



November 2007



Photo by Charan Devereaux

La Voz

La Alianza's Fall Newsletter

¡Saludos!

In this issue of *La Voz*, I would like to brief you on our new strategic direction and share how our strategic alliances are helping us build a platform for growth at La Alianza. In addition to providing life-changing direct care in our community, we recognize the importance of establishing strategic partnerships with other

organizations to obtain economies of scale and cost efficiencies. We also participate in these collaborations for the purpose of having a greater impact on delivering family support services and reaching the community in innovative ways with prevention strategies and education. After all, we are La Alianza--"The Alliance."

The Platform for Growth: La Alianza's 3-year Strategic Plan

With renewed leadership on our board of directors, a talented team of professionals on staff, and the ongoing support from The Boston Foundation and the Executive Service Corps, La Alianza put pen to paper and finalized a three-year strategic plan which lays out specific steps toward growing La Alianza. Our mission remains the same --"to empower individuals and families, strengthen communities and develop leaders through high-quality education and social services, advocacy and community organizing"--but we are realigning our approach to achieve these goals.

Built on these key premises, our business model helps families stabilize their lives, develop healthy parenting styles, live independent, healthy lives, expand their academic opportunities and obtain sustainable employment. Our work, of course, will continue to flow from the essential knowledge our 37-year history has provided us in serving Latino families and the deep understanding of the cultural complexities of working in the Latino community.

La Alianza's long-term goal is to return to its roots and become Boston's leading Latino

organization in three key areas, which are *La Alianza's "towers of strength."* These include:

Family support services

Delivering mental health, public health, and prevention services to unite healthy families and combat the effects of violence, especially among youth

Elder services

Providing direct care, advocacy and contributing to health related research

Workforce development and education

Addressing the employment, education and economic needs of Boston Latinos

Doing all of this will require a series of enhancements in order to become a financially self-sustainable organization. Over the next three years, La Alianza will continue to build upon our financial infrastructure and cost management strategies; will expand services in our core programming; and will enhance our links to the community so as to remain sensitive to and aware of future needs of the community. All this work will be grounded in our ability to measure the financial and social returns of our efforts around social change and engage successful strategic partners to help maximize our impact. Please let us know if you would like to receive a copy of La Alianza's strategic plan.

Strength in Numbers: the alignment of strategic partners

In this issue of *La Voz*, I'm pleased to highlight some of our key strategic partnerships. For instance, this past summer, under the chairmanship of Mayor Thomas Menino, we were thrilled to bring together Celebra La Vida Con Salud and El Jolgorio de Massachusetts to create Celebra La Vida Con Salud y Trova. Together, we launched the largest Latino Health Festival in New England. With 9,000 attendees coming together to celebrate our health, music and traditions, we began a very important public health movement in Boston. Please see the article about the recent Celebra mural donation to the Boston Public Health Commission. Through this project, we expanded our collaboration to include youth at the Hyde Square Task Force. Together, we are actively engaged in planning next year's 2008 Celebra La Vida Con Salud Y Música to be held on July 13, 2008 at Boston's City Hall Plaza.

With Thanksgiving around the corner, we are pleased to partner with El Festival Puertorriqueño de Massachusetts, Inquilinos Boricuas en Acción, ABCD, Mission Park and Casa Primavera in order to serve and honor our Latino elders. This year's Feliz Acción de Gracias will bring together over 150 elders for a wonderful day of celebration and gratitude. As we prepare for winter, we will draw on these strategic alliances to ensure that our Latino elders are receiving comprehensive support services over the coming months.

As a member of Community Gems (a collaboration between Roxbury Multi-Service Center, Children's Services of Roxbury, YouthBuild Boston, Roxbury Youthworks, Boston Higher Education Resource Center and La Alianza Hispana) we are proud and privileged to be part of a unique community enrichment model that believes pathways to success start with collaboration. Community Gems is not just a Gala event. (Please do join us on December 1st!) As six Roxbury-based non-profits, we share a common goal to provide character-building resources, educational support and job readiness tools that will help

families and youth navigate pathways to success. We work together, along with community partners, to raise money, build awareness and meet the diverse needs of youth and families in the Roxbury area.

As always, the center of our work will continue to be our investment in families. Our challenge is to continue to strengthen and improve the services we provide in order to produce even more significant transformation in families lives. We couldn't do this work and make these strategic changes without the diligence and commitment of our funders, strategic partners, my staff and the support of our Board. I thank every one of you for going the extra mile and believing in La Alianza.

¡Si se puede!

A handwritten signature in black ink, appearing to read 'Janet Collazo', is centered on the page.

Janet Collazo, Executive Director

The power of prevention through collaboration

Celebra donates mural to Boston Public Health Commission



On October 29th, the Celebra La Vida Con Salud y Música partners, together with Hyde Square Task Force, donated a mural to the Boston Public Health Commission. This youth inspired mural was given in recognition of how we can effectively address health disparities by working across generations and integrate the energy and creativity of the many agencies in the Celebra La Vida Con Salud y Música strategic partnership. The 4-panel mural, representative of the importance of understanding and preventing HPV and cervical cancer, is on view at the Miranda-Creamer Building (4th Floor) 35 Northampton St., Boston.



This past summer, Celebra La Vida Con Salud staff, together with La Alianza's public health team, engaged the youth at Hyde Square Task Force. Under the leadership of accomplished artist and renowned youth activist Ernesto Cuevas and Celebra Project Manager Ximena Camou, Hyde Square youth raised the level of awareness about HPV and cervical cancer among their peer groups and attendees at our health festival. They were mindful that this is not just an issue effecting girls and women--boys and men have a role in preventing the spread of this disease too. "It was a very interesting

project to be part of," said Oscar Brazobon, one of the Hyde Square teen artists/peer leaders. "It really helped us think about HPV, cervical cancer and our own health in a way we haven't done before," he reflected. "I think the mural shows many sides of cervical cancer, like what can happen to you, but also, what we can do so that it doesn't spread."

Marco Torres, Mayor Menino's liaison to the Latino community, brought special attention to Oscar Brazobon, a youth representative from Hyde Square Task Force. "Oscar, I've witnessed you leading the way in the community on other important initiatives and it is so inspiring to see civic minded youth leading the way today. I hope in a few years from now, you are taking my place at City Hall-I think you would be an excellent advocate for our community!" Marco also added, "On behalf of Mayor Menino, Boston is proud to be part of this excellent strategic partnership and looks forward to hosting next year's Health Festival, Celebra La Vida Con Salud y Música on July 13, 2008."



[Photos: (above) Marco Torres, Janet Collazo, Hyde Square Task Force youth, City Councilors Felix Arroyo and Sam Yoon, Ximena Camou, Dr. Barbara Ferrer, and Ernesto Cuevas. (second photo) Ernesto Cuevas, Hyde Square Task Force youth with Ximena Camou (banner photo) Ernesto Cuevas with youth at 2007 Celebra La Vida Con Salud Y Trova]

"We're so proud of the artistic work of the young women and men who participated in this project with Celebra," said Carmen Ramos-Watson, executive director of Celebra La Vida Con Salud, a national Hispanic Health Initiative based in Washington, D.C. "Working through the arts provided a unique opportunity for these young people to learn about the common HPV virus, its association with cervical cancer and how it can be prevented. The goal of our program is to use culturally relevant approaches to instill an understanding of health promotion and illness prevention regarding illnesses that affect Hispanics at higher rates than others, but are preventable. With the support from Merck & Co., Inc., our sponsor on this project, we were able to raise awareness about HPV and cervical cancer among this group. We hope programs like this will help eliminate existing health disparities among Hispanics nationwide."

"Latinas have the highest rates of new cases of cervical cancers, and the second highest death rates (behind African American women.) Fortunately we can take steps to reduce the risk of cervical cancer," explained Dr. Barbara Ferrer, Director of the Boston Public Health Commission. Dr. Ferrer went on to say, "It is imperative that we get this message out. Use condoms. Limit partners. All women should be getting annual PAP testing. As many as 80% of deaths may be preventable. Women should have an open dialogue with their health care provider about vaccines. We know one barrier to getting tested may be access to health care. If you have insurance, but you need assistance navigating the health care system, the commission and the Celebra La Vida Con Salud y Música partners are here to help you. If you are uninsured, you can contact the commission (or La Alianza) about getting health insurance under the new Massachusetts law."

La Alianza's Latino Family Counseling Center recently partnered with The Women's Health Network of the Massachusetts Department of Public Health to address women's health issues such as breast and cervical cancer. Currently over 200 La Alianza program participants, along with La Alianza's staff, are being trained in the *Helping You Take Care of Yourself* curriculum. The expectation is that those trained will educate other community members about the issues and help link women in need to important community health resources. Please contact La Alianza Hispana's Latino Family Counseling Center at (617) 427-7175 for more information about this project or to get enrollment information regarding the Mass Health and Commonwealth Care health plan.

For more information from the Boston Public Health Commission in [English \(click here\)](#)

or in [Spanish \(click here\)](#)

[Click here to download the August 2007 Report from the Commission to End Racial and Ethnic Health Disparities](#) issued by Rep. Peter J. Koutoujian, House Chair and Sen. Dianne Wilkerson, Senate Chair

Save the Date!
2008 Celebra La Vida Con Salud Y Música
July 13, 2008
Boston's City Hall Plaza

Celebra La Vida Con Salud Y Música Leadership



Marco Torres, City of Boston, Janet Collazo, La Alianza Hispana, Esmirna Soto, El Jolgorio de Massachusetts, Carmen Ramos-Watson, Celebra La Vida Con Salud and New England Regional Director of the US Department of Health and Human Services, Brian Golden.

ALL ON BOARD....

La Alianza's Board setting the stage for growth in the long run



La Alianza Hipana's
Board of Directors

President

Alberto Cardenas

Architect

Domenech, Hicks & Krockmalnic, Inc.

Clerk

Johanna Richwagen Cockburn

Development Consultant

Josefina Bonilla-Ruiz

Editor-in-Chief, Entre Amigos Magazine

Apolo Catala, Esq.

Attorney

Apolo Catala & Associates, PC

Kendra Chencus, Esq.

Assistant Professor of Law

Director of the Community Development Clinic

Southern New England School of Law

Lisette Garcia

Marketing and Event Planning Consultant

David Ortiz

Deputy Director, MassVote

Frank Sepulveda

Management Consultant

Neighborhood Reinvestment Corporation

Professor Miren Uriarte

Director

Mauricio Gaston Institute for Latino

Community Development and Public Policy



Lisette Garcia and Josefina Bonilla

La Alianza's Board steers us in a new direction!

Over the last year, our Board of Directors elected six new members to La Alianza's leadership: Josefina Bonilla-Ruiz, Kendra Chencus, Lisette Garcia, David Ortiz and Johanna Richwagen-Cockburn. Together with Alberto Cardenas, Frank Sepulveda and Miren Uriarte, our Board has been diligent in implementing our new strategic plan, igniting fundraising and marketing efforts, and contributing to best practices in our key programming areas. La Alianza's Board is drawing on its diverse talents, solid strategic plan, and commitment to our core values as articulated in our mission statement.

La Alianza's Board is raising funds and raising friends!

Last March, David Ortiz kicked off Board fundraising by hosting his excellent birthday bash fundraiser. In May, Lisette Garcia organized a spectacular Cinco de

Mayo featuring Verónica Robles and her Mariachis. In October, Johanna Richwagen-Cockburn hosted a house party featuring Puerto Rican artist and performer Gian Carlo Buscaglia. These Board-sponsored events have raised over \$12,000 so far! La Alianza's Board is actively engaged in being ambassadors in the community and has made great strides in strengthening La Alianza's development and marketing capacity.



Left: Apolo Catala, Johanna Richwagen-Cockburn, Terri Trafas with Executive Director Janet Collazo. Right: Frank Sepulveda and David Ortiz

La Alianza's Board is in it for the long run, literally!

La Alianza Board Member Kendra Chencus just signed on to run her first Boston Marathon to raise money for La Alianza! Kendra will receive one of the three charity numbers generously donated to us from John Hancock's 2008 Boston Marathon Nonprofit Program. In addition to running the most famous road race in America, Kendra's expertise in nonprofit organizations has contributed to a refreshed governance structure at La Alianza. Together with Norma Contreras, student attorney at Southern New England School of Law, Kendra facilitated a process to update organizational bylaws and strengthen our governance structure.



Left: Dharma E. Cortés, Ph.D., Executive Director Janet Collazo and Dr. Rodolfo Vega. Center: Edna Leith (Program Manager, MAPS) Daniele Levine (Interim Executive Director, RESPOND, Inc.) with Kendra Chencus (La Alianza's Board). Right: Marla Felcher, Ph.D. and Toby Felcher.

Giving thanks....

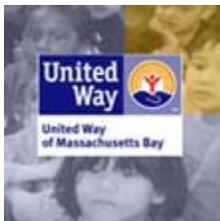
La Alianza's Board of Directors would like to share our deepest appreciation of Angel Bermudez at the Boston Foundation, Marilyn Anderson Chase (formerly of the United

Pepe Portuondo and Mike Stauff at Executive Service Corps, Philip Jordan from Bingham McCutchen, Carlos Martinez of the Fresno Art Museum, Photographer Charan Devereaux and consultants Aixa Beauchamp and Rita Lara for all of their support and excellent technical assistance.

The Board would also like to express its gratitude for exiting members who have served on La Alianza's Board in recent years: Lenore Glaser, Lillian Gonzalez, Marie Kennedy, Orlando Lopez and Gary Mena.

Investing in La Alianza!

Thank you for making a difference in our community



As we approach the season of giving, we want to let you know La Alianza Hispana is affiliated with the [United Way](#) and [Commonwealth of Massachusetts Employees Charitable Campaign \(COMECC\)](#) (Our COMECC id # is 366888) Please consider designating your workplace giving to La Alianza Hispana. For more information, please contact Rosita Colon at (617) 427-7175 ext. 221.

La Alianza's Leadership Investors

- United Way of Massachusetts Bay and Merrimack Valley
- The Boston Foundation
- Hispanics in Philanthropy

Thank you to our corporate and foundation supporters who have strengthened La Alianza's programs in the last six months:

- AT& T Foundation (LULAC)
- Berklee College of Music
- Boston Campaign for Proficiency
- The Boston Foundation
- Boston's Neighborhood Development Office
- Bushrod H. Campbell and Adah F. Hall Charity Fund
- Child Care Resource Center
- Citizen's Bank
- Clipper Ship Foundation

- Corners Fund (Combined Jewish Philanthropies of Greater Boston, Inc.)
- Eastern Bank Charitable Foundation
- Charles H. Farnsworth Trust
- Hispanics in Philanthropy
- John Hancock Financial Services
- John Hancock's 2008 Boston Marathon Non-Profit Program
- John Hancock Scholars Program
- Latino After School Initiative (LASI)
- Ewing M. Kauffman Foundation
- Mass Health and Commonwealth Care Enrollment Outreach Grant
- National Institute on Out-of School Time
- Roxbury Trust Fund
- Anna B. Stearns Charitable Foundation
- Stride Rite Foundation
- United Way of Massachusetts Bay and Merrimack Valley
- Verizon

AT&T Foundation's League of United Latin American Citizens (LULAC)



Photo from November 4th LULAC breakfast: Rosa Rosales, National President of LULAC, Janet Collazo and Regla González, Chair of LULAC Scholarships Program

Save the date!

Thanksgiving with Boston's Latino elders on November 13th



**Feliz Acción de Gracias
with our Latino elders**

Tuesday, November 13, 2007

12:00 to 4:00 PM

**Jorge Hernández Cultural Center
Inquilinos Boricuas en Acción, the South End**

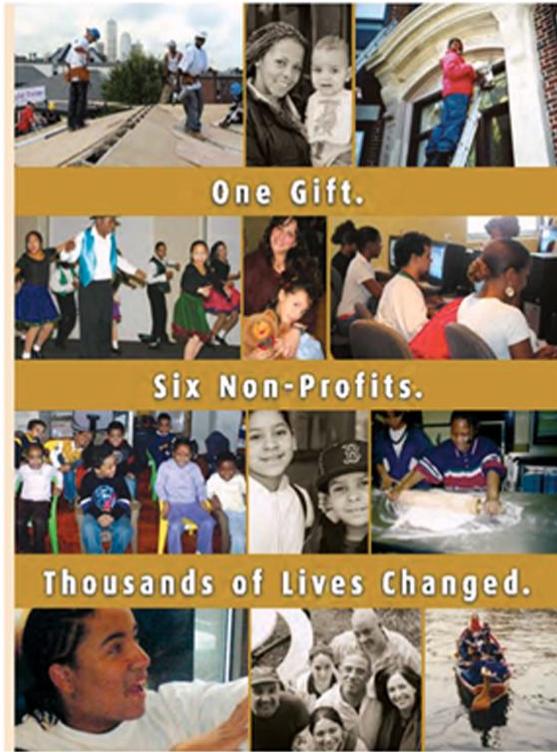
Thanksgiving is around the corner and while the majority of people enjoy Thanksgiving with their family and friends, some of our Latino elders will have no place to go this year. Thanks to many friends in the community, more than 50 elders enjoyed good food, music, dancing and--perhaps most importantly-- companionship last year. This year we hope to serve 150 seniors from the Adult Day Health Center of La Alianza Hispana, Inquilinos Boricuas en Acción, ABCD, Mission Park and Casa Primavera, through our collaboration with El Festival Puertorriqueño de Massachusetts, and Inquilinos Boricuas en Acción.

If you are interested in volunteering to serve dinner, please contact Josiane Martinez at

617-427-7175 Ext. 230 or jmartinez@laalianza.org

Please join us!

Community Gems Gala, a family-friendly event on December 1st



Community Gems

Providing pathways to success

December 1, 2007

6:00pm to 10:00pm

UMASS Boston Campus Ballroom

Event Co-Chairs

Mayor Thomas M. Menino

Senator Dianne Wilkerson

Robert M. Mahoney

Executive Vice Chairman,
Citizens Financial Group

The Community Gems event is a celebration for all ages and includes a buffet dinner featuring ethnic culinary cuisine, a DJ, live performances throughout the evening, and children's activities including face painting, story telling, arts and crafts, and much, much more.

Tickets are \$50.00. To purchase tickets or for more information contact Lisette Garcia at lisette.garcia@gmail.com or call (617) 427-7175 ext. 230. To purchase tickets online, [please click here on the Community Gems website and select La Alianza Hispana](#)

The Community Gems event helps six local not-for-profit organizations to raise the funds and awareness they need to bring a broad range of human services to thousands of Bostonians. The annual Community Gems event helps to highlight the work that these local non-profits have been doing everyday to change lives right here in the Boston community.

Benefiting Organizations: La Alianza Hispana · Boston Higher Education Resource Center · Children's Services of Roxbury · Roxbury Youthworks · YouthBuild Boston · Roxbury Multi-Service Center

www.communitygems.org

Getting our message out in the community

La Alianza's recent media coverage

[The Boston Banner](#)

[El Planeta: Paredes que hablan, Jóvenes realizan mural sobre prevención de cáncer cervical](#)

[Siglo 21: Jóvenes Latinos entregan mural sobre prevención de cáncer](#)

[Photos from 2007 Celebra La Vida Con Salud Y Trova](#)

[YouTube link to 2007 Celebra La Vida Con Salud Y Trova](#)

Join our team!

Job opportunities at La Alianza

- (2) Masters Level Clinicians (full time)
- (2) Bachelors Level Case Managers (full time)
- Registered Nurse (part time - 4 days a week)
- Executive Assistant (full time)

For more information or to apply for a position, please contact Tony Ippolito at (617) 427-7175 ext. 258 or tippolito@laalianza.org

La Alianza Hispana, Inc.
409 Dudley Street
Roxbury, MA 02119

La Alianza Hispana's Misson Statement

La Alianza Hispana is a community based non profit organization serving the Latino community and all residents of the surrounding neighborhoods. The goal is to empower individuals and families, strengthen communities and develop leaders through high-quality education and social services, advocacy and community organizing. Our services are culturally and linguistically appropriate, integrated and community centered. La Alianza believes in social justice as a means of creating a more egalitarian, participatory and peaceful society in which all members can realize their fullest potential.

**La Alianza Hispana, Inc. is a 501(c)(3) tax-exempt community based organization. All contributions to La Alianza Hispana, Inc. are tax-deductible to the extent permitted by law.*

email: jmartinez@laalianza.org
phone: 617-427-7175 X230
web: <http://laalianza.org>



[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to josiane.martinez@gmail.com, by jmartinez@laalianza.org
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



La Alianza Hispana | 409 Dudley St. | Roxbury | MA | 02119