



# **La Plaza**

◆ Serving ◆ Educating ◆ Celebrating ◆ Connecting

## **Annual Report ◆ 2012**



# La Plaza

◆ Serving ◆ Educating ◆ Celebrating ◆ Connecting

*Since 2004, La Plaza has served as the premiere, trusted liaison between Latinos and the larger Indianapolis community.*

Dear Friends,

For many families, middle school might seem too early to start planning for their children's future. At La Plaza, we understand how crucial this early support can be for the Latino students we serve. In fact, La Plaza begins supporting children on their path to success as early as elementary school, and fully engages students during the crucial transitions to 7<sup>th</sup> and 9<sup>th</sup> grades to encourage them to succeed in high school and beyond. La Plaza provides culturally and linguistically appropriate support to reduce the barriers to completing high school and accessing post-secondary education opportunities that Latino students all too often face.

The need for La Plaza's programs is greater than ever before. Indianapolis ranks first among the 100 largest U.S. cities whose Latino population has increased between 2002-2007<sup>1</sup> – yet *Latino educational achievement in Indiana still lags*.<sup>2</sup> Only 18% of Hispanic adults (ages 18 to 54) in Indiana have college degrees.<sup>3</sup> And from 2009 to 2011, Hispanics ages 25 and older in Marion County, Indiana had the lowest post-secondary educational attainment level in the state – less than 25%.<sup>4</sup> This level has remained stagnant, even though the number of Hispanics living in Marion County has nearly doubled in the last three years.

To address this need in 2012, La Plaza provided programs focused on educational enrichment and post-secondary readiness to more than 2,700 Latino students and access to health and social services to over 4,600 Latinos in Marion County. More than 15,000 people attended La Plaza's two annual events: Night of the Americas and FIESTA Indianapolis, where community members have the opportunity to experience Latino culture in Indianapolis. In addition, La Plaza's Board of Directors and staff have developed a strong 2013-2016 Strategic Plan to strengthen the impact our programs have on the Latino community.

One of our most important goals is to increase the number of Latino students completing high school and pursuing post-secondary education in Central Indiana. This will be achieved in part by integrating La Plaza's current Mother-Daughter and Father-Son programs for middle school students with the Tu Futuro (Your Future) program for high school students. In 2013, La Plaza will begin to create a sequential and county-wide high school graduation and postsecondary access program spanning grades 7 through 12 for Latino students in Marion County. We are energized by these ambitious plans.

As La Plaza continues to enhance its primary focus on high school completion and post-secondary readiness for Latino students, we invite you to support our endeavors to ensure that Latino students have the resources they need to achieve academic success and become self-sufficient adults. We welcome you to join our efforts by serving as a volunteer, making a tax-deductible donation, or attending a community event. With your ongoing support, La Plaza looks forward to its continued role in the Indianapolis community as the trusted liaison for Latinos for many years to come.

Miriam Acevedo Davis  
President & CEO

Pedro J. Jimenez  
Chair

<sup>1</sup> Brookings Institution's Metropolitan Policy Program (2002-2007)

<sup>2</sup> Lumina Foundation, March 30, 2011, *Latino and Minority Students, Pt. 1*. [Audio podcast]

<sup>3</sup> U.S. Census Bureau (2010)

<sup>4</sup> 2012 Community Report: Early Childhood to College & Career (2012)

## ◆ 2012 Board of Directors

Pedro J. Jimenez, *Chair*  
James R. Browne Jr., *Vice Chair*  
Brian W. Upchurch, *Treasurer*  
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Katherine Souchet-Moura  
Anita Sipes  
Francisco Valdiosera

## ◆ 2012 Staff

### Leadership

Miriam Acevedo Davis, *President & CEO*  
Jasmine Kirkpatrick, *Director of Programs*

### Health and Social Services

Liliana Corona-Diaz, *Receptionist*  
Brigida Valerio, *Community Resource Specialist*  
Nancy Morales, *Health Outreach Coordinator*

### Education Programs

Mariel Avila, *Tu Futuro Education Specialist*  
Cindy Gil, *Tu Futuro Education Specialist*  
Jennifer Hutchinson, *Mother-Daughter Program Coordinator*  
Pavel Polanco-Safadit, *Father-Son Program Coordinator*  
Tabitha Truax, *Tu Futuro Education Specialist*  
Mary Lisa Williams, *Mother-Daughter Program Coordinator*



## New Mission & Vision:

As a result of the 2013-2016 strategic planning process, the board of directors and leadership staff put forth revised mission and vision statements to more accurately capture the primary role of the organization.

◆ Our mission: *“La Plaza strengthens Central Indiana by advocating and preparing Latino students for educational success and by connecting Latino families to health and social services.”*

◆ Our vision: *La Plaza is the recognized Central Indiana leader in helping Latinos reach their full educational potential by building on their strengths and fostering self-sufficiency.*

We are proud to report that **in 2012 La Plaza provided services to 7,387 members of the Central Indiana Latino community** through educational programs and access to health and social services.



## La Plaza Scholarship Fund

La Plaza awards up to six, four-year scholarships in the amount of \$2,000 each year to deserving Latino students from across Indiana. Students are selected based on their academic record, community involvement, and financial need. The fund is administered by the Central Indiana Community Foundation. Past recipients are attending Indiana University Bloomington, Purdue University, Ball State University, Marian University, and Indiana University-Purdue University Indianapolis (IUPUI).

◆ In 2012, **La Plaza awarded three \$2,000 scholarships**, each renewable for four years, to recipients who are attending IUPUI, Franklin College and Marian University



# Mother-Daughter/Father-Son Programs

The Mother-Daughter/Father-Son programs encourage and prepare 6<sup>th</sup> – 8<sup>th</sup> grade students to complete high school and pursue and complete post-secondary education, while empowering parents and guardians to support their children's educational careers and focus on their own personal development. Through Mother-Daughter/Father-Son, La Plaza implements a holistic approach to serving Latino families by providing with weekly after-school programs for students, monthly workshops for parents and families, home visits to participating families, and other opportunities such as college visits, career fairs, job shadows, and educational workshops. During the 2011-2012 academic year, the Mother-Daughter/Father-Son programs:

- ◆ served a total of **147 students** and **38 parents**
- ◆ **76%** of students set short- and long-term academic goals
- ◆ **94%** gained knowledge about the steps to prepare for and attend college and explored a career of their interest
- ◆ **77%** explored colleges and careers through internet research and group discussion



## Tu Futuro

La Plaza's Tu Futuro program works with students individually and through workshops to support their ability to graduate and enroll in postsecondary education. La Plaza targets Central Indiana high schools, particularly those in Marion County which have the largest Latino student populations. In 2012, Tu Futuro:

- ◆ served **1,618 9<sup>th</sup>-12<sup>th</sup> grade Latino students**
- ◆ worked intensively with **224 high school seniors**
- ◆ **98%** of whom graduated from high school
- ◆ **89%** of whom applied to college
- ◆ **52%** of whom applied for scholarships
- ◆ **53%** were enrolled in a postsecondary institution, a result that exceeds the national average of Latino college enrollment by 21%



# The Leadership Institute for Latino Youth (LILY)

La Plaza's LILY program is a six-week academic and leadership program offered during the summer to students entering grades 7 – 11 and is designed to help students gain the necessary skills to succeed in high school, college, career, and in life. Highlights for the LILY program in 2012 are:

- ◆ **59 students** entering grades 7 – 11 were enrolled
- ◆ the LILY Ambassador program specifically for 11<sup>th</sup> grade students was created with a focus on academics, college and career exploration, and leadership development
- ◆ **95%** improved skills in math and science
- ◆ **81%** improved skills in English based on pre- and post-assessments
- ◆ **70%** demonstrated an increase in knowledge about college readiness and career preparation



## Summer Discovery

The Summer Discovery program serves students entering grades 1 - 6. The six-week program focuses on academic enrichment in reading, math, and technology and also provides students with enriching activities that promote leadership as well as physical activity to encourage positive personal development and healthy living. Highlights for the 2012 Summer Discovery program include:

- ◆ **124 students** entering grades 1 - 6 were enrolled
- ◆ **99%** improved their English skills
- ◆ **90%** improved their math skills
- ◆ **85%** read 20 or more books during the program
- ◆ **87%** participated in community service projects, including neighborhood clean-ups, peer Book Buddies, and creating and delivering gift baskets to senior citizens at a local nursing home

## Access to Health and Social Services

La Plaza understands that for a child to meet the goal of reaching higher education, the entire family must have its basic needs met. La Plaza's Access program works to meet these basic needs by providing access to health insurance, 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. In 2012, La Plaza's Access program:

- ◆ served **4,644 individuals** (exceeding its goal of serving 3,500 individuals by 33%)
- ◆ provided **co-located services** in partnership with many Central Indiana healthcare institutions and nonprofit organizations
- ◆ offered weekly awareness presentations to clients on **important health topics**

# Maurytania's Story

As she nears the end of her junior year at Purdue University, Maurytania reflects on her 11 years in the United States and her move to Indianapolis in the spring of fourth grade. No one in her family spoke English, making the language barrier extremely challenging. With no friends at first, she found it very difficult to assimilate and missed her extended family in Guerrero, Mexico and culture.


As the years went by, Maurytania learned to speak English, made friends, and assimilated to life in Indianapolis. She attended Ben Davis High School and was very involved. She devoted much of her time to extra-curricular and community service activities including the Ben Davis IHSA swim team, the National Honor Society, the Economics Club, Student Council, and the Power Aquatics club. As if that didn't keep her busy enough, Maurytania volunteered at events such as FIESTA Indianapolis, M.E.T.A., Project Stepping Stone, and was the co-founder of the Latino Youth Collective. Her involvement with the Latino Youth Collective was to provide resources and opportunities for youth to engage in personal and community development, grassroots organizing, and collective action including spreading awareness about the DREAM Act and immigrant rights.

It was during a college visit with La Plaza's Tu Futuro program to Purdue University during her freshman year that Maurytania envisioned her future. She was immediately enamored of the campus and the variety of opportunities that it had to offer. From the day of that visit throughout high school, Maurytania's goal was to attend Purdue University. Throughout the four years at Ben Davis, she participated in La Plaza's workshops and worked closely with La Plaza's staff to make this dream become a reality.

Today, Maurytania is pursuing a Bachelor of Science degree in chemical engineering and plans to work for a consumer products company, such as Procter & Gamble or PepsiCo, in product development and design. This summer she has the chance of a lifetime to work with a Purdue professor conducting research in a lab. Maurytania reflects that the most challenging aspect of obtaining her degree is coming up with the funds needed for tuition. While it has been struggle, she has been able to cover her expenses as a recipient of the La Plaza Scholarship Fund in 2010 and through additional financial aid resources that she was made aware of through La Plaza's Tu Futuro program.

Involvement in La Plaza's programs has been a family affair. Maurytania's older sister, Alejandra, participated in the Tu Futuro program as a student, served as a Tu Futuro mentor, and worked as an intern for the Summer Discovery program. Alejandra is also a La Plaza Scholarship Fund recipient and will become the first in the family to graduate from college when she receives her Bachelor of Arts degree in Landscape Architecture and Spanish from Ball State University in 2013. Maurytania's younger brother, Sebastian, has participated in the Summer Discovery program for two years, and her mother has received services from the Access program.

Maurytania still misses her extended family in Mexico and her culture. However, she has found ways to stay connected to her Mexican heritage through organizations like La Plaza and Indianapolis is the place she now calls home. Maurytania voices that she is so thankful for La Plaza for helping her family in so many ways with much needed resources and services. "Without La Plaza's support, I wouldn't be here today."



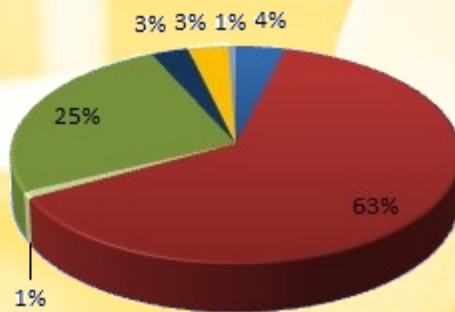
***"I can't believe that one college visit to Purdue University during my freshman year of high school shaped my future. Now, seven years later, I am a junior and so close to college graduation and a career in engineering!"***



# 2012 Financials

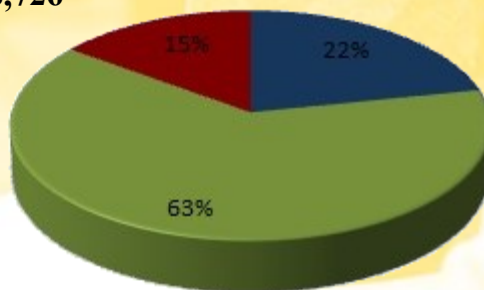
## Income \$782,424\*

- Individual Donations
- Grants
- Rental Income
- Special Events
- Service Fees
- In-Kind Support
- Other Income



## Expenses \$1,078,726\*

- Administrative
- Programs
- Fundraising



\*La Plaza's cash reserves covered the income deficit in 2012.



# 2012 Donors, Supporters and Friends

## Investors 10,000+

Central Indiana Community Foundation  
 The Clowes Fund  
 City of Indianapolis Community Development Block Grants  
 Eli Lilly & Company Foundation  
 Richard M. Fairbanks Foundation  
 Friends of La Plaza  
 Honda Manufacturing of Indiana  
 Indiana CTSI CHEP  
 Indianapolis Power & Light Company  
 Junior League of Indianapolis  
 Kroger  
 Lilly Endowment Inc.  
 McDonald's Corporation  
 United Water, Inc.  
 United Way of Central Indiana  
 USA Funds

## Patrons \$5,000 - \$9,999

Barnes & Thornburg, LLP  
 Best Buy Children's Foundation  
 Children's Bureau of Indianapolis  
 Frito Lay  
 Indiana Kentucky Ohio Regional Council of Carpenters  
 Indiana University  
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 PeyBack Foundation  
 PNC Foundation  
 State Farm Insurance

## Benefactors \$2,500 - \$4,999

Lori Efroymson-Aguilera and Sergio Aguilera  
 AT&T  
 Federal Emergency Management Agency (FEMA)  
 Franciscan St. Francis Health  
 Pedro Jimenez  
 Lumina Foundation  
 National Football League  
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 Purdue University  
 Revol  
 St. Vincent Health  
 Strategic Capital Partners

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*(2012 Donors, Supporters, and Friends con't.)*

### **Partners \$1,000 - \$2,499**

The Ayres Foundation  
Carplex  
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Armando J. Espinoza  
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Liliana and Daniel Gehring  
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Indiana Civil Rights Commission  
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Morales Group  
Nicholas H. Noyes Jr. Memorial Foundation  
Office Works  
Scripps Foundation/ RTV6ABC  
St. Luke's United Methodist Church  
Volatus Advisors, LLC

### **Fellows \$500 - \$999**

Broyles, Kight, and Ricafort  
Kim Gattle  
Indianapolis Hebrew Congregation, Inc.

*(Fellows continued)*

Michael Phillips  
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Synergy Marketing Group  
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### **Affiliates \$250 - \$499**

Butler University  
Financial Center FCU  
Indianapolis Marathon Road Runners Club  
David & Maria Jaramillo  
Lewis & Kappes, PC  
Patricia Mority-Mullaney and Jeffrey Mullaney  
John Ross  
Mr. & Mrs. David Sease (in honor of Miriam Acevedo Davis)

### **Associates \$100 - \$249**

Coworx Staffing Services  
Laura Dandeleit  
Eiteljorg Museum  
Henry L. Fernandez, ED.D.  
Lisa Harvey  
Mason and Jennifer Hughes  
Gloria Pavlik  
Laura Kragness  
Anita Trigos Kukulski  
Lemonade Stand Proceeds

*(Associates continued)*

Lindsey Family  
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Jean and Lamar Richcreek  
Jerry and Ruth Sheldon  
Erik Simons  
Katherine Souchet-Moura

### **Friends \$1 - \$99**

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Ponciano Merrera  
Joseph Merrick  
Jeffrey Pavlik  
Plainfield High School  
Gerardo & Betty Salgado  
Francisco Turcios  
Perla and Charles Williams  
Sheila Wells

### **In-Kind Donors**

St. Gabriel Church  
St. Luke's United Methodist Church  
Westlane Middle School  
WFYI Indianapolis  
Young Audiences Indiana



# Thank you!



## **La Plaza**

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