

The winner is ...

The Home's Chief Financial Officer, Julia Chubb, won the **2009 Sacramento CFO of the Year Award** in the category of Philanthropic Organizations.

Please read the Sacramento Business Journal article - by Kelly Johnson - as we could not have said it better ...

When the Sacramento Children's Home recently had to pare its budget 10 percent, Julia Chubb wasn't about to let the children go without.

The cut of more than \$6,000 to the kids' activities fund would have slashed money for school yearbooks, camping trips, summer clothes and beach balls for use at the organization's pool.

It took months of planning, but Chubb, the Chief Financial Officer, challenged the Children's Home managers to bring their unwanted goods and donated clothing that wasn't appropriate for the kids the organization serves. The yard sale Chubb organized a few weeks ago raised \$4,400, allowing the children who live on the 17-acre campus to continue their social activities.

"It was a fun thing to do," said Chubb, sitting in her office overlooking the campus' shady, peaceful quad.

Chubb likes helping people and encouraging them to think outside the box. She also prefers to work behind the scenes, without bringing attention to herself.

Although her job is to work with numbers, it's not the numbers that Chubb loves. And her work is about much more than a balance sheet.



"Her knowledge and her contribution goes well beyond just the finance end of it there," said Bobbie Hales, a Gilbert Associates Inc. shareholder in charge of the Children's Home's financial audits. Chubb, she added, brings a unique "blend of financial knowledge and operational knowledge. She's not your typical accountant."

Chubb comfortably and agreeably jumps into other roles and departments.

"I like to view myself as a team member," she said. "If somebody's out and I have to do the daily deposit, then that's what I do. Everybody pitches in."

Chubb intended to become a nurse. She had to drop out of college upon getting sick in the second year. When she resumed her education she just "happened into" accounting, she said. Her caring about people continued.

"The average finance professional is a stickler for numbers and regulations," Chubb said. Not her. Chubb's interest is in using her role to help people reach a goal. If managers are baffled at their individual budgets, "I help them step back" and look at the big pictures of programs and client needs, she said.

"She knows how to simplify things," said Doris Pyles, the U.S. Bank vice president who serves as investment adviser to the Children's Home.

Chubb, who has worked as the organization's CFO since 2006 and the controller for two years before that, also likes helping employees understand that the numbers are fluid. She shows Children's Home managers how they can find alternative sources of funding and use dollars differently. By combining two goals from two separate service needs, perhaps the organization can qualify for a grant that it wouldn't otherwise.

“It’s challenging, but it’s always rewarding when we do,” she said.

Chubb, who oversees a staff of seven and a budget of about \$12 million, is a forward thinker, said Peter Keller, the Children’s Home’s insurance broker at Wells Fargo Insurance Services.

“I like to think about where this organization is going and not where it’s been,” Chubb said.

The needs of children change, she said and “we too need to change as an organization.”

She’s certainly changed the board of directors’ confidence in the organization’s financial operations. Before Chubb became CFO, the budget routinely was finalized after the fiscal year began each July 1. For the past three years, she has brought forward the budget for board approval in May.

Every month she reviews the budget with each manager, gaining buy-in and shared understanding of what the state and county are doing in regards to program funding. Together, she said, they “make sure dollars are spent where they’re really needed.”

Chubb is proactive in finding savings. The Children’s Home recently began saving \$3,000 a month on its phone system after issuing requests for proposals to land a new vendor.

Chubb has worked in the private sector, but said she’s staying put in the nonprofit world. It is “much more rewarding, but harder,” she said, “Because the needs are so great.”

It’s also harder to plan because the Children’s Home relies on fundraising for 20 percent of its budget, and other funds funneled through the state and county keep getting chopped.

In the private sector she made six figures plus bonuses. But, she said, that’s “not as important as what you do daily to impact others and make their life better.”

Chubb realized that 15 years ago when her first grandchild, Lexi, was born prematurely with cerebral palsy. For four years, Chubb worked with Nevada County and the school district to develop curriculum for full inclusion and helped make parents aware of resources. Today her granddaughter, still a quadriplegic, is a smart and vocal teen.

Chubb’s respect for and understanding of people with disabilities translates to the youth at the Children’s Home who are emotionally disturbed. Some, she said, “can be a little abrasive, but you have to look at where they came from. They missed out on the positives of childhood.”

Her experiences with Lexi and the kids that the Children’s Home serves also have helped her in the workplace. She’s more patient and understanding, and sees the big picture.

“I’m constantly a big picture person,” she said. “Absolutely.”

Congratulations, Julie!