

SunSentinel

March 20, 2016

Sarah Alsofrom, community relations director, GL Homes

BY CINDY KENT
Staff writer

Who: Sarah Alsofrom says her new job at GL Homes provides a unique opportunity: to give a donation rather than ask for one. Alsofrom joined GL Homes as director of community relations in Sunrise from the Hanley Center Foundation in West Palm Beach, where she was executive director of development and community relations.

How my role is important to the company and the community: Philanthropy is an integral part of GL Homes' culture, dedicated to supporting nonprofits that work with people who are homeless or at risk of becoming homeless, including Homeless Coalition of Palm Beach County, The Lord's Place, The Lewis Center, Place of Hope and Gulfstream Goodwill Industries.

Resume

Experience: My first job out of college was working for Bill Brooks at WPTV News-Ch. 5. Also, the Gunster law firm and the State Attorney's Office of Palm Beach County.

Education: Bachelor's degree, University of Florida, Gainesville; law degree, Stetson University College of Law, St. Petersburg.

Community: Many of us who are community-minded have one nonprofit that holds a special place in our hearts. For me, it's the free 24/7 crisis and information referral hotline 211 Helpline, formerly known as Crisis



SARAH ALSOFROM

Line, which my father, Dr. Robert Alsofrom, founded in 1971.

Strategies

My skills are a composite of my experience... Put it all together — the great people and those relationships I have in the corporate, government and nonprofit sectors, coupled with the knowledge I've gained in journalism, law, marketing, public relations and nonprofit fundraising — and it has led me full circle to a job with GL Homes.

Advice to a young professionals: There are no shortcuts.

On the side

Read: "Contagious: Why Things Catch On," by Jonah Berger.

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