

Althea Monica Serad

PROJECT COORDINATION | COMMUNICATIONS & FUNDRAISING | WORK THAT RECONNECTS & DEEP ECOLOGY | COMMUNITY-CENTRED PROGRAMS



PROFESSIONAL SUMMARY

Project coordinator, communications professional and deep ecology facilitator with more than six years of experience across conservation NGOs, community networks and values-led initiatives. I coordinate multi-stakeholder programs and gatherings from concept development and budgeting through logistics, communications, documentation and reporting. My work includes Indigenous youth and women's networks, fundraising and partnerships, government engagement, and cross-cultural collaboration. Alongside my NGO work, I am a Work That Reconnects practitioner and co-founder of Deep Ecology Philippines, integrating consent, relational facilitation and place-based approaches into community work.

CORE COMPETENCIES

PROJECT & EVENT (ONLINE / HYBRID) COORDINATION • MULTI-STAKEHOLDER ENGAGEMENT
CROSS-CULTURAL COMMUNICATION • FUNDRAISING & PARTNERSHIPS • BUDGET & REPORTING
COMMUNITY FACILITATION • COMMUNICATIONS & DOCUMENTATION

Selected Coordination Highlights

- **I-YES Camp 2026 (NTPF-EP PH):** Co-coordinated a five-day national Indigenous youth leadership and advocacy gathering involving 17 youth representatives from 11 organizations across five Philippine landscapes, with an activity budget of approximately PHP 600,000; supported logistics, government engagements, advocacy materials, network governance, documentation and communications
- **National Women's Assembly 2025 (NTPF-EP PH):** Co-coordinated a three-day national gathering of 20 Indigenous and rural women leaders representing 17 organizations across five landscapes, with an activity budget of approximately PHP 500,000. Participant recommendations were subsequently transmitted by DILG Central Office to its regional offices through an official memorandum
- **Roots to Circles (WTR Emergence Fund):** Co-created and co-facilitated a localized Work That Reconnects learning journey with Indigenous youth in the Sierra Madre, combining online learning, an in-person Spiral Journey, grassroots fundraising, project administration and culturally grounded facilitation
- **Haribon Foundation:** Managed a small partnerships and fundraising team, donor pipelines and partnership systems during a period when organization-wide cash-based fundraising increased by approximately 168%

EXPERIENCE

NTPF-EP Philippines | Advocacy & Communications Officer | 2024-Present

Coordinate communications, advocacy and selected national programs supporting Indigenous rights, forest governance, community enterprises, youth and women's participation

Key Contributions

- Co-coordinate national Indigenous youth and women's gatherings, including concept development, program design, participant coordination, transport and accommodation, suppliers, budgets, speaker and government liaison, documentation and post-activity reporting
- Co-coordinated **I-YES Camp 2026**, a five-day national gathering of 17 Indigenous youth representatives from 11 organizations across five landscapes, supporting an approximately PHP 600,000 activity budget, advocacy preparation, House of Representatives and National Youth Commission engagements, logistics and communications
- Co-coordinated the **National Women's Assembly 2025**, involving 20 Indigenous and rural women leaders from 17 organizations across five landscapes and an approximately PHP 500,000 activity budget; supported consolidation and transmission of participants' governance recommendations to DILG
- Support grant proposals, donor and program reporting, knowledge-management and communications components, and activity budget tracking in collaboration with program and finance teams
- Coordinate with Indigenous community partners, landscape teams, government offices, funders and civil-society partners through communication channels adapted to participants' access and connectivity
- Lead multi-platform communications and documentation while applying consent, safeguarding and data-privacy protocols

Deep Ecology Philippines | Co-Founder, Coordinator & Co-Facilitator | 2022-Present

- Co-founded a volunteer-led initiative integrating Work That Reconnects and Deep Ecology principles into small- to medium-scale circles, learning spaces and community gatherings in the Philippines
- Co-created and implemented **Roots to Circles: Emergent Indigenous Youth Co-Facilitation in the Work That Reconnects**, supported by the WTR Network Emergence Fund, from November 2025 to March 2026
- Managed project administration, finance, grassroots fundraising, logistics and participant coordination alongside co-facilitation responsibilities, working with an approximately **PHP 40,000** project budget including additional funds raised
- Co-facilitated two online learning sessions and an in-person localized Spiral Journey with Indigenous youth in General Nakar, adapting pacing, modality and activities in response to participants' needs and community context
- Integrate consent, sacred agreements, ecological grief tending, deep listening and non-extractive approaches to Indigenous knowledge and storytelling

LINKEDIN / INSTAGRAM
@ALTHEAMONICASERAD

MOBILE (+63) 926 675 2027

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OPEN TO REMOTE / TRAVEL

EXPERIENCE (CONTINUED)

Work That Reconnects Network | Communications Committee Volunteer | 2024

- Contributed to collaborative planning, branding, social-media materials and post-event promotion with the WTR Network Communications Committee
- Worked with an international volunteer team through Basecamp, Zoom and Google Workspace, adapting to different schedules and time zones

Haribon Foundation | Media and Communications Officer | 2023

- Produced web, social-media and editorial content translating conservation programs into accessible narratives for partners and the public
- Conducted interviews and supported photo/video documentation across field and program activities
- Coordinated cross-team inputs, content workflows and reporting assets

Haribon Foundation | Partnerships & Fundraising Manager | 2021-2022

- Managed a small fundraising and partnerships team of two colleagues, supporting performance, work planning and donor follow-through
- Managed corporate, membership and individual donor pipelines, including prospecting, pitches, partnership materials, coordination, reporting and relationship stewardship
- Collaborated with program and communications teams to develop fundable initiatives and partnership offers
- Developed ethical donor-screening and due-diligence processes to protect organizational mission and partnership integrity
- Contributed to partnership and fundraising systems during a period when organization-wide cash-based funds increased by approximately **168%**

Mother Earth Foundation | Communications Officer | Jan-Jun 2024

- Coordinated communications and event logistics for the **Waste Workers Magna Carta Press Conference**, including media outreach, stakeholder liaison, venue and run-of-show support, registration and post-event documentation.
- Worked across government agencies, advocacy partners and media organizations to support consistent messaging and campaign visibility.

Selected International Collaboration | South-South Learning Exchange | NTFP-EP x Gaia Amazonas | May 2025**Bridging Voices from the Forest: From the Amazon to Asia — Indigenous Economies, Governance, and Autonomy**

Supported audiovisual documentation, communications and learning outputs for a multi-country Indigenous exchange in Palawan involving partners and communities from the Philippines, Malaysia, Myanmar, Indonesia, Vietnam and the Colombian Amazon, exploring Indigenous governance, self-defined economies and NTFP-based livelihoods. Contributed to outputs subsequently shared through the Green Livelihoods Alliance's global Exchange and Learning Space.

EARLY EXPERIENCE | 2013-2021

- **Karton.ph | Content & Marketing Strategist | 2017-2021** — Managed multi-channel marketing, seller onboarding and lean-team operations for a Filipino e-commerce startup
- **The Picture Company | Copywriter & Business Coordinator | 2016-2017** — Supported client coordination, campaign copy and social-content workflows
- **Freelance Writer / SEO Trainer & Creative Roles | 2013-2016** — Produced editorial content and supported communications and campaign delivery across multiple organizations

SELECTED TRAININGS & CERTIFICATIONS

- Deep Ecology Online Course | Sep-Oct 2022: Inna Alex, Br. Tenzin; John Seed visiting guest
Six-week course focused on Deep Ecology, the Work That Reconnects and the Spiral
- Global Sisterhood: Women's Circle Facilitation & Sacred Space Holding | 2022-2023
- Climate Reality Project: Climate Reality Leadership Corps Training Session | 2021
- TLC Solutions: W.E.L.L. Coaching Training | 2024
- InclusiveTeach, Forest Foundation Philippines, WhereToNext: Life Stories Workshop Series: Communicating Sustainability | 2021
- AktivAsiaPH, PILCD, 350.Pilipinas: Pamitinan Social Action and Campaigning Workshop | 2021

TOOLS

Google Workspace

Zoom

Canva

Meta Business Suite

Mailchimp

Capcut

Google Analytics

Adobe Premiere Pro (basic)

Photoshop (basic)

Adobe Lightroom

EDUCATION

AB Communication (Media Production)

De La Salle University - Dasmariñas | 2007-2010

IIDM Acceleration Program

CDM, Applied Analytics, Social Media & Community Management, Media Planning | 2017-2018

REFERENCES

Lovely Villegas

Board of Directors (UGBON), Secretary (UPAS-LN), BOT Treasurer (UGNAYIN PH)
Dumagat-Remontado IP Youth; General Nakar, Quezon / Manila, Philippines
Mobile: +63 910 562 2776 | Email: lovelyavillogas@gmail.com

Michelle Jean Pinuhan

Advocacy Staff (Mindanao), NTFP-EP Philippines
Higaonon IP Youth; Bukidnon, Philippines
Email: mpinuhan@gmail.com

Felipe Rodriguez

Documentary photographer and Filmmaker
COO of Red Ant Films & Expedition
www.redantfilmsandexpeditions.com
Mobile: +57 310 575 0615 | Email: ferodriguezfoto@gmail.com

Ralf Dugan

Policy and Communications Officer, Reality of Aid - Asia Pacific
Former Haribon Foundation Media and Communications Assistant
Mobile: +63 956 495 9040 | Email: christianralf.dugan@gmail.com

Ranz Lebría

Program Officer, Mother Earth Foundation
Email: ranz@motherearthphil.org