

# What we do . . .

***La Plaza's mission is to serve, empower and integrate the central Indiana Latino community.***

La Plaza supports the entire Indianapolis community by increasing educational attainment and ensuring that the Latino population is a valuable part of Indiana's future professional workforce. La Plaza's primary focus is on education and college readiness for more than 2,000 Latino students in 1st through 12th grades each year through five premier academic educational programs. The organization also administers the La Plaza Scholarship Fund. All educational programs are designed to address the high dropout risks experienced by Latinos, and the underrepresentation of Latinos in postsecondary institutions by incorporating components of academic support, college and career exploration, leadership development and community service, and technology training. Through these programs, La Plaza shares the community responsibility to prepare traditional and non-traditional Latino students for postsecondary success.

La Plaza also provides much-needed access to co-located services for basic needs in partnership with Wishard Hospital, Marion County Department of Health, IU School of Medicine, Riley Hospital, and Covering Kids and Families program. In addition, La Plaza also offers direct emergency and holiday support services, various clinics and health information presentations, and community resource referrals to the Latino community.

In total, La Plaza directly serves more than 5,800 Latinos annually with essential health and social services and key educational programs. La Plaza also offers opportunities for the Indianapolis community to build understanding and appreciation of Latino culture through participation in a wide variety of cultural activities - including the FIESTA Indianapolis event that attracts more than 30,000 people each year.



2011 Annual Report  
**La Plaza**

[www.laplaza-indy.org](http://www.laplaza-indy.org)

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## A message from our leadership

The number of college degrees attained by Latino students needs to reach 5.5 million by 2020 in order for the United States to reclaim its position as the top ranking country in degree attainment. Additionally, by the year 2020, 25% of our nation's citizens ages 18-29 will be Latino (Excelencia in Education, 2010). As such, the need for La Plaza's programs today and tomorrow is immense.


La Plaza's programs utilize best practices proven to deliver the postsecondary resources and services that are most effective for Latino students' enrollment, retention, and graduation rates. Our La Plaza collaborative program model includes creating environments for Latino youth that provide opportunities for academic support, career networking, and community outreach through advising, mentoring, academic excellence workshops, and study and computer facilities (Ibid.).

In 2011, La Plaza cultivated numerous opportunities for Latino youth to complete high school and realize postsecondary success, and continues to meet the specific educational needs of students within the rapidly-growing Latino population, making La Plaza a key player in building Indiana's future economy and workforce. La Plaza also continues to meet the immediate needs of the Latino community through the Access to Health and Social Services program by providing medical and mental health services, assistance accessing medical insurance coverage, and hosting community health fairs and presentations.

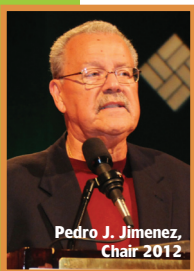
### 2011 La Plaza Success Highlights

- The LILY Program has grown 112% since its inception in 2009. The 2011 summer program enrolled 53 participants (with an anticipated 50 person capacity), and still had 11 individuals on the waiting list.
- The MD/FS program offered two new workshops: the "Ask The Right Questions" parent workshop during which parents learned how to develop questions related to education and how to communicate with their children's schools and administrators, and an "Anti-Gang" family workshop where participants engaged in an open, educational, and constructive dialogue about gangs, gang violence, and the difficulties many immigrant parents encounter while raising a child in the US.
- Every month, the Dyson Program sends IUPUI School of Medicine-Pediatric medical residents to La Plaza to improve their communication skills with Latino patients and explore families' cultural and health service experiences from their native country and in Indiana. Since October 2011, 35 medical residents have participated in the program. Ninety percent (90%) of the residents were Caucasians between the ages of 25-35 years old.

The La Plaza Board of Directors and staff will continue increasing program capacity and diversifying service offerings to best serve the needs of the Latino population in Indianapolis. If you share our passion, and would like to share in our mission to continue enhancing the future stability and abundance of our community, we welcome you to show your support through volunteering, participating in our community events, and by making a tax-deductible donation to support the operation of La Plaza's programs. Please contact our office or visit our website to join La Plaza in fulfilling our mission. We are deeply honored to serve in our current capacity, and look forward to dedicating ourselves to the Indianapolis Latino community for many years to come.

  
**Miriam Acevedo Davis**, Executive Director

  
**Pedro J. Jimenez**, Chair





## The need for La Plaza's programs...

College enrollment rates for Latino students ages 18-24 increased by 24% from 2009 to 2010, and while 73% of Latino students attained a high school diploma or equivalency, only 44% of these students enrolled in college, and of those, only 17% were enrolled in a four-year college (Pew Hispanic Center, 2011).

Data also demonstrates that if a Latino student does enroll in college, he or she is unlikely to graduate, as the 2010 degree attainment rate for Hispanic adults ages 25-64 was only 18% (Lumina Foundation, 2012). Here at home, the statistics are even more concerning; in Marion County, 50% of adults have neither a high school diploma nor an equivalency, and only 10% have attended college (Catholic Charities, 2011).

Indiana has the 21st largest Latino population in the United States, and 22% of our state's Latino population resides in Marion County. Forty percent (40%) of the Hispanic population in Marion County are individuals 18 years old or under and 11% are ages 18-24 (2010 US Census) – meaning that 51% of the Indianapolis Latino community could benefit from La Plaza's education and college readiness programs.

A lack of adequate health care, knowledge of disease prevention, and healthy lifestyle education also plagues the Latino community in Indiana. As compared to white adults in Indiana, a 61% higher rate of Latinos reported being unable to seek regular medical attention due to cost, and a 32% indicated having no medical insurance. The most prevalent chronic diseases affecting the Latino mortality rate in Indiana are cancer and heart disease. Obesity and diabetes are also major concerns, especially given the high rate of individuals reporting physical inactivity and poor diets (IU School of Medicine and Department of Public Health, 2011). La Plaza offers the support necessary to ensure the Latino community receives preventative health education and essential access to medical services.

### **From January - December 2011, La Plaza served 5,894 individuals:**

- 3,845 through the Access Health and Social Services program; and
- 2,049 through La Plaza's five education programs.

# Programs

## ***Tu Futuro (TF) and La Plaza Scholarship Fund***

TF supported and encouraged 1,584 Latino traditional high school students and non-traditional students to pursue postsecondary education. TF provides information to students about postsecondary options, the application process, and financial aid opportunities through an eight-week workshop series of bilingual workshops offered at 16 local public and private schools. Outside of the school setting, individual consultations are provided to students and their families through monthly mentoring. Students are encouraged to enroll in rigorous college preparation courses such as Advanced Placement (AP) and International Baccalaureate (IB), and complete postsecondary entrance exams including the SAT and ACT assessments. Throughout the year, TF staff coordinates college visits, mentoring opportunities, student leadership development, and community service projects. The TF program also assists students with completing online career inventories, researching postsecondary institutions of interest, and completing college entrance exam registrations and college applications.



**In 2011, the TF program worked intensively with 198 high school seniors, 71% of whom applied to college and 44% of whom applied for scholarships. At the conclusion of the academic year, 45% of these students were enrolled in a postsecondary institution, a result that exceeds the national average of Latino college enrollment by 13%.**

**La Plaza was also proud to award \$8,000 scholarships to three deserving students through the La Plaza Scholarship Fund, administered by the Central Indiana Community Foundation (CICF).** This fall, two of the scholarship recipients will attend Indiana University Bloomington, and one plans to attend Indiana University-Purdue University Indianapolis (IUPUI). These scholarships are renewable for four years.

## **2011 Donors, Supporters & Friends**

### **Investors**

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Indiana Latino Scholarship Fund  
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Lumina Foundation  
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Ruth Lilly Philanthropic Foundation  
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United Water, Inc.  
United Way of Central Indiana  
USA Funds  
Women's Fund of Central Indiana

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Frito Lay  
Indiana Kentucky Regional Council of Carpenters  
Indiana State University  
Indiana University  
Indianapolis Foundation  
IUPUI  
Mary Rigg Neighborhood Center  
MD Wise

**To become a sponsor, donate or learn more about our events and programs, visit [www.laplaza-indy.org](http://www.laplaza-indy.org).**

### ***The Leadership Institute for Latino Youth (LILY)***

In 2011, 53 youth participated in the LILY Program, a six-week summer academic and leadership program designed to help 7th-10th grade students gain the necessary skills to succeed in high school, college, career, and life. In addition to daily instruction in math and English, students participated in a daily, hour-long "College 101" class to learn basic study skills, the steps to college preparation in high school, explore postsecondary and financial aid options in Indiana, and career possibilities. Students focused on specific college and career preparation activities including creating Graduation Plans, writing resumes, and participating in mock interviews. Students also went on a day-long visit to Ball State University, where they met professors and current college students and took a tour of the campus.

Program participants completed two 'Leadership Projects' offered in the areas of science, creative writing, journalism, philanthropy, visual arts, and hospitality/event management. Through each project, students learned valuable leadership skills and were able to explore various careers to gauge individual interests in each of the professional fields. Students also took field trips related to their projects, such as visiting the WFYI studios and the Herron School of Art at IUPUI.

**In 2011, 86% of LILY students improved skills in English and 67% in math; 86% increased their knowledge of college readiness and career preparation; 95% of students reported that the LILY program helped them feel more prepared for the school year; 92% of students increased their technology skills; by the end of the program, 79% self-identified themselves as leaders; and 88% of students stated that the program increased their knowledge about health, fitness, and nutrition.**

### ***Mother-Daughter/ Father-Son (MD/FS) Programs***

The MD/FS programs support the academic and personal development of more than 180 Latino middle school students and their parents. The program encourages students to complete high school and pursue postsecondary education, and empowers parents and guardians to support their children's educational careers while focusing on their own personal development. In 2011, 104 students participated in the MD program and 80 in the FS program through weekly after-school groups. Coordinators offered the MD/FS programs at six area schools: George Washington Community School, Shortridge Magnet School, Emma Donnan Middle School, Gambold Middle School, Belzer Middle School, and Fall Creek Valley Middle School. MD/FS staff also organized seventeen different events, including parent/family workshops, college visits, educational field trips, La Plaza's annual College and Career Workshop, Spring Break job shadows, and numerous community service activities.

Students engaged in grade and academic goal setting conferences, career assessments and visited college campus and career fairs. MD and FS staff also completed 26 home visits, where they were able to assess the specific needs of program families and provide support and services to address those needs and concerns.

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**In 2011, 76% of youth participating in the MD/FS programs set short- and long-term academic goals; 94% have knowledge about the steps to prepare for and attend college; 77% explored colleges and careers through internet research and group discussion; 94% have knowledge about the career in which they are interested and 46% completed elective community service projects.**



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Drew Catt  
Helping Hands of Hamilton County  
Congregation Beth El Zedeck  
Consulado de Mexico en Indianapolis  
Iris Cruz

## Summer Discovery (SD) Program

The SD program is a six-week academic summer camp for students entering 1st through 6th grades. This multifaceted program offers academic enrichment in reading and math, physical and health education, and visual and performing arts, participation in community service projects, educational field trips, and career exploration activities. Character education is infused into all Summer Discovery activities to help students learn the principles of healthy social and emotional development, conflict resolution, effective communication, and life skills. In 2011, 115 students participated in SD, completing a summer reading program, engaging in creative expression activities, fitness and nutrition education, community service projects, and career and college exploration events.

**In 2011, 87% of SD program participants improved their reading and math skills, and 91% read 20 or more books during the program. Ninety (90%) engaged in community service projects, including neighborhood cleanups, initiating a community-based recycling program, and recognizing local heroes with appreciation letters.**

## La Plaza's Access to Health and Social Services Program

La Plaza realizes that to meet the goal of higher education for youth, the entire family must have its basic needs met. In 2011, La Plaza's Access program helped 3,845 individuals access healthcare insurance, mental health services, prenatal and pediatric care, dental and medical services, language barrier assistance, food and nutrition resources (including food pantry and health education services), holiday support, and emergency rent and utility assistance. Access provides co-located services in partnership with Wishard Hospital, Marion County Department of Health, IU School of Medicine, Riley Hospital, and the Covering Kids and Families program, a project of the Robert Wood Johnson Foundation. La Plaza also provides weekly awareness presentations to Access clients on different health topics such as cancer prevention, diabetes, nutrition, prenatal care, and HIV. This is a valuable opportunity for clients to become informed on different health topics and on how to prevent diseases and illnesses. **In 2011, La Plaza exceeded its goal to serve 3,500 individuals through the Access program by 10%.**



## Lucia's story

*(As published by the United Way of Central Indiana)*

Sitting in her classroom at North Central High School, Lucia's thoughts wandered to her mother who was recently hospitalized due to a serious illness. Lucia's dream was to pursue a degree in nursing. Not only would that career allow her to help her mother, she hoped to use her bilingual skills to save others who don't speak English from the mistreatment her family had often experienced while trying to get needed medical services.

Lucia recognized there were many obstacles standing in the way of her dream. As she thought about these obstacles, a La Plaza staff member walked into her classroom to make an introductory presentation about the agency's Tu Futuro program, a college readiness program for Latino high school students. La Plaza's Tu Futuro staff was there to tell the students not only how to prepare for college, but also how to find ways to pay for it.

As Lucia attended more Tu Futuro presentations and workshops, she began to believe that her dream of becoming a nurse could really come true. She learned how to apply for scholarships and student loans, and how to prepare and submit a good college application. As part of La Plaza's program, she also learned about all the different health and social services available at the agency. Lucia listened to every word, not knowing how valuable that knowledge would soon prove to be to her family.

Not long after, Lucia's father was attacked outside their home. Lucia called Tu Futuro staff who instructed her to bring her family to La Plaza for help. Through the legal clinic that operates at the agency once a month, they set up a meeting with an immigration attorney. The lawyer advised Lucia's father that because of this crime, he could help him petition for a U-Visa (a federal program giving victims of certain crimes temporary legal status and work eligibility in the U.S. for up to four years). The family was very grateful for this help; they were finally able to see the light of hope and no longer live in fear.

Lucia continued to work with the Tu Futuro team, attending workshops and one-on-one meetings. She also participated in community service projects and college visits organized by La Plaza. When she received the news that she had been accepted into Ivy Tech's nursing program and that she had received scholarships that would help pay for her education, she called La Plaza. With tears in her eyes, she told them there was no way she could have accomplished this without their help and support.

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Church  
Henry Fernandez  
James Grim, Jr.  
Cindy and Roger  
Herrington  
Owen Hitchins  
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Network for Good  
Eduardo Pennella  
Todd Rhoades (in honor  
of Perla Williams'  
Birthday)  
Sister Norma Rocklage  
Ageeth Sluis  
Katherine Souchet-Moura  
Jesus and Perla Vidaurri  
Kania Warbington  
Jack Woodruff

### In Kind

Indy Parks Summer Food  
Service Program  
St. Gabriel Church  
WFYI Indianapolis  
Young Audiences Indiana



# Financial Profile 2011 *unaudited*

## Assets

Dec 31, 2011

### Current Assets:

Cash and cash equivalents	\$968,018
Cash reserved	100,000
Accrued income	134,975
Prepaid expenses	<u>10,724</u>
Total current assets	<u>1,213,718</u>

### Fixed Assets:

Office Furniture and Equipment	138,665
Program Van	48,752
Less accumulated depreciation	<u>(141,610)</u>
Office furniture and equipment, net	<u>45,807</u>
Total assets	<u>\$1,259,525</u>

## Liabilities and Net Assets

### Current Liabilities:

Accrued expenses	\$8,727
Accrued payroll	19,788
Total current liabilities	<u>28,515</u>

### Net Assets:

Unrestricted	449,131
Overhead	233,555
Access Programs	248,422
Summer Discovery	15,208
Tu Futuro	124,276
Mother-Daughter/Father-Son/LILY	160,418
Total net assets	<u>1,231,010</u>
Total liabilities and net assets	<u>\$ 1,259,525</u>

## Statement of Activities – year ended December 31, 2011

	Unrestricted	Restricted	Total
<b>Total Income</b>	<b>1,162,293</b>	<b>(45,839)</b>	<b>1,116,454</b>
Total Operating Expense	1,047,398	-	1,047,398
<b>Total Expense</b>	<b>1,047,398</b>	<b>-</b>	<b>1,047,398</b>
Increase (Decrease) in Net Assets	114,895	(45,839)	69,056
Net Assets, beginning	334,237	827,718	1,161,954
<b>Net Assets, ending</b>	<b>449,132</b>	<b>781,879</b>	<b>1,231,010</b>

