



COMMUNITY INVESTMENT STRATEGIES
CONNECTING PASSION TO ACTION

San Ysidro Community Economic Development Corporation

2026 Strategic Planning Process

Patricia Sinay | Community Investment Strategies | March 2026

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Who is Patricia Sinay?



- 30+ years in civic engagement & nonprofit development
- Bilingual & Multicultural
- Founder, Community Investment Strategies (CIS) – est. 2003
 - Casa Familiar, Chicano Federation, Living Coast Discovery Center
- Commissioner, California Citizens Redistricting Commission 2020
- Lectured on public service at UCSD for 13 years
- First Latina immigrant on Encinitas Union School District Board
- Former Associate VP @ The San Diego Foundation
- Volunteer: San Ysidro Healthcare Philanthropy Council & Founder of Latina Giving Circle
- UCLA & American University graduate

Proven Facilitation Experience



Strategic planning facilitation for 30+ nonprofits & foundations

Casa Familiar & Chicano Federation

- 2022–2024
- Post-pandemic & leadership transitions
- Executive coaching
- Engaging diverse stakeholders in the planning process
- Facilitating strategic planning process with Board & staff

Living Coast Discovery Center

- Pre-Pandemic
- Prepared the Board & staff to work together during the Pandemic

Community Resource Center

- 2024
- 50-page needs assessment for 7 cities in North SD Coastal
- 1,300+ bi-lingual survey responses
- Assessment has been used to launch Board strategic planning process

Our Guiding Philosophy



COMMUNITY INVESTMENT STRATEGIES
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VALUES: Belonging · Equity · Community · Curiosity & Fun · Flexibility

Mission-Driven



A clear organizational mission is the foundation of all efforts

Co-Creation



Shared decision-making, cultural responsiveness, & collaboration w/Board

Inclusive



All stakeholders engaged efficiently — no long meetings required

Flexible



Each organization is unique; each phase informs the next. Fail forward.

Practical



Strategic goals front-and-center in all decisions & communications

Outcome-Focused



Goals are measurable and meaningful to the community

The Planning Process



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Phase 01

Discovery

- Finalize work plan & time line
- Individual Board interviews (20 min)
- Civic Communities & City leader interviews (up to 5)
- Member survey (bilingual)
- Review of key community documents

Phase 02

Planning

- 6-hour Board retreat to
 - Present stakeholder survey results
 - Clarify SYC EDC's business model
 - Consensus on measurable goals
- 3–4 Working Groups (2–3 hrs each) to develop strategies & timelines for each goal

Phase 03

Outcome

- A 2 or 3-year strategic plan that includes
 - Mission & Vision
 - Measurable goals
 - Strategies & timelines
- Optional services (added cost)
 - Board Coaching to implement plan
 - Hiring Executive Director

Investment & Deliverables



\$7,000

Total project cost · up to 40 hours

Optional Coaching Add-On

- Up to 5 hrs/month for 6 months
- Implementation support & dashboard creation
- Thought partner for Board Chair
- Assist in hiring the executive director

What's Included:

- Individual board interviews & stakeholder input
- Key informant interviews (up to 5)
- Bilingual member survey
- Full-day Board retreat to set goals
- Working group (3 to 4) to set strategies
- Draft one-year strategic plan

Why Patricia Sinay for SYC EDC?



COMMUNITY INVESTMENT STRATEGIES
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Deep South Bay & San Ysidro Roots



I know and believe in this community

Bilingual: Spanish & English



As a Latina immigrant, I feel comfortable working with those from the Fronterizo community.

Border Community Experience



Facilitated stakeholder engagement along the Mexico-US border nonprofits and national foundations

30+ Nonprofits Facilitated



From half-day retreats to 24-month strategic planning engagements — she adapts to what each organization needs.

Mission-Driven & Co-Creative



Every plan is built with the Board, not delivered to them — ensuring real buy-in and sustainable outcomes.

Proven, Measurable Results



Organizations I work with leave with clear goals, timelines, and systems to track progress and I continue to be their advocate.



Let's Build Something Great Together

GRACIAS | SALAMAT | THANKS

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