

La Oportunidad, Inc.

Annual Report 2014



*Championing the development of
Latino individuals and families to
create a strong, peaceful community.*

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Major Accomplishments 2014

In 2014, La Oportunidad provided programs to 946 unduplicated Twin Cities Latinos of all ages with programs for children, youth, adults and families. La Oportunidad exceeded its program goals, maintained organizational stability and positively impacted Latinos in the community. Specific accomplishments during the year include:

Direct Services: 946 unduplicated Latino children, youth, parents, and adults gained practical skills, achieved greater capacity, learned to nurture healthy relationships and connected to a stronger and more peaceful community by participating in programs.

Latino Youth Peace & Leadership Conference: 182 middle and high school youth representing 19 Minneapolis, suburban and outstate schools and 89 adults attended this one-day event.

Young Professionals Program: This program became a regular career path program at La Oportunidad after running almost two years of a successful pilot. In 2014 this program served 201 Latino high school students and young adult immigrants.

Padres Parenting Program and Latinos Ending Abuse Program: These programs designed for adults reached directly 442 parents who showed outstanding progress during the program sessions.

Financial Wellness Education: 410 Latino youth and adults received three to eight hours of financial education. Topics included budgeting, banking and post-secondary education funding.

Community Education & Outreach: 20,000 individuals were reached through La Oportunidad's En Familia (In the Family) cable TV program, coordinating events, educational presentations and partnerships.

We Can't Do it Alone

La Oportunidad relies on the support and assistance of many strategic partnerships to do our work. In addition to the supporters recognized on page nine, other key partners include:

Minneapolis Public Schools: La Oportunidad has partnered with the Minneapolis Public Schools Community Education Department since 1999. In partnership with 21st Century Community Learning Centers, La Oportunidad provides effective after school education, enrichment, engagement and cultural programming that complement the regular academic program in order to help students achieve, connect and thrive. As a Certified Community Partner with the district, La Oportunidad offers programs onsite at Andersen United, Bancroft, Folwell, Jefferson Elementary, Keewaydin, Richard Green Central, Sanford Middle School and Wellstone.

City of Minneapolis Youth Violence Prevention/
Blueprint for Action

Lincoln International High School

Minneapolis Television Network (MTN)

Minnesota Council of Nonprofits

Minnesota Literacy Council

National Coalition Against Domestic Violence

Sagrado Corazón Church

Twin Cities Public Television (TPT)

Windom Dual Immersion School

Youth Intervention Programs Association



A Message from the Board President and the Executive Director

Dear Friends of La Oportunidad,

Through this annual report, we want to share about our important work in the community and our accomplishments in 2014. We also want to express our deep appreciation to those who support our work with their financial contributions, time, energy, and talents. We hope to inspire everyone to join us in our vision of a community in which Latinos –whether long-term residents or new arrivals – thrive and contribute to the strength of the greater community! On behalf of the hundreds of families we serve each year, we would like to say: Thank you, we couldn't do it without you!

With gratitude,

Linda Freemon and Eloísa Echávez

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Maureen Springer

Latino Youth Program Coordinator

Thank you to all of our volunteers in 2014

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Amber Devries
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Aneka Kmiecik
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Bailey Elizabeth Putney
Brandon Martinez
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Mario Solis
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Matthew Schirber
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Oscar Martinez Armenta
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Osiris Contreras Hernandez
Paige Anderson
Paul Delgado Benitez
Reina Mizuno
Reyna Martinez Nazario
Saira Cervantes
Saira Rivera
Stephanie Escobedo
Yessica Zuniga

El Camino Children's Program

El Camino (The Path) is a weekly after school and summer program for Latino children ages 5-11. This bilingual program promotes cultural education and develops life skills that encourage positive attitudes and behaviors in the areas of self, family and community. Programs build positive relationships and pride in cultural roots. Outcomes include increased self-esteem, development of practical assets and a strengthened capacity for life-long success.



Why El Camino Matters: A study of about 3,000 low-income, ethnically-diverse elementary and middle school students found that those who regularly attended high-quality after school programs over two years demonstrated **gains of 12 to 20 percentiles in standardized math test scores**, compared to peers who spent after school hours unsupervised. (Advancement Project CA, 2012)

2014 Results: 299 Latino children participated in one of eight El Camino after-school programs. At least **94%** of children completed the program, and they reported the following results after program completion:

- 84%** recognized their own positive qualities.
- 96%** recognized their importance to their families through lessons on family, culture and tradition.
- 98%** gained understanding of the importance of doing well in school and joining in school activities.

Latino Youth Program

The **Latino Youth Program** provides weekly after school groups and a summer program for Latino youth ages 12-18, working to develop positive attitudes and behaviors in the areas of self, family and community, and emphasize the value of education. This program empowers Latino teenagers to solve problems, plan for their futures and build positive relationships at home and school to boost academic, professional and personal success. Using prevention-based principles, La Oportunidad helps students turn cultural obstacles into advantages.

Why the Latino Youth Program Matters: According to the National Youth Violence Prevention Resource Center, after school hours are the peak time for juvenile crimes and risky behavior. NYVPRC found that children who do not spend any time in after school activities are **49 percent more likely to have used drugs and 37 percent more likely to become a teen parent**. Additionally, research indicates that non-cognitive skills such as persistence, grit, self-control, curiosity and confidence are the most critical factors to success in school and life, even more important than intelligence and quality education. La Oportunidad's after school programs foster these skills for disadvantaged Latino youth (*How Children Succeed*, Paul Tough).



2014 Outcomes: 198 Latino youth participated in one of five after-school Latino Youth Programs. **80%** of students completed the program and reported results such as:

- 85%** learned to appreciate and value their culture and family.
- 87%** reported learning tools for setting personal and educational goals.
- 88%** reported learning qualities of a good leader and how they can be a leader.
- 89%** now believe they can make a difference in their community.

Padres Parenting Program

The **Padres (Parents) Program** offers year-round programming to Latino parents, providing positive techniques to enhance parenting and support their children's education. The Spanish-taught, culturally specific curriculum provides tools to raise healthy, well-adjusted children who will contribute to their communities. Additionally, the Padres program offers financial literacy lessons, community workshops, individual referrals and guidance.

Why Padres Matters: According to Jose Rico, Executive Director of the White House Initiative on Educational Excellence for Latinos, when parents and school personnel work together, students' attendance increases and their academic performance improves. Additional studies show parental involvement helps children develop better social skills and become more likely to graduate from high school and continue on to higher education (NBC Latino).



2014 Outcomes: In 2014, La Oportunidad benefited **302**

Latino parents who attended multiple classes or events. **85%** of parents completed their program, with results including:



94 % developed positive parenting skills and reported applying them in their families.

92 % developed a stronger parenting support system in the community.

96 % improved family relationships.

92 % increased participation in their children's education.

100 % increased their knowledge of financial products and management.

Latinos Ending Abuse Program

The **Latinos Ending Abuse Program (LEAP)** provides year-round group programming to Latino men and women, giving them the tools, education, and support necessary to help eliminate violent behaviors in their relationships, families, and communities. LEAP participants receive education and support that addresses cultural perspectives and factors surrounding patterns of violence and abuse and learn what healthy relationships entail and how to foster them.

Why LEAP Matters: Domestic violence affects entire families; **40-60%** of spousal abusers also abuse children. Even when not abused themselves, children are affected by family abuse and may be more likely to become an abuser or victim. (www.dvalianza.org) Breaking the cycle requires culturally appropriate solutions.

2014 Outcomes: In 2014, LEAP served **140** Latino adults. Most LEAP program participants are required to complete the program to comply with court orders; all clients complete pre-program and post-completion interviews. Sample results from these include:

96% increased understanding of the impact of domestic violence on the family.

91% applying learned concepts and skills as an alternative to domestic violence.

92% improved family relationships.

89% gained knowledge of budgeting, managing money and boosting financial stability.

100% did not re-offend after completion of the program.

Early Literacy Program

In coordination with the Padres Program, the **Early Literacy Program** promotes the value of reading to children ages 4-12. The program offers a structured literacy curriculum, support materials and activities to children who



accompany their parents to the Padres Program. Children engage in book-centered activities with crafts, games, writing exercises and drama, all of which aim to ensure that children are reading by the 3rd grade.

Why the Early Literacy Program Matters:

Early literacy skills develop in real life settings through positive interactions with literacy materials and other people (Boston University Medical Center). The Minneapolis Foundation found that only **41%** of Latino students in Minneapolis enter kindergarten prepared.

Additionally, the academic achievement gaps between Latino and white Minneapolis students remain prominent. Only **48%** of Latino third graders were proficient in reading compared to **91%** of whites.

2014 Outcomes: 50 children participated in the program, gaining fundamental skills during each of the **52** sessions they attended.

Volunteer Program

The **Volunteer Program** welcomes volunteers of various backgrounds to partner with us. Our volunteers often co-facilitate groups with a staff member, gaining hands-on experience in lesson planning, classroom management, bilingual education and learning from the youth and adults who participate in our programs.

Why the Volunteer Program Matters: La Oportunidad's small staff would not have the reach and impact that we do without the partnership and commitment of our volunteers. The **1,513** donated hours have a value of **\$33,150**, according to the Independent Sector, a nonprofit leadership network. While La Oportunidad clearly benefits from volunteers' contributions, so do program participants, who see volunteers as role models. Volunteers benefit as well, gaining valuable experiences and opportunities to interact within and strengthen a culturally diverse community.



2014 Outcomes: La Oportunidad would not have the reach and impact that we do without the partnership and commitment of our volunteers. In 2014, **69** volunteers contributed **1,513** hours of their time and energy to our programs. This includes after school program assistants, early literacy child supervisors, Board members and the Peace and Leadership Conference planning committee of **26** high school students who met weekly for ten months.

Young Professionals/Jovenes Profesionales Program

Young Professionals is a program that helps low-income high school student and adult immigrants explore career options.



The program helps participants plot their futures with hands-on, step-by-step education, career planning, training and job skill development. The goal of this program is to prepare immigrants of diverse backgrounds for bright futures as successful professionals and community leaders.

Why Young Professionals Matters: Finding and keeping a good job is one of the only ways low-income people can improve their economic situation. However, learning

social and work-related expectations, finding available jobs, completing applications, building a solid resume and preparing for interviews can be insurmountable challenges for immigrants with limited language skills. In a survey by the Conference Board, an independent business membership and research association, employers rated skills and qualities such as teamwork, work ethic, problem solving and leadership higher than mathematics and science. La Oportunidad introduces these non-cognitive skills in all classes.

2014 Outcomes: This program reached **201** Latino high school students and adult immigrants. Sample results of this program include:

- 100%** learned how to write a resume.
- 83%** can identify a mentor for themselves.
- 96%** know what profession they would like to pursue.
- 100%** have a plan to fulfill their long and short term goals.
- 96%** know how to apply for scholarships.

Latino Youth Peace and Leadership Conference

The Latino Youth Peace and Leadership Conference is an annual event that promotes youth development, leadership and positive cultural identity. This all-day event celebrates Latino culture and enables Latino middle and high school students see their role as leaders and peacemakers. Youth are able to share their perspectives regarding the peaceful development of their lives and community and learn actions they can share with their families, schools and neighborhoods. Participants meet youth from all over the state while learning and having fun in culturally-specific workshops, presentations and activities that are relevant



to their lives. What makes this a one-of-a-kind event is that it is planned by and for Latino youth; a team of high school students meets weekly for 8 months to plan and develop all elements of the conference.

Why the Peace and Leadership Conference Matters: Latino youth experience high levels of poverty, high dropout rates, low graduation rates, and high unemployment rates. Given demographic projections which estimate that Latinos will compose about **30%** of the U.S. population by 2050, these challenges are significant and pressing for the nation as a whole. As Latino youth populations continue to grow, so does the potential for significant Latino youth contribution to schools and communities. Latino youth leadership programs, like this conference, help Latino youth develop the skills and confidence necessary to see the potential they have to become committed and involved in their schools and community despite challenges.



2014 Outcomes: **182** Latino middle and high school youth representing **19** Minneapolis, suburban and outstate schools, along with **89** adult mentors, school personnel, and volunteers participated in the 2014 conference. This year's theme was **"Cultivating My Wellbeing / Cultivando Mi Bienestar."** Youth ratings of their conference experience averaged **4.5** on a scale of one to five. Some things that students reported that they would take away from the conference and use in their everyday life were ways to stay physically and mentally healthy and being motivated to set goals, reach for their dreams, and never give up. Thanks to our conference sponsors Augsburg College, Youthprise, Medica Foundation, East Minneapolis Exchange Club, and Mall of America for making it all possible.

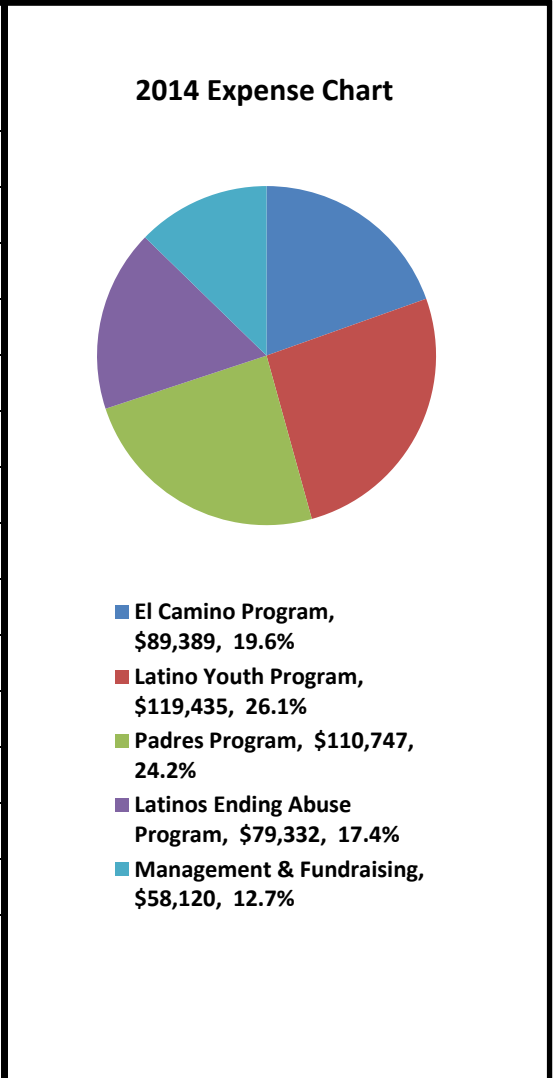


Contributors, Supporters, and Financial Information

Foundation and Corporate Support		
<i>Elmer & Eleanor Andersen Foundation</i>	<i>Mall Of America</i>	<i>Schulze Family Foundation</i>
<i>Bromelkamp Foundation</i>	<i>Marbrook Foundation</i>	<i>Sexton Family Foundation</i>
<i>Patrick & Aimee Butler Family Foundation</i>	<i>Medica Foundation</i>	<i>Thrivent Financial Foundation</i>
<i>Carolyn Foundation</i>	<i>Messerli & Kramer Foundation</i>	<i>Thomson Reuters Foundation</i>
<i>Exchange Club of East Minneapolis</i>	<i>Minneapolis Rotary Foundation</i>	<i>James R. Thorpe Foundation</i>
<i>General Mills Foundation</i>	<i>MN Vikings Children's Fund</i>	<i>Warren Foundation</i>
<i>Gannett Foundation/KARE11-TV</i>	<i>Otto Bremer Foundation</i>	<i>Youthprise</i>
<i>Kopp Family Foundation</i>	<i>Casey Albert T. O'Neil Foundation</i>	

United Way, Government and School Support		
<i>Dakota Community Corrections</i>	<i>Hennepin Community Corrections</i>	<i>MN Department of Public Safety</i>
<i>Greater Twin Cities United Way</i>	<i>Hennepin HSPH: Child Protection</i>	<i>Minneapolis Community Education</i>

	2014		2013	
Unrestricted Contributions & Grants	\$309,201	67.6%	\$288,747	60.6%
Government Service Fees	\$94,220	20.6%	\$119,982	25.2%
All Other Revenues	\$54,194	11.8%	\$67,805	14.2%
Total Support & Revenue	\$457,615		\$476,534	
El Camino Program	\$89,389	19.6%	\$96,966	19.9%
Latino Youth Program	\$119,435	26.1%	\$127,945	26.3%
Padres Program	\$110,747	24.2%	\$119,334	24.5%
Latinos Ending Abuse Program	\$79,332	17.4%	\$82,589	17.0%
Programs Subtotal	\$398,903	87.3%	\$426,834	87.8%
Management & Fundraising	\$58,120	12.7%	\$59,457	12.2%
Total Expenses	\$457,023		\$486,291	
Total Assets	\$346,283		\$366,232	
Total Liabilities	\$17,040		\$25,581	
Change in Net Assets	\$592		(\$9,757)	
Beginning Net Assets	\$319,651		\$329,408	
Net Assets Ending	\$320,243		\$319,651	



Contributors and Supporters

Individual Donors

<i>Dean A. and Debra A. Armstrong</i>	<i>Eloisa Echavez</i>	<i>Maria Gonzalez-O'Brien</i>	<i>Jorge Ulate-Rodriguez</i>
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Corporate Employee Donors

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<i>General Mills</i>	<i>Thrivent Choice Program</i>
<i>Medtronic, Inc.</i>	<i>Thrivent Financial</i>

In-Kind Contributions

<i>Augsburg College Latin@ Student Services</i>	<i>MOA Tourism Department</i>	<i>MN Wild</i>
<i>Comcast</i>	<i>MN Timberwolves FastBreak Foundation</i>	<i>Starbucks</i>
<i>Hats & Mittens</i>	<i>MN Twins</i>	



This list includes contributions from January 1, 2014-December 31, 2014 Every effort has been made to ensure accuracy. However, if we have overlooked anyone, we apologize and would greatly appreciate being notified. Please call us at 612-872-6165.

Thank you for supporting La Oportunidad!



Annual Report 2014

2700 E Lake Street, Suite 3200

Minneapolis, MN 55406

*Championing the development of Latino
individuals and families to create a
strong, peaceful community.*



*Ser un líder en el desarrollo de individuos
y familias Latinas para crear una
comunidad fuerte y pacífica.*

La Oportunidad Inc.

2700 East Lake Street, Suite 3200

Minneapolis, MN 55406



Community Partner

www.oportunidad.org



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612-872-6165 phone

612-872-0964 fax

