



Description of Organization

Del Sol Group is a Policy & Public Affairs firm specializing in Strategy, Outreach and Leadership. Our expertise is in designing insightful strategies, executing outreach programs that effectively engage communities and building leadership and relationships that impact organizations and institutions locally and nationally. We take responsibility for program management and for building strategic partnerships to ensure our clients' success. We also provide leadership on strategy and civic engagement to help our clients improve their communications, image, achieve their goals, and expand their network and relationships.

Del Sol Group is uniquely positioned to assist organizations to develop initiatives, strategies and organize communities in key public policy issues, as well as helping businesses flourish through strategic partnerships. Our clients include philanthropic organizations, businesses looking to grow and expand their reach, school districts, education reformers, charter schools, universities, community organizations, candidates running for office, campaign committees, and government agencies.

Names of Principals/Officers

- ALMA V. MÁRQUEZ**, President and CEO
- DINA CERVANTES**, Senior Vice President
- DAVID R. AZCÁRRAGA**, VP, Project Management
- LETICIA GARCIA**, VP, Strategic Initiatives
- IGNACIO GONZALEZ**, VP, Research & Government Affairs
- BOBBY LEE VERDUGO**, VP, Leadership Development
- CLAUDETTE C. CONTRERAS**, Design & Branding

Our Team

Del Sol Group specializes in true community-level and grassroots engagement, facilitating community-based processes, building community capacity, connecting and developing leaders, translating public policy and building strategic partnerships and institutions for long-term impact.

Del Sol Group has a guerrilla outreach approach, a non-traditional, feet on the streets team including reaching out to the public at-large through community canvassing and outreach efforts at important neighborhood locations such as laundromats, churches, local shopping centers, community businesses, among others. Our community outreach team is also a key part of our efforts and their training as community health "promoters" is part of our success. We have the capacity to grow on demand and have created teams of 2 to teams of 300 for statewide initiatives. We are committed to finding the solution to best suit and fulfill your project's needs.

Firm's Longevity

We have been in business for more than a decade providing program, project and strategic management services in education, politics and community engagement. Our firm was incorporated as a S-Corporation in the State of California in 2010, prior to that we were organized as a Sole Proprietorship.



Client Base

We currently work with P-16 districts, elected officials, education reformers, charter school organizations, philanthropic organizations, business interested in expanding their reach, community organizations and campaigns throughout the country.

Areas of Specialization

- **AFRICAN AMERICAN AND LATINO OUTREACH AND COLLABORATION**
- **BUILDING RELATIONSHIPS & CONSTITUENCIES**
- **BUSINESS DEVELOPMENT CONSULTING**
- **CAMPAIGN MANAGEMENT**
- **CHARTER SCHOOL & EDUCATION SERVICES**
- **COALITION BUILDING**
- **COMMUNITY ORGANIZING & CIVIC ENGAGEMENT**
- **CRISIS MANAGEMENT**
- **LEADERSHIP DEVELOPMENT & TRAININGS**
- **POLITICAL CONSULTING**
- **PROJECT & ISSUE MANAGEMENT**
- **PUBLIC AFFAIRS & GOVERNMENT RELATIONS**
- **STRATEGIC INITIATIVES & EVENTS**
- **STRATEGIC PARTNERSHIPS**

Del Sol Group prides itself on being a highly regarded thought-partner for clients who seek expertise in civic engagement and effectively communicating with the public through both campaign-style strategies and trust-based relationships with a unique, community development and urban-planning perspective. Del Sol Group's approach is rooted in a deep-seated respect for community and their knowledge. We specialize in true community engagement, facilitating community-based processes, community development, translating public policy and building strategic partnerships. Our founder and President is a trained urban planner with over 25 years of community organizing, political and community-building experience. Under her leadership, Del Sol Group is able to serve as an intermediary for communities and institutions that want to engage community members but need support and guidance in how to engage most effectively. We understand the nuances of the technical, political realm and can inform our clients of the nuances in the community, grassroots realm. Our over 25 year history and reputation provide us with a unique ability to hit the floor running, by engaging the right partners at the right time, thinking expansively about how to increase meaningful participation and by quickly defining the challenges and recommending solutions to our client-partners.

Our team is comprised of experts in community planning, community organizing, education organizing, civil rights organizing, environmental justice and political organizing.