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## PRC Appoints Katherine Bella as Chief Strategy Officer

*Bella brings more than 35 years of strategic nonprofit experience to the newly created role*

**SAN FRANCISCO (March 1, 2019)** – [PRC](http://www.prcsf.org), which elevates the lives of those living with HIV/AIDS, substance use or mental health issues, today announced the hiring of Katherine (Kathy) Bella to the newly created position of chief strategy officer. PRC hired Bella as a part-time strategic consultant in 2015. Her new duties include oversight of the organization’s strategic planning, governance, public/private fundraising and strategic marketing communications efforts. Bella’s professional background includes more than three decades in the nonprofit sector, during which time she supported more than 100 Bay Area organizations. She’s also served on numerous nonprofit boards which focus on health and human services. She reports directly to Brett Andrews, PRC’s chief executive officer.

“After supporting PRC in a consultant capacity, Kathy quickly proved to be an invaluable asset to our organization,” said Andrews. “From driving strategic processes that help us define our goals and outline paths to achieve them, to identifying new short- and long-term growth opportunities, PRC is on its best course yet. Her past, present and future contributions are helping us continue to improve the lives of thousands. We’re so grateful to have her join our team full-time.”

“Simply put, PRC is changing the lives of San Francisco’s most vulnerable residents and I could not be happier to leverage my experience and incorporate a unique perspective to this new role,” said Bella. “Through the organization’s comprehensive anti-poverty programming and public policy work, people’s lives are improving and our communities are strengthening as a result.”

Prior to joining PRC, Bella served as the associate managing director of Brakeley Briscoe Inc., a Bay Area-based fundraising and organization management firm which serves nonprofits throughout the Americas. In this role, she served nearly two dozen national, regional and local nonprofit organizations with budgets of \$5 million to \$100 million and up. While there, she also provided interim executive management support to the San Francisco-based Earthjustice, overseeing a staff of 35 and raising \$45 million annually. Bella previously served as founder and principal of her own consulting practice, The Bella Group, from 2004 to 2012. During her professional tenure, she has worked across a range of nonprofit sectors, from arts and culture to civic affairs, healthcare and advocacy.

### **About PRC**

PRC (formerly Positive Resource Center) is a San Francisco-based nonprofit that helps people affected by HIV/AIDS, substance use or mental health issues better realize the opportunities available to them. PRC provides integrated legal, social and health services that address the broad range of social risk factors which impact wellness and limit potential. In 2017, the organization merged with AIDS Emergency Fund, an emergency financial assistance provider for low-income residents disabled by HIV/AIDS, and Baker Places, an agency that provides a comprehensive array of residential treatment services to people with mental health, substance abuse and HIV/AIDS-related issues. Combined, the three organizations operate as PRC, represent a 115-year history of service and serve approximately 5,000 clients annually. For more information, please visit [www.prcsf.org](http://www.prcsf.org).

