



## DAYLA ARABELLA SANTURRI – LONG BIO

It started with a young woman who saw a problem, then had an idea. That idea would evolve into a solution, and that solution would become the foundation of Dayla Arabella, Inc.

For years, Dayla Arabella Santurri witnessed small to mid-size nonprofit organizations fall victim to the same event and public relations obstacles that were easily navigated by her fortune 500 clients. She often lamented the lack of scalable service providers to deliver those much-needed services to nonprofits with operating budgets under seven figures.

Still in her 20s and thriving in the corporate world, Dayla Arabella became known for her side hustle, a pro bono “help desk” that would provide pivotal advice to nonprofits struggling with fundraising, event strategy, and public relations campaigns. Dayla realized these small yet mighty teams did not have the bandwidth to do the work they needed to do, nor could they afford a consultant worthy of their stripes who could offer advice and develop and execute a plan.

While helping these organizations flourish and developing the skills she is known for today as an Event Architect and Media Strategist, Dayla realized this was her true calling and Dayla Arabella Inc. was born.

Now it was time to do the work.

Providing nonprofits with a full slate of public relations, talent scouting, and event coordination services meant bringing together a team of like-minded, philanthropic-natured vendors who embraced a shared mission, a greater goal, and a kinder way of doing business. And that is just what she did.

Organizations from around the country gravitated to Dayla's budding company, spanning the arts, health equity, higher education, and social justice sectors. Since those early days, Dayla Arabella's work with nonprofits—including Big Sister Association of Greater Boston, Bosoma Dance Company, Catholic

Extension, Child Obesity180, The Dimock Center, Emmanuel Music, The Emerge Center of Baton Rouge, Hynes Recovery Center, Justice Resource Institute, March of Dimes of New England, New England Conservatory of Music, Rebecca's Well, Longy School of Music, Newport Music Festival, The New England Philharmonic, Upstage Lung Cancer, Urban Farming Institute and others—has made headline news and received national awards from BizBash, American Women in Media and others.

Dayla's client list continues to grow beyond anything she could have imagined nearly a decade ago. The idea of providing her expertise to non-profits whose voices might not be heard without the benefit of her help is what fills her soul. "I am immensely grateful for the privilege of helping those who go on to help millions of others in need. It has been my clients' incredible work that has inspired the best of my own over the last ten plus years."

For more information, please visit, [DaylaArabella.com](http://DaylaArabella.com)