



## *La Alianza Hispana's 2008 Year in Review*



reaching your goals.

Photo by Charan Devereaux

### *Staying the course through challenging times*

A year ago, La Alianza Hispana was immersed in developing a strategic plan. We were actively engaging with new partners and investors to expand our reach to Boston area Latinos. We were putting in place mechanisms to measure our impact with our clients and strengthen our organizational capacity. It was also the time of year that Board Member Kendra Chencus took her first steps to train for the 2008 Boston Marathon, running and fundraising for La Alianza Hispana.

Running the Boston Marathon has become an inspiring metaphor for us at La Alianza Hispana in 2008. Last April, as I was cheering on our first ever Boston Marathon Team, I found myself in awe of the runners. I reflected upon what it took to get them to that moment. I believe it takes this:

- You need a disciplined plan that includes foreseeing challenging environments;
- A can-do, "Si Se Puede" attitude is a must;
- You need people who believe in you along the way; and
- It takes courage to take the first steps towards

I find this to be true whether it be the first steps towards a 26.2 mile journey or, as you will read in this 2008 Year in Review, the first steps towards a journey as a new mother, a new immigrant, or a community activist. Today I am pleased to share with you that La Alianza Hispana has become an increasingly "fit" organization in 2008. We made a positive impact on the Greater Boston Latino community by focusing on leading socio-economic factors and using proven culturally specific program models and delivery methods. Our programs and services reached the heart of the Greater Boston Latino community and are the starting point and ongoing resource for success. This year 2,000 people were served through direct services and 13,000 attended our Latino Health Festival.

In this 2008 Year in Review, I am pleased to share highlights from the last year. I'm thrilled to introduce you to our new strategic partners, investors and board members who bring resources and expertise to our efforts. And I encourage you to read our three-year action plan which will serve as a map to our future. ([Please Click here for La Alianza Hispana's Action Plan](#))

Heading into 2009, we are experiencing an economic crisis we haven't seen in generations. The most vulnerable in our community are at great risk. We know the demand for our mental health and public health services and workforce development and education programs will multiply in coming months. In the face of this adversity, La Alianza Hispana has a smart, bold and focused approach to meeting the needs of the community. We know what we need to do, and with your help, we are ready to ramp up our efforts.

I thank you for taking the time to read our 2008 Year in Review. We couldn't have reached this moment without the enduring support from our funders and community.

¡Feliz Navidad y Próspero Año Nuevo!



Janet Collazo  
Executive Director

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## ***La Alianza Hispana's 2008 Program Overview***

Since 1971, La Alianza Hispana has brought hope to well over 30,000 Bostonians. As a hub of social service delivery, advocacy and education, our organization has changed lives and changed the landscape of community resources.

In 2008, we approached our work in collaboration with others to ensure the greatest impact and success. We launched new, cost-effective initiatives to address pressing socio-economic challenges. Some of these program highlights include:

- In response to growing youth violence in the Dudley Square area, we launched a Girls' Development Group targeted to at-risk Latinas. We were able to activate this group thanks to the generous pilot project funding from Anna B. Stearns Foundation and the Amelia Peabody Foundation.
- More than 13,000 people attended our 2nd Annual Latino Health Festival. We expanded our work with our national partner, Celebra La Vida Con Salud and with Mayor Thomas M. Menino and the City of Boston's Office of Arts, Tourism and Special Events. This year we engaged Planned Parenthood of Massachusetts and Boston Public Health Commission, two strategic partners that will help to broaden our impact on reaching Latinos with public health services.
- Drawing upon research findings from our partnership with Tufts University and Northeastern University, we enhanced programming for our seniors with an art therapy group and educational workshops which promote good nutrition and mental health.
- We expanded workforce development programs by providing our Workplace English classes on-site at Sterlingwear of Boston.

Over the past three years, La Alianza Hispana has adapted its business approach to address the socio-economic factors impacting Boston's nonprofit sector. We know the road ahead will present many economic challenges, and we anticipate a big increase in demand for all of our services. In light of recent state and local funding cuts, we are focused on maintaining our current level of programming in the coming year. La Alianza Hispana's Board, executive and administrative leadership is working to ensure that we diversify revenue streams and further develop strategic partnerships in order to preempt

the negative impact of the current economic crisis.

## ***La Alianza Hispana's Program Profiles***

### ***Mental Health and Public Health Programs***



La Alianza Hispana's Mental Health and Public Health Programs focus on good social and emotional health of the Latino families across their life span. La Alianza Hispana offers a wide variety of bilingual/bicultural clinical and supportive services. Our Mental Health Programs include: Crisis Intervention, Family Support and Stabilization Services, Family-Based Therapy, Girls' Development Group and a Parent Mentoring Program. Our Public Health Programs include: Prenatal Health, Celebra La Vida con Salud y Música Latino Health Festival and MassHealth and Commonwealth Cares program, a healthcare outreach and enrollment program for the uninsured and underinsured.

#### Who we served in 2008:

- Family Stabilization Services intervened with 135 family members
- Over 35 girls enrolled in the Girls' Development Groups
- Parent Mentor services provided comprehensive services to 25 families
- Prenatal Health services engaged 52 new mothers and their children
- More than 700 people received bilingual information about universal healthcare and we enrolled more than 200 in MassHealth & Commonwealth Care
- More than 13,000 attended our annual Latino Health Festival and accessed free services, medical screening, cultural activities and health-related workshops



(1) Milly Quezada; (2) Alberto Cárdenas, President of La Alianza Hispana's Board of Directors; Dianne Luby, Chief Executive Officer Planned Parenthood League of Massachusetts; Jovita Fontanez, Special Assistant, Mayor's Office of Jobs and Community Service and Janet Collazo, Executive Director of La Alianza Hispana; (3) Attendees

### Esther's Story: A young mother's journey with La Alianza Hispana



It was a La Alianza Hispana case worker who reached out a helping hand to Esther two years ago. At that time, Esther was 8-months pregnant, living in an emergency shelter, and feeling unsure about her ability to take care of herself, let alone her child. Having just moved to Boston to escape a violent relationship, Esther had never felt more alone in her life. She wasn't sure who to trust or how she was going to manage creating a new life in Boston.

Esther's first step with La Alianza Hispana was to enroll in our Prenatal Health program. Once enrolled, Esther's case worker connected her with universal health insurance and helped her move into more stable housing. Once her basic needs were being met, she entered counseling.

In 2008, Esther enrolled in GED classes and with the support of La Alianza Hispana's staff, has become actively engaged in early childhood development activities with her two-year old daughter, Yaniris.

"I love my daughter to pieces and I want her to have all the support and love I did not experience when I was growing up," said Esther. "La Alianza Hispana has always been there for me, including when I gave birth to my daughter. Now my daughter is curious about everything and loves to visit the agency staff. La Alianza Hispana is helping me raise her the right way. I'm so grateful to have this support as a mother."

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## ***Senior Center and Adult Day Health Program***

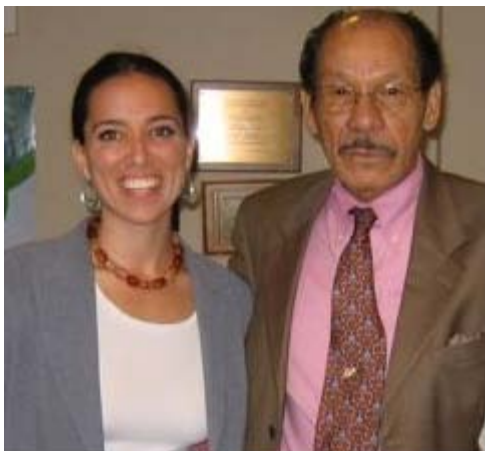


La Alianza Hispana's elder services are helping Latino seniors to age in place and continue living independent lives. We have two programs: a Senior Social and Recreation Center, a program that provides health education, socialization and recreational services to Latino seniors to stay healthy and maintain their independence; and The Adult Day Health Program which provides direct care to elderly Latinos who may require more intensive care because of disabilities.

Who we served in 2008:

- 125 Latino seniors attended socialization groups on an ongoing basis
- 42 Latino seniors and/or persons with disabilities received services daily
- 30 engaged in a specialized Art Therapy Program
- 25 participated in educational workshops offered by the Joslin Diabetes Center, Cambridge Health Alliance and others

Franciso's Story: From a young migrant worker to a senior who is organizing his community



Every morning Francisco opens the doors and welcomes his friends at La Alianza Hispana's Senior Center. For the last 17 years, Francisco has served as a fulltime volunteer helping to organize daily activities and serve meals. In addition he plays a central role in program governance. He helps La Alianza Hispana's management understand the pressing needs of Latino seniors. Francisco has been an active participant in Tufts University's longitudinal research on aging Latinos and has been instrumental in helping La Alianza Hispana develop new programming to address mental health and socio-economic issues facing this population.

Sonia Chang Díaz, State Senator-elect and Francisco

In 2008, Francisco expanded his service and advocacy by joining Mayor Menino's Food and Fuel Campaign, an initiative that helps residents and small businesses to address the rising costs of food and fuel during the winter.

It's quite fitting that Francisco is serving Boston by advocating on hunger issues. Providing food for others has always been an important aspect of Francisco's life. As a young sugar cane worker in Puerto Rico, he relocated to the mainland to seek better economic opportunities. As a migrant farm worker, Francisco moved seasonally from Virginia to Florida picking the food that fed generations. Later in life, Francisco's journey led him to Boston where he worked as a cook for an elementary school and a volunteer in his church's soup kitchen. "It was later in life that I learned how to read and write. Before coming to Boston, I didn't have access to educational opportunities. I always wanted to help others -- and mostly I find I can make a difference by making sure people have a voice and don't go hungry."

### ***La Alianza Hispana's Workforce Development and Education Programs***



The workforce development and education programs prepare Latinos for the world of work by offering services that enhance basic skills. These programs include: English for Speakers of Other Languages (ESOL), Workplace English, The Timothy Smith Learning Center, a community computer center with 20 computer stations and La Alianza Hispana After School Program.

#### Who we served:

- Provided English instruction to 188 speakers of other languages
- 38 participants in Workplace English at Sterlingwear of Boston
- After School Program has provided academic enrichment to 40 Limited English Proficient students at the Lilla G. Frederick Middle School in Dorchester
- Timothy Smith Learning Center has provided computer instruction to over 164 people and the lab has been utilized by over 150 people this year

[Maria's Story: Learning English provides the pathway to success in the workplace](#)

Maria makes the coats that keep



us warm in the winter months. She takes great pride in her work and stands out as a model employee at her job at Sterlingwear of Boston. The biggest challenge Maria faced in 2008 was her confidence in speaking and writing English.

Luckily her employer recognized Maria's potential, and the potential of 38 fellow workers for whom English was their second language. With the support of the Massachusetts Department of Education and Sterlingwear of Boston, La Alianza Hispana began providing on-site Workplace English classes for

Maria and her fellow employees in January 2008.

"When Sterlingwear brought in La Alianza Hispana, I knew this wasn't just a job, they opened the door to achieve the American dream." Maria added, "I feel more confident communicating with my managers. They have encouraged me to take more training in order to get a promotion. The road to improving my English skills has no end. There is a long way for me to go but now I feel really motivated and supported."

## ***La Alianza Hispana's Leadership in Action***



In 2008, La Alianza Hispana strengthened our organization in many ways, including exercising and developing our leadership. From recruiting new talent, to building the capacity of our staff, La Alianza Hispana has become a more fit organization this year.

La Alianza Hispana's Board of Directors welcomed two new board members in 2008. Both adventure-seeking Latinas, Alejandra and Gabriela bring new energy and talent to La Alianza's leadership as well as a wonderful spirit of commitment to the Latino community. Gabriela Mendoza, Esq., La Alianza Hispana's Treasurer, brings legal and financial talent. We are also tapping her real estate expertise to help La Alianza Hispana maximize our capital assets. Gabby's work ethic can be summed up by this motto:

"work hard, play hard and give back to the community." When she's not running her law practice or helping La Alianza Hispana, you can find her doing things like white water rafting, hiking or traveling. In 2009, Gabby





intends to go skydiving!

Alejandra St. Guillen, brings a diverse background in education as well as community and political organizing experience. Born and raised in Boston's Mission Hill area, Alejandra first entered the political arena as the Director of Constituent Services for Senator Dianne Wilkerson. In April, she joined ¿Oíste?, the Latino Civic Engagement Initiative, as the Program Manager for the Initiative for Diversity in Civic Leadership, a 16- week training program for current and aspiring candidates, appointees, public servants and campaign staff of color. Alejandra holds a B.A. in Economics and African-American Studies from Wesleyan University and a Masters in Education from the City College of New York. In 2009, Alejandra will be running the 2009 Boston Marathon on behalf of La Alianza Hispana! ([Click here to support Alejandra in her goal to run 26.2 miles and raise \\$5,000!](#))

La Alianza Hispana's management team is stronger than ever this year. La Alianza Hispana hired Rita Lara, our first full-time Director of Development. Aixa Beauchamp continued to provide expert consulting around philanthropy and program evaluation. Beatriz Stratter, Director of Finance, is enrolled in a Non-Profit Administration and Finance Program which is a joint venture between Suffolk University and the Human Service Providers Council. And Josiane Martinez, Marketing and Community Relations Manager, graduated from

the National Hispanic Leadership Institute and the Boston-based Initiative for Diversity in Civic Leadership Program.

Executive Director Janet Collazo was invited by Boston University to participate in two professional development programs: InnerCity Entrepreneurs and Link Consulting Day. These two trainings helped La Alianza Hispana develop a business plan for our Mental Health Clinic and a performance evaluation plan for human resources.

Coaching us along the way in 2008, we have had the great privilege to work with the following consulting groups: Nonprofit Finance Fund, Executive Service Corps, Taproot Foundation and Common Impact.





Top to bottom photos: (1) Kendra Chencus with La Alianza Hispana After School program participants; (2) Janet Collazo, Executive Director of La Alianza Hispana; Josiane Martinez, La Alianza Hispana Marketing and Community Relations Manager; Professor Iain Cockburn, Economist, Boston University School of Management; cheering on La Alianza Hispana first Boston Marathon. (3) Alejandra St. Guillen, M.Ed; (4) Members of La Alianza Hispana Board of Directors, Apolo Catala, Esq.; Gabriela Mendoza, Esq.; Janet Collazo, Executive Director of La Alianza Hispana, and Alberto Cardenas, President of La Alianza Hispana's Board of Directors.

## ***A Community of Supporters***

### ***Thanks for making the difference***

We would like to thank all of the funders who invested in La Alianza Hispana in 2008.

They include:

- Anna B. Stearns Foundation
- Amelia Peabody Foundation
- Bank of New York Mellon Charitable Giving Program
- Blue Cross Blue Shield of Massachusetts
- Boston Campaign for Proficiency
- Boston Private Bank
- Boston Public Health Commission
- Bushrod H. Campbell and Adah F. Hall Charity Fund
- Children's Hospital
- Children's Trust
- Citizens Bank Foundation
- Clipper Ship Foundation
- Campaign for Proficiency
- Common Impact
- City of Boston Commission on Affairs of the Elderly
- City of Boston's Neighborhood Development: Partners with Non-Profits Program
- City of Boston's Office of Arts, Tourism and Special Events
- Commonwealth Alliance
- Community Development Block Grant
- Delta Dental
- Eastern Bank
- Executive Office of Health and Human Services,

Masshealth & Commonwealth Cares

- Outreach Grant
- Farnsworth Charitable Trust
- Harvard Pilgrim Health Plan
- John Hancock's 2008 Boston Marathon Non-Profit Program
- Justice Resource Institute Inc.
- Latino After School Initiative (LASI)
- Liberty Mutual Foundation
- Massachusetts Department of Education
- Massachusetts Department of Public Health
- Massachusetts Department of Children and Families
- Network Health
- Partners Healthcare
- Planned Parenthood League of Massachusetts
- Red Sox Foundation
- Roxbury Trust
- Rutland Corner Foundation
- Sailors' Snug Harbor of Boston
- Sovereign Bank Foundation
- Stride Rite Foundation
- Tufts Health Plan Foundation
- Tufts Medical Center
- United Way of Massachusetts Bay and Merrimack Valley
- U.S. Department of Health and Human Services/Office of Minority Health
- U.S. Department of Health and Human Services/Office of Women's Health
- United Health Care
- Verizon Foundation
- Verizon Wireless

Events that made a difference!

Our first Boston Marathon Team, made up of board member Kendra Chencus and runners Steve Sklivas and Mike McCarthy, started something we hope will be a tradition at La Alianza Hispana.



All three runners crossed the finishing line (With La Alianza Hispana's staff cheering them on Latin style!) and together, they raised over \$16,000! We are so grateful to John Hancock's Boston Marathon Nonprofit Program for donating three numbers in 2008 as well as three numbers in 2009! And we extend a big thanks to Kendra, Steve and Mike for inspiring us and supporting us.



This year, with the continued support of United Way's Community Care Day and the employees at the Office of Commonwealth Development and the Department of Employment and Training of Massachusetts La Alianza Hispana began renovating the interior of 407 Dudley Street and completed interior renovations at the Latino Family Counseling Center. Fifty employees of Deloitte also returned this year to provide a day of service as part of Deloitte's Impact Day.

### Investing for the long run

The League of United Latin American Citizens' (LULAC) Empower Hispanic America with Technology initiative donated a new technology center. The new center features software programs designed to enhance ESOL curriculum implemented in La Alianza Hispana's workforce and education programs. This new LULAC Initiative also offers access to online citizenship services and promotes online professional networking.

We are so grateful to Massachusetts Financial Services for generously designing and printing La Alianza Hispana's Action Plan. A special thanks to Charan Devereaux, Cassidy DuHon for contributing photos and Toni Amato at Write Here Write Now for editorial help.

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## Join Our Team!

### *Job Opportunities at La Alianza Hispana*

Please help us recruit top talent for the following career opportunities at La Alianza Hispana:

- Supervisor (Licensed Independent Social Worker ) for the Latino Family Counseling Center
- [Director of Education and Workforce Development](#)
- Licensed Practical Nurse for the Adult Day Health Program



Photo by Charan Devereaux

Send resume and cover letter via regular mail or email to:

Tony Ippolito  
La Alianza Hispana, Inc.  
409 Dudley Street  
Roxbury, MA 0211  
Tel: (617) 427-7175 Ext. 258  
Fax: (617) 442-2259  
Email: tippolito@laalianza.org

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## La Alianza Hispana's Media Coverage

[El Mundo, Local Solutions to National Crisis](#)

[Siglo 21, La Alianza Hispana Adelanta a Latinos a través de Tecnología](#)

[Boston Goble, Festival Celebrates Latino Culture and Stresses Health.](#)

[New England Ethnic News, Hispanic Health Fair Celebrates Life and Disease Prevention](#)

[Siglo 21, Alianza Hispana y 'Celebra la Vida con Salud y Música' Traen a Milly Quezada](#)

[Siglo 21, Celebra La Vida Con Salud y Música](#)

[WBZTV Centro, Free Latino Health Fair @ Boston City Hall Plaza \(Video\)](#)

[Boston Globe, Building Communities Through Coffee](#)

[Click here to read our La Alianza Hispana's newsletters.](#)

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## Support La Alianza Hispana this Holiday Season

- [\\$25 supports a tutor session with a young person](#)
- [\\$75 supports a parent mentor workshop](#)
- [\\$100 supports a workplace English class](#)
- [\\$250 covers the cost of breakfast for our senior group](#)



Photo by Charan Devereaux

Thank you for considering making a gift to La Alianza Hispana. Please make checks payable to La Alianza Hispana and send to the following address or submit a donation electronically by clicking on the Donate Now button.

Rita Lara  
Director of Development  
La Alianza Hispana  
409 Dudley Street  
Roxbury, MA 02109



La Alianza Hispana, Inc. is a 501(c)(3) tax-exempt community based organization providing culturally and linguistically appropriate health and education programs to the Latino Community of Greater Boston. Founded in 1971, La Alianza Hispana has become the starting point for over 2,000 Latinos annually who seek support at all stages of life. La Alianza Hispana strengthens individuals, families and communities for ongoing success.

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