

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
TDD/TTY No. (415) 554-5227

## Application for Boards / Commissions / Committees / Task Forces INSTRUCTIONS AND APPLICATION

San Francisco is a diverse City and County with a wide range of people and issues affecting it. In order to take advantage of the extensive experience and knowledge available throughout our communities, various Boards/Commissions/Committees/Task Forces have been established to bring that knowledge together. These groups and their membership requirements are established by legislation approved through the local, state, and/or federal government.

In addition to setting up the purpose and goals of the various groups, the governing legislation outlines the type of person - in terms of desirable skills and/or knowledge - who can contribute their knowledge and perspective. In this manner, a group of San Franciscans, who are representative of the City and County, can be active participants in addressing issues affecting the entire City and County.

If you are interested in serving the City and County of San Francisco, the following procedures are provided:

1. A list of vacancies and expected vacancies, with their qualifications, can be found at the Office of the Clerk of the Board of Supervisors, at the San Francisco Main Public Library, and online on the Board of Supervisors' website (<http://www.sfbos.org/vacancy>). Please review this list for positions of interest.
2. Submit an application ([http://www.sfbos.org/vacancy\\_application](http://www.sfbos.org/vacancy_application))  
*(List all of the appropriate seat number(s) and/or category/categories for which you qualify. We request applications be received ten (10) days before the scheduled hearing.)*

Applicants may also need to submit a Form 700, Statement of Economic Interests (<https://www.fppc.ca.gov/Form700.html>), along with their application for all bodies listed in [Campaign and Governmental Conduct Code, Section 3.1-103\(a\)\(1\)](#).

3. If the seat(s) you are applying for is vacant and requires the Board of Supervisors' confirmation, the Rules Committee may schedule your application for review. Applicants should expect to appear before the Rules Committee to speak on their qualifications and answer questions during a public hearing.  
*(There are no set instructions on what you are expected to present to the Rules Committee; however, a brief description of how your qualifications distinguish you from other applicants, reasons for your interest in the subject, and/or a short summarization on why you would make a good candidate is appropriate.)*
4. The Rules Committee may or may not make a recommendation for appointment. If a recommendation is made by the Rules Committee, the recommendation is forwarded to the Board of Supervisors for approval. It generally takes approximately 15 days from the date the Rules Committee makes their recommendation, for the individual to become officially appointed.
5. Depending on the type of organization, a new appointee may need to take an Oath of Office.

If there are no vacancies, your application will be retained for one year. If any openings occur during this time, your application will be submitted to the Rules Committee for review.

If you have any further questions, please contact the Rules Committee Clerk at (415) 554-5184. If you require detailed information concerning the operations of a particular Board/Commission/Committee/Task Force, please contact the administering department directly.

(Applications must be submitted to [BOS-Appointments@sfgov.org](mailto:BOS-Appointments@sfgov.org) or to the mailing address listed above.)

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Application for Boards, Commissions, Committees, & Task Forces

Name of Board/Commission/Committee/Task Force: San Francisco Child Care Planning and Advisory Council

Seat # (Required - see Vacancy Notice for qualifications):

Full Name: Heather Cassandra Morado

Zip Code: 95123

Occupation: Executive Director

Work Phone: 415- Employer: Holy Family Day Home

Business Address: 299 Dolores Street San Francisco Zip Code: 94103

Business Email: hmorado@holyfamilydayhome.org Home Email:

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist of residents of the City and County of San Francisco who are 18 years of age or older (unless otherwise stated in the code authority). For certain appointments, the Board of Supervisors may waive the residency requirement.

Resident of San Francisco: Yes [ ] No [x] If No, place of residence: San Jose
18 Years of Age or Older: Yes [x] No [ ]

Pursuant to Mayoral Order, members of boards/commissions are required to be Covid-19 vaccinated and attend in-person meetings.

Covid-19 Vaccinated: Yes [x] No [ ]

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

Heather Cassandra Morado, MA, has over 26 years of experience working with teachers, families, and children in the Bay Area. Heather started her career in education in 1997, teaching science to underserved children in East San Jose through the Girls Scouts of America. In the Spring of 1998, Heather joined the GeoKids Community. GeoKids served primarily Federal families for 18 years in Northern and Southern California. Heather has focused on a reflective, responsive, and collaborative approach as the Executive Director of GeoKids. In 2011, Heather was appointed as the Director of the Innovative Teacher Project, where she organized international, national, and local workshops focused on the Reggio Approach. Heather traveled to Reggio Emilia as a part of the Spring 2005 delegation organized by Reggio Children and returned to Reggio Emilia with the Northern California delegation in May 2008. In 2016, Heather joined Holy Family Day Home as the first Latina and second layperson to lead the organization for 120 years. Her focus has been creating comprehensive family services to support the underserved families in San Francisco's Mission District. Heather has been an active member of and presenter for the National Association for the Education of Young Children since 2005. In 2023, Heather was appointed to San Francisco Child Care Planning and Advisory Council.

**Business and/or Professional Experience:**

**PROFESSIONAL HISTORY**

Holy Family Day Home San Francisco, CA

Executive Director 2016 – Present

Serve underserved populations by leading family support programs and community engagement while managing an annual budget of \$5M for the oldest childcare program in San Francisco.

Implemented long-term strategic planning for the programs, including ongoing educational and social initiatives, to serve 40% more children and families.  
Responsible for assessing, planning, organizing, implementing, evaluating, and directing of Social Services Department by current existing federal, state, and local standards, established facility policies and procedures.  
Collaborated with HFDH leaders, and staff in the design, development, and implementation of curriculum, professional learning and programming to ensure culturally responsive and relevant teaching and learning in the classrooms.  
Created and promoted events encouraging diversity.  
Directed marketing efforts for special events and volunteer activities, generated additional \$1.1M in revenue annually.  
Identified new opportunities and successfully solicited gifts from individuals, corporations, and foundations by regularly partnering with executive and Board leadership.  
Maintained strategic relationships with community partners through face-to-face, online, and virtual touch points.  
Expanded quarterly and annual fundraising events to engage with diverse community members and partners.  
Streamlined the Holy Family Day Home Development Department by creating a new administrative structure and setting goals that increased fundraising by 40%.  
Enabled the individual department managers to have and manage their own budgets, as well as make daily operating decisions concerning their departments.

Initiated communication and supported prolonged issue between Mission District Community leaders and Supervisor Mandelman during COVID-19 shut down and increased homelessness.  
Established "HFDH COVID Relief Fund" providing resources such as computers, cash cards, toiletries, and clothing during the statewide shutdown in 2020 to our families and staff.  
Worked with the San Francisco Department of Health and hosted multiple vaccination clinics throughout 2021.  
Designed and established "HFDH Community Pantry" feeding 200 families daily. Providing ongoing support for families struggling with food stability.  
Established "HFDH Dignity Outreach" program supporting families with free mental health and wellness services.

The Innovative Teacher Project San Francisco, CA

Executive Director

A nationally and internationally recognized professional development network in Northern California for educators interested in the Reggio Emilia Approach. 2011 – 2020.  
Mentored teachers from 20+ public and private schools in Northern California that are dedicated to the ongoing development and educational programs inspired by the Reggio Approach to education.  
Facilitated and organized regular events and roundtables for participants throughout the San Francisco Bay Area.  
Established and designed "Studio Series" workshops, providing affordable and accessible professional development for over 1,000 educators annually.  
Co-established international conference to improve understanding of the Reggio Emilia Approach to society, research, and education.  
Created a social media presence and website to create awareness of workshops and resources.  
Established program priorities and project plans while tracking and following through on detailed actions items.  
Prepared and implemented presentations or press releases.  
Involved in planning and administering the professional, financial, and business model for ITP grossing \$20,000 annually.

GeoKids Child Development Center Menlo Park, CA

Executive Director 1995 – 2016

Managed a staff of 20 and multiple sites that provide childcare for federal and community families.

**Civic Activities:**

San Francisco Childcare Planning and Advisory Council | Board Member | 2022-present  
San Francisco Childcare Planning and Advisory Council (CPAC) is the state-mandated Local Planning Council (LPC) established to provide a forum for the identification of local priorities for childcare and early education, and the development of policies to meet these needs.

Committee Member of CPAC's Strategic Planning process focused on Diversity, Equity and Inclusion.  
Committee Member of Title Five Program focused on policies and advocacy.

**PROFOUNDations | Founding Board Member | 2019**

PROFOUNDations is a 501(c)3 nonprofit organization here to spark a light in the hearts of Underserved LGBT Youth of Color, a community in desperate need of healing. Our organization targets a population that's uniquely at the cross-section of multiple marginalized communities which only compounds the threat to their well-being and potential. We provide inspiration, support, and healing for them through creativity, wellness, financial aid, and education.

Oversaw organizational development and strategic planning.  
Cultivated relationships with donors including foundations, corporations, and individuals.  
Supported and implemented a successful annual benefit that netted over \$15K.  
Managed Board of Directors by sending monthly communications and participating in meetings to set and execute on strategy.  
Organized the establishment of a 501(c)3 corporate entity and developed the By-Laws.

Have you attended any meetings of the body to which you are applying? Yes  No

An appearance before the Rules Committee may be required at a scheduled public hearing, prior to the Board of Supervisors considering the recommended appointment. Applications should be received ten (10) days prior to the scheduled public hearing.

Date: 6.2.23 Applicant's Signature (required): 

(Manually sign or type your complete name.  
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

**Please Note:** Your application will be retained for one year. Once completed, this form, including all attachments, become public record.

**FOR OFFICE USE ONLY:**

Appointed to Seat #: \_\_\_\_\_ Term Expires: \_\_\_\_\_ Date Vacated: \_\_\_\_\_

