

La Oportunidad, Inc.

Annual Report 2015



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

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Major Accomplishments 2015

In 2015, La Oportunidad provided programs to 870 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. Key accomplishments during the year include:

Direct Services: 870 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 Leadership Conference: 258 middle and high school youth representing 24 Minneapolis, suburban and outstate schools and **68 adults** attended this one-day event.

Young Professionals Program: This program became a regular career path program at La Oportunidad after running for two years of a successful pilot.

Padres Parenting Program and Latinos Ending Abuse Program: These programs designed for adults reached directly **322** parents who showed outstanding progress during the program sessions.

Financial Wellness Education: Over 400 Latino youth and adults received three to eight hours of financial education. Topics included budgeting, banking and post-secondary education funding.

Community Education & Outreach: Approximately, **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 ten and eleven, 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 offered programs onsite at Andersen United Elementary, Bancroft Elementary, Folwell Middle School, Ramsey Middle School, Roosevelt High School, Sanford Middle School and Wellstone International High School.

Additional Partners in 2015 include:

Augsburg College

City of Minneapolis Youth Violence Prevention/
Blueprint for Action

Hennepin County Library

Lincoln International High School

Latino Economic Development Center

Minneapolis Television Network (MTN)

Minnesota Council of Nonprofits

Minnesota History Center

Minnesota Literacy Council/Open Door Learning

National Coalition Against Domestic Violence

North Park Elementary School

Pope John Paul II Catholic School

Sagrado Corazón Church

Twin Cities Public Television (TPT)

University Of Minnesota

Urban Ventures

Waite House- Neighborhood Center

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 impact in the community and key accomplishments in 2015. In addition, we would like to let you know that we moved our office in December: same strategically-located building, same floor, different Suite (from #3200 to #3100); less expensive yet more effective use of space.

We also want to take this opportunity 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: Muchas Gracias, we couldn't do it without you! With much gratitude,

Linda Freemon and Eloísa Echávez

Current Board of Directors

Linda Freemon, President

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Mario Duarte, Vice President

Partner, Latino Communications Network

Brian Grande, Secretary

Data Analyst Associate, Fairview Health Services

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Elizabet Urrutia

Office Manager and Volunteer Coordinator

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Finance Coordinator

Teofilo Nuñez

LEAP and Parents Program Coordinator

Maureen Springer

Latino Youth Program Coordinator

Esteban Rodríguez-Hefty

Young Professionals Program Coordinator

Thank you to all of our volunteers in 2015

Ana Alvarado
Anahi Gil
Alvaro Coraizaco
Bri Desjardins
Brandon Martinez
David Echavez-Valdez
David Torres
Diana Mozo Ceron
Diana Vega Vega
Erik Garcia
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Saira Cervantes
Samantha Carley
Selene Nasario
Sheila Rojas
Stephanie Escobedo
Whitselly Ramirez

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.

In 2015, El Camino served **70** children. Some of the program outcomes include:

98% of respondents identified their own positive qualities and reported an increased self-esteem.

84% of respondents recognized their importance to their families through lessons on family, culture and tradition.

98% of respondents gained understanding of the importance of doing well in school and joining in school activities.

Why the El Camino (The Path) Children Program matters: A study of approximately 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).

Latino Youth Programs

La Oportunidad's Youth Development & Leadership and Young Professionals Programs serve under-represented, low-income Latino immigrant youth by providing them with the education, life-long skills development, tools, and connections needed to lead and succeed in the 21st century. For over 20 years, we have worked successfully with schools, families, and the community to close educational achievement gaps and eliminate cycles of violence and poverty. Through bilingual, culturally competent school-based programs and complementary activities such as the Annual Latino Youth Leadership Conference and summer programming, Latino youth gain a plan of action to pursue higher education, an introduction to career pathways, work-readiness skills, leadership skills and community involvement.



Youth Development & Leadership Program

Weekly after school groups at middle and high schools and a six-week summer session assist Latino youth ages 12-18 to develop life-long skills, positive attitudes and behaviors in the areas of education, self, family and community and help them become positive, contributing community members. The summer program features a single project such as creating a mural on a community building or cooking family recipes. An annual student-led Latino Youth Leadership Conference brings together over 250 area youth for a day-long event to share cultural pride, learn new skills and explore ways to build peace in their lives.



School-based program: In 2015, the program served **148** Latino youth. Program outcomes include:

92% of respondents reported increased skills, knowledge and/or positive attitudes in the area of self-esteem, and/or self-worth.

94% of respondents reported increased skills, knowledge and/or positive attitudes toward their personal and/or educational goals.

94% of respondents reported improved skills, knowledge, and/or positive attitudes in their relationships (with peers, family and others)

77% of respondents reported increased knowledge or skills in financial wellness.

98% of respondents reported increased capacity for leadership and/or ability to make positive contribution to their community.

Annual Latino Youth Leadership Conference:

In 2015, **258** Latino middle and high school youth (including planning members) representing **24** Minneapolis, suburban and outstate schools, along with **68 adult** mentors, school personnel, community leaders, and artists participated in the conference.

95% of youth expressed increased skills, knowledge and/or positive attitudes in at least one of the following areas: self, relationships, education and/or community.

86% of youth reported increased pride in and/or connection to their culture. Some things that youth reported taking away from the conference that they would use in their everyday life were increased self-confidence, embracing and believing in themselves, and being proud of who they are.



The **2015** Latino Youth Leadership Conference took place on May 8, 2015 at Augsburg College. The Theme of the 2015 conference was "Express your Identity/Expresa tu identidad" and conference participants also enjoyed a powerful and dynamic message delivered by national Keynote speaker Gabe Salazar.

The Latino Youth Leadership Conference is an annual conference for Latino middle school and high school youth, consisting of workshops, presentations, and activities that promote healthy youth development, leadership, and positive cultural identity. Through interactive workshops and activities, conference participants learn from each other and share their perspectives and experiences regarding issues relevant in the lives of Latino youth. What makes this event one-of-a-kind, is that it is planned by Latino youth, a key element of the conference's continued success. A leadership committee of twenty Latino high school students meets weekly for eight months to plan and implement all elements of the conference.

Why the Latino Youth Development & Leadership 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).

Young Professionals Career Path Program

Created in the summer of 2013 as a pilot program, this program was so successful that was fully implemented and has been offered year-round since 2014. This program helps mostly older teen (and also young adult immigrants) plot their futures with career planning and hands-on, step-by-step job seeking skill development. In 2015, the program served **57** youth. Some of the program outcomes include:

100% of respondents learned how to write a resume.

86% of respondents can identify a Mentor.

92% of respondents know what profession they want to pursue.

94% of respondents have a plan to fulfill their long and short term goals.

86% of respondents know how to apply for scholarships.

Why the Young Professionals Career Path Program Matters: Finding and keeping a good job is one of the only ways persons of low income 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.



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.

In 2015, the Padres Program served **151** parents. Some of the program outcomes include:

88% of respondents developed positive parenting skills and reported applying them in their families.

90% of respondents improved family relationships.

94% of respondents developed a stronger parenting support system in the community.

94% of respondents increased participation in their children's education.

86% of respondents increased their knowledge of financial products and management.



Why the Padres (Parents) Program 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).

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.

2015 Outcomes: 15 children participated in the program, gaining fundamental skills during each of the sessions they attended.

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.

In 2015, the Latinos Ending Abuse Program served **171** Latino adults. Some of the program outcomes include:

- 95%** increased understanding of the impact of domestic violence on the family.
- 88%** applied learned concepts and skills as an alternative to domestic violence.
- 88%** improved family relationships.
- 86%** gained knowledge of budgeting, managing money and boosting financial stability.
- 100%** did not re-offend after completion of the program.

Why Latino Ending Abuse Program Matters: Latinos Ending Abuse Program (LEAP) addresses the need for culturally specific violence prevention and intervention education for Latino families in the Twin Cities. Latina women face barriers that other women do not face: many do not speak English well or at all, they may not have legal status in the United States, they do not understand the legal system, and they are accustomed to a culture of pervasive machismo. In addition to the impact of abuse on women, it is estimated that 40-60% of men who abuse women also abuse children (www.dvalianza.org). "Several factors, including discrimination and a lack of bilingual/bicultural staff, have led to an underutilization of domestic violence services by Latinos affected by domestic violence." (www.dvalianza.org) for undocumented immigrants, fear of deportation is a major barrier to accessing services.

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 **3062** donated hours have a value of **\$67,088.22** 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.

2015 Outcomes: La Oportunidad would not have the reach and impact that we do without the partnership and commitment of our volunteers. In 2015, **58** volunteers contributed **3062** 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 **30** high school students who met weekly for ten months.



En Familia T.V. Show

Created by E&B Productions, En Familia (Among Family) is a Spanish-language television program in its eighth year of production. The program is produced and hosted by La Oportunidad's Executive Director, Eloisa Echávez, who covers a variety of topics including education, parenting, health, financial literacy, domestic violence, housing, immigration, community involvement, leadership development and much more. As the only Spanish television program for Minnesota's Latino community taped at MTN Studios, En Familia brings important information and empowering resources to its viewers. Around 20,000 individuals are reached by En Familia each year, which has contributed to the program's broad community recognition.



To learn more and/or view complete shows go to: <http://oportunidad.org/programs/television-program>. Below is a partial list of most recent shows, name of the guest, and topic presented & discussed:

- Sheila Rojas, Latino Youth's Mental Health Issues, Prevention and Treatment.
- Humberto Olivares, Overcoming Barriers to Success and Empowering Latino Individuals.
- Karen Hernandez, Latino Youth Community Involvement and Leadership.
- Monica Hurtado and Gabriella Deal-Marquez, Voices for Racial Justice.
- Marcela Sanchez, Hennepin County Library, Resources and Programs for Latino Families.
- Rodolfo Gutierrez, HACER, The Education of Latinos in Minnesota Report.
- Maria ("Maita") Maggi, Elementary Education and Latino Families.
- Carolina Bradpiece, Philanthropy and the Latino Community.
- Mauricio Cifuentes, CLUES's Mental Health Services.
- Elia Dimayuga-Bruggeman, MN Department of Education, Importance of Parental Involvement.
- Vincent Ruiz Ponce, University of Minnesota-Twin Cities, College Admission Process.
- Mildred Patricia Lanning, Community Involvement and Benefits of Volunteering.
- Ana Espitia Rosas and Brian Grande, Impact of La Oportunidad's Programs in their Lives.
- Yolanda Cotterall, Rodolfo Gutierrez, and Jack Reuler, Mixed Blood Theater.
- Ruby Arzudia-Lee, Employment Services to the Latino Community.
- Roma Calatayud-Stocks, Mexican Author, Writer & Composer, Succeeding in the Industry.
- Blanca Raniolo, Windom Enrichment Resource Center (WERC), Resources to the Community.
- Rosalinda Armendariz, Lincoln International High School, Charter Schools for Latino Youth.
- Stephanie Escobedo and Reyna Yadira Martinez, Breaking Barriers and Inspiring other Youth.
- Ytmar Santiago, MN Department of Human Rights, Resources and Services to the Community.
- Dr. Ana Diaz, Mental Health Issues Affecting the Latino Community (Depression & Dementia).
- Carmen Robles and Cecilia Marquina, Jóvenes de Salud, Closing the Achievement Gap.
- Lorena Duarte, Latina Writer and Poet, Inspiring Young Latina Artists.
- Josefina Franco and Margarita Carrillo, Waite House, Mujeres en Liderazgo/Latina Woman Leadership Media and Political Empowerment Project.
- Roxanny Almendariz, NEDA, Housing Services and Resources for the Latino Community.
- Teo Nunez, La Oportunidad's LEAP and Padres Programs, Eliminating the Cycle of Violence.
- Dr. Renee Camara, Lake Street Dental. Oral Health, Prevention and Treatment of Oral Diseases.

Contributors, Supporters, and Financial Information

Foundation and Corporate Support

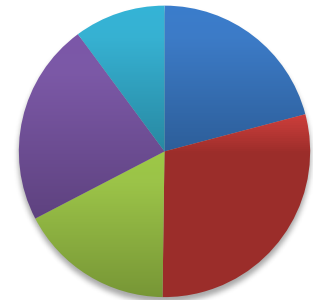
<i>Elmer & Eleanor Andersen Foundation</i>	<i>Marbrook Foundation</i>	<i>Sexton Family Foundation</i>
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<i>Catholic Community Foundation</i>	<i>Messerli & Kramer Foundation</i>	<i>Thomson Reuters Foundation</i>
<i>General Mills Foundation</i>	<i>McDonald's</i>	<i>James R. Thorpe Foundation</i>
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<i>Mall Of America</i>	<i>Casey Albert T. O'Neil Foundation</i>	

United Way, Government and School Support

<i>Dakota Community Corrections</i>	<i>Hennepin HSPH: Child Protection</i>	<i>Minneapolis Schools :</i>
<i>Greater Twin Cities United Way</i>	<i>MN Department of Public Safety</i>	<i>-Minneapolis Community Education</i>
<i>Hennepin Community Corrections</i>		<i>-English Language Learners</i>

	2015		2014	
Unrestricted Contributions & Grants	\$260,605	57.50%	\$309,201	67.6%
Government Service Fees	\$102,482	22.60%	\$94,220	20.6%
All Other Revenues	\$90,254	19.90%	\$54,194	11.8%
Total Support & Revenue	\$453,341		\$457,615	
El Camino Program	\$94,539	20.9%	\$89,389	19.6%
Latino Youth Program	\$132,612	29.3%	\$119,435	26.1%
Padres Program	\$77,625	17.2%	\$110,747	24.2%
Latinos Ending Abuse Program	\$101,733	22.5%	\$79,332	17.4%
Programs Subtotal	\$406,509	89.9%	\$398,903	87.3%
Management & Fundraising	\$45,837	10.1%	\$58,120	12.7%
Total Expenses	\$452,346		\$457,023	
Total Assets	\$376,001		\$346,283	
Total Liabilities	\$19,513		\$17,040	
Change in Net Assets	\$995		\$592	
Beginning Net Assets	\$320,241		\$319,651	
Net Assets Ending	\$321,236		\$320,243	

2015 Expense Chart



- El Camino Program, \$94,539 20.9%
- Latino Youth Program, \$132,612 29.3%
- Padres Program, \$77,625 17.2%
- Latinos Ending Abuse Program, \$101,733 22.5%
- Management & Fundraising, \$45,837 10.1%

Contributors and Supporters

Individual Donors		
<i>Dean A. and Debra A. Armstrong</i>	<i>Linda Freemon</i>	<i>Alice Pena</i>
<i>ANONYMOUS</i>	<i>Alex Gonzalez</i>	<i>Jorge Ulate-Rodriguez</i>
<i>Mario Duarte</i>	<i>Brian Grande</i>	<i>John L. Romano</i>
<i>Eloisa Echavez</i>	<i>Maria and Lloyd Johnson</i>	<i>Andrea Villeda</i>
<i>Ana Espitia Rosas</i>	<i>Diane L. and William F. Nelson</i>	
Corporate Employee Donors		
<i>Ameriprise Financial</i>	<i>The K Foundation</i>	<i>Thrivent Choice Program</i>
<i>The Benevity Community Impact Fund</i>	<i>Medtronic Foundation</i>	<i>Thrivent Financial Foundation</i>
<i>General Mills Foundation</i>	<i>Prudential Foundation</i>	
In-Kind Contributions		
<i>AMC Theaters</i>	<i>Half Price Books</i>	<i>MN Twins</i>
<i>Augsburg College Latin@ Student Services</i>	<i>Hats & Mittens</i>	<i>MN Wild</i>
<i>Blick Art Materials</i>	<i>MOA Tourism Department</i>	<i>SCSU M.E.Ch.A</i>
<i>Comcast</i>	<i>MN Timberwolves FastBreak Foundation</i>	<i>Starbucks</i>



This list includes contributions from January 1, 2015-December 31, 2015 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 2015

2700 E Lake Street, Suite 3100

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.*



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