

Jasmine Salgado
2615 Mountain Lane
Allentown, PA 18103

August 11, 2026

Allentown City Council
435 Hamilton Street
Allentown, PA 18101

Re: City Controller Appointment

Dear Members of Allentown City Council:

I am interested in serving as Allentown's City Controller because I believe my background in finance, accounting, nonprofit leadership, and community work gives me a perspective that would be valuable to the Controller's Office.

I have worked in finance and accounting for more than 20 years. My experience has included accounts payable and receivable, payroll, bank reconciliations, budgeting, financial reporting, audit preparation, tax filings, vendor negotiations, and financial management. At the Baum School of Art, I prepared schedules for the annual audit and served as the primary contact for the auditors. I reviewed the audited financial statements and Form 990, prepared monthly and annual financial reports, participated on the Finance Committee, and created the organization's first annual budget draft.

Today, I am the Co-Founder and Executive Director of Valley Wealth Alliance, where my responsibilities have grown beyond accounting. I oversee the organization's finances, budgets, grant compliance, operations, staff, partnerships, fundraising, and long-term planning. Building an organization has taught me to look at the bigger picture while still paying attention to the details. When resources are limited, every financial decision matters, and you have to be able to understand where the money is going, whether it is being used as intended, and whether the decisions being made are sustainable.

I also bring the perspective of someone who works directly in the Allentown community. Through Valley Wealth Alliance, I work with schools, financial institutions, nonprofits, businesses, families, and community organizations. That work has given me a greater understanding of how decisions made at an organizational or government level ultimately affect the people who live here.

What I would bring to the Office of City Controller is a strong financial background, attention to detail, independence, and a willingness to ask questions. I don't believe financial oversight should be about looking for something to be wrong. It should be about making sure the numbers make sense, processes are being followed, problems are identified when they exist, and public dollars are being handled responsibly.

I also believe residents should be able to understand what is happening with their money. Financial reports and audits can be complicated, but accountability shouldn't be. One of the skills I have developed throughout my career, and especially through my work as a Certified Financial Education Instructor, is the ability to take financial information and explain it in a way that makes sense to people who may not have a financial background.

I care about Allentown and would take the responsibility of serving as City Controller seriously. If appointed, I would bring my financial experience, my knowledge of this community, and my commitment to transparency and accountability to the position. I would also come into the role ready to learn, ask questions, work with City staff and Council, and make independent decisions based on the information provided to me.

Sincerely,

Jasmine Salgado