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LOCAL STORIES AUGUST 23, 2021

# Meet Mindi Frankel



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Today we'd like to introduce you to Mindi Frankel.

**Hi Mindi, it's an honor to have you on the platform. Thanks for taking the time to share your story with us – to start maybe you can share some of your backstory with our readers?**

I started my career in marketing, working for computer gaming software companies, but when I decided to have a family, I switched gears and shifted my focus to raising my two children and volunteering

my time in a multitude of non-profits. My work took a turn at this point, and I began consulting for non-profits, helping with their marketing and strategic planning processes.

In 2015, I joined Hands of Peace as a communications and marketing consultant and helped launch their San Diego program, creating a comprehensive marketing and communications strategy for the international organization designed to foster understanding and engagement between divergent cultures. When I was approached about Hebrew Free Loan of San Diego (HFLSD), I was not looking for a new position, but the vision and mission of HFLSD spoke to me. I love the idea of empowering members of my own community by providing interest-free loans to help people achieve financial self-sufficiency. It is amazing to be able to see the impact you bring to your own community!

**I'm sure you wouldn't say it's been obstacle free, but so far would you say the journey have been a fairly smooth road?**

Working as a consultant has its struggles. For me, it is always trying to find that work/life balance. I become so passionate about the jobs I take that I dive in at 150%. For the organizations I work for, that is a great problem to have, but I find that there are times when I have to remind myself that everything on my desk will be there tomorrow. The challenge of working in the non-profit world is that there is always more to do. Learning to be able to walk away at the moment and come back in the morning has been my biggest challenge, but because I love what I do, it makes the obstacles much more surmountable, and the journey is definitely worth it.

**Can you tell our readers more about what you do and what you think sets you apart from others?**

I am currently serving as the Executive Director of Hebrew Free Loan of San Diego (HFLSD), a new nonprofit that is dedicated to providing zero-interest loans to improve lives in the San Diego Jewish community.

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education and covering the unexpected challenges that life throws at us—such as COVID-related limitations. It is a poverty prevention program for those facing financial challenges and needing a hand up. This is a unique opportunity to see a direct impact in my community.

**Any big plans?**

I am excited to continue on my journey and to make HFLSD a household name in the San Diego community. There is always so much need, so anything I can do to help alleviate that is a win. It is thrilling to think that HFLSD can help individuals and families throughout San Diego County overcome challenges and pursue their dreams. I consider myself lucky every day to be in this position.

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