

# LISA CHASTAIN

Lisa was born and raised in Tucson, the daughter of a self-made successful homebuilder. She spent her formative years enjoying the fruits of her father's labors while planning to take over the family business, but God had other plans.

After 6 years in Dallas involved in national ministry, Lisa felt called back to Tucson. She returned and continued in advertising, marketing, promotion, and fundraising with a company catering to national nonprofits, as their Vice President. She helped grow this company from two clients to over 200 nationally.

Meanwhile, an active church member, Lisa became compelled to lead her church in serving the hurting and marginalized, so she resigned from the marketing company to do that full time. She started food and clothing banks, a medical/dental clinic; and education, literacy, housing assistance, and adopt-a-block programs; and more. Altogether, Lisa increased the church's local missions by 400%, but with no added expenses -- just through collaboration and community partnerships.

In 2007, Lisa took over Hope Fest, a long-standing one-day event in Tucson that provides groceries, hygiene items, clothing, medical and dental care, and 100 social services all under one roof to those in need. She grew it from 2,000 attendees to over 20,000 and brought it to other cities, but her long-term goal was to have a permanent brick-and-mortar version.

Lisa has a rich family heritage in Tucson. Her grandfather Ray Chastain, a yardmaster for Southern Pacific Railroad, was so compassionate towards the "hobos" riding the rails that he founded Gospel Rescue Mission (GRM) in 1953 to serve them. In 2017, Lisa became part of this legacy and joined the staff at GRM. Shortly thereafter, Humberto Lopez from the H.S. Lopez Family Foundation asked GRM to help create a "one-stop" center for the homeless. The vision was to revamp an old hotel, provide shelter and services, treat them with dignity and respect, and get them back on their feet.

In 2019, the Center of Opportunity opened. This was the manifestation of Lisa's vision of a



***“Lisa has a passion for helping those in most need become successful.”***

collaborative campus to serve the homeless in Tucson year round.

Lisa then became CEO of GRM and is grateful to be part of an organization that helps the lives of thousands every year.

With over 20 years working with homeless and those on the brink, Lisa has a passion for helping them become successful and self-sufficient. An experienced marketing and communications professional, Lisa thrives on bringing people together to improve her community. She has years of national nonprofit fundraising experience and 13 years as a nonprofit CEO, and serves on numerous leadership councils, committees, and groups that are passionate about affecting change.