

La Oportunidad, Inc.

Annual Report 2013



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

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Major Accomplishments 2013

In 2013, La Oportunidad provided programs to 1,147 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. In addition to our four core programs, La Oportunidad formally implemented one new program and completed a pilot project in 2013. Specific accomplishments during the year include:

Direct Services: 1,147 Latino children, youth, parents and adults gained practical skills, increased capacity, learned to nurture healthy relationships and connected to a stronger and more peaceful community by participating in programs. 125 individuals participated in multiple groups or activities.

Early Literacy Programming: Many children ages 4-12 accompany their parents to Padres program sessions. To benefit them and **boost reading skills**, we developed structured literacy curriculum, which was formally implemented in all Padres groups of 2013. In addition, this year La Oportunidad began a new collaboration with **Hennepin County Libraries** to improve Twin Cities Latinos' access to systems that will help them succeed. Padres class participants are introduced to the resources available at libraries and the value of books and reading to their young children. Some El Camino groups have hosted puppet shows and art displays at library branches.

Young Professionals/Jovenes Profesionales Program: What began as a pilot project in the summer of 2013 was formally introduced as an ongoing program in the fall, helping **58 teen and adult immigrants** realistically plot their futures with personal assessment, targeted career planning and hands-on, step-by-step education, training and job seeking skill development.

Financial Wellness Education: 420 Latino youth and adults received three to eight hours of financial education. Topics included budgeting, banking and post-secondary education funding.

A special **Financial Literacy Project** assessed financial lessons offered in Latino Youth Programs to determine their value and identify ways to improve programming that best addresses the needs and situations of young immigrant middle school students, especially Latina girls.

Community Education & Outreach: 20,000 individuals were impacted through La Oportunidad's **En Familia (In the Family) cable TV program**, coordinating events and educational presentations, such as a Prosperity Act and DACA (Deferred Action for Childhood Arrivals) conference, Exploring the Cultures of the Twin Cities Seminar along with City Stay/University of St. Thomas and a training session for AmeriCorps and VISTA volunteers working with Latino students through College Possible.

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 pages eight and 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, Jefferson Elementary, Keewaydin, Richard Green Central and Sanford Middle School.

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 Supporters,

We provide this annual report to share La Oportunidad's programs, activities, accomplishments, supporters and partners. We thank those who support the important work we do to champion the development of Latino individuals and families to create a strong, peaceful community.

In 2013, La Oportunidad continued to establish and strengthen partnerships within the community. Supporters and partners make a difference in the lives of the hundreds of Latino children, youth and families that we serve each year.

The outcome of our work continues to fill us with joy, pride and motivation so that we can continue to strive for our vision of a community in which Latinos— whether long-term residents or new arrivals — thrive and contribute to the strengthening of a greater community!

With gratitude,

Linda Freemon and Eloísa Echávez

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Latino Youth Program Coordinator

Thank you to all of our volunteers in 2013

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Saira Rivera
Stephanie Escobedo
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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)

2013 Results: 302 Latino children participated in one of eight El Camino after school programs. At least **92%** of children completed the program, reporting the following results:

- 82%** identified their own positive qualities.

- 95%** 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 participating 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).



2013 Outcomes: 142 Students participated in one of five after school Latino Youth Programs. **83%** completed the program and reported results such as:

- 85%** learned to appreciate and value their culture and family.

- 88%** reported learning tools for setting personal and educational goals.

- 88%** reported learning qualities of a good leader and how they can be a leader.

- 88%** 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).



2013 Outcomes: In 2013, La Oportunidad benefited **138 unduplicated** Latino parents and **145 duplicated** parents who attended multiple classes or events. **85%** of parents completed their program; results included:



92% developed positive parenting skills and reported applying them to their families, which improved family relationships.

90% developed a stronger parenting support system in the community.

90% 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.

2013 Outcomes: In 2013, LEAP served **140** Latino adults. Most LEAP participants are required to complete the program. Sample results from post-completion interviews include:

95% increased understanding of the impact of domestic violence on the family.

92% applied learned concepts and skills as an alternative to domestic violence.

92% improved family relationships.

90% 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.

2013 Outcomes: **21** children participated in the program, gaining fundamental skills during each of the **96** 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 **2,087** donated hours have a value of **\$45,726**, 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.

2013 Outcomes: La Oportunidad would not have the reach and impact that we do without the partnership and commitment of our volunteers. In 2013, **72** volunteers contributed **2,087** 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 new 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. Participants are provided practical assistance to find and secure long-lasting, stable jobs. 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.

2013 Outcomes: 58 teenage and adult immigrants discovered their skills and special talents, explored career paths specific to their strengths and dreams and obtained vital assets necessary for the job seeking process.

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 helps Latino middle and high school students learn to share peace through leadership. Teens see their role as peacemakers and learn actions they can share with their families, schools and neighborhoods. Participants meet students from other schools while learning and having fun in culturally-specific workshops, presentations and activities 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 10 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.

2013 Outcomes: 178 Latino middle and high school youth representing 19 Minneapolis, suburban and outstate schools, along with 82 adult mentors, school personnel, and volunteers attended the 2013 conference. This year's theme was **"Traditions in Our Hearts; United We Thrive."** Student ratings of their conference experience averaged **4.3** on a scale of one to five. Students reported gaining a sense of cultural pride, motivation to never give up and respect for other people's struggles. Thanks to our conference sponsors Augsburg College, Youthprise, Medica Foundation and Mall of America for making it all possible.

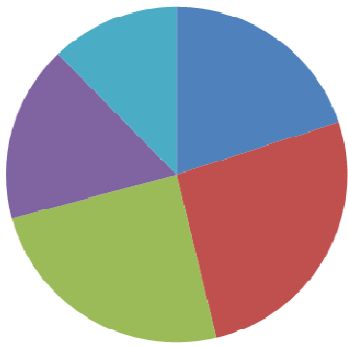
Contributors, Supporters, and Financial Information

Foundation and Corporate Support

<i>Elmer L. & Eleanor J. Andersen Foundation</i>	<i>Itasca Consulting Group</i>	<i>Otto Bremer Foundation</i>
<i>Build-A-Bear Workshop Foundation</i>	<i>Jostens Foundation</i>	<i>Roundy's Foundation</i>
<i>Patrick & Aimee Butler Family Foundation</i>	<i>Kopp Family Foundation</i>	<i>Sexton Family Foundation</i>
<i>Catholic Community Foundation</i>	<i>Mall of America</i>	<i>Target</i>
<i>East Minneapolis Exchange Club</i>	<i>Medica Foundation</i>	<i>James R. Thorpe Foundation</i>
<i>General Mills Communities of Color Grants</i>	<i>Messerli & Kramer Foundation</i>	<i>Thrivent Foundation for Lutherans</i>
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<i>Gorshteyn Enterprises</i>	<i>Minnesota Vikings Children's Fund</i>	<i>Youthprise</i>
<i>International Paper</i>	<i>Casey Albert T. O'Neil Foundation</i>	

United Way, Government and School Support

<i>Combined Federal Campaign</i>	<i>Hennepin HSPH: Child Protection</i>	<i>State of Minnesota, Department of Public Safety</i>
<i>Dakota Community Corrections</i>	<i>Hennepin Community Corrections</i>	
<i>Greater Twin Cities United Way</i>	<i>Minneapolis Public Schools</i>	

	2013		2012		<p>2013 Expense Chart</p>  <ul style="list-style-type: none"> ■ El Camino Program: \$96,966, 20% ■ Latino Youth Program: \$127,945, 26% ■ Padres Program: \$119,334, 25% ■ Latinos Ending Abuse Program: \$82,589, 17% ■ Management and Fundraising: \$59,457, 12%
Unrestricted Contributions & Grants	\$288,747	60.7%	\$303,393	64.3%	
Government Service Fees	\$119,982	25%	\$113,268	24%	
All Other Revenues	\$67,805	14.3%	\$55,388	11.7%	
Total Support & Revenue	\$476,534		\$472,049		
El Camino Program	\$96,966	20%	\$84,448	18%	
Latino Youth Program	\$127,945	26%	\$157,066	33%	
Padres Program	\$119,334	25%	\$111,710	24%	
Latinos Ending Abuse Program	\$82,589	17%	\$77,616	16.4%	
Programs Subtotal	\$426,834	88%	\$430,840	91.4%	
Management & Fundraising	\$59,457	12%	\$40,468	8.6%	
Total Expenses	\$486,291		\$471,308		
Change in Net Assets	(\$9,757)		\$741		
Beginning Net Assets	\$329,408		\$328,667		
Net Assets Ending	\$319,651		\$329,408		

Contributors and Supporters

Individual Donors			
<i>Anabel Aguilera</i>	<i>Eloisa Echavez</i>	<i>Brian Grande</i>	<i>William F. Nelson</i>
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<i>City of Minneapolis</i>	<i>Prudential Foundation</i>	<i>United Health Group</i>	
In-Kind Contributions			
<i>Hats & Mittens</i>	<i>MOA Tourism Department</i>	<i>Target</i>	
<i>Augsburg College Hispanic-Latino</i>	<i>MN Wild</i>	<i>Carol Mao and Sara Tschimperle</i>	
<i>Student Services</i>	<i>MN Timberwolves FastBreak Foundation</i>	<i>Panera Bread</i>	



*This list includes contributions from January 1, 2013-December 31, 2013. 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 written and designed by Michelle Jerome]



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Annual Report 2013

*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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