



December 2007

## *La Voz*

### *La Alianza's Year in Review 2007*



*Photo credit: Charan Devereaux*

*Dear Friends and Family,*

We here at La Alianza Hispana are both excited and full of anticipation for what this new year will bring. Our relentless efforts and heartfelt conviction that La Alianza has been and continues to be an important voice for Latinos and other communities of color has resulted in a number of exciting and positive changes this year. This past year we have focused on strengthening our core programming, building strategic alliances, building board and program leadership, improving systemic infrastructure and evaluation systems. In this year-in-review special edition of our newsletter we would like to spotlight the leadership and accomplishments of our programs as well as the measures that are helping us to gauge our progress and that will be critical to our continued success in 2008.

We would also like to thank our supporters. They have been a vital part of our success this year. In 2007 we served over 11,000 members of our community-these are young mothers, children, teenagers, working adults, families and senior citizens. We have served them through our workforce and learning programs, our family support programs, our elder services and through large-scale events like our Celebra La Vida Con Salud y Trova health fair which drew over 9,000 people last summer.

In 2008 we will forge ahead with continued excitement, heart and vision for how we can continue to improve ourselves and in doing so, continue improving our community.

***¡Féliz Navidad y Próspero Año Nuevo!***



Janet Collazo, Executive Director

## **2007 La Alianza's Strategic Partnerships**



This year La Alianza has formed a number of strategic alliances that have resulted in new initiatives and improved programs and services to our community.

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. 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.

**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.

This fall, 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 were proud and privileged to be part of a unique community enrichment model that believes pathways to success start with collaboration. As one of six Roxbury-based non-profits, we share a common goal to provide character-building resources, educational support and job readiness tools to help families and youth, collaborators worked with community partners

to raise over \$200,000 through Community Gems: Providing pathways to success. Held on December 1st, the event, co-chaired by Mayor Thomas M. Menino, Senator Dianne Wilkerson and Robert M. Mahoney, Vice Chairman of Citizens Financial Group, brought over 400 Boston families together for a night of ethnic culinary cuisine, and children's activities while also spotlighting area talent with live performances from local artists. We look forward to continuing our work with Community Gems and with our newfound community partners. ([Community Gems website](#))



Bob Mahoney receiving a token of appreciation (right) Maria Cheever having fun in the children's room

La Alianza recently engaged in a new key messaging and branding campaign which includes a new launch of our website. With the generous support of the Taproot Foundation, which is providing us with a \$50,000 service grant and and Common Impact, another key partner who is also providing us with a technology service grant, we will be launching a new website in the Summer 2008. We look forward to continuing our work with these two important partners.

For more information on Taproot, click here: [Taproot Foundation](#)

For more information on Common Impact: click here: [Common Impact](#)

In October, the National Council of La Raza (NCLR) unanimously approved La Alianza's application for affiliation. We are excited about this, our most recent partnership and look forward to building new ones in 2008.

## La Alianza's New Leadership Developments

This year Janet Collazo was formally appointed La Alianza's new executive director in April of 2007, after serving a year as interim director and prior to that as the organization's deputy director and chief financial officer during which time she turned around a struggling finance department and built organizational infrastructure. Janet currently serves on the boards of the Action for Boston Community Development Inc. and Dudley Street Neighborhood Initiative. She is also a 2007 graduate of the National Hispana Leadership Institute (NHLI). La Alianza is proud to share that Josiane Martinez, La Alianza's Marketing and Community Relations Director, has been selected as one of 22 Latinas nationwide to participate in the 2008 NHLI program.

At La Alianza Janet has worked closely with the board to continue building new leadership. In 2007 La Alianza welcomed seven new board members. They include: Johanna Richwagen Cockburn, Professor Kendra Chencus, David Ortiz, Lisette Garcia, Josefina Bonilla-Ruiz, Apolo Catala, Esq., and Grace Moreno.

### About the new members:

#### **Josefina Bonilla-Ruiz**

Brings expertise in marketing, public relations and corporate relations.

#### **Apolo Catala, Esq.**

Brings expertise in the areas of real estate, local governance, criminal justice, and non-profit and public leadership. Apolo has served on a wide variety of Boards and has been appointed to many governance advisory committees in Boston.

#### **Professor Kendra Chencus**

Brings expertise in the areas of probate, trust and estate planning, nonprofit and philanthropic matters.

#### **David Ortiz**

As the founder and former director of La Alianza's youth programs, David brings expertise in community organizing, youth and family services, and program development.

#### **Lisette Garcia**

Brings expertise in publicity, event management and strategic marketing.

#### **Grace Moreno**

As a key leader in Massachusetts' cutting edge health reform movement with her work at Health Care For All, Grace brings expertise in public policy and advocacy as well as a strong organizational development background.

#### **Johanna Richwagen Cockburn**

Brings expertise in creating a fundraising infrastructure for nonprofits, developing innovative marketing and outreach campaigns and strategic management to help grassroots organizations become more professionalized.



*Left: Josiane Martinez, Right: Lisette Garcia, Frieda Garcia (La Alianza's Founding Director!) and Johanna Richwagen*



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



*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.*

## Program Profiles: A Year in Review



### **FAMILY SUPPORT SERVICES**

### **ELDER SERVICES**

### **WORKFORCE DEVELOPMENT & EDUCATION**

#### **Family Support Services: Mental and Public Health**

The Family Support Services division consists of five programs and services, all housed under the umbrella of La Alianza's Latino Family Counseling Center (LFCC), also known as "La Casita." La Casita, a clinically licensed mental health clinic, offers a wide variety of bilingual/bicultural clinical and supportive services to families. These currently include:

- Crisis Intervention and Family Support and Stabilization Services through a contract with the Department of Social Services;
- Family-based therapy with individual and family counseling through mental health clinic;
- Madres en Proceso (Mothers in Process) a Boston Healthy Start Initiative program that addresses the high rates of infant mortality and racial disparities in prenatal health for Boston's Latino & Cape Verdean communities by providing individualized support and case management to young mothers;
- The Parent Mentor Program matches young parents one-to-one with a parent mentor who helps to provide child-rearing guidance and advice; and
- Masshealth and Commonwealth Cares program, a healthcare outreach and enrollment program for the uninsured and underinsured.

In the Spring of 2008 the center will launch Hijas Adelante (Our Daughters Moving Forward) a psycho-educational peer group for system-involved girls at risk of victimization, exploitation and violence. This program has been generously supported by the Anna B. Stearns Foundation and the Stride Rite Foundation.

Who we served: This year with generous support from capacity-building support from the Boston Foundation, the Roxbury Trust, and Citizens Bank, the Latino Family Counseling Center has tripled its capacity to serve Boston families. Approximately 454 family members were served through the Latino Family Counseling Center from FY 07 to the present.

Metrics for success: This year we have implemented a number of new evaluation tools that will help us to gauge the continued success of our programs. In addition to traditional protocols that include assessments, monthly team unit reports, and clinical supervision, LFCC is in the midst of piloting Ages and Stages, a tool that assesses critical developmental milestones in children over time. A team of LFCC staff attended a training on administration of the tool and are in the mist of piloting its usage with families in the Madres en Proceso program. The center has also implemented a family satisfaction survey that will help staff to assess participant satisfaction with services received.



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*Latino Family Counseling Center Staff: Teresa Aravena, Sandra Rosales Ellie Zambrano, Isabel Villela, Cristina Lopez, Alana Casciello, Emely Orellana and Erica Dasilva.*



## Leadership Profiles

### **Ellie Zambrano, MSW, LICSW, Clinical Director of Family Support Services**

Brings over 10 years of experience providing psychotherapy focused on multicultural family issues and is a seasoned social work field instructor.

### **Teresa Aravena, MPH, Public Health Program Manager**

Brings 10 years of experience directing health education and prevention programs and has extensive research and community organizing experience.

## **Latino Family Counseling Center Highlights of 2007**

- Created a new leadership model with co-directors Teresa Aravena, MPH and Ellie Zambrano, MSW, LICSW as well as hired new clinical staff and paraprofessionals to increase capacity to serve more families.
- Partnered with local colleges and universities to provide internships in the professional areas of psychology and social work (e.g. Simmons College, Boston University, Salem State University, and Emmanuel College.)
- Trained 220 women in health education workshop facilitation with the support of the Women's Health Network, which, in turn, provided educational groups to all La Alianza participants.
- Piloted a unique prevention education group called Hijas Adelante (Our Daughters Moving Forward) serving 40 girls between 14-17 years old.

## **Program Participant Story**



### *Yesenia*

In June, Yesenia returned to the Latino Family Counseling Center as an intern through the Summer Youth Job Placement Program; a collaboration between The Department of Social Services, the Center for Public Management at Suffolk University and the Boston Regional Resource Center of Communities for People. Yesenia, now 16 years old, is part of a growing family-having been enrolled in our

counseling and family-based support services in the past, she is now returning to La Alianza to continue developing her skills.

Over three months, Yesenia set the following goals: develop workplace skills; build healthy relationships with adults; develop computer skills to increase academic learning; establish better connections in her community to improve her own support systems, and improve her confidence and academic skills.

By September, Yesenia had successfully developed strong relationships with staff, especially with her two mentors, Teresa Aravena and Erica DaSilva. She also developed a resume, learned new software programs, and developed a pathway to college by focusing on her academics and enrolling in extracurricular activities. Yesenia was asked to share her essay about her summer job experience at the Summer Youth Job Placement Program's graduating ceremony. In addition to learning new skills and building healthy relationships, Yesenia emerged with new confidence and with a newfound goal: preparing for college. This spring, Yesenia will return to La Alianza once again, to participate in our *Hijas Adelante* (Our Daughters Moving Forward) Program.

## **Elder Services: Aliancianos Unidos Center (Seniors United Center) & the Adult Day Health Program**



*Elder Center staff, Ramon Recio, Marisol Amaya, Maria Elisa Avellaneda and Beny Troncoso along with the Aliancianos*

La Alianza's elder services are helping Latino seniors to age in place and continue living independent lives. The two programs we provide include:

- The Aliancianos Unidos Center, an elder-focused Latino program that provides services that have helped 125 Latino senior to stay healthy and maintain their independence; and
- The Adult Day Health Program, an award-winning program that placed 2nd in a 2006 national competition of adult day providers, provides direct care to 42 elderly Latinos who may require more intensive care because of disabilities.

In January of 2008 the Aliancianos Unidos Center will pilot an art therapy program for seniors deemed at risk for depression. In collaboration with La Alianza's Latino Family Counseling Center and with generous support from the Farnsworth Charitable Trust, the program will provide small group art therapy for 30 seniors screened for depression. Program Directors planning this collaborative initiative are also receiving technical assistance from Lesley College's Expressive Therapies Program.

Who we served: Approximately 125 seniors have been served by the Aliancianos Unidos Center this year. Nearly 70% of seniors who have come to the center are mid-to-late life Latino immigrants. An additional 42 seniors and persons with disabilities have been served by the Adult Day Health Program.

Metrics for success: This year the elder services team at La Alianza completed a multi-year study with Dr. Katherine L. Tucker, a Friedman School professor and director of the Dietary Assessment and Epidemiology Research Program at the Jean Mayer USDA Human Nutrition Research Center on Aging (HNRCA), who has been studying health disparities among Boston's Latinos since the late 1990s. A partner in one of eight NIH-funded projects, La Alianza collaborated with experts from Tufts, the HNRCA, Tufts-New England Medical Center, and Northeastern University to examine the relationship between stress, nutrition, genetics and chronic diseases in a two-year study following 1,100 Boston-area Puerto Ricans between the ages of 45 and 75. Results of the study were published in the 2007 Spring edition of Tufts Nutrition Magazine and in a number of esteemed academic journals in addition to headlining a Boston Globe Article about the study.

#### Leadership Profile

##### **Marisol Amaya, MPH, Director of Aliancianos Elder Services**

Brings over 10 years of experience directing health programs for seniors and women and has an extensive background in behavioral statistics and epidemiology.

##### **Aliancianos Unidos Center & Adult Day Health Program Highlights of 2007**

- Awarded Best Adult Day Health Center serving the Latino Community from Northeastern University's Latino Cultural Center.
- Expanded our community reach to Hyde Park, East Boston and Brighton.
- Hired two additional staff to meet our increasing capacity needs.
- Hosted the second annual Acción de Gracias (Thanksgiving Day) with Boston's Latino Elders for more than 300 seniors - a collaborative event held in partnership with El Festival Puertorriqueño de Massachusetts and Inquilinos Boricuas en Acción, ABCD, Mission Park and Casa Primavera.

## Program Participant Story



### *Manuela*

Living by herself, isolated and depressed, 79-year old Manuela faced many challenges. She was quietly suffering from an uncontrollable type II diabetes and didn't know how to manage it. Her everyday blood sugar readings registered over 500 on her blood-sugar monitor. Not knowing the language, Manuela had trouble reaching out for help. Like many seniors, she confused many of the diabetes symptoms such as feeling thirsty, urinating frequently, losing weight, feeling tired, and blurry vision with her aging process. As a result her condition worsened with complications that included retinopathy, hypertension, and kidney problems. At the Aliancianos Unidos Center Manuela not only found a family but she also found her health: at the center Manuela learned skills to help her control her diabetes. She now takes advantage of the many workshops offered at the center on diabetes management, often raising her hand and asking questions. She is one of the most active participants during the exercise sessions and she has even learned how to use the glucometer. As a caregiver, Manuela's only son Juan, has been instrumental in supporting Manuela's new way of living with diabetes. Manuela has demonstrated significant progress. She is self confident, stable and independent.

## Workforce Development and Education: ESOL, Club Latino and the Timothy Smith Learning Center



*Patria and some of the Workforce Development and Education staff: Mercedes Ponce, Rosa Bastian, Patria Santana, Janice Bigelow and Wendy Zapata.*

The Workforce and Learning programs help to prepare Latinos for the world of work by offering services that enhance basic skills. These programs include:

- ESOL, a literacy education program which has a waiting list of over 200 individuals and serves 175 students per year;
- The Timothy Smith Learning Center, a community computer center with 17 computer stations open and accessible to the broader community from Monday through Friday from 9am to 5pm. Basic Microsoft Office classes, internet research and job search are offered daily in the morning and twice per week;
- *Club Latino*, an after school program that serves 40 Limited-English proficient students per year by providing after school academic and enrichment services onsite at the Lilla G. Frederick middle school in Dorchester, Monday through Thursday from 3pm to 6pm.

Who we served: The ESOL program has provided English instruction to approximately 170 speakers of other languages. Club Latino has provided academic enrichment in and after-school program to 42 Limited English Proficient students at the Lilla G. Frederick Middle School and the Timothy Smith Learning Center has provided computer instruction to over 425 people and the lab has been utilized by over 750 people this year.

Metrics for success: This November, the Workforce and Learning team at La Alianza has begun using the ARLington Education Employment Program (REEP) to measure language learning gains of its ESOL students. The REEP was developed as writing assessment to test ESOL students' writing gains. The test consists of timed writing responses to prompts. Tests are scored using a rubric that measures English language writing facility from 0 (no writing ability) through 6 (new fluency) across five areas: Content and Vocabulary; Organization and Development; Structure; Mechanics; and Voice.

Club Latino is one of six after school programs participating in a United Way pilot of the Afterschool Program Assessment System (APAS), a new comprehensive evaluation system designed to help afterschool programs improve their program quality. The APAS includes two evaluation tools: The Survey of Afterschool Youth Outcomes (SAYO) and the Assessing Afterschool Program Practices (APT). Both of these tools help programs to assess different aspects of program quality such as behavior in the program, initiative, relations with adults and peers and homework.

#### Leadership Profile

**Patria Santana, M.S., Director of Workforce Development and Education**  
Brings over 15 years of experience in bilingual education, teacher training, and curriculum development for workforce and education programs.

#### **Workforce Development and Education Division 2007 Highlights**

- Hired a career developer and consultant to integrate workforce development into existing ESOL curriculum.
- Formalized existing volunteer program into Abriendo Caminos, a workforce development internship program with key workforce development skill-building components.
- Developed a new ESOL curriculum that will focus on workforce development skill sets. The curriculum will be implemented in January of 2008.
- Doubled enrollment rates for Club Latino.

#### **Program Participant Story**



*Sobeida and volunteer coordinator, Rosa Bastian*

After 10 years of raising her children, Sobeida found the courage to change her feelings of inadequacy about her limited English skills. As a parent, she felt like a

failure when it came to helping her school age kids with homework. In 2006, Sobeida enrolled in our *Haciendo Caminos (Making Pathways) Workforce Development Program*. As part of this program, she completed her first level of ESOL, and successfully completed employment skills and computer classes. As part of her hands-on training, Sobeida served in many roles: from receptionist, to marketing assistant, to a teacher's assistant in a first- level English class. "I never felt so motivated to study and so confident in my English skills, especially when it comes to helping my children with their homework. I now feel prepared to find a better job that will help me reach my financial goals," says Sobeida. Inspired by the opportunity to help her community through La Alianza's services, Sobeida, now has a goal of becoming an ESOL teacher and is actively working with her educational counselor to design a career pathway which includes enrolling in college.

## La Alianza's New Face: Key Capital Improvements



This year La Alianza has made a number of capital improvements that are part of our new facade. With support from the City of Boston's Neighborhood Development "Partners with Non-Profits Program," La Alianza has completed renovation of its' new lobby and front entrance. More welcoming, the new glass door facilitates entry to the building and to La Alianza's new reception area adjacent to its Timothy Smith Computer Learning Center where we hope to expand renovations with continued assistance. The new lobby also features a beautiful photo exhibit of "The Faces of La Alianza" by Charan Devereaux.



With the generous support from Deloitte and Touche La Alianza began renovations of its Latino Family Counseling Center at 78 Forest Street. Deloitte and Touche provided \$5,000 in physical improvement support to the Latino Family Counseling Center, where over 50 volunteers from Deloitte and Touche worked side-by-side with La Alianza volunteers to re-carpet floors and paint the interior.



## Who Invested in Us?

*Thanks for making the difference*

In parting, we would like to thank all of the funders who invested in us in 2007.

They include:

Adah B. Hall Charity Fund

Anna B. Stearns Foundation

AT&T Foundation (LULAC)

Berklee College of Music

The Boston Foundation

Boston Public Health Commission

Boston Campaign for Proficiency

Child Care Resource Center

Citizens Bank Foundation

City of Boston Commission on Affairs of the Elderly

City of Boston's Neighborhood Development: Partners with Non-Profits Program.

Clipper Ship Foundation

Common Impact

Commonwealth Alliance

Commonwealth Cares

Community Development Block Grant

Corners Fund (Combined Jewish Philanthropies)

Eastern Bank Foundation

Farnsworth Charitable Trust

Hispanics in Philanthropy

John Hancock Financial Services

John Hancock's 2008 Boston Marathon Non-Profit Program

John Hancock Scholars Program

Ewing M. Kauffman Foundation

Latino After School Initiative

Massachusetts Department of Education

Massachusetts Department of Public Health

Massachusetts Department of Social Services

MassHealth and Commonwealth Care Enrollment Outreach Grant

National Institute on Out-of School Time

Roxbury Trust

Stride Rite Foundation

Taproot Foundation

Tufts University

United Health Care

The United Way of Massachusetts Bay and Merrimack Valley

Verizon Foundation

*Special thanks to Charan Devereaux for contributing the professional photos for this newsletter*



## Getting Our Message Out in The Community

### La Alianza's recent media coverage

[El Mundo, Organizaciones comunitarias deciden unirse para ofrecer mejores oportunidades](#)

[El Mundo, Reyes de La Alianza Hispana en el Jolgorio](#)

[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](#)

## 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.

**Support La Alianza this holiday season:** Thank you for considering making a gift to La Alianza. [Click here to make an online gift.](#) Or you can always make a check payable to 'La Alianza Hispana' and send to the following address:

La Alianza Hispana  
409 Dudley Street  
Roxbury, MA 02109

*\*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.*

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