



La Plaza

Strengthening Youth, Families, and Community



2019
Annual Report



LETTER FROM OUR LEADERSHIP

Dear Friends!

Once again, it is a privilege to reflect on another year of meaningful work here at La Plaza. Our program development continues to improve, and we are consistently able to serve more families and individuals as they pursue their dreams and pave the way for even stronger generations. By working together, we're making Indiana a better place to live, for everyone.

We are pleased to share the following 2019 highlights with you:

- **Growing the Workforce Development Programs** through additional funding has allowed us to connect even more Latino adults with case management and coaching. By addressing systemic education and workforce barriers, we are assisting clients with workforce placement and the transition from a job into a stable and meaningful career.
- **We partnered with Indy Eleven during FIESTA Indianapolis** to help us share Latino culture with an even wider Indianapolis audience. This has been a great way for us to increase outreach and build deeper community partnerships.
- **Our crucial VOCA program received ongoing support** from the Indiana Criminal Justice Institute. This means we were able to provide continued case management, mental health care, and advocacy services for Latinos who have experienced domestic violence and/or are facing socioeconomic challenges. We're so grateful that this program has been re-funded!

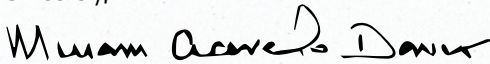
As you can see, we are constantly growing and expanding our impact within the Latino community. We look forward to another great year working throughout the greater Indianapolis area.

Our key areas of focus for the coming year include:

- **Further development of our new program offerings.** We especially look forward to creating new workforce partnerships.
- **Expanding our partnerships with local associations.** The goal is to raise La Plaza's programs as a supplement for other Latino-serving organizations. These collaborations will allow us to connect with more adults and children than ever before.

All of our team members here at La Plaza—and of course the clients we serve—are forever grateful for your continued support. Your commitments to La Plaza truly make all the difference. Thank you for partnering with us and spreading the word about our mission.

Sincerely,



Miriam Acevedo
President and CEO



ABOUT LA PLAZA

As the oldest and largest Latino serving organization in Central Indiana, La Plaza is committed to providing excellent programs and services and being a strong advocate for the community.

La Plaza's mission is to strengthen Central Indiana by advocating and preparing Latino students for educational success and by connecting Latino families to health and social services.

Through our comprehensive line of educational programs, social services, and workforce development efforts, La Plaza addresses the high school drop-out rate and academic success of Latino youth and prepares families to succeed in the workforce and the community.

PROFILE OF PAST ACCESS TO A HEALTH AND SOCIAL SERVICE CLIENT SERVED BY LA PLAZA

Through our Access to Health and Social Services program, La Plaza provides a variety of resources, referrals, and social services to ensure that all Latinos in Central Indiana have access to food, shelter, clothing, and health care so their personal success can become a priority.

In 2018, one of our Community Resource Specialists, Rosa Vidal Marquez, began working with Olimpia, who is 55 years old and the primary caregiver for five children—one of whom has suffered from an incident of domestic violence. DCS is involved with the children, yet Olimpia, as the children's guardian, had been missing key areas of assistance. Understandably, she was stressed, which is why DCS put her in touch with La Plaza for additional case management.

"La Sra Rosa me dijo, 'Bienvenidas no te preocupes yo te voy ayudar.'"

"Mrs. Rosa told me, 'Welcome, don't worry, I'll help you.'"

- Olimpia

Olimpia took on the responsibility of guardianship for her grandchildren after her own children were deported to Mexico. Already a single mother before, Olimpia has continued to face challenges while building a better life for herself and her family. Her story is just one example of the issues that people face as new immigrants in the United States.

Even with legal status, a low socioeconomic status can be extremely stressful. But navigating those circumstances while undocumented is even more difficult. As an undocumented mother and grandmother herself, Olimpia cannot access federal or state benefits; nor was she able to find a good-paying job.

Housing instability and food insecurity are direct outcomes of these family financial hardships. And like so many of our neighbors, Olimpia has needed help to pay the bills, and to find clothes and diapers for the grandchildren she is raising. Fortunately, Rosa was able to work with Olimpia to secure the resources her family needed. La Plaza connected Olimpia with direct services, including Emergency Assistance, for necessities such as rent, utilities, nutritious food, and clothing.

"La Plaza fue la única organización que me dijo que me puedan ayudar.""

"La Plaza was the only organization that told me they could help me.""

- Olimpia

Our case management process has also provided Olimpia with emotional support. The trauma of family separation can be overwhelming and have long-lasting impacts for both children and their caregivers. And Olimpia's core desire is to improve the life outcomes of her children and grandchildren for a brighter future for future generations. She wholeheartedly wants to make sure her grandchildren are doing well in school so they can achieve their dreams. That starts with a secure home environment, and La Plaza is here to help.

We want to see the people in our community thrive, and our team—along with our generous supporters—are on a mission to support Latinos with culturally-sensitive services and empowering programs.

Now with the opportunity to join a stable source of work, Olimpia can strengthen ties with her family and provide them with the resources they need for a safer and healthier life. She is focusing on herself by taking English classes that will help her find even better work. Olimpia is also happy to share that she has the tools she needs to self-advocate and be self-sufficient. This is truly something we can all celebrate!



2019 PROGRAMS RECAP AND OUTCOMES

TU FUTURO (Your Future)

278

Students and families served through the Tu Futuro, LILY, Summer Discovery programs and one-on-one education support services (completing FAFSA, connecting students to scholarships and college preparation sessions).



152 **38**
Tu Futuro LILY

LA PLAZA SCHOLARSHIP FUND

4

Latino students were awarded



scholarships in the sum of

\$32,000



THE LEADERSHIP INSTITUTE FOR LATINO YOUTH (LILY)

38

High school Latino students were enrolled



63%

Students demonstrated improvement in English skills



90%

Demonstrated improved understanding and application of STEM skills



SUMMER DISCOVERY

88

Students were enrolled



100%

Of 5th and 6th grade students gained knowledge about career and college opportunities (workshops at Butler University)



100%

Of students attended college visits at Butler



90%

Of students improved language and art skills



100%

Of students participated and completed the summer reading program (read 20+ books. Dollar General funding for 2 free books)



100%

Of students learned new ways to express themselves through writing and art

ACCESS TO HEALTH AND SOCIAL SERVICES



1,449

Unduplicated clients served



72

Families received utility assistance



7,148

Calls and over 249 face-to-face walk-ins resulting in a connection or referral to information about our internal services and referrals to outside agencies that did not warrant a full assessment by our case management staff



90%

Of students improved language and art skills



428

Individuals applied or maintained health insurance



23

Families received rent assistance

HOLIDAY ASSISTANCE



164

Families assisted through the Felix Navidad Program including

168

Families assisted through the Thanksgiving Program

324

adults and

646

children

ARTS & CULTURE

400

Community members were engaged in La Plaza's Night of the Americas event



7,000

Individuals engaged in La Plaza's FIESTA Indianapolis in downtown Indianapolis

VICTIMS OF CRIME ACT (VOCA) PROGRAM

230

Latinas and their children in domestic violence situations

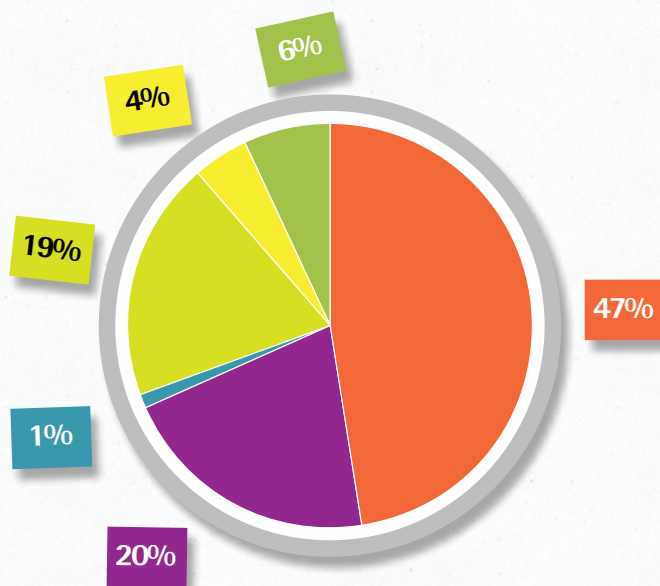


2019 FINANCIAL RECAP

INCOME:

\$826,296

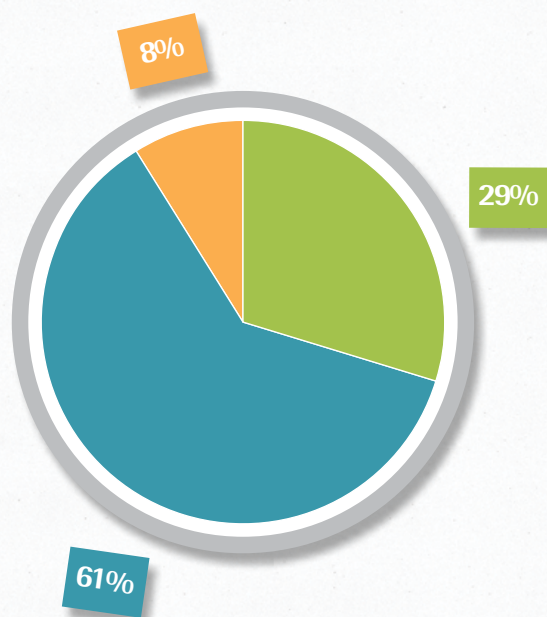
Grants	47%
United Way	19%
Rental Income	1%
Special Events	20%
In-Kind Support	4%
Other	6%



EXPENSES:

\$1,091,094

Administrative	29%
Programs	61%
Fundraising	8%



2019 LA PLAZA DONORS

\$10,000+

Indiana Criminal Justice Institute
United Way
Wells Fargo Foundation
Lilly Endowment, Inc.
SYPP
FEMA
Key Bank
United Way donations
Honda Manufacturing of Indiana
Indiana University Dyson Project
J. Jill Compassion Fund
IN Kentucky Ohio Reg Council of Carpenters

\$5,000 - \$9,999

Central Indiana Community Foundation
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Eskenazi Health
IUPUI - Office of Community Engagement
Regions Bank
St. Vincent Health
Taft Stettinius & Hollister LLP

\$1,000 - \$4,999

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\$500 - \$999

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Lyssie Maria
Michael Moriarty
Zoila L. Malespin

\$1 - \$99

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State Employee's Community Campaign

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