

May 18, 2026

Clerk of the Board of Supervisors
400 W. Civic Center Dr., 6th Floor
Santa Ana, California 92701



Dear Clerk of the Board of Supervisors,

I am writing to express my interest in serving as the Community-Based Drug and Alcohol Representative on the Orange County Juvenile Justice Coordinating Council.

For nearly 20 years, my work has focused on youth development, prevention, and early intervention. In my current role as CEO of Project Youth OC, I lead an organization that serves approximately 1,500 youth and family members annually through juvenile diversion, substance use prevention, college and career access, and parent enrichment programs.

I am interested in joining the Council because substance use prevention is central to effective juvenile justice work. For many young people, alcohol, marijuana, vaping, and other substance use concerns are connected to stress, peer influence, school disconnection, family conflict, mental health needs, and limited access to supportive adults. Addressing these issues early can help prevent deeper justice system involvement.

Project Youth OC's work sits directly at this intersection. Through our Shortstop juvenile diversion program, we support youth by addressing both the incident that brought them to us and the factors beneath it. Our model includes substance use prevention education, family engagement, legal education, case management, restorative communication, and connection to positive school and career pathways.

As a Council member, I would bring the perspective of a community-based provider with direct experience serving youth and families across Orange County. I understand the importance of public safety, accountability, and early intervention strategies that reduce recidivism while helping young people build stability and make healthier choices. At Project Youth OC, 91% of youth served through our diversion work do not reoffend, and we continue to expand partnerships with schools, cities, and justice system partners to reach youth earlier.

I would be honored to contribute to the Council's work and support a coordinated juvenile justice plan that strengthens prevention, expands community-based support, and helps young people move forward with accountability and opportunity.

Thank you for your consideration.

Sincerely,

Laura Marcum
Chief Executive Officer





APPLICATION FOR COUNTY OF ORANGE
BOARD, COMMISSION OR COMMITTEE

Return to: Clerk of the Board of Supervisors
400 W. Civic Center Dr., 6th Floor
Santa Ana, California 92701
Email: response@cob.oc.gov
Website: <https://cob.oc.gov/>

Attachment A
(FOR COUNTY USE ONLY)

Instructions: Please complete each section below. Be sure to enter the title of the Board, Commission or Committee for which you desire consideration and attach a resume. For information or assistance, please contact the Clerk of the Board of Supervisor's Office at (714) 834-2206. Please print in ink or type.

NAME OF BOARD, COMMISSION, OR COMMITTEE TO WHICH YOU ARE APPLYING FOR MEMBERSHIP. SEE LIST AT

<https://cob.oc.gov/boards-commissions-committees/bcc-name-list-and-contact-information>

Orange County Juvenile Justice Coordinating Council, Community Based Drug & Alcohol Rep

SUPERVISORIAL DISTRICT IN WHICH YOU RESIDE: ☐ First ☐ Second ☐ Third ☐ Fourth ☒ Fifth

APPLICANT NAME AND RESIDENCE ADDRESS:

Laura

First Name

Juanita

Middle Name

Marcum

Last Name

[REDACTED]

Street Address

Costa Mesa CA

City

State

[REDACTED]

Zip Code

[REDACTED]

Home Phone Number

[REDACTED]

Cell Phone Number

[REDACTED]

Email Address

CURRENT EMPLOYER: Project Youth OC

OCCUPATION/JOB TITLE: Chief Executive Officer

BUSINESS ADDRESS:

[REDACTED]

BUSINESS PHONE NUMBER:

[REDACTED]

☒ **EMPLOYMENT HISTORY:** Please attach a resume to this application and provide any information that would be helpful in evaluating your application. **A RESUME MUST BE ATTACHED TO YOUR APPLICATION.**

ARE YOU A CITIZEN OF THE UNITED STATES: ☒ YES ☐ NO

IF NO, NAME OF COUNTRY OF CITIZENSHIP: United States

ARE YOU A REGISTERED VOTER? ☒ YES ☐ NO

IF YES, NAME COUNTY YOU ARE REGISTERED IN: CA

LIST ALL CURRENT PROFESSIONAL OR COMMUNITY ORGANIZATIONS AND SOCIETIES OF WHICH YOU ARE A MEMBER.

<u>ORGANIZATION/SOCIETY</u>	<u>FROM (MO./YR.)</u>	<u>TO (MO./YR.)</u>
Prop47 Local Advisory Committee Member	March 2025	Current
Association of Fundraising Professionals (affiliation PYOC)	Jan 2017	Current
Orange County Grantmakers Committee Member	Jan 2024	Jan 2026

WITHIN THE LAST FIVE YEARS, HAVE YOU BEEN AFFILIATED WITH ANY BUSINESS OR NONPROFIT AGENCY(IES)? ☒ YES ☐ NO

DO YOU OWN REAL OR PERSONAL PROPERTY OR HAVE FINANCIAL HOLDING WHICH MIGHT PRESENT A POTENTIAL CONFLICT OF INTEREST? ☐ YES ☒ NO

HAVE YOU BEEN CONVICTED OF A FELONY OR MISDEMEANOR CRIME SINCE YOUR 18TH BIRTHDAY? YOU ARE NOT REQUIRED TO DISCLOSE ANY OF THE FOLLOWING: ARRESTS OR DETENTIONS THAT DID NOT RESULT IN A CONVICTION; CONVICTIONS THAT HAVE BEEN JUDICIALLY DISMISSED, EXPUNGED OR ORDERED SEALED; INFORMATION CONCERNING REFERRAL TO AND PARTICIPATION IN ANY PRETRIAL OR POSTTRIAL DIVERSION PROGRAM; AND CERTAIN DRUG RELATED CONVICTIONS THAT ARE OLDER THAN TWO YEARS, AS LISTED IN CALIFORNIA LABOR CODE § 432.8 (INCLUDING VIOLATIONS OF CALIFORNIA HEALTH AND SAFETY CODE SECTIONS 11357(B) AND (C), 11360(C) 11364, 11365 AND 11550 – AS THEY RELATE TO MARIJUANA)?

☐ YES ☒ NO

IF YES, PLEASE EXPLAIN AND ATTACH ADDITIONAL SHEETS, IF NECESSARY.

PLEASE BRIEFLY EXPLAIN WHY YOU WISH TO SERVE ON THIS BOARD, COMMITTEE, OR COMMISSION. ATTACH ADDITIONAL SHEETS, IF NECESSARY.

Please see attached.

DATE: May 18, 2026 APPLICANTS SIGNATURE: 

CLERK OF THE BOARD OF SUPERVISORS USE ONLY – DO NOT WRITE BELOW THIS LINE

Date Received: _____ Received by: _____
Deputy Clerk of the Board of Supervisors

Date referred: _____

To: ☐ BOS District 1 ☐ BOS District 2 ☐ BOS District 3 ☐ BOS District 4 ☐ BOS District 5

☐ All BOS ☐ BCC Contact Person Name _____

Laura Marcum

Nonprofit Executive | Youth Development, Prevention & Community Impact

ABOUT

C-Level Executive with nearly 20 years of experience in establishing strategic relationships, mentoring and mobilizing high-performing teams, directing multi-million dollar projects and building scalable and inventive plans that drive results. A visionary leader, a relentless doer, fueled by a passion to create social equity and economic mobility through proactive philanthropy and human connection.

EXPERIENCE

CHIEF EXECUTIVE OFFICER

Project Youth OC — Santa Ana, CA
June 2024 – Present

Leads the strategic direction, financial sustainability, external positioning, and organizational growth of a 55-year-old youth-serving nonprofit providing juvenile diversion, prevention-based programming, college and career access, and family-centered support. Partners with the Board of Directors, justice system leaders, school districts, funders, and community organizations to strengthen Project Youth OC's role as a trusted resource for young people and families at critical turning points.

- Leads an organization serving approximately 1,500 youth, parents, and community members annually, with diversion outcomes reflecting a 91% non-recidivism rate.
- Implemented the organization's first formal strategic plan, aligning programs, operations, fundraising, board engagement, and external positioning around a clearer path for growth.
- Advanced a prevention-first model that integrates diversion, substance use prevention, family engagement, accountability, and long-term youth development.
- Expanded Project Youth OC's reach through new partnerships with Anaheim Union High School District and the City of Brea as part of the organization's North County expansion strategy.
- Drove significant private revenue growth from 2023 to 2025, including 140% growth in individual giving, 50% growth in event revenue, and record-breaking results across all major fundraising events.

CHIEF OPERATING OFFICER

Big Brothers Big Sisters of Orange County & the Inland Empire - Santa Ana, CA
July 2022 - June 2024

Responsible for driving operational excellence, advancing a culture of fiscal responsibility and continued process evaluation and improvement to ensure the long term scalability and sustainability of the agency. Directly supervises the VP of People & Culture (functional HR, talent acquisition, learning & development), the VP of Impact & Research (grants department, evaluation, data and outcomes), the Office Operations department (including IT), 2 Senior Program Directors, and serves as the Managing Director of the Riverside office. Responsible for producing results, reducing the bottom line and delivering high quality, high impact Programs across 3-counties, 6+ program tracks through the leadership of 85 staff members.

- Grew the number of youth impacted by 26% YOY in 2023.
- Designed 3 new programs in 2023, built recruitment and brand strategies in response to evolving community needs of mental health, workforce development, and 1st-gen educational preparedness.
- Directed a multi-million, multi-year Grant winning strategy resulting in first-time gifts from the SAMHSA and the Department of Labor.
- Created a series of CSAT surveys to gauge volunteer Bigs engagement – achieving a volunteer engagement score of 90%+.
- Developed a measurement system from high level team goals and KPIs to individual goals and KPIs. In the process of co-leading the organization's first formal strategic plan.
- Renovated the People & Culture department with a focus on a more consistent and inclusive talent acquisition strategy, a renewed Learning & Development strategy and a data-driven approach to staff engagement - reduced turnover to 3% and won OCBJ's "Best Places to Work" in 2023.
- Identified cost-effective technology solutions and provided necessary training to increase staff performance and adoption – integrated AI into daily workflow, implemented new cloud-based phone system (Dialpad), mass text messaging system (SimpleText) and project management tool (Asana), used FormAssembly to eliminate all paper processing - saving an average of 48 work days annually.

VICE PRESIDENT OF PROGRAMS

Big Brothers Big Sisters of Orange County & the Inland Empire
Jun 2020 - July 2022

Responsible for leading a team of 60, appointed mid-pandemic as the first Vice President to oversee program services in Orange, Riverside and San Bernardino territories. Head of the Program Committee, a group of Governing Board Members responsible for the compliance and effectiveness of the program department.

- Spearheaded the first partnership with the LGBTQ+ Center of OC to recruit and support queer mentors and youth, increased LGBTQ+ recruitment by 15%.
- Led the agency-wide "Virtual Friendships" initiative, a programmatic rebrand in response to social distancing, maximizing technology for mentor-mentee connections.
- Directed the program innovation and change management process for expanding our horizon of service to mentor youth up to age 24.
- Assessed and revamped all job descriptions, led a department reorg, improved the program budget and goal projections process.

VP OF STRATEGIC PARTNERSHIPS

Big Brothers Big Sisters of Orange County & the Inland Empire
August 2015 - June 2020

DIRECTOR OF DEVELOPMENT

ASSOC. DIRECTOR OF CORPORATE PARTNERSHIPS

Led a 5 person external affairs team focused on revenue generation and volunteer recruitment. Responsible for the fundraising and execution for over 50 events per year, recruited over 350 long term volunteer mentors annually. Led Event Committees consisting of Board Members, corporate volunteers and donors for the Golf Tournament, Bowl for Kids' Sake and Volunteer Recruitment.

- Increased corporate giving by 9% YOY (\$400k+).

- In partnership with our CEO, the team tripled the agency's overall revenue through private and corporate investors - from \$2m to \$8.2m in 5 years.
- Launched the first "Women in the Workplace" gender equity program with global investment firm PIMCO for \$25k.
- Secured the first workforce development partnership with Disneyland Resort for \$90k in 2017.
- Directed the most successful Golf Tournament in agency history, first time in OCBJ's Top 5 Charity Golf Tournaments, \$234,000 net in 2017.
- Secured the agency's largest unrestricted corporate gift from Mazda, a regional gift benefitting San Diego, Ventura, Los Angeles and OCIE totalling nearly \$500k over 2 years.
- Formed the highest grossing third-party event partnership with BrewHaHa Productions resulting in \$50k annually.

DEVELOPMENT MANAGER

Big Brothers Big Sisters of Orange County & the Inland Empire
October 2013 - August 2015

Managed all development operations, event support, donation management and accounting, donor stewardship. Led the migration to a Salesforce CRM and donation database. Developed a year-long stewardship strategy including a donor newsletter and annual donor appreciation event. Formed "BIG IMPACT", a young professionals fundraising committee.

CORPORATE RELATIONS SPECIALIST

Alzheimer's Orange County - Irvine, CA
Feb 2013 - Oct 2013

Expanded visibility and enhanced Alzheimer's awareness within Orange County's corporate community. Successfully identified funding sources and fostered event sponsorships, increasing revenue, secured first gift from United Healthcare at \$5k.

PROGRAM ADMINISTRATOR

Girls Inc. of Orange County - Costa Mesa, CA
Feb 2009 - Feb 2013

Worked directly with the VP of Program and the Grants writer to streamline communication processes and systems between the program and revenue generating teams. Managed all funding projects from application to final report phase and aided in the implementation of a \$5m gift. Directed community events to drive volunteer engagement and family enrollment.

AWARDS

Outstanding Changemaker: Issued by Orange County Grantmakers, October 2023

40 Under 40 Award: Issued by Greater Irvine Chamber, September 2024

Women of the Year: Issued by Congressman Lou Correa, May 2025

Kickass Women of the Year: Issued by Orange Coast Magazine, March 2026

Differencemakers Small Nonprofit Person of the Year: Issued by Santa Ana Chamber of Commerce, April 2026

EDUCATION

University of California, Santa Barbara
Bachelors of Arts, Sociology