

## **ENTERPRISE**

On the move

### **Heather Phillips**

Heather Phillips has followed her early passion for helping women to join **Women's Initiative for Self Employment** as its development director.

Her interest in women's issues started as a student at Berkeley High School. There, she garnered media attention as the founder of the nation's first high school chapter of the National Organization for Women.

After graduating from Harvard College, she continued in the nonprofit world, working in a number of executive positions at Junior Achievement, including as executive director of Junior Achievement of Bakersfield, and as the founder of the organization's first branch in Lebanon.

The **Women's Initiative**, with offices in Oakland and San Francisco, provides business training, technical assistance and financing for Bay Area low-income women.

Phillips, an Oakland resident, said she has found a perfect fit at the nonprofit, where her professional experience can be combined with her personal desire to help women improve their lives.

More than half of the women trained by the **Women's Initiative** are Latina, and 80 percent are in the lowest part of the poverty range. Eighty-five percent of those who finish the program double their income within 18 months.

"Our goal is to make them self-sufficient through entrepreneurial activities," she said.

"For every dollar we invest in these women in this program, \$21 is invested in the local economy. That's a pretty powerful return on social investment."