

PRESS RELEASE

Project Open Hand Announces New Vice President of Programs

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Project Open Hand Announces New Vice President of Programs

Project Open Hand, a nonprofit organization delivering nutritious meals to critically ill neighbors and seniors in the Bay Area since 1985, has announced the selection of Ana Ayala as its new Vice President of Programs. The selection was made after a vast regional search and recruitment process, during which Ana served as Programs Director at Catholic Charities.

“We are very excited to announce this appointment,” said Chief Executive Officer Mark Ryle. “Ana brings a powerful passion for our work and significant experience managing complex programs and funding sources.”

Ayala’s resume includes over 10 years of executive planning, administration, communications and development experience in the nonprofit sector. She previously served as a fundraising specialist for AIDS Walk San Francisco and has served Catholic Charities in a number of roles over the last eight years. Prior to this appointment, Ayala was program director, developing and implementing programs serving the marginally housed populations in San Francisco, including the development of Star Community Home — a shelter for women and children, which she helped implement in a three week timespan. Ayala oversaw three homelessness and housing programs that serve families, seniors and disabled adults. These programs provide intensive case management and support services including workforce development, youth outreach, senior services and a weekly food pantry that serves 120 housing units.

At the forefront of Ayala's priorities at Project Open Hand is strategy — coming up with strong data evaluation and assessment for Programs at Project Open Hand.

"I'm excited to do that," Ayala remarks. "There's a lot of possibility for outputs, outcomes and metrics to reinforce what is already apparent to those of us working in it...quality of life. To be able to reinforce the amazing work that's already being done is what I'm excited for. I'm also looking forward to engaging new clients, bringing back clients that may have fallen out, and being out in the community. If you aren't out in the community you aren't really hearing the needs of the population."

Project Open Hand is a 501(c)(3) nonprofit organization that provides *meals with love* to critically ill neighbors and seniors. Every day, Project Open Hand prepares 2,500 nutritious meals and provides 200 bags of healthy groceries to help sustain our clients as they battle serious illnesses, isolation, or the health challenges of aging.

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