

October 18, 2020

Nasra Wehelie
3521 Basalt Lane
Madison, WI 53719
608 338-8212

Dear Common Council Executive Committee Members,

My name is Nasra Wehelie and it is with great honor to submit my application for your consideration for the District 7 Alder seat. I have been a resident of Madison District 7 for the past twenty-two years. I have seen the district grow from farm area to its current multifamily homes and established and thriving businesses. In today's challenging climate from Covid-19 Pandemic to economic distresses to social Justice issues, it is clear my district and city need real leadership and clear plans to overcome those challenges. Nothing in life came easily for me and I had the wisdom and courage to overcome real life challenges that taught me the insight to not only be an eternal optimist but real achiever of my personal and professional short- and long-term goals. I have raised four kids and instilled them to be successful in what they choose to pursue, and I served as their role model and real time life coach.

During my 31 years in Madison, I have accomplished number of personal and professional goals including achieving higher education and work experience in both public and private institutions and nonprofit organizations. I have also challenged myself to help others especially youth who are our future leaders. I have successfully started a Muslim Youth organization and rightfully named Muslim Youth of Madison (MYM) to reflect on my city's reputation of inclusive and welcoming to all regardless of color, greed, or national origin. The youth from MYM are now doctors, lawyers, teachers, artist, engineers and they are serving their communities nation-wide.

The impetus for my interest in this position is many folds including my proven strategic leadership, desire to improve the lives of those underserved in our community, my sincere belief that with collaboration, we can accomplish goals and solve some of the challenges our community face. My background as an immigrant, black, female and Muslim prepared me to find real and equitable solutions to problems big or small. No issues are unsurmountable as long as we are together and direct our unified resources to tackle them.

When District 7 seat became available, I have reached out to my district constituents. I had meaningful conversation with them about the District. I came away with the realization that we are ready to work together on all salient issues facing the District 7. I see myself as a leader who understands the issues at hand, listens to the constituent's problems and advocate for them.

As the Director of Development of Madison Area Urban Ministry currently known as JUST DANE, I had the opportunity to understand the negative impact of mass incarceration, Racial Equity and Social Injustice on black communities. These individuals faced countless challenges, including finding housing and employment, trying not to reoffend, and most importantly, the stigma of being an ex-offender. With Just Dane's Journey Home program, these individuals were given the opportunity to assimilate back to the community and become productive citizens. Through collaboration with businesses these transformative initiatives reduced the recidivism rate to less than 8% compared to 70% statewide. I am consensus builder who can reach out to others even if they come up with different solutions to problems being discussed. Additionally, I am someone who separates the facts from emotions and who can help others understand and appreciate that discussions are for the common good in this case how we can make our city a safe and vibrant city. With my extensive background as collaborator, I am excited to bring the following values to my District and my colleagues at the Common Council to make impact in our city.

Partnerships— I believe developing strategic partnership to sustain relationships that leads to trust.

Empathy— I believe our human capacity for empathy cultivates authentic and meaningful relationships and empowers collaboration.

Social Change—I am committed to understanding issues of power and privilege within ourselves and our communities, within our institutions and societal systems.

What I want to accomplish:

As District 7 Alder, and a tireless community leader, I will communicate with my constituents from the first day of my appointment. I will reach out to them through all available communication channels including social media, emails, phone calls and virtual meetings and

give them an open way to voice their concerns in their neighborhoods. This will help me build a collaborative way forward for my district to solve issues at hand. I will listen and advocate for their needs to the Council. Some of the Council responsibilities include various laws, ordinances and policies that affect the city and the neighborhoods/communities. My expertise in community engagement will help me share information and resources with my District. I will be a leader who will make both long- and short-term goals for my constituents and keep their best interest and the interest of the city at heart. I will also work with other Alders and city leaders to advance strategic solutions to the challenges our city face. I will join different committees to advance Equity and Social Justice, Economic Development, Safe Neighborhood, Affordable Housing, Educational Opportunities, Employment opportunities, Entrepreneurship, and Environmental Conservation to make Madison a vibrant, inclusive, safe and thriving city for all. All these will not be possible without adequate budget. I was honored to join last week's city budget process discussion with the Common Council Budget Committee and witnessed firsthand how those discussions affect citywide initiatives.

I have lived in Madison for over 30 years and it is my honor to serve my community and city in a higher capacity to make meaningful impact. I have experience in strategies to organize individuals for collective action, as well as making sure that all voices in our communities are heard as part of inclusive decision-making.

Finally, with my success record in managing relationship with strategic partners, coupled with my leadership and community building skills, I will certainly surpass your expectations for this role and make a positive impact at the Council. At this time, my future plan is to complete my appointment for District 7 seat and not to seek future election. Attached is my resume and letters of recommendations.

Thank you for your time and consideration.

Sincerely,

Nasra Wehelie

Nasra Wehelie
nasrawehelie@gmail.com

Nasra Wehelie, MBA

3521 Basalt Lane Madison WI 53719 Phone: 608.338.8212 Email: nasrawehelie@gmail.com

An inspiring leader with extensive experience in community engagement diversity best practices and building trusting relationships.

PROFESSIONAL CAREER & KEY ACHEIVEMENTS:

Director of Development and Communications- Second Harvest Foodbank Madison WI 2018-2020

- Developed, implemented and evaluated a plan to ensure that department met or exceeded annual development goals of raising \$6m through a variety of strategies including direct response, events, major gifts, grants, and corporate support.
- Developed goals, performance metrics and management best practices for fund development. Mentored team members in the creation and implementation of metrics to achieve process improvement.
- Evaluated the effect of internal and external forces on the organization and its fund development, recommend short- and long-range fund development plans and partnerships that support the organization's values, mission and program objectives.
- Worked with the CEO to oversee budget financial and hiring practices, developed an annual budget for approval by the Board.
- Responsible for building and maintaining relationship with Second Harvest stake holders including businesses, donors and partner agencies.
- Worked with the Director of Programs to implement process to evaluate program goals in order to meet grant requirements.
- Hired, trained and managed a team of 10 employees, providing leadership, guidance, support, and supervision.
- Interfaced with Leadership team to influence policies and processes that support Diversity and Inclusion best practices including recruitment and retention

Key Accomplishment:

- *Demonstrated results in executing effective improvements related to recruitment strategies, processes and practices*
- *Created innovative solutions to strengthen diversity, inclusion, and cultural competencies across the organization.*
- *Developed and designed a strategic plan to raise funds for the organization in a cost-effective and time-efficient manner.*
- *Led NBC 15 Share Your Holiday Campaign which raised \$1.4m.*
- *Developed communication plans to ensure donors, partners and the community understand the case for support.*
- *Created and implemented data-informed fundraising strategy that incorporated individual, planned and annual giving, corporate support and direct mail.*

Development Director- Madison Area Urban Ministry (MUM) Madison WI

2015-2018

- Acted as an advisor to the Executive Director to build support for program improvement initiatives at an organizational level.
- Implement process to evaluate project and program goals in order to meet grant requirements.
- Worked with Executive Director to oversee budget and financial practices, developed an annual budget for approval by the Board, and ensuring that adequate systems and audits are in place to support a responsible and conservative fiscal policy.
- Managed the marketing strategies by successfully executing public relations programs such as distributing press releases and coordinating press conferences.
- Provided vital input in long-term strategic and operational planning and positioning within MUM.

Nasra Wehelié, MBA

3521 Basalt Lane Madison WI 53719 Phone: 608.338.8212 Email: nasrawehelie@gmail.com

- Developed donor sources and solicitation programs tailored to the needs of the organization that attract, retain and motivate donors.

Key Accomplishment:

- *Initiated and facilitated process improvement strategies for strategically important priorities within the organization.*
- *Trained board members in understanding their legal responsibilities and their critical role in advancing Mum's mission.*
- *Identified potential funding opportunities with a 99% successful funding rate. Built new collaborations and partnerships to raise revenue.*
- *Secured partnership with UW Health for the Just bakery program generating over \$300,00/year*
- *Doubled MUM's support and increased cumulative funds more than 70% between 2015 and 2018 from businesses and individual donors.*
- *Launched MUM's first Partners for change luncheon that attracted more than 400 guests.*
- *Positioned MUM as an organization that creates positive economic change in the community- This transformation attracted local businesses to support and partner with MUM.*

DEDICATED CONSULTANTS, LLC MADISON WI

Diversity and Inclusion/Training Development Consultant

2008 – 2015

- Developed Client's diversity initiatives to attract, retain, develop, manage and motivate a highly qualified work force.
- Provided consultation on leveraging talent management resources including career development and talent reviews and assessments.
- Provided strategic counsel to senior management on integrating diversity goals and strategies into the overall utilization of talents within the organization.
- Delivered training in leadership Development, Cultural Competency and Inclusion.
- Performed diversity assessments, analyzed data, identified trends, and recommended solutions.
- Sample clients include, Alliant Energy, Greater Madison Chamber of Commerce, Somalia Ministry of Foreign Affairs, Department of Health and Human Services, Mendota Mental Health, United Way of Dane County, Urban League of Greater Madison, Culvers Todd Drive and The Morgridge Center, University of Wisconsin Madison.

Key Accomplishments:

- *Training programs resulted in improved performance and achievement of organizational goals.*
- *Efficiently and effectively customized learning and performance solutions to achieve the performance objectives and increased speed to competency.*
- *Worked with key government officials to establish the mission of the Somali Foreign Ministry, along with its relationship to other units of government.*
- *Presented at the breakout session at YWCA Racial justice 2012.*
- *Presented at the breakout session at the Urban League Diversity Summit 2012.*
- *Programs components delivered an engaging experience that inspired both management and staff enabling them acquire the necessary skills to effectively compete in today's global market.*

Loaned Executive: United Way of Dane County

June-December 2012

- Conducted campaign training sessions for company volunteers.
- Delivered United Way presentations to employee groups and provided necessary follow-up.
- Monitored assigned accounts to ensure campaign plan adherence and worked with Resource
- Successfully helped raise \$17.5m for the United Way 2012 campaign.

Nasra Wehelie, MBA

3521 Basalt Lane Madison WI 53719 Phone: 608.338.8212 Email: nasrawehelie@gmail.com

EDUCATION:

Master of Business Administration- Cardinal Stritch University – Madison, Wisconsin

Bachelor of Arts, International Relations/Economy- University of Wisconsin-Madison – Madison,

Senior Professional Human Resources (SPHR) certification course work completed - UW, Madison

Board Development Training: Policy and governance model by John Carver - Detroit Michigan

2011 Fellow: Center for Progressive Leadership (CPL) Milwaukee, Wisconsin

Project Management Training: Inacom Information Systems – Madison, Wisconsin

AWARDS:

- 2018 MUM Partner for Change Visionary Award
- 2017 AfricAID Trailblazers International Women Day
- Brava 2015 Women to Watch

COMMUNITY ENGAGEMENT:

Board Member: Boys and Girls Club of Dane County	2017-Present
Board Member: Madison Downtown Rotary	2018-Present
Board Member: Morgridge Center for public Service, UW Madison	2013 Present
Founder of Muslim Youth of Madison- Madison, WI	2004-present

PAST COMMUNITY ENGAGEMENT:

Committee Chair: Madison Downtown Rotary	2017-2019
Superintendent Human Relation Advisory Council (MMSD)	2011-2019
Board Member: Wisconsin Youth Company	2011-2015
Advisory Team: Wisconsin Women Business Initiative Corporation (WWBIC)	2011-2015
Small Business Advisory Council: Greater Madison Chamber of Commerce)	2010-2015
Business Development Director: Wisconsin Women Entrepreneurs (WWE)	2010-2015
Moxie Conference Committee Member: YWCA	2012-2014
Vice President the Board of Madinah Academy of Madison, WI	2006-2010
President: African Women Associations-Madison Wisconsin	2006-2009

Nasra Wehelie, MBA

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Tareq Saddiq
7305 Blue Maple Trail
Madison, WI 53719
October 18, 2020

RE: Nasra Wehelie's Recommendation

To: Common Council Executive Committee Members

I am writing this letter recommending Nasra Wehelie to the vacant seat within District 7 Common Council.

I am a resident of Madison since January 1996. I am residing at my current address and Glacier Ridge Neighborhood since August 1999. Since I graduated from college with a Bachelor of Science in Electrical Engineering, I am an Information Technology (IT) Professional working for a local company called CDW in Fitchburg, WI.

As a community member and long-time friend, I've witnessed Nasra's involvement with the community on many fronts. One, in particular, is her involvement with the youth.

While raising four children, Nasra created a youth organization called the Muslim Youth of Madison (MYM). With her leadership, patience, and dedication, she was able to bring our children together. Educate them on how to get involved with the community, organizing events, align them with mentors to provide guidance and direction. Get the youth to participate and volunteer with local organizations like the Food Pantry, Boys & Girls Club and serving others who are in need. My children benefited, learned many valuable lessons, and built a life-lasting relationship.

Nasra was instrumental in expanding their exposure to national organizations such as Muslim Interscholastic Tournament (MIST), which allowed them to complete in many different fields such as debates, poetry, literature, and more. It built their self-esteem and confidence.

Nasra introduced our children to the local government and established professionals. Even I, as a parent, taking part in some of the events. I've learned from the field trips, the guest speakers she helped organize. It was my first time meeting the Madison Mayor in person, Paul Soglin. My children met the Superintendent, Dr. Jennifer Cheatham.

On other occasions, when the country was dealing with crises, violence, and divide, she helped coordinate different religious communities, scholars, and events to converse and learn from one another.

I am grateful for Nasra. My kids and the community is grateful as well. We need someone like Nasra to represent us and be a voice on the committee.

Sincerely,



Tareq Saddiq
Cell Phone: (608) 206-2663 | Email: Tareq@POBox.com

Kenneth S Brown
9 Hartford Court, Madison, WI 53719
608 209-0240 kenneth.brown1971@gmail.com



10/14/2020

Common Council Executive Committee

Dear Common Council Executive Committee,

I am writing to you on behalf of a resident of my neighborhood who has expressed interest in filling the recent vacancy for District 7 on the Common Council. Nasra Wehelie has been a resident in the neighborhood from its earliest days. She has seen it change and mature from the new house builds in the mid-90's to current mix of empty nester families staying to enjoy their life-long homes and homes that turn-over to another generation of young families moving in. She has also seen the challenges of the neighborhood residents as the issues of the city and world at large effects their lives.

My interest in Nasra being considered for the District 7 seat is also related to my duties as an officer in our neighborhood association. I am currently Vice-President and Treasurer of the Stone Meadows Neighborhood Association (SMNA). I have been an officer with SMNA since the early 2000's and have seen multiple Common Council Members in my time at SMNA. There have been various levels of involvement from our council representatives over the years. Some have been very responsive to our needs and some have basically showed up when they were running for office.

In my discussions with Nasra, she has impressed me with her dedication to multiple charitable and community assistance organizations over the years along with raising her family. I feel that she will bring this dedication that she has shown in her past endeavors to the Common Council and to our district.

Sincerely,

Kenneth S Brown(SMNA VP / Treasurer)



October 13, 2020

Common Council Executive Committee
City of Madison
210 Martin Luther King, Jr. Blvd.
Room 417
Madison, WI 53703

Dear Common Council Executive Committee Members;

It is with great pleasure that I submit this letter of recommendation for Nasra Wehelie for appointment to the vacant District 7 Common Council seat. I have had the honor and privilege of working with Nasra since 2012 when we presented together at the YWCA's Racial Justice Summit. Nasra served on the Board of Directors for Madison-area Urban Ministry, and later became our first Development Director.

Whether as a friend, co-worker or colleague, Nasra is dedicated to the principles of collaboration, open and direct communication, integrity and honesty. She is a tireless worker, highly organized and inquisitive. She wants to understand how things work and will do the homework necessary to understand complex issues. Her attention to detail will serve her well on the Common Council as will her focus on relationship building and communication. Nasra sees the big picture, she can envision 2, 5, 10 years down the road and map out a plan and a path to arrive at the goal. She is a motivator and inspires her friends and colleagues.

Although Nasra and I no longer work together, we have remained friends. Over the past several years she has created a new business and has continued to increase her network of colleagues and friends. Her new work is focused on helping organizations strengthen their commitment to equity and inclusion while focusing on becoming more empathetic work places for both their employees and participants.

The City of Madison would be well served with Nasra Wehelie on our Council. Nasra's kindness, grace and keen intellect will serve her constituents well. Nasra is collaborator, she works with others to achieve goals, to find common ground and to find solutions. She will do the same on the Common Council.

Sincerely,


Linda Ketcham

To: Common Council Executive Committee Mark
From: Clear, Former D19 Alder
Date: October 19, 2020

Re: D7 applicant Nasra Wehelie

President Carter and CCEC Members,

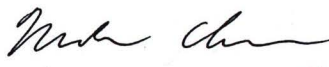
I'm writing in support of Nasra Wehelie's application for the District 7 vacancy.

I have known Nasra since 2007, before I was elected to the Council. We served together on the Chamber of Commerce Small Business Advisory Committee. More recently, I have known Nasra as a fellow member of the Rotary Club of Madison for the past five years, where we also briefly intersected on the board of directors earlier this year.

Nasra is an outstanding candidate to serve District 7 until the April election. She knows the district, and brings a broad and unique background of personal, community, and professional experience that will benefit the council and the city as a whole. She is an entrepreneur and has served as a board member for many community organizations.

Most importantly for this role, Nasra is a strategic thinker who can grasp new information quickly, bring a perspective not otherwise found on the council, and present that perspective effectively and persuasively. This is a critical skill set, especially for someone likely to serve only a short period.

Nasra has my highest recommendation.



Digitally signed by Mark Clear
Date: 2020.10.19 08:07:00
-05'00'

Ciarletta, Enzo
3021 Cimarron Trail,
Madison, WI 53719
608-345-3696

October 19, 2020

To Whom It May Concern:

It is my great pleasure to write this letter of recommendation on behalf of Nasra Wehelie. I have had the pleasure of getting to know Nasra recently and have reviewed her qualifications and talked with her about her experience.

I have been very impressed with her background and years of community service work and feel she would make a great District 7 Alderwoman.

Of particular note is her demonstrated ability to lead people to a common goal, her support of community initiatives and her background in diversity and inclusion.

Please don't hesitate to contact me if you have any questions.

Respectfully,

Enzo Ciarletta

Vice President
West Haven Trails Homeowners Association