



La Plaza

Strengthening Youth, Families, and Community



2024
Annual Report

LETTER FROM OUR LEADERSHIP

Dear Friends!

2024 has been a remarkable year for La Plaza—one of growth, resilience, and renewed purpose.

As Central Indiana's leading Latino-serving nonprofit, we remained unwavering in our mission to strengthen Latino families through culturally responsive, high-impact programs. This year, we supported nearly 1,500 individuals through direct program enrollment while fielding more than 7,000 requests for support—proof of both community trust and the growing demand for our services.

Three highlights define our year:

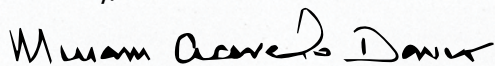
- We launched on-site English language classes that served 81 Latino adults in Marion County. With four class levels and committed volunteers, participants are gaining the confidence to thrive at work, support their children's education, and navigate daily life.
- We expanded our career development programs, supported by Lilly Endowment Inc., LISC Indianapolis, and Lowe's Foundation. Through the Bridges Career Opportunities model, dozens of Latino adults earned industry-recognized certifications—including NCCER Core and OSHA 10—enhancing their skills and economic mobility.
- We expanded our youth education programs, serving nearly 400 students through college readiness, academic enrichment, and scholarship support. Highlights include launching Tu Futuro at Warren Central, academic gains in LILY and Summer Discovery, and awarding \$48,000 in scholarships to outstanding Latino youth.
- We provided critical assistance in moments of crisis—offering immediate support to individuals facing domestic violence, housing instability, and food insecurity.

But our work is far from finished.

As we look ahead to 2025, our top priority is to secure funding for our new facility, a space designed to meet the evolving needs of a growing and vibrant Latino community. This center will not only be a hub for services—it will be a beacon of belonging, legacy, and empowerment.

Thank you for being part of this journey. Together, we are not only building stronger Latino families—we are shaping a stronger Central Indiana.

Sincerely,



Miriam Acevedo Davis
President and CEO, La Plaza



ABOUT LA PLAZA

As the oldest and largest Latino-serving organization in Central Indiana, La Plaza is a vital bridge to opportunity for Latino families. Our mission is to strengthen Central Indiana by advocating for and preparing Latino students for educational success while connecting families to essential health and social services. La Plaza's vision—empowered Latinos building their own legacy—guides all our efforts.

We offer a continuum of education, workforce development, and social service programs that equip youth and adults with tools for long-term success. Our education initiatives, including Tu Futuro, Summer Discovery, and the Leadership Institute of Latino Youth, address college access and academic achievement. Health and safety programs such as Access and VOCA connect families to vital services and empower Latina survivors of domestic violence. La Plaza delivers a comprehensive range of programs that address educational disparities, promote economic mobility, and ensure the safety and well-being of Latino families—all grounded in compassion and cultural competency.

Serving over 1,500 unduplicated clients annually—98% low-income and 98% immigrants—La Plaza is trusted not only for our results but for our deep commitment to equity. We are a steady advocate, a responsive partner, and a force for self-sufficiency and community transformation.

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VOCA Advocate

2024 SUCCESS STORY

BUILDING A FUTURE:

Yhoel Zerpa's Journey with La Plaza's Latino Opportunity Center

When Yhoel Zerpa and his wife arrived in Indianapolis from Venezuela in October 2023, they were determined to build a stable life in their new home. With clear goals and a strong work ethic, Yhoel took a significant step toward his future by joining La Plaza's Latino Opportunity Center (LOC) in May 2024 to advance his skills and career in construction.

With prior experience in framing, Yhoel was eager to enhance his expertise. He enrolled in a certification program focused on framing and, by October 2024, had successfully completed his OSHA 10, CCS Card, and NCCER certifications. Through the WEX program, he gained hands-on experience in framing, roofing, gutter installation, and siding, significantly expanding his career opportunities.

Beyond technical skills, Yhoel also benefited from financial coaching that helped him organize his finances and start building credit. "I feel more confident with my finances. I know I still have much to learn, but the program has given me the tools to keep improving," he shares.

Motivated by his progress, Yhoel encouraged his wife to join LOC and take advantage of its resources. While language barriers have posed challenges, he remains committed to overcoming them by enrolling in English classes at La Plaza. He has also learned to navigate digital tools for job applications and resume building, further strengthening his employment prospects in construction.

La Plaza continues to actively help Yhoel secure employment paying a livable wage with benefits, and he remains optimistic and grateful for the guidance he has received. "The organization is helping me stay focused on my goals and has given me the tools to get closer and closer."



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2024 PROGRAMS RECAP AND OUTCOMES

TOTAL SERVED



1,476

Unduplicated clients served

2,469

Individuals received direct services and thousands more received support through referrals, information, and events.



109

Individuals served

LATINO OPPORTUNITY CENTER

61%

Of participants who entered LOC as unemployed have secured a job.

73%

Of participants have a permanent, promising job within 18 months of enrollment.

40

Participants enrolled in a certificate/credential program.

33%

Increased their net income, and

43%

Increased credit score

88%

Completed the program and received certifications.

95%

Responded that the LOC was very helpful in improving their lives.

THE LEADERSHIP INSTITUTE FOR LATINO YOUTH (LILY)

25

High school Latino students were enrolled



100%

Students demonstrated improvement in English skills

90%

Students demonstrated improvement in Math skills

TU FUTURO (Your Future)



275

Students and families served

- Launched Tu Futuro program with new partner, Warren Central High School. Also offering the weekly Tu Futuro college preparation program to high school students at Lawrence North and Lawrence Central High School.
- Tu Futuro participants also visited college campuses, engaged in career panel discussions and other recreational field trips.
- Tu Futuro Education Specialists also provide individual guidance and assistance with college and financial aid applications for students and their parents.

SUMMER DISCOVERY



79

Students served

88%

Of youth improved academic skills in reading, language arts, and math

VICTIMS OF CRIME ACT (VOCA) PROGRAM

93

Latinas and their children in domestic violence situations served.



The VOCA program offers a variety of confidential services to Latina women and their families who are victims of domestic violence.

LA PLAZA SCHOLARSHIP FUND



\$48,000

Scholarships were awarded to outstanding Latino students

ACCESS TO HEALTH AND SOCIAL SERVICES



486

Served



2,785

Calls



4,320

Referrals given



\$145,000

Rental/mortgage assistance

provided to **115** clients



\$21,500

Utility assistance

provided to **50** clients

HOLIDAY ASSISTANCE

1,402

Families assisted through received gifts, food, and clothing during the holiday season.



479

adults and

923

children served

NIGHT OF THE AMERICAS

400+

of our city's business, public, and community leaders gathered to learn more about La Plaza's critical role in the community, savor a delicious ethnic dinner, recognize Latino leaders and students, enjoy Latino music and dancing, and celebrate the impact we collectively make in empowering the Latino families we serve.

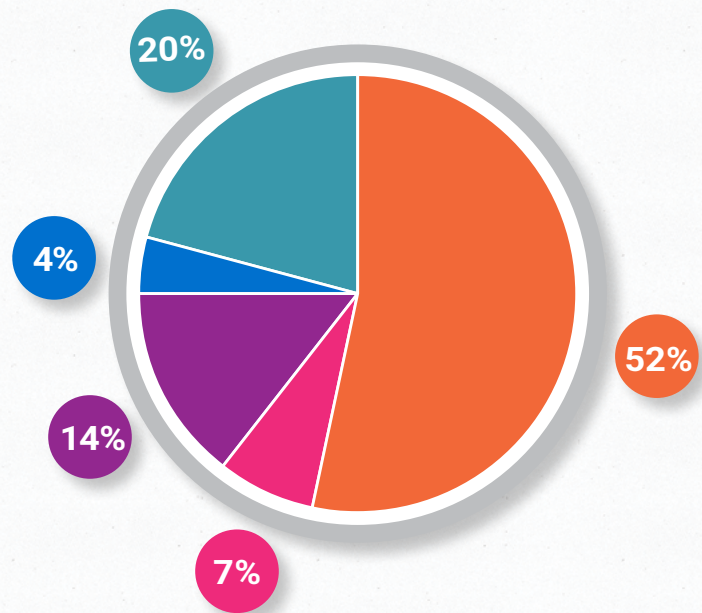
FIESTA INDIANAPOLIS

Hosted a day-long celebration of Hispanic Heritage Month, where thousands of Hoosiers attended to enjoy a day of Hispanic music, dancing, food, children's activities, and community resource information.

2024 FINANCIAL RECAP

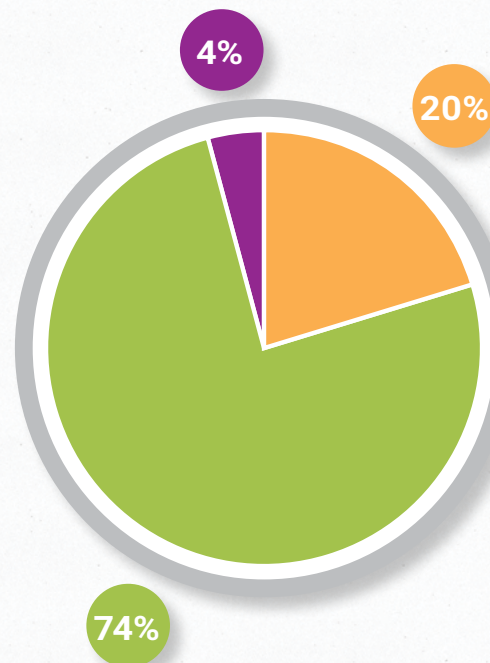
INCOME: \$1,609,630.13

Grants	52%
United Way	7%
Events	14%
Donations	4%
Other	20%



EXPENSES: \$2,344,763.69

Administrative	20%
Programs	74%
Events	4%



2024 LA PLAZA DONORS

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Sanchez, Rachel
Scouts of America
Showalter, Hunter
St. Paul's Episcopal Church
Summer Youth Program Fund
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Target
The Boston Foundation / J. Jill Compassion Fund
The Mind Trust
United Way of Central Indiana



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