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James Jarrard Joins Valley Community Healthcare Advancement Team as Development Director

Brings experience in direct marketing and electronic communication to support community health



NORTH HOLLYWOOD, CA.—James Jarrard joins Valley Community Healthcare as Development Director, bringing his passion for health care advocacy and nonprofit marketing to the San Fernando Valley. Prior to joining Valley Community Healthcare Jarrard spent six years at a community health center, serving individuals experiencing homelessness in Salt Lake City, Utah.

Paula Wilson, CEO of Valley Community Healthcare, says the community health center is primed for community development. “As we expand our programs and services to better the needs of our low-income and vulnerable neighbors, we need new ideas to spread the word in our communities. James Jarrard’s experience in community outreach and grassroots fundraising—coupled with his background in public health—puts us in a great position to find new supporters of our mission.”

The broad scope of his responsibilities in his last role honed his skills in event coordination and planning, grant writing, project management and donor cultivation. He successfully navigated the virtual and online world of fundraising, and raised over \$1 million dollars for the 2021 year-end campaign. Through targeted promotion of the clinic’s services, Jarrard also created a sustaining gift program that supported the clinic’s services to economically challenged and homeless individuals.

“I hold a strong belief that it is important to give back to one’s community in any way one can,” he stated. “I am excited to use my development and communication skills to raise awareness of how Valley Community Healthcare serves the residents and businesses in our community by providing care that maintains a healthy workforce.” Jarrard will work closely with president and CEO, Paula Wilson, to share “*who we are*” with the community and generate interest, understanding, and support.

