

La Oportunidad, Inc.

Annual Report 2019



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

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Why Our Work Matters?

For 30 years, La Oportunidad has responded to critical community needs by providing programs for low-income, under-served Latinos of all ages. **The mission of La Oportunidad is to champion the development of Latino individuals and families to create a strong, peaceful community.** Since 1987, we have provided bilingual and culturally relevant family-centered programs for Latino children, youth, adults and families.

The goal of La Oportunidad is to address the interconnected issues that impact underserved Twin Cities Latinos and which result in significant educational achievement gaps, high poverty rates, and high rates of domestic abuse. Our critical role in closing the achievement gap and breaking the cycles of violence and poverty positively impacts the Latino community.

Specifically, La Oportunidad impacts hundreds **(848 in 2019)** of Latino individuals and families in the community each year by:

- ~ Fostering social and emotional development in children and youth and preparing them for successful educational and career pathways.
- ~ Providing parents with the tools to support their children's development and paths to success.
- ~ Empowering individuals and families to live violence-free and engage meaningfully in their communities.

Outcomes and indicators for each program are found on subsequent pages of this report.

We Can't Do it Alone!

Our organization enjoys 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, in 2019 La Oportunidad offered programs onsite at **Andersen United Elementary, Bancroft Elementary School, Folwell Middle School, Jefferson Elementary School, and Wellstone International High School.**

Additional Partners in 2019 include:

Anthony Middle School

Augsburg University

Hennepin County Library

Hopkins Public School

Hopkins North Junior High School

Inver Grove Heights Middle School

Lincoln International High School

Minneapolis Television Network (MTN)

MN Department of Natural Resources & National Wildlife Refuge

Minnesota Governor's Office of Inclusion

Minnesota Literacy Council/Open Door Learning

University of Minnesota

Urban Ventures

Youth Intervention Programs Association

Window Dual Immersion School



A Message from the Board President and the Executive Director

Dear friends and supporters of La Oportunidad,

We are very proud to share in this report our accomplishments of 2019. These achievements include exceeding all program goals as well as organizing yet another successful Annual Latino Youth Leadership Conference! We are very grateful to our financial supporters, partners, board, staff and volunteers; all of who have contributed to the advancement of ***our vision of a community in which all Latinos thrive and contribute to the strength of the greater community.***

As we welcome 2020, everyone – including our organization and the families we serve – has felt the impact of the Covid-19 virus. We continue to work even harder and more than ever need your support to accomplish our mission of championing the development of Latino individuals and families in our community.

With deep gratitude,
Anne Knauff and Eloisa Echavez

Current Board of Directors

Anne Knauff, President
Retired Design Manager

Brian Grande, Vice-President
Reporting Analyst, OPTUM

Humberto Olivares, Treasurer
Investment Management Specialist, Wells Fargo Private Bank

Aldo Rubio Lopez, Secretary
Sr. Buyer, Minneapolis Public Schools

William Nelson
Retired Manager, Volunteers of America

Sofia Rodriguez Schmeling
Auditor, Federal Reserve Bank of Minneapolis

Current Board Advisors

Bernice Arias
Manager, Contact Center Operations at Allina Health

Pamela Barragán
Commander, St. Paul Police Department

Linda Freemon
Retired (Health Industry)

María Ramírez Johnson
Retired Teacher, Minneapolis Public Schools

Current Staff

Eloisa Echávez
Executive Director

Jill Spurgeon
Finance Coordinator

Elizabet Vargas
Office Manager and El Camino Program Coordinator

Adrian Diaz
Latino Youth Leadership Conference Coordinator

Teo Nuñez
LEAP and Parents Program Coordinator

Caroline Stevens
Young Professional Program Coordinator

Brianna Bjorge
Latino Youth Program Coordinator

Thank you to all of our volunteers in 2019

Adriana Castaneda
 Alan Galarza
 Alfonso Terraza
 Anguely Mendez
 Brandon Martinez
 Danna Aguilar
 David Torres
 Edwin Lozano

Emmanuel Nunez
 Erik Garcia
 Jordan Ceballos
 Josiah Bardwell
 Itzel Guadalupe Garcia
 Kaily Ceballos
 Laura Gonzalez
 Madeline Guyot

Maria Rios
 Marlene Rodriguez
 Michael Pliego
 Moncerat Castaneda
 Noemi Ortega
 Pedrag Radakuwi
 Randy Ortiz
 Rigoberto Gonzalez

Sandy Canseco
 Santiago Rodriguez
 Timothy Souvenarath
 Wendy Sanchez
 Yulissa Ortega
 Zayra Flores

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 2019, El Camino positively impacted **113** children through our school-based **after-school groups (103)** and **summer programming (10)**. Some of the program outcomes include:

95% Increased positive feelings about themselves and their identity.

98% Increased awareness of the importance of family and culture.

100% Improved relationships with peers, friends and family members.

89% Increased awareness of the importance of doing well in school and having positive involvement in their school and community.

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. 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.



In 2019, the program served **103** Latino youth. Program outcomes include:

88% Increased participation in their education and life goals

97% Increased sense of self-esteem and self-worth

90% Improved relationships with peers, family members and others

90% Increased capacity for leadership and/or ability to make a positive contribution to their community

Annual Latinx Youth Leadership Conference:

Our annual student-led **Latino Youth Leadership Conference** that took place on May 3, 2019 at Augsburg University brought together **242 area youth** and 50 adults (school personnel, mentors, community leaders) for a day-long event to share cultural pride, learn and



apply life-long skills, including leadership skills and to be empowered to pursue their educational, career and community engagement goals. The event was planned by **18 youth** members of our Mentorship-Leadership-Community Engagement Academy, who planned every aspect of the event including the overall theme (Environmental Justice and Sustainability) and 12 workshops that supported this theme.

87% of youth expressed an increase in cultural pride, **80%** expressed an increased sense of and capacity for leadership, and **86%** expressed an increase in skills, knowledge and/or positive attitudes in at least one of the following areas: self, relationships, education, and/or community. **100%** of school chaperones mentioned they were happy with the event.

The LYLC Youth Planning Committee is the heart and soul of the Conference. Representing many different schools from the Twin Cities, the Committee (comprised of students, mentors, intern, and the Lead Conference Coordinator) meets from August to May to plan all aspects of this unique event. The goal of the Committee is to plan an exciting and inspiring event for

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 2019, 172 youth and young adults participated in this program: 71 in our school-based weekly/bi-weekly program groups and 101 in our specialized career path workshops –which were offered in 2019 to meet a specific demand in this area).

Main program outcomes include:

98% Identified a career path that matches their strengths and interests.

95% Identified required education and skills needed to pursue their career path.

93% Developed a plan to fulfill their short and long-term career goals.

100% Identified a mentor who can support them.



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 **2019**, the Padres Program served **82 parents** through our weekly sessions (24) and/or specialized workshops (58). Main program outcomes include:

90% Developed positive parenting skills, applied them at home, and improved family relationships.

100% Increased participation in their children's education.

95% Developed a stronger parenting support system in the community.

90% Increased knowledge of personal financial 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).



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 **2019**, LEAP positively impacted **118** Latino adults. Some of the program outcomes include:

93% Increased understanding of the impact of domestic violence on the family.

95% Practiced concepts and skills shared in class as alternatives to violence and improved family relationships.

89% Increased knowledge of personal financial management.

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 1714 donated hours have a value of \$ 37,554 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.



2019 Outcomes: La Oportunidad would not have the reach and impact that we do without the partnership and commitment of our volunteers. In 2019, **35** volunteers contributed 1714 hours of their time and energy to our programs. This includes after school program assistants, Board members and our Youth Leadership Conference planning committee members.

LATINO POWER Youth Summer Program

The main goal of this program is to expose Latino youth to the power they have in their communities and how they can become positive change agents in our society. In 2019, the program coordinated its second “Latins in Action” community event (free and open to the public) that took place on September 21st at Powderhorn Park in Minneapolis.

In addition to music, dancing, and art, we had several tables with resources for event attendees, including information from the MN Council on Latino Affairs, a table with representatives from the U of M who were conducting a family research study, the Office of Multicultural Services of Hennepin County, and a table for the U.S. Census, who were recruiting census takers. Event attendees were able to take advantage of the opportunity to learn from this diverse group of organizations. There was also a presentation in Spanish about the Advocates for Human Rights organization (specifically on immigrants’ rights and human/labor trafficking). This was a very fun and informative event not only for the youth but for the families and the community members who participated.



En Familia T.V. Show

Created by E&B Productions, En Familia (Among Family) is a Spanish-language television program in its tenth 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. Thousands of individuals are reached by En Familia each year, which has contributed to the program’s broad community recognition.



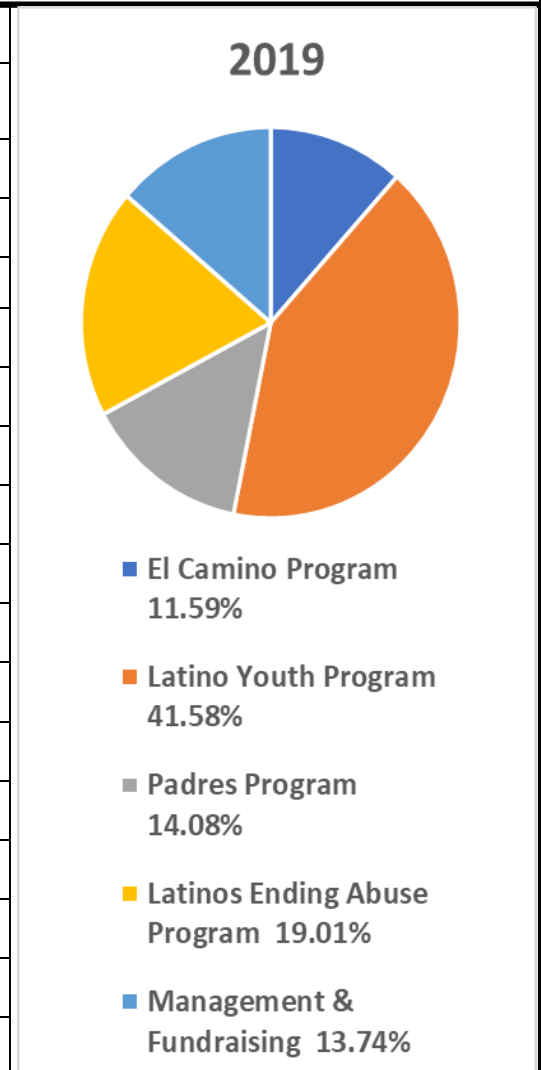
To learn more and/or view complete shows go to: <http://oportunidad.org/programs/television-program>.

Contributors, Supporters, and Financial Information

Foundation and Corporate Support		
<i>Elmer & Eleanor Andersen Foundation</i>	<i>Mall of America</i>	<i>Sexton Family Foundation</i>
<i>Patrick & Aimee Butler Family Foundation</i>	<i>McDonald's Corporation</i>	<i>James R. Thorpe Foundation</i>
<i>Carolyn Foundation</i>	<i>Casey Albert T. O'Neil Foundation</i>	<i>Vanguard Charitable</i>
<i>Catholic Community Foundation</i>	<i>Otto Bremer Foundation</i>	<i>Warren Foundation</i>
<i>East Minneapolis Exchange Club</i>	<i>Perrigo Company Foundation</i>	<i>Wells Fargo Foundation</i>
<i>Kopp Family Foundation</i>	<i>Propel for Nonprofits</i>	<i>Youthprise</i>

Government	
<i>Dakota Community Corrections</i>	<i>Hennepin HSPH: Child Protection</i>
<i>Hennepin Community Corrections</i>	<i>MN Department of Public Safety</i>

	2019		2018	
Unrestricted Contributions & Grants	\$178,237	45.7%	\$225,039	55.67%
Government Service Fees	\$122,567	31.42%	\$111,164	27.50%
All Other Revenues	\$89,283	22.9%	\$68,051	16.83%
Total Support & Revenue	\$390,087		\$404,254	
El Camino Program	\$45,508	11.59%	\$55,616	14.03%
Latino Youth Program	\$163,311	41.58%	\$159,270	40.17%
Padres Program	\$55,289	14.08%	\$69,467	17.52%
Latinos Ending Abuse Program	\$74,669	19.01%	\$72,938	18.40%
Programs Subtotal	\$338,777	86.26%	\$357,291	90.12%
Management & Fundraising	\$53,983	13.74%	\$39,154	9.88%
Total Expenses	\$392,760		\$396,445	
Total Assets	\$346,195		\$424,565	
Total Liabilities	\$13,490		\$16,737	
Change in Net Assets	(\$2,673)		\$7,809	
Beginning Net Assets	\$338,943		\$331,135	
Net Assets Ending	\$336,270		\$338,944	



Contributors and Supporters

Individual Donors		
Dean A. and Debra A. Armstrong	Brian Grande	Diane L. and William F. Nelson
ANONYMOUS	Ana Mariella Iglesias Solo	Humberto Olivares
Eloisa Echavez	Maria Jhonson	John L. Romano
Linda Freemon	Anne Knauff	
Schools		
Anthony Middle School	Inver Grove Heights Middle School	
Hopkins North Jr. and High Schools	Minneapolis Public Schools/ Community Education	
In-Kind Contributions		
Augsburg University Student Affairs	Mall of America	
Chipotle Restaurant	McDonald’s Corporation	
	Walker Art Center	



This list includes contributions from January 1, 2019-December 31, 2019 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!



La Oportunidad Inc.

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Minneapolis, MN 55406

Annual Report 2019

Our Mission

To Champion the development of Latino individuals and families to create a strong, peaceful community.

Our vision

A community in which Latinos –whether long-term residents or new arrivals—thrive and contribute to the strength of the greater community.



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www.oportunidad.org

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