

Ara Elizabeth

portfolio



Ara Elizabeth



As an innovative and creative professional, I bring a profound passion for excellence and an artistic approach to my work. My career has spanned early childhood education, retail management, hospice and dementia care, and a wide range of creative development projects. I successfully blend imaginative solutions with strategic thinking to deliver exceptional outcomes. I love to think outside the box, and to bring new visions to life. I ensure that every project not only meets but exceeds expectations. I am seeking opportunities where I can bring my unique blend of skills to drive success, inspire and be inspired.

One of my greatest passions lies in event planning and creating special, memorable experiences for people. I thrive on the challenge of coordinating every detail to ensure a seamless and enchanting experience for attendees. Whether it's a corporate event, a community fundraiser, or an intimate gathering, I take pride in crafting events that leave lasting impressions. My ability to anticipate needs, adapt to changes, and innovate on the fly has consistently resulted in events that are not only successful but also deeply cherished by all who attend.

In addition to event planning, my love for art and design permeates all aspects of my professional life. As a mixed media artist and illustrator, I have honed my skills to blend artistic creativity with practical applications in marketing and fundraising. My artistic prowess allows me to create visually compelling materials that capture attention and convey powerful messages. Whether designing promotional campaigns, developing engaging content for social media, or crafting unique fundraising initiatives, I bring a unique and valuable perspective that drives engagement and achieves goals.

The following pages showcase my work in a variety of ways, highlighting my diverse skill set and the breadth of my experience. From creative projects and event planning achievements to artistic endeavors and marketing successes, each piece reflects my dedication to excellence and my passion for innovation. I look forward to the opportunity to discuss how my unique talents and experiences can contribute to your organization's success. Thank you for considering my portfolio and resume.



Project managed 7 major events at Minnesota Network of Hospice & Palliative Care from April 2023 to April 2024

1. Responding to Racism in Hospice & Palliative Care with Holistic Underground
 2. Hospice Nuts & Bolts with Corridor Group
 3. Return of the Light Fundraiser
 4. Executive Roundtable
 5. Regulatory & Legislative Summit
 6. Palliative Care Summit
 7. The Power of Gathering 2024 Conference
- Developed exclusive and unique branding for each event - including creating individual event names and logos, all marketing/advertising, mailings, eblasts, and newsletters
 - Created websites - unique domains and separate from MNHPC standard website for many of the events
 - Managed sponsors, supporters and exhibitors
 - Designed prospectus and packages
 - Designed and oversight of all printed materials and merchandise
 - Fulfilled supporter and sponsor benefits

April 14, 2023
Virtual



Responding to Racism

An exclusive workshop customized specifically for serious illness and end-of-life care providers

HOSPICE NUTS & BOLTS



up-to-date information for operating a compliant hospice care program



June 22, 2023
Saint Paul, MN

Save the Date

The Inaugural MNHPC Executive Roundtable will be held in person on November 29th at the Eagan Community Center. The Roundtable is open to the senior leader of each MNHPC hospice provider member organization. Stay tuned for additional details.



MNHPC EXECUTIVE ROUNDTABLE

Date & Place

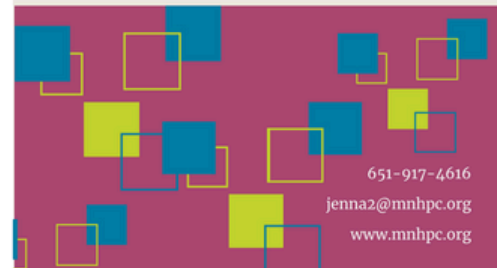
November 29, 2022

Eagan Community Center



REGULATORY AND LEGISLATIVE SUMMIT

September 29, 2023 | Virtual



651-917-4616
jenna2@mnhpc.org
www.mnhpc.org



ESSENTIAL PALLIATIVE

A Compassionate Approach to Serious Illness Care

ARIF KAMAL
CHIEF PATIENT OFFICER
AMERICAN CANCER SOCIETY
MD, MBA, MHS, FACP,
FAAHPM, FASCO

Keynote Speaker

NOVEMBER 17, 2023

Virtual

MORE INFORMATION
AND REGISTRATION
COMING SOON
MNHPC.ORG



MNHPC THE POWER OF GATHERING

2024 Conference

Return of the Light

Spearheaded a fundraising event that raised over \$22,000 in one evening through strategic donor and member engagement, as well as innovative event creation and management



- Independently led and directed year two of Return of the Light, seeking input from ED/staff/board/committees when necessary and appropriate
- Analyzed resources, past events to formulate a budget and appropriately allocate funds for a successful fundraiser
- Created the name, branding, all marketing materials
- Designed an independent event website specifically for ROTL
- Secured all sponsors
- Created/managed the program, speakers, music, venue, decor/swag, VIPs, volunteers, MNHPC staff, and catering
- Secured new sponsors HealthPartners, UCare, Sendoff, United HealthCare (sponsor revenue \$18,000) Doubled attendance from 2022 (donor + ticket revenue \$27,051)

Return of the Light



Sponsorship Benefits

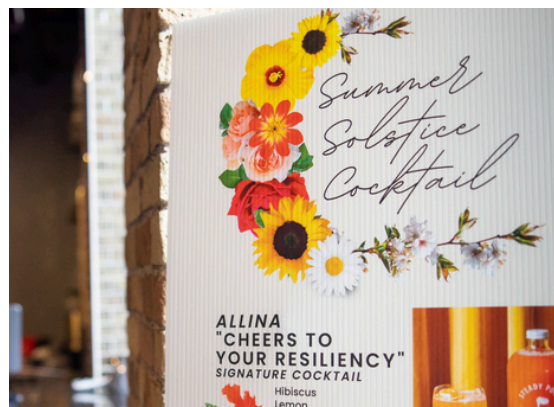
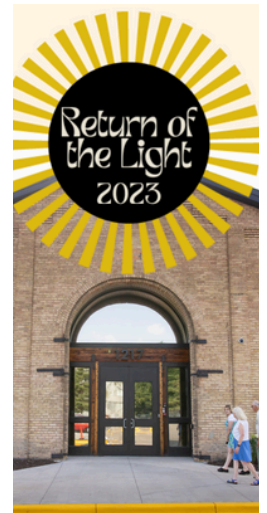


- 1 Support MNHPC, our members, and extended end-of-life care community
- 2 Expand your exposure, create brand awareness and effectively market your services
- 3 Attend Return of the Light event and expand networking and community connections
- 4 Sponsor corsage and recognition for all representatives attending event

Sponsorship Deadline May 12th, 2023



YOU ARE INVITED TO Return of the Light



Return of the Light

Minnesota Network of Hospice
& Palliative Care Presents



A SUMMER SOLSTICE GATHERING & FUNDRAISER

June 22, 2023 | 5:00 - 10:00pm

Adam Levy ✨ Chico Chavez Orchestra



THE ESSENCE EVENT CENTER

1217 Bandana Boulevard North | Saint Paul, Minnesota

Tickets and More Info at [MNHPC.org](https://www.MNHPC.org)

The Power of Gathering

Successfully supported and planned the first in-person MNHPC conference since the pandemic. Demonstrated expertise in logistics management, vendor coordination, and attendee engagement, resulting in a seamless and impactful event.



- Played a key role in pre-conference planning by selecting venues and managing budget decisions.
- Coordinated the scheduling of conference dates and the development of the conference name and branding.
- Oversaw the creation and distribution of all merchandise, swag, visuals, and printed materials.
- Created the idea for the SendOff reception and secured them as a participant (\$5,000)
- Created the idea and additional revenue stream for the Corner Home Hive and secured them as supporter (\$15,000)
- Identified the prospect of The Bardo as Lunch & Learn supporter and secured them as participants (\$3,000)
- Created exclusive package for Spirituwell support (\$3600)
- Secured Brighton as Welcome/Reception/SwagBag supporter (\$7750)

The Power of Gathering

MARCH 2024 | MONTHLY ENEWSLETTER

MNHPC **ALERT**

Special Conference Issue

MNHPC
THE POWER OF GATHERING
2024 Conference

FEATURING



Barbara McAfee



Steven Garner



Mary McGreevy

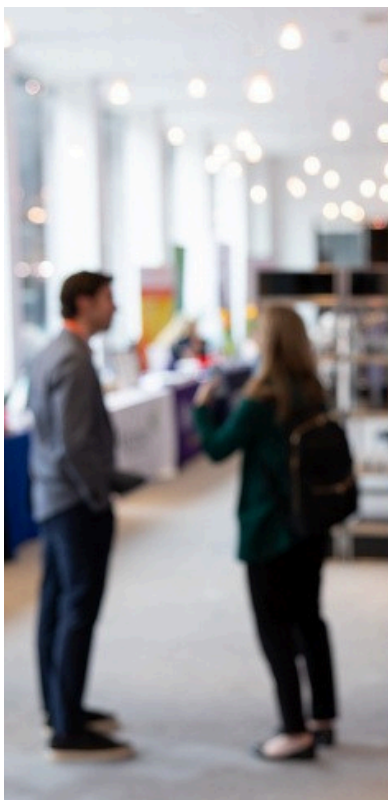
Monday Reception
**Death to the Funeral:
A SendOff Celebration**
sendOff
FUNERALS REIMAGINED

- ✓ Colleagues & Community
- ✓ Breakout Sessions
- ✓ Exhibitor Showcase
- ✓ Professional Development



Corner Home Hive
Lounge & Workspace

Corner Home Medical



MNHPC
THE POWER OF GATHERING
2024 Conference

Gold Supported
HealthPartn

Silver Supported

Honeycomb Game

- Visit each exhibit table to collect stamps on your game card.
- Make sure the stamp is placed clearly on the designated spot on your card.
- Visit all tables and collect all stamps to be eligible for the game's prize.
- Enjoy exploring all the exhibits while playing the game!
- Return your completed game card to the MNHPC table in the Lakes Foyer.
- Winners will be awarded Monday AND Tuesday afternoon.



The Power of Gathering

- **Questions about CEUs?** Visit the MNHPC table in the Lakes Foyer. Up to date information is also on the event website.
- **Death to the Funeral: A SendOff Celebration** will take place on Monday at 3:15, starting in the Lakes Ballroom.
- **The Bardo Lunch & Learn** takes place on Monday at 12:45 in Lakes C. Please grab your lunch from any of the buffet lines and then grab a spot at any table
- **The Corner Home Hive** has comfy furniture, charging station, refreshments, and space to work or relax.
- **Lunch buffets** will be in the Lakes Foyer and Sky Bridge. Attendees are welcome to eat in Lakes Ballroom and in the back of FireLake Grill House.

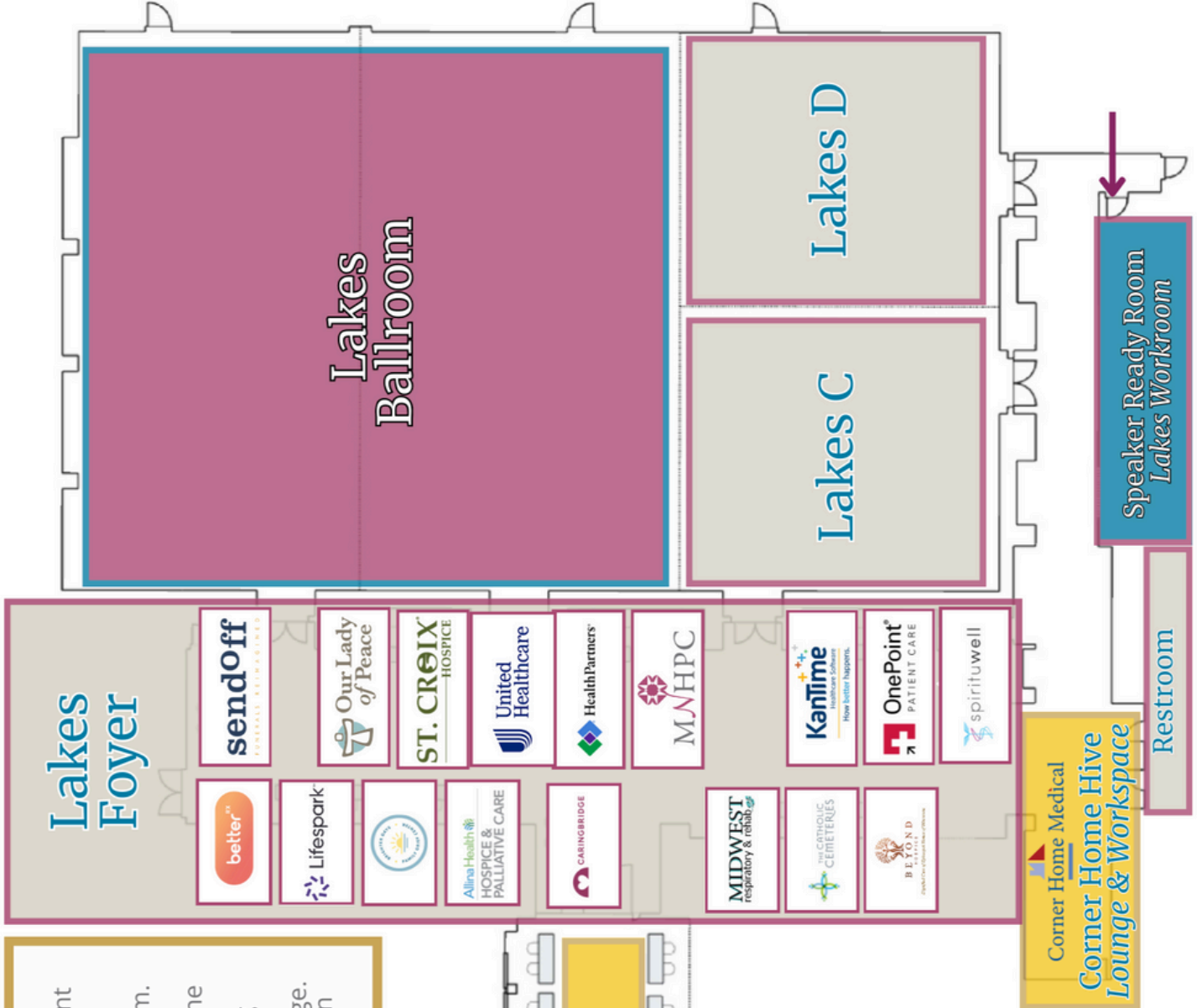
Welcome & BrightOn
Registration HOSPICE

Exhibitor
Info Table



Sky Bridge

Cedar, Nokomis & Harriet are all across the hall



Developed and instituted new Hospice Care Concierge program

- Generated the idea for the Hospice Care Concierge program
- Initiated the concept and strategy for the Hospice Care Concierge program, resulting in a recurring financial grant and community engagement program
- Designed the logo, name, and beginning steps/forms/webpage to execute the program
- Directed and oriented the concierge project information to the new program staff

Strengthened relationships with allied organizations and business partners

- Developed and implemented improved communication and benefits, increasing value of membership and partner relationships
- Created new opportunities (Lunch & Learns, Webinar Library, Alert promos) for AOBP members to be engaged
- Retained 10 AOBP members from 2023, and recruited 9 new potential members. (**\$10,750 dues**)



Minnesota Public Radio

Commissioned to design yard signs for MPR's membership campaign.

Show your friends and neighbors that you support the music and news that nearly one million Minnesotans rely on each day when you become a member and choose a yard sign as our thanks for your gift today. Made by local artist Ara Elizabeth, choose from Minnesota scenes such as dancing under the northern lights, driving up highway 61, and people coming together in the name of music and speaking truth to power.



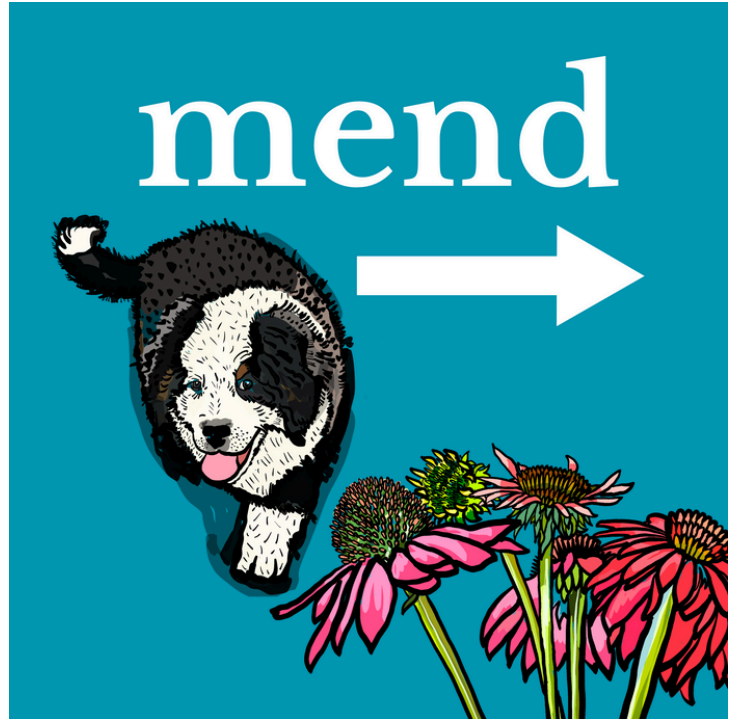
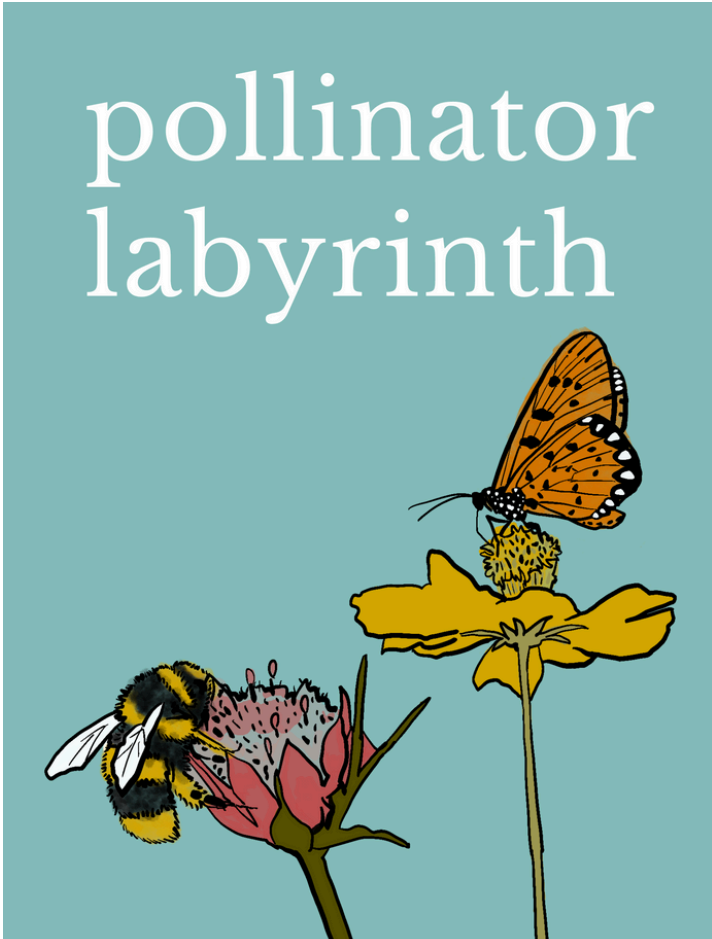
Prairie Star Care Farm

- Designed logo and website for Prairie Star Care Farm
- Assisted in planning and executing their first fundraising event
- Named, branded and marketed event, this will be used annually as their signature fundraiser, titled **As Above, So Below**



Mend Sanctuary

- Design and manage website, eblasts, and newsletters for Mend Sanctuary
- Create signage, maps, and other visuals as needed to support visitors, staff and clients



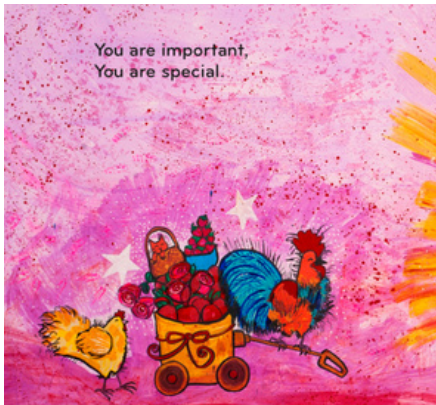
Yard Signs

My signs have been graced yards, windows, living rooms and classrooms in Minnesota and across the country.



Rise and Shine

- Wrote, illustrated, and published a picture book called Rise and Shine
- Created, launched and marketed a successful Kickstarter campaign in order to publish, far surpassing the goal with over \$22,000 in financial backing.
- 5,000 books printed, packed, and shipped worldwide



A safe haven for traumatized children, in crime prosecutor's office

By RYAN FAIRCLOTH | rfaircloth@pioneerpress.com | Pioneer Press

The tiny room tucked inside the Ramsey County attorney's office in downtown St. Paul looks like something out of a fairy tale.

Its furniture is no taller than three feet and its walls are decorated with colorful artwork, with one painting bearing a comforting message: "At this moment, you are the most important person in this room. You have value, your words matter, you are safe here."

The room, used by prosecutors and investigators to interview traumatized children before a trial, had once been sterile and hard.

But a local artist transformed it into a home away from home for children — complete with bright colors, tiny furniture, plants and soft edges. The makeover was dedicated to Eric Leonard, a former assistant Ramsey County attorney and child advocate who died of lung cancer in November.

"It's making the room feel like a small home," said Ara Elizabeth, the artist behind the makeover. "That's what we wanted the room to feel like ... how Eric made kids feel, which is safe, heard, valued, secure."

A plaque hung on the wall outside the redesigned Ramsey County Attorney's Office interview room bears a photo of the late Eric Leonard and carefully selected words from his colleagues. Photo by Ryan Faircloth.

Elizabeth took on the project in May. She painted original artwork and decorated furniture to fill the room with "soothing" colors. The Ramsey County attorney's office covered Elizabeth's expenses.

A safe haven for traumatized children, in crime prosecutor's office

By **RYAN FAIRCLOTH** | rfaircloth@pioneerpress.com | Pioneer Press



The makeover, completed earlier this month, has already drawn the awe of children who have visited the office.

"They walk in and the first thing that this one little girl said was 'wow,' and her eyes opened up. It was new to her but it was really fun for us to see because it was such a new room for us," said Jill Gerber, assistant director of the Ramsey County attorney's office criminal division.

Attorneys use the room to interview children who were victims of crimes or whose parents were victims of crimes. Most children who come through the office are no older than 10 years old, Gerber said.

Ramsey County Attorney John Choi said attorneys in the office hope the space will help comfort children who are experiencing "such a stressful situation," like Leonard did.



ARIELIZABETH



Here you are, just one child.



Yes, here you are, being you.





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