

**2010 Basic Needs Funding Application**

***APPLICATION IS BY INVITATION ONLY***

**Contact Information**

**Organization Name:** Centro LatinoAmericano

**Mailing Address:** 944 W 5<sup>th</sup> Ave

**City/State:** Eugene, OR

**Zip:** 97402

**Contact Name:** Marcela Mendoza

**Title:** Interim Executive Director

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**Organizational Information**

**Mission Statement:** "We are a bilingual, multicultural agency dedicated to the empowerment of the Latino community of Lane County by offering social services, access to community resources, and advocating for fair treatment."

**No. of Employees:** 12 (twelve)

**FTE:** 3 full-time and 9 part-time

**No. of Volunteers (annually)/ Volunteer Hours (annually)** 160 / 1544

**Name of Executive Director:** Marcela Mendoza

**Name of Board President:** Juan Carlos Valle

**Term Ending Date:** Jan 2011

**Number of members on Board of Directors:** 6 (six)

**Total Agency Budget:** \$ 386,974

**Fiscal Year End:** June 30

**Geographic Service:** Lane County

**Unduplicated Lane County Residents Served Last Year: (07/01/2008 to 06/30/2009)** 3,254

**Has your organization been previously funded by UWLC?**  No  Yes, Year(s) 2009

**Proposed Service(s):** Name of Proposed Services: Access to Basic Needs

<b>Basic Needs Services: (check primary use of funds)</b>	<b>Geographic Service Area within Lane County</b>
<input type="checkbox"/> <b>Food</b> (hunger relief and nutrition)	_____
<input type="checkbox"/> <b>Shelter</b> (emergency housing and homelessness intervention)	_____
<input type="checkbox"/> <b>Healthcare</b> (emergency and basic health services)	_____
<input type="checkbox"/> <b>Safety</b> (domestic violence and child abuse intervention)	_____
<input checked="" type="checkbox"/> <b>Access to Basic Needs</b> (information & referral; transportation; advocacy)	Lane County

**Annual Funds Requested:** \$ 44,318

## 1. Proposed Services Summary:

Centro LatinoAmericano (Centro) is the primary access-point for Latino immigrants in Lane County, particularly those who are foreign-born and have limited English proficiency. At Centro, our clients feel understood and appreciated by the genuine bicultural approach of our bilingual staff. We provide steadfast all-inclusive support for our families. In fact, we are Latinos serving the needs of other, more recent Latino immigrants. We make it possible for our clients to access information and referral to human services, to basic needs such as food and clothing, LTD bus passes, employment advocacy, tax preparation assistance, English language classes, enrichment and vocational classes (for example, citizenship workshops, parenting, guitar lessons, and computer literacy). We are submitting this application to continue to provide **access to basic needs** to this particular most disadvantaged sector of the Latino population. Our application also address some of our clients' **food, shelter, and safety needs**, since Centro's caseworkers contribute to mitigate hunger among families in poverty, provide access to transitional housing, and also intervene in cases of domestic violence and child abuse.

## 2. Target Population: Describe your target population. Basic Needs investments should focus primarily on families and individuals with income 250% or below the federal poverty level.

Since the mid-1970s, Centro LatinoAmericano has been serving the needs of the families of first-generation Latino immigrants in Lane County. Initially our clients were farm workers and low-wage service workers residing in surrounding rural areas (less than 0.25 percent of the population in urban Lane County was Hispanic in 1970). Through time, the Latino population has grown and "spillover" the Eugene-Springfield metropolitan area attracted by employment opportunities, housing, shopping, and schools. Today (2008) an estimated 10,360 Latinos live in Eugene, and 5,711 Latinos live in Springfield according to US Census. Centro is located in Whiteaker, an older neighborhood where some 15 percent of residents are Latino. About one-third of Centro clients live in West Eugene: Bethel-Danebo, Trainsong, River Road, Santa Clara and Empire Park (over 13 percent of all students in Bethel School District are Latino, but the proportion of Latino students varies among schools, for example 25 percent of students in Danebo Elementary School are Latino). Other Latino families live in the City of Springfield (over 13 percent of all students in Springfield School district are Latino), and elsewhere in the county. Southern Lane County has recently experienced growth in the number of residents who are Latino (these are workers in the tourism industry, in construction, maintenance, and other occupations). For example, over 7 percent of Siuslaw Elementary School students are Latino. While the Latino population has generally thrived in Lane County, about 30 percent of all Latino families in Lane County live at or below poverty level. Centro serves this particular disadvantaged sector of the community. **In the past fiscal year, we served 3250-plus individuals. All of these individuals and their families had an income below the 200% federal poverty level** (one thousand of them had an income below 51% federal poverty level). Our clients have distinctive socio-economic and demographic characteristics. The adults are mostly working age (25 to 45 years old) foreign-born immigrants who speak Spanish at home, and have less than 9<sup>th</sup> grade education. They are employed in low-wage occupations with low prestige or status that offer little job security and no health insurance. Their most common occupations are frequently described as "3D jobs"—that is "dirty, dangerous, or difficult." **The average income for Centro's male clients is \$1200 per month, while female clients earn about \$800 per month.** They have formed young families with American-born children. These parents are counted among the working poor. Because of their household income, these families are situated at or below 100% poverty level. According to U.S. Census estimates, a higher proportion of Latino households live in poverty in Lane County than households in any other population groups. Poverty data also show that a disproportionate number of Latinos live in poverty in the Eugene-Springfield metropolitan area, compared to their percentage of the total population.

**3. Need:** Describe briefly the need or problem these services address. Include the number and percentage of population affected, metro, rural, and multi-cultural. Describe how these services are aligned with the community needs assessment or other local studies. **20 points possible**

From August to December 2009, Centro caseworkers asked two questions to the clients they see on a monthly basis: “what is your most pressing current need?” and “what new service would you like to receive at Centro?” A simple tabulation of those answers indicated that economic hardship caused by unemployment is the number one concern of our clients. **Besides jobs, our clients also need to access health care, English language instruction, legal aid, and affordable housing.** The local working poor in other population groups have the basic same necessities (as documented in the latest United Way survey results); however, first-generation immigrants also require support to learn more English, access legal counsel, and generally need assistance to integrate in our civic society. According to estimates by the U.S. Census, 18,300 people speak Spanish at home in Lane County; about 37 percent of these are foreign-born, mostly non-citizens. Some 30 percent of these county residents who speak Spanish at home live below poverty level, and have less than high school education. Our community-based agency continues to meet the challenge of providing bilingual and multicultural human services to Latino families, particularly those who are linguistically and culturally isolated. Centro does it with resourcefulness, and very limited material means. **In the past year, Centro’s caseworkers working for programs dedicated to Children and Families, Crisis Intervention, and Jobs have assisted 3250-plus individuals with case management, referrals, interpreting and translation, bus passes, rental and utilities assistance, workers compensation issues, OHP enrollment issues, resume writing and job search assistance, tax preparation, parenting classes, enrichment activities (weekly play group and summer camp), and distribution of food, clothing, school supplies, and toys.** A caseworker working in partnership with St. Vincent de Paul’s transitional housing program continued to manage the cases of six Latino families. Another caseworker made safety referrals for abused women. The counselors with our Substance Abuse Treatment Program conducted assessments, and provided individual and group treatment for over one hundred clients; and many other community members participated in English classes, and educational and vocational classes offered by committed volunteers. All these services are intrinsically aligned with the needs our community and the goals of United Way.

**4. Service Goals:** Describe your service goals and how you will measure achievement of those goals. You will report the outputs and outcomes in progress reports. **20 points possible**

We aim at reducing the basic needs of Latino immigrant families who are living in poverty by providing them with information, referral, and advocacy through bilingual crisis intervention, and case management conducted in a culturally appropriate manner. We also anticipate broadening our partnerships with local human service agencies, and enlisting committed volunteers to be able to provide more comprehensive, all-inclusive assistance to our clients. We will use the current *workplan* (three caseworkers directly involved with Children and Families services, Crisis Intervention and Referral, and Jobs; one caseworker committed to access to transitional housing; an outpatient program for Treatment of Addictions; all assisted by a receptionist whose job duties extended far and beyond the usual receptionist’ job description, and the valuable help of volunteers) as our *primary* guide. Our goal—decreasing the current level of basic needs among a disadvantaged sector of our community by offering culturally appropriate information, referral, and advocacy to Spanish-speaking individuals and families—is the *baseline* against which project performance will be measured. We will measure the process and output at different levels, (1) internal consistency and effectiveness of our services and (2) degree to which our intervention produces self-reported client satisfaction and proves beneficial for community members. After receiving United Way funds, Centro’s caseworkers will continue to record our clients in the Lane County Department of Human Services OPUS software—as they currently do—and the receptionist will continue to register walk-in and call-in information and other service data on special logs. The performance of our agency will be measured according to the type or level of program activities conducted (process), the service delivered by these programs (output), and the results

obtained by our bilingual/bicultural service (outcome) among our clients. We will continue gathering information to *monitor* and *adjust* progress toward our service goals through responses to periodical surveys, and feedback from clients. This will allow us to take action *sooner* so our intervention actually fulfills its purpose. Client self-reported satisfaction will be measured by responses to questionnaires. Also, attendance and participation in enrichment and vocational classes will be recorded and used as measure of satisfaction. The number of individual family support encounters requested by the clients will be an additional measure of performance. Similarly, increase in word of mouth referral by community members will be considered a measure of adequate performance. Generally the success of preventive and crisis intervention is only visible through long-term follow up but these immediate measures will give us an assessment of performance.

- 5. Community Return on Investment:** Describe the return on United Way investment. Include such factors as demonstrated cost-effectiveness and efficiency of delivery; leveraging of other financial investments: methods to avoid problems that would cost more later. How does your agency's work improve the effectiveness of the human services network in Lane County? **20 points possible**

Centro core mission is to provide support to immigrant families who are in the process of integrating to our society. These are the parents of young US citizens who will benefit from the nurturing and secure environment that Centro's case managers contribute to create. Currently 21 percent of all children in our state have at least one parent who is foreign-born. A sizable number of these new Oregonians are of Latino descent. Our efforts to teach English and a citizenship workshop, coordinate a play group, teach parenting classes, and help with basic needs such as food, safety and transportation are crucial to create a healthy environment in which they can thrive. This investment is real, as proven by those members of our community who have been able to achieve a much higher education than the previous generation. These successes translate in a more integrated community whose members can access better jobs, and are able to pay higher taxes. Additionally, by helping to prevent substance abuse, our Alcohol & Drug Treatment program is serving the community in many fronts, such as legal, mental health, and education. Many of the immigrant families that receive services at Centro do not understand the system, lack access to a safety net, and wouldn't know where to go for help. The referral, information, and advocacy that we provide strengthen the safety net for Spanish-speaking immigrants, whose limited command of English and cultural isolation make difficult for them to access other means tested forms of assistance. They come to Centro and our staff assists them in multiple ways with the goal of promoting the clients' wellbeing and successful integration to the fabric of our society. For the past three decades, our bilingual and bicultural services have demonstrated cost-effectiveness. At Centro we help the clients and at the same time open a venue for other agencies to reach out to the Latino community. Our agency continues to have a substantial reach into the low-income and marginalized members of the Latino community, especially those who are left out of civic participation. Additionally, Centro serves as an incubator for the talents of many Latinos who would later go on to occupy positions of leadership in the local government, businesses, and schools. United Way funding will make it possible for our committed staff to provide access to basic needs for immigrants, and help them to succeed in their adopted land.

- 6. Organizational Capacity:** Describe the ability of your organization to carry out services successfully and efficiently based on current resources, i.e., expertise of staff, diversity of funding streams, board composition and involvement, fiscal and governance systems, and facilities. **10 points possible**

Centro's leadership, caseworkers, counselors, and receptionist are bilingual and bicultural. In fact, we are immigrants who have experienced the hardships of settling our families in a new land. Our agency has in place the fiscal and governance systems required to run efficiently. Our facility is adequate to our needs, and conveniently located at the core of the Whiteaker neighborhood. Our small board is two-

thirds Latino. However, without support from United Way, our funding for the next two fiscal years would be uncertain. Our organization obtains 61 percent of its total support from grants and also contracts with Lane County Human Services Department. Approximately 14 percent of Centro's total annual support comes from United Way allocations and donor designations. In the last quarter of 2009, for example, we also received grants and donations from LIPA/Trilium, the Chambers Family Foundation, faith and service groups such as Churches, and the Rotary Club, donations from individual community members, business and financial institutions (such as Wells Fargo and OnPoint Community Credit Union); and generally our agency benefits from in-kind donations of resources, time and talent by numerous volunteers. We also generate income from translation of documents and interpreting services, and are looking into the possibility of opening a thrift store to generate income for programs.

**7. Goal Alignment:** Describe how services align with or support one or more United Way goals of Education, Income and Health (please see goal definitions in the instructions). **10 points possible**

Our services fit squarely into the United Way goal of providing access to basic needs (information & referral, transportation, and advocacy); and also overlap with the goal of offering **food** or hunger relief (we distribute food on a weekly basis to families in need), **shelter** (case management for families accessing transitional housing), and **safety** (referral for women and children victims of domestic abuse).

**8. Collaborations:** Describe collaborative or innovative aspects of this service. Considerations may include partnerships that meet the holistic needs of clients; how your approach demonstrates systems thinking; how you enable clients to access a broad range of services; how these services leverage existing community resources and access new resources. **10 points possible**

Centro is a community-based organization run by Latino immigrants. We are resourceful people adapted to producing results with very limited material means. We manage to reach out to a large number of clients with a comparatively small budget. However, to produce the best results we also refer our clients to other human service agencies. The bilingual information, referral, and direct services that we provide in a culturally appropriate manner leverage the collective resources of other local service agencies, and broaden the safety net for our clients. Similarly, we could not fulfill our mission without active partnerships with several other agencies. For example, agreements with Food for Lane County allow Centro to distribute food boxes weekly, and Lane Transit District provide us with bus passes at a discounted price; also Centro has partnerships with St Vincent de Paul (transitional housing), Womenspace (domestic abuse), and Oregon Toxics Alliance (environmental safety and awareness). These partnerships extend the spectrum of our services, and build up the network of social services accessible to immigrant families in Lane County.

**9. Alignment of Services with Values:** Describe how services align with United Way of Lane County's values (See the overview) **10 points possible**

Centro's services align seamlessly with United Way of Lane County values and beliefs. We make a positive and enduring difference in our community by improving the lives of Latino families (impact); we enable other Latinos to occupy leadership positions (community leadership), maintain high standards of integrity and openness in the manner in which we provide services and conduct our agency (integrity), and provide many opportunities for committed volunteers to develop new projects and gain cultural competency by participating in our activities. Finally, as a community-based minority organization, Centro embodies United Way value of diversity and inclusiveness.

# Basic Needs Application

## Proposed Services BUDGET

(fill in the green cells)

Agency Name:

**Centro LatinoAmericano**

Proposed Services:

**Access to Basic Needs**

	Current FY	Future 12 Months
<b>REVENUE/SUPPORT</b>		
United Way Funding/Request (do NOT include Donor Designations)	\$31,835.00	\$44,318.00
Public Support: Contributions/Fundraising Events (include Donor Designations)	\$1,850.00	\$1,850.00
Government Funding	\$30,994.00	\$28,394.00
Foundation/Corporation/Other Grants or Major Gifts	\$2,728.00	\$0.00
Program Service Fees or Membership Dues	\$10,253.00	\$9,728.00
Other Revenue		
<b>Total Revenue</b>	<b>\$77,660.00</b>	<b>\$84,290.00</b>
	<b>Estimated</b>	<b>Actual</b>
<b>EXPENSES</b>		
Personnel Related	\$33,654.00	\$36,393.00
Client Assistance	\$7,824.00	\$7,824.00
Other Direct Program Expenses	\$12,559.00	\$13,106.00
Administrative Overhead	\$23,623.00	\$26,967.00
<b>Total Expenses</b>	<b>\$77,660.00</b>	<b>\$84,290.00</b>
<b>NET</b> (should be zero)	<b>\$0.00</b>	<b>\$0.00</b>

What percent of your <b>agency</b> budget do these proposed services represent?	19%	20%
What percent of your <b>agency</b> revenue is the United Way request?	8%	11%
Number of employee FTE's (full-time equivalents) in proposed services?	1.08	1.15
Percentage United Way request to overall proposed services revenue	41%	53%
Administrative overhead percentage applied to proposed services	44%	47%

Completed by:

**Michael Sussman**