



## La Voz

### *La Alianza Hispana's Accomplishments: 2013 and Beyond*

#### **LA ALIANZA HISPANA - NUMERO UNO**

La Alianza Hispana's staff and *Cuidate* program won FIRST PRIZE for the "BEST FLOAT" at the recent Puerto Rican Festival held on July 28<sup>th</sup> at Government Center in Boston. This prize caps off a year of turbulence and uncertainty while symbolizing recovery and determination to restore La Alianza Hispana to its long-time leadership position in the Latino community.

When I became Interim Executive Director in February we were facing a huge fiscal and organizational emergency. The agency, with a \$2.5 million budget was struggling with more than \$250,000 in debt; had lost a \$295,000 state grant; was employing its third executive director within a four-month span; and was questioning its very survival.

I am overjoyed to report that La Alianza Hispana is on the road to recovery. Our three core services (Senior Adult Health; Teen Pregnancy/HIV prevention; Public Health) are projected breaking even operationally. Administrative costs have been reduced by 2/3. We have raised \$60,000 in unrestricted funds. Planning for the annual Women of Courage event is going well with a \$50,000 profit goal in sight.

La Alianza is making significant leadership changes. Three new Members have joined the Board of Directors. A permanent Executive Director, Marisol Amaya, has been promoted from within and will assume her new duties on September 27<sup>th</sup>.

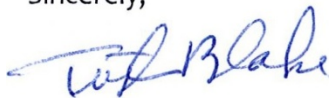
We have been accepted by the City of Boston's Office of New Bostonians program for an important capacity-building initiative over the next year. We also now have a new financial partner: Massachusetts Growth Capital Corporation, which is supplying critical bridge/gap funding. Both of these groups will help us with future planning. We will be leveraging our real estate for re-organization while re-structuring/eliminating our mortgage debt. In fact, if our forecasting proves accurate, *all* debt will be removed from our books.

All of these activities represent progress. However, there are still many challenging obstacles to overcome. I think momentum and commitment are on our side. Our continuing, and

growing, partnerships with our many friends, colleagues and partners, along with an incredibly dedicated and loyal staff, who have made huge sacrifices throughout, will ensure that La Alianza will not only survive, but will grow and thrive for the benefit of our current and future clients.

*Cuidate,*

Sincerely,



**Tristram Blake**  
**Interim Executive Director**  
**LA ALIANZA HISPANA**

***Marisol Amaya-Aluigi, a new Leader as of September 27***



As the former Program Director of the Adult Day Health and Senior Center at La Alianza Hispana, Marisol has over twelve (12) years experience in coordinating health programs for women and seniors in the United States and Latin America. Ms. Amaya has a Master in Public Health from Boston University, a Bachelor in Health Science from Colombia, a Certificate on Health Management from Boston University, Conflict Management, a Certificate in Behavior Management, Suicide Prevention among Older Adults from Boston University, Master training of Chronic Diseases Self Management program from Stamford University, Allergen Awareness certification, and Serve Safe Certification. Her past tenure as program director has provided her insight to the agency's needs, challenges, opportunities and assets.

Marisol's vision for La Alianza Hispana is focused on "working with other interested stakeholders, making a positive impact in the community, increase visibility, develop innovative programs and services, and develop strategic partnerships that believe that family and community are important."

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## ***2013: A Year of Trials, Challenges and Accomplishments***

La Alianza Hispana has risen from a year of trials and challenges to restore not only the fiscal stability needed to provide quality of services but as well to keep its doors open and regain its image of community empowerment prevalent in its past 42 years of history. Under the dynamic interim leader, Mr. Blake, La Alianza Hispana has addressed its major challenges and its Board of Directors, staff, volunteers and clients/participants are eager to continue the legacy of community strength of the Latino community. The following items described some of the initiatives La Alianza Hispana has developed through collaborations, partnerships and direct care services for the Latino community in Greater Boston and beyond! We look forward to continue with the same spirit of success, efficiency, effectiveness and quality of services and work as we are committed to our mission and serving the community.

### ***New Achievements & Opportunities 2013 and on***

La Alianza Hispana continued to be committed to promoting good physical, mental, and social health to families. We are always looking for ways to enhance services to our youth and families, making sure we are helping to build tomorrow's leaders. This is not work that La Alianza Hispana can do by ourselves and that is why partnerships are so important to us.

***I am informed, in Control and Insured...***  
**thanks to the new Affordable Care Act**

***Tengo Información, Control y Seguro Médico... gracias a la Ley Nacional de Salud***

La Alianza Hispana joins HCFA and nine other community-based outreach organizations in an outreach and education campaign to reach and educate the Latino (Spanish) and Portuguese speaking communities across the Commonwealth. The campaign consists of presentations, trainings, and providing information [referral](#) to the Help Line.



### ***Cuidate Youth, Parents, and Team Winning Summer!***

This summer the Cuidate Project's youth, parents, and staff along with La Alianza Hispana's volunteers and staff have been involved in a community education and outreach campaign through the various summer festivals in Massachusetts. The campaign consists in providing educational materials and information to the Festival's participants about La Alianza Hispana's programs and services as well as

the Cuidate Teenage Pregnancy Prevention Project. The team also gathered signatures to support a petition to request health education on sexuality and teenage prevention in schools state-wide. The team worked in four Latino summer festivals this year with great success.



La Alianza Hispana's Parade Float won the First Prize as a Cultural Float in this year's parade at the Puerto Rican Festival. Special thanks to the most talented Zach Castro and musicians who made this award possible!

## ***Join Us in Celebration for Women of Courage 2013 on October 24, 2013 at the One Financial Conference & Events Center of Boston***



Thanks to our sponsors:

Lead Sponsor: Guardian HealthCare



La Alianza Hispana celebrates its fifth annual signature fundraising event, **Women of Courage** on October 21, 2013 to continue our legacy to honor women of courage who distinguish in their field of work and showcase the characteristics of the strongest assets women have in the own right. That is the power of caring for others, passion for their purpose in life, and giving their talent, knowledge, and energy to help others achieve their life goals. A group of past awardees and volunteers are helping out with the planning of the event. We are aiming to raise \$50,000 with this year's event.

The Women of Courage 2013 is still inviting prospective companies, organizations, and individuals to become sponsors and join the team to support La Alianza Hispana. We are also accepting nominations for awards until September 6, 2013. For more information on how to become a sponsor and/or nominate a candidate to the Women of Courage 2013 awards, contact [Vpera@laalianza.org](mailto:Vpera@laalianza.org) or by phone at (617) 427-7175 x 263

### ***A New Day and Bright Future with New Leadership***

The Board of Directors of La Alianza Hispana is pleased to announce that there are three new members that joined the board recently. They are Jacqueline Butera (consultant), Monica Dean (Nuestra Comunidad Community Development Corporation), and Ramon Sanchez (Harvard University). They join the existing board comprised of Alberto Cardenas (President), Rosette Martinez (Vice-President), Nadia Tejada Colon (Treasurer), Frank Sepulveda, Helen Credle, and Lucinda Rivera.

### ***Jacqueline Butera, consultant, Independent Consulting and Volunteering***



Nonprofit Management Executive experienced in organizational assessments and leadership training and consultant in JLB Consulting; a self-starter passionate leader with over 10 years of experience working in organizational management and operations; with expertise in operational systems and financial management analysis, and community engagement. She has worked with Neighbor Works America, Enersol, the Newton Planning and Development, Tent City Corporation, and has a Master's Degree in Public Policy and Planning, University of Southern Maine.

### ***Monica Dean, Director of Community Organizing and Resident Services***

Monica Dean joined Nuestra Comunidad in October of 2009 as Director of Organizing & Resident Services. Monica brings to this position a wealth of experience with community development and organizing in Roxbury, Nuestra's core service area. Monica knows Roxbury very well both as a long-

time resident and through her professional history. She served as Chief of Staff for a State Senator in the Commonwealth of Massachusetts, and while there assisted hundreds of residents in accessing crucial resources and opportunities, helping many find affordable housing and others avoid foreclosure. In that role Monica worked closely with community development corporations, other community-based organizations, churches and neighborhood associations across the Commonwealth and the Second Suffolk District. Monica is a graduate of Johnson C. Smith University, where she received a B.A. in Psychology, and the University of Massachusetts Boston, where she earned a Masters of Education in Mental Health Counseling.

***Ramon Sanchez, Assistant Director, Sustainability and Environmental Program, Harvard University***



Ph.D. in Environmental Health from Harvard University, assistant director, professor to more than 300 master students at the Harvard Extension School, Ramon has expertise in public health, business development, engineering and administrative management. He brings a record of 15 inventions, four patents granted in the United States and Europe. Ramon has been recognized with many accolades, among them a certificate of recognition from the city of Boston for Community Service to the Hispanic Community, technology innovation award granted by the National Chamber of Electronics, Telecommunications and Information Technologies in Mexico, presidential certificate award to Academic Excellence in the state of New York granted by President George H.W. Bush in 1992, and he is very actively involved in the Harvard School of Public Health Alumni Association.

***Profile of Success***



***Griselda Polanco***

My name is Griselda Polanco, I live in Brighton, MA and I am a single mother of a beautiful baby named Isabella, she is my treasure and she is one year old. Before my daughter was born I was going through a hard period in my life because it was my first pregnancy, living in another country, without a direct family and with a lot of questions and needlessness. I was in depression and very worried about our future and that was the reason by which I contacted LA ALIANZA HISPANA. Isabella was not born yet and already I was getting a representative from LA

ALIANZA that gave me guidance and helped me by bringing clothes, diapers and lot things for my baby. Later they help me to apply for housing, and look for a school to take English classes and other services. For a year and 3 months LA ALIANZA HISPANA has continued to help me and visit me. I just wanted to take a minute to say thank you for the support, caring and generosity. I appreciate their time and assistance. I know how much time and effort it takes to serve people in need. I also want to say thanks to every one of your supporters, volunteers, and contributors.

## ***Thanks to all our Collaborators & Partners***

Action for Boston Community Development (ABCD)  
Chelsea Collaborative  
Cradles to Crayons  
Fina House, Lawrence  
Greater Lawrence Vocational Technical High School  
Guardian Healthcare  
Lawrence's Mayor Health Task Force  
Lawrence's Teen Coalition  
Lawrence Youth Coalition  
Lawrence YWCA  
Mothers for Justice & Equality  
Phoenix Charter High School  
Project Hope  
Roberto Clemente League  
The Caribbean Foundation of Boston Inc.  
Martha Eliot Community Health Center  
South End Community Health Center  
Dorchester House Health Center  
Urban College of Boston

*Please let us know if by any chance we have disregarded your name from this list by oversight, and we will acknowledge your name with an updated version of the newsletter. Thanks, La Alianza Hispana*



## *Thanks for Giving Your Community Service Day- Deloitte & Touche USA LLP*



Tens of thousands of employees of Deloitte & Touche USA LLP (Deloitte) set aside their regular work and made their communities their client on Friday June 7th for the organization's 13th annual IMPACT Day, a one-day example of its year-round commitment to volunteer service. In this their fifth year providing a day of service to La Alianza Hispana, Deloitte employees started a series of renovations to the Workforce development and Education classrooms.

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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