

BIOGRAPHY
Jeffrey Betcher
1747 Quesada Avenue SF CA 94124
Jeffrey@QuesadaGardens.org
415.822.8082

Jeffrey Betcher lives and works in San Francisco's Bayview Hunters Point neighborhood. He is a community organizer and writer who worked at a senior level in the national violence prevention movement before his current focus on hyper-local social change strategies. He believes that strengthening the social environment, from the grassroots up, is the surest path toward a sustainable and just world.

Betcher co-founded and leads the award-winning **Quesada Gardens Initiative** (www.QuesadaGardens.org) in the heart of Bayview, and organizes **Bayview Footprints Network of Community Building Groups** which amplifies the positive story of a maligned neighborhood (www.BayviewFootprints.org).

Betcher is a Co-Founder and Recent-Past President of **PeopleWearSF** (www.PeopleWearSF.org), an apparel industry trade association reinvigorating the industry with renewed focus on local production and applied technology. He recently founded a private sector venture called **YamStreet** (www.YamStreet.net) – an apparel design and manufacturing business created to explore new and responsible business strategies.

Under Betcher's leadership, the *Quesada Gardens Initiative* has grown small acts of courage into a network of gardens, public art and gathering spaces that thrives on diverse grassroots involvement. It has turned a place notorious for blight into a model of beauty and sustainability, all at little cost to the public.

Betcher was Program and Operations Director at the *Family Violence Prevention Fund* where, for 12 years, he helped establish that organization as the premiere national organization devoted to the prevention of violence against women and children.

Awards include:

Robert C. Friese Award for Neighborhood Conservation, San Francisco Beautiful
Crissy Field Community Heroes Award, Crissy Field Center/Golden Gate Conservancy
Models of Hope Award, San Francisco Interfaith Council
District Volunteer of the Year, San Francisco Neighborhood Parks Council
Lifetime Achievement Award, Southeast Community Facility Commission

Publications include:

Seva Community-Based Health Policy, Practice and Advocacy Recommendations*
It's what community looks like (blog)
Hug v Tech: Traditional Community in the Digital Age (Tedx Talk)

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