

I R I N A B E F F A

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NONPROFIT / COMMUNITY ORGANIZATION MARKETING AND COMMUNICATIONS WORK



FUNDRAISING CAMPAIGN

Year-end fundraiser for nonprofit GRID Alternatives. I named the fundraiser "Bright Futures / Futuros Brillantes" and created all the artwork for social media graphics, the donation website, and email and print campaigns. The fundraiser successfully raised money for GRID's solar installation training program for Nicaraguan women.



FUNDRAISING CAMPAIGN

End-of-year social media fundraising campaign for nonprofit Gender Health Center in December of 2019.





FUNDRAISING CAMPAIGN

"Share Good Energy" was a successful fundraising campaign for nonprofit GRID Alternatives. I came up with the name and artwork for this campaign. I made graphics for social media, website, and direct mail. I organized a live virtual event as part of the fundraiser and made background graphics for the event as well.



your green
energy
career
starts here

which path will you take?



RECRUITING CAMPAIGN

I came up with this campaign for the recruitment team at nonprofit GRID Alternatives. The concept plays with the idea of a map with pinned points on it to illustrate careers at the organization.

CARINA FLORES



get on the road towards your
CLEAN ENERGY CAREER

“I love working at GRID Alternatives because I feel very aligned with the mission - supporting both the environmental and social justice movements with a community-centered focus.”

-CARINA FLORES, MEMBER & DONOR PARTNERSHIPS
SR. COORDINATOR, PHILANTHROPY

which path will you take?

CONSTRUCTION | WORKFORCE DEVELOPMENT | POLICY
CLEAN MOBILITY | OPERATIONS | COMMUNITY OUTREACH



get on the road towards your
CLEAN ENERGY CAREER

WORKFORCE



WORKFORCE DEVELOPMENT

GRID's vision is a transition to clean, renewable energy that includes everyone. This vision can only be realized with a solar workforce that has opportunities for all, including groups that are traditionally underrepresented in the solar industry, including women, people of color and those impacted by the criminal justice system. Our workforce team supports training and career development programs at GRID.

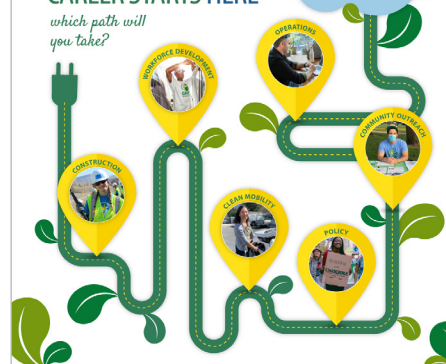
which path will you take?

CONSTRUCTION | WORKFORCE DEVELOPMENT | POLICY
CLEAN MOBILITY | OPERATIONS | COMMUNITY OUTREACH



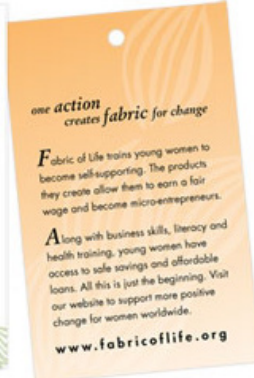
YOUR GREEN ENERGY CAREER STARTS HERE

*which path will
you take?*



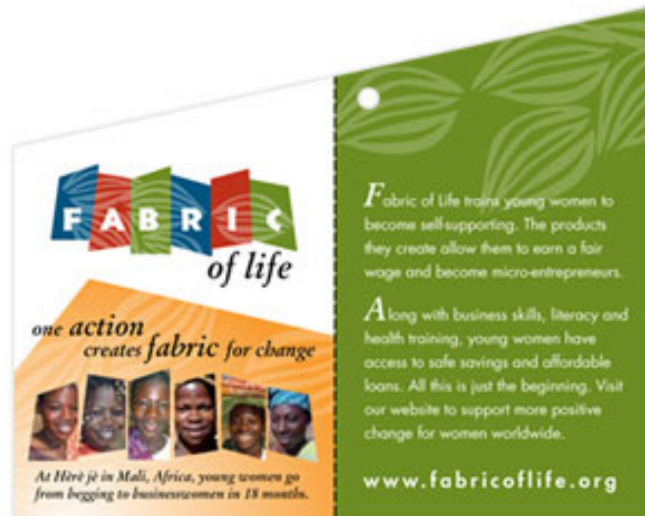


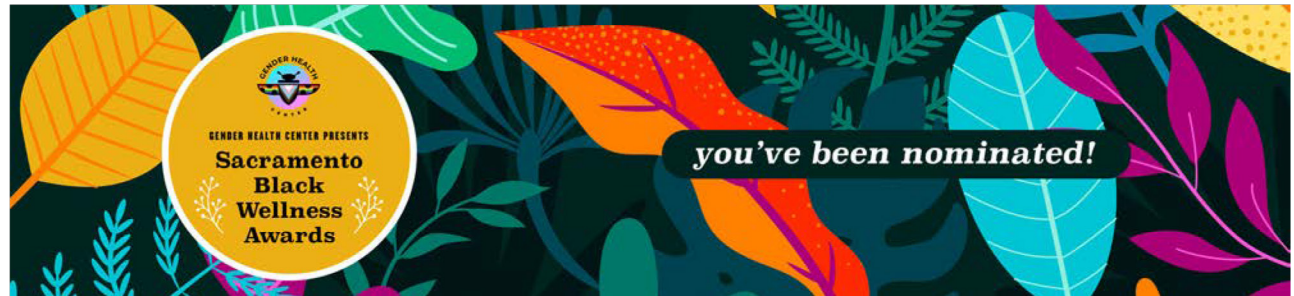
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BRANDING AND DESIGN

Art direction and graphic design for non-profit that empowers women to become business owners and sell their textiles online. The design direction communicates connection and togetherness and is inspired by bold printed fabrics and textiles. I created the logo, color palette, price tags and informative materials.





BLACK WELLNESS AWARDS SOCIAL MEDIA CAMPAIGN

Graphic Design for Gender Health Center's Black Wellness Awards. I contacted award recipients and collected their bios and headshots to make the artwork. The square graphics were posted to GHC's Facebook and Instagram feeds and the tall graphics were shared to stories.



BUILD BACK BETTER CAMPAIGN

Social media, email, and website campaign encouraging GRID Alternatives' followers to call their reps regarding the Build Back Better Bill. I conceived, wrote and designed the graphics.



what is your vision for an environmentally just future?

"When my bi-racial son with two moms can thrive together with folk of different backgrounds and abilities within this one Earth, with clean air and water and natural resources."

Bambi Tran, VP of Regions for GRID Alternatives

what is your vision for an environmentally just future?

"All communities regardless of race, class, or gender have access to clean air, energy, water, and earth. The vision must also include economic justice as the world makes this unprecedented investment and transition to clean energy."

Adelele Ogunbadejo,
VP of Workforce Development & Service Learning for GRID Alternatives

what is your vision for an environmentally just future?

"Energy agency and ownership must be in the hands of communities through the clean energy transition."

Erica Mackie, CEO of GRID Alternatives

Tribal Energy Sovereignty

EARTH DAY
2022

"Energy sovereignty is the right of conscious individuals, communities and peoples to make their own decisions on energy generation, distribution and consumption in a way that is appropriate within their ecological, social, economic and cultural circumstances."

Energy Sovereignty Institute
energysovereigntyinstitute.org

"Many Indigenous Nations have experienced firsthand the impact of climate change and negative effects of extractive industries. By gaining more control over our resources through increased renewable energy deployment, Indigenous Nations can benefit from smart energy development while minimizing harm to our environment."

Tim Bieba,
GRID Alternatives' Director of Tribal Programs

EARTH MONTH GRAPHICS

Twitter graphics for nonprofit GRID Alternatives featuring quotes from staff, and an Instagram carousel of graphics explaining Tribal Energy Sovereignty. I wrote and designed these for Earth Month in April 2022.



IN THE **SPIRIT** OF STONEWALL

DISASTER RELIEF FUND FOR QTPOC

a joint effort between



MUTUAL AID CAMPAIGN

A mutual aid fundraiser to provide financial relief to Queer Trans People of Color (QTPOC) during the Covid-19 pandemic. I came up with the name and artwork for the fundraiser, as well as designed the promotional marketing pieces. The campaign successfully raised and distributed \$10k in funds to the Sacramento QTPOC community.



**we take
care of
each other**



DONATE TODAY

APPLICATIONS AVAILABLE MAY 18 – JUNE 1
@GENDERHEALTHSAC + @SACLGBTCENTER



**Uplifting the most
marginalized among us
is what makes our
community thrive.**



DONATE TODAY

APPLICATIONS AVAILABLE MAY 18 – JUNE 1
@GENDERHEALTHSAC + @SACLGBTCENTER



DONATE TODAY

APPLICATIONS AVAILABLE MAY 18 – JUNE 1
@GENDERHEALTHSAC + @SACLGBTCENTER



thank you

To all who have donated. Your contribution will give QTPOC community access to disaster relief funds.



DONATE TODAY

APPLICATIONS AVAILABLE MAY 18 – JUNE 1
@GENDERHEALTHSAC + @SACLGBTCENTER

Black Lives Matter Sacramento, HELLA, and SURJ Sacramento host our first collaborative

#ReclaimMLK MARCH THIS WAS NOT THE DREAM

“A time comes when silence is betrayal.”

JOIN US to commemorate the radical sentiment of Martin Luther King Jr. JOIN US to march to eliminate racism & white supremacy, capitalism, patriarchy, heteronormativity, homelessness, poverty, fascism. JOIN US and march for love, unity, and to build the power of the people. JOIN US to continue to build people power in Sacramento through reclaiming Martin Luther King Jr. day.

JOIN US!

9:30am • Mon Jan 16th, 2017 • Safeway on Alhambra
WE WILL BE MARCHING TO THE STATE CAPITOL

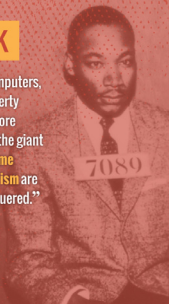
#BlackLivesMatterSacramento
www.InciteAction.com @blmsacramento



#ReclaimMLK

“When machines and computers, profit motives and property rights are considered more important than people, the giant triplets of **racism, extreme materialism and militarism** are incapable of being conquered.”

Martin Luther King Jr.
Revolution of Values, 1967



“But it is not enough for me to stand before you tonight and condemn riots. It would be morally irresponsible for me to do that without, at the same time, condemning the contingent, intolerable conditions that exist in our society. These conditions are the things that cause individuals to feel that they have no other alternative than to engage in violent rebellions to get attention. And I must say tonight that a riot is the language of the unheard. And what is it America has failed to hear?...IT HAS FAILED TO HEAR THAT THE PROMISES OF FREEDOM AND JUSTICE HAVE NOT BEEN MET. And it has failed to hear that large segments of white society are more concerned about tranquility and the status quo than about justice and humanity.”

MLK JR, The Other America, 1968

#ReclaimMLK



JOIN US AS WE PROUDLY SPONSOR:

THIS WAS NOT THE DREAM

#ReclaimMLK March

2019



MON, JAN 21, 2019 • 9:30 AM • ALHAMBRA SAFEWAY

GRAPHICS FOR YEARLY MARCH

I created the artwork for the #ReclaimMLK March, organized by Black Lives Matter Sacramento, 3 years in a row. Each year had it's own theme, the look and feel changed slightly each year while maintaining a consistent look for the event. I made graphics for social media and print materials.

gender affirming care saves lives

Many transgender people face stigma, discrimination, social rejection, and exclusion that prevent them from fully participating in society, including accessing health care, education, employment, and housing, as well as violence and lack of family support. These factors affect the health and well-being of transgender people, placing them at increased risk for HIV.



National Transgender HIV Testing Day #TransHIV
April 18, 2020

TheGenderHealthCenter.org

Source: HIV and Transgender People, CDC
Photography: The Gender Spectrum Collection

Trans women, especially women of color, need to be centered in HIV healthcare



A 2019 systematic review and meta-analysis found that an estimated 14% of transgender women have HIV. By race/ethnicity, an estimated 44% of black/ African American transgender women, 26% of Hispanic/Latina transgender women, and 7% of white transgender women have HIV.

National Transgender HIV Testing Day #TransHIV
April 18, 2020

TheGenderHealthCenter.org

Source: HIV and Transgender People, CDC
Photography: The Gender Spectrum Collection

Transgender and other gender minority youth are an at-risk group understudied in HIV prevention (e.g., PrEP) and HIV treatment. But one study of transgender youth found that medical gender affirmation and stigma in HIV care were each independently associated with elevated odds of having missed HIV care appointments.

protect trans youth



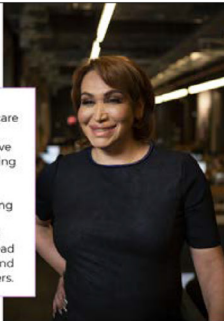
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TheGenderHealthCenter.org

Source: HIV and Transgender People, CDC
Photography: The Gender Spectrum Collection

remove the barriers

Lack of knowledge about transgender issues by health care providers can be a barrier for transgender people who receive an HIV diagnosis and are seeking quality treatment and care services. Few health care providers receive proper training or are knowledgeable about transgender health issues and their unique needs. This can lead to limited health care access and negative health care encounters.



National Transgender HIV Testing Day #TransHIV
April 18, 2020

TheGenderHealthCenter.org

Source: HIV and Transgender People, CDC
Photography: The Gender Spectrum Collection

Trans-centered research now!



Transgender-specific data are limited. Some federal, state, and local agencies do not collect or have complete data on transgender individuals. Accurate data on transgender status can lead to more effective public health actions.

National Transgender HIV Testing Day #TransHIV
April 18, 2020

TheGenderHealthCenter.org

Source: HIV and Transgender People, CDC
Photography: The Gender Spectrum Collection

we are at risk

Among the 3 million HIV testing events reported to CDC in 2017, the percentage of transgender people who received a new HIV diagnosis was 3 times the national average.



National Transgender HIV Testing Day #TransHIV
April 18, 2020

TheGenderHealthCenter.org

Source: HIV and Transgender People, CDC
Photography: The Gender Spectrum Collection

TRANS TESTING DAY AWARENESS CAMPAIGN

I researched, wrote and designed this series of album and carousel graphics for Gender Health Center. They were made to discuss and spread awareness about HIV and the Trans community.