBER 2019

Poverty Workshop, WVU School of Medicine

MAY 2019

LGBTQIA+ experiences growing up and living in West Virginia, WVU School of Medicine

JANUARY 2018

Anatomy of a Creative Campaign: Here for Good, WVNPA Leadership Summit

OCTOBER 2017

Measuring the Impact of Your Work, WV NASW

SELECTED TRAININGS AND WORKSHOPS

Harvard University: Prioritizing Mental Health in the Newsroom

JANUARY 2023

Journalism Statewide Sustainability Collective, Lenfest Institute

MAY 2022 – JULY 2022

A Groundwater Approach to Racial Equality, Racial Equality Institute

SEPTEMBER 2019

C.A.R.E. Coalition Racial Justice Summit

NOVEMBER 2018

Mapping the Intersections: Organizing for Social Change, presented by Catlin Fulwood

AUGUST 2011

appointed by Governor Manchin

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