



2009 Annual Report



La Oportunidad, Inc.

*Championing the development of Latino individuals
and families to create a strong, peaceful community.*



For more than two decades, La Oportunidad has built a strong and stable organization by focusing on organizational effectiveness and careful capacity building. **The mission of La Oportunidad is to champion the development of Latino individuals and families to create a strong, peaceful community.**

Created in 1987 as a nonprofit 501c3 organization, La Oportunidad achieves its mission through researched-based bilingual/bicultural family-centered educational and supportive programs and services, community outreach, and strategic collaborations.

2009 Successes

La Oportunidad continued implementation of its 2008-2010 strategic plan, exceeding its program goals and organizational capacity, despite of the state of the economy.

As a result, the organization positively impacted the lives of thousands of individuals in its efforts to build a strong, peaceful community.

Comprehensive Direct Services: Over 1,585 Latino children, youth, and adults received direct services through weekly year-round and school-based educational, preventive, and support groups. La Oportunidad's program areas are: El Camino (The Path) Children's Program, Latino Youth Program, Padres/Parents Program, and Latinos Ending Abuse Program.

La Feria, 15th Annual Latino Families Resources Fair: Approximately 1,300 community members received information and resources from 100 bilingual educational, health, and social service providers, increasing awareness and access to services.

Education Connect Events: As part of its leadership role in the Latino Youth Development Collaborative (LYDC), La Oportunidad coordinated several Education Connect events where 718 Latino youth and their families received educational resources and connected with service providers. The LYDC's mission is to increase and enhance healthy youth development and educational success for Latino youth through access, participation, leadership, and family engagement.

Youth Violence Prevention Campaign: La Oportunidad, along with twelve other organizations, played a leadership role in the development of a multicultural community campaign to unlearn the culture of violence ("Peace 24/7, It Begins with You"). The campaign development was sponsored by the Minneapolis Foundation with the Minneapolis Health Department, and facilitated by the University of Minnesota Extension Center for Youth Development.

Strategic Plan 2008-2010: The organization continued with the successful implementation of its current strategic plan. Part of the process included a mid-term evaluation of the plan with key stakeholders.

En Familia (In the Family) TV Program and other presentations/trainings: Over 20,000 individuals benefited from educational community outreach and training including several school districts and viewers of the En Familia weekly Spanish TV cable program, which La Oportunidad co-produces and hosts.

Volunteers and Interns: 100 interns and volunteers continued to play a key role in the organization's success. Their time, energy, and talents made a great contribution to the increased capacity of the organization.

EL CAMINO CHILDREN'S PROGRAM

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The El Camino (The Path) Children's Programs provide weekly bilingual and bicultural school-based groups and summer programming to Twin Cities Latino children. El Camino assists children in developing positive attitudes and behaviors in the areas of self, family, and community that will reduce their vulnerability to negative behaviors in their adolescence. El Camino serves as a compliment to the formal academic learning process, helping to improve school success while increasing the children's awareness of the importance of education and staying in school.



El Camino groups present a bilingual and bicultural violence prevention and intervention curriculum, which help children to develop specific skills to improve self-esteem, strengthen their capacity, and build resiliency for lifelong success. The groups not only help Latino children build skills and assets but also provide a supportive, nurturing environment where the children can explore their cultural heritage, maintain or improve their Spanish language skills, and establish nurturing relationships with program staff, parents, volunteers, and teachers.



2009 OUTCOMES

- In 2009, El Camino direct programming served 392 Twin Cities Latino children.
- 92% of participants completed the programming.
- 89% of participants reported and exhibited increased positive feelings about themselves and their identity.
- 88% of participants reported increased satisfaction in relationships with their friends, families, and teachers.
- 91% of participants reported an increased awareness of their role and involvement in their school and community.

LATINO YOUTH PROGRAMS

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Latino Youth Programs provide weekly bilingual and bicultural weekly school-year groups, a mentorship program, a leadership program, an annual Peace Conference, summer programming, and special activities. Latino Youth Programs assist Latino adolescents in developing positive attitudes and behaviors in the areas of education, self, family, and community that will help them to become positive, contributing members of the community. At the request of the youth and their parents, La Oportunidad added a financial literacy component to its programming.



2009 OUTCOMES

- In 2009, Latino Youth Programs direct programming served 721 Twin Cities Latino youth.
- 90% of participants completed the programming.
- 89% of participants reported an increased participation in their education and life goals.
- 89% of participants reported an increased sense of self-esteem and self-worth.
- 86% of participants reported improved communications at home and with family members.
- 89% of respondents increased their knowledge of financial planning, management, and financial resources for post-secondary education.
- 89% of participants reported an increase in their ability to make a positive contribution in their school and community.

PADRES PARENTING PROGRAMS

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Padres Parenting Programs provide year-round comprehensive programming to educate and empower Latino parents with the tools necessary to support their children's education, and raise healthy, well-adjusted children who will contribute to their communities. Padres Parenting Programs are weekly parenting education and support programs offered in Spanish to Latino parents in the Twin Cities metro area. Weekly parenting education and support groups use a culturally specific curriculum that is based on solid parenting education research both at the local and national levels.

The program helps Latino parents learn positive parenting techniques that improve their parenting skills and abilities. La Oportunidad also provides parents with tools to navigate their children's educational system including a newly added financial literacy component. Through community workshops, visibility in the media, peer parent mentors, individual referrals and guidance, and assistance in parent-teacher conferences, La Oportunidad facilitates parental involvement to achieve children's educational success.



2009 OUTCOMES

- In 2009, Padres direct programming served 297 Twin Cities Latino parents; numerous additional parents received assistance through partnerships, in direct outreach, and short-term events.
- 93% of participants successfully completed the program.
- 92% of respondents developed positive parenting skills and reported applying them in their families.
- 91% of respondents developed a stronger parenting support system in the community.
- 89% of respondents reported improved family relationships.
- 90% of the parents who participated in the Padres Parenting Program increased participation in their children's education.
- 92% of respondents increased their knowledge of financial products and management.

LATINOS ENDING ABUSE PROGRAM

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The Latinos Ending Abuse Program (LEAP) helps Latino adults to learn and apply skills to end violent behavior in their relationships, families, and communities. Participants in LEAP receive education and support that address cultural perspectives and factors surrounding patterns of violence and abuse. This program acknowledges the importance of targeting the causes of abuse while providing education and tools to promote non-violent behaviors. The program has been very successful in providing adult offenders with education, support and tools to develop healthy relationships. LEAP has modified the curriculum to include a financial wellness module.



2009 OUTCOMES

- The LEAP program served 173 Latino adults.
- 92% of participants successfully completed the program.
- 92% of participants reported increased understanding of domestic violence and the impact on the family.
- 90% of participants reported applying learned concepts and skills as an alternative to domestic violence.
- 87% of participants reported improved family relationships.
- 94% of participants did not re-offend after completion of the program.
- 92% of respondents increased their knowledge of financial products and management.

CONTRIBUTORS, SUPPORTERS, AND FINANCIAL INFORMATION

Foundation & Corporation Support

Ameriprise Financial
 Andersen Foundation, Elmer & Eleanor
 Anonymous
 Bigelow Foundation, F.R.
 Bremer Foundation, Otto
 Butler Family Foundation, Patrick & Aimee
 Carolyn Foundation
 ClearWay MNSM
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 Piper Family Fund of the Minneapolis Foundation
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 Thrivent Financial for Lutherans
 UCare
 Van Konynenburg Fund of the Minneapolis Foundation
 Wells Family Fund of the Minneapolis Foundation

Government, School, and Other Support

Andersen Open and Elementary School
 City of Minneapolis Department of Civil Rights
 City of Minneapolis Health and Family Support
 City of Minneapolis Empowerment Zone
 Combined Federal Campaign
 Dakota County, Corrections
 Greater Twin Cities United Way
 Hennepin County, Human Services and Public Health
 Hennepin County, Corrections
 Hennepin County, Community Services Area
 Jefferson Elementary School
 R. Green Central School
 Ramsey County, Corrections
 Richfield Middle School
 Robbinsdale Area Schools
 Sanford Middle School
 State of Minnesota, Department of Public Safety
 Target Donor Designated Funds
 Whittier Elementary School

	2009		2008	
Unrestricted Contributions & Grants	\$382,599	53%	\$ 417,025	57%
Government Service Fees	\$268,486	37%	\$ 223,843	32%
All Other Revenues	\$74,626	10%	\$ 74,018	11%
Total Support & Revenue	\$725,711		\$ 732,886	
Program Services	\$705,983	90%	\$ 676,070	89%
Management & Fundraising	\$74,818	10%	\$ 80,700	11%
Total Expenses	\$780,801		\$ 756,770	
Change in Net Assets	\$(55,090)		\$ (32,884)	
Beginning Net Assets	\$366,549		\$ 399,433	
Net Assets Ending	\$311,459		\$ 366,549	

Management & Fundraising, \$74,818
10%

Program Services
\$705,933, 90%

CONTRIBUTORS, SUPPORTERS, AND FINANCIAL INFORMATION

Individual Donors

Anabela Aguilera	Juan-Carlos Maymir
Anonymous	Ryan Meeham
Demian Arenas	Javier Montoya
Bernice Arias-Sather	William Nelson
Jessica Britton	Kendall Nygard
Tiffany Calderon	Melissa Ostley
Diane Christ	Alice Peña
Eloisa Echavez	Charles Prentice
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Seth Lundahl	Gil Valadez
Allan Markolf	Eric Vega
Chanomi Maxwell-Parish	Eric Wengreen
	Nicole Wood

In-Kind Contributions

Abbott Paint
Amerprise Financial
Anne Picard
Blue Cross Blue Shield of Minnesota
Emmett Timmons
Gabrielle Gessler
Guthrie Theater
Hardware Hank
La Invasora
La Loma Tamales
Medica
Tix for Tots
UCare Minnesota
YWCA of Minneapolis at Midtown

Corporate Matching

Alerus Financial
Amerprise Financial
Blue Cross Blue Shield of Minnesota Foundation
Medtronic Foundation
Prudential Foundation
Thrivent Financial for Lutherans
Wells Fargo Sharing Advantage

*This list includes contributions from January 1, 2009-December 31, 2009. Every effort has been made to ensure accuracy. However, if we have overlooked anyone, we apologize and would greatly appreciate being notified. Please call us at 612-872-6165. **Thank you for supporting La Oportunidad!***

2009 VOLUNTEERS AND MENTORS

Jim Albrecht
Elizabeth Anderson
Felicia Anderson
Nicole Baker
Rebecca Bicanich
Franklin Briceño
Bill Buenzli
Denise Buenzli
Jean Craig
Megan Craig-Casmer
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Beth Dierker
Evidio Domingo
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Joe Eiden
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Alyssa Kohn
Sarah Leonard
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Andrew Zaragoza
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Ashley
Edger
Jameson
Jason
KP
Rob



Current Board of Directors

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Thrivent Financial for Lutherans

María Ramírez Johnson, Vice President
Retired Mpls Rublic Schools Teacher

Linda Freemon, Secretary
eV3

William Nelson, Treasurer
Volunteers of America

Silvana Brown
eV3

Board Advisors

Pamela Barragán
St. Paul Police Department

Eduardo Bernal Díaz
Community Volunteer

Katherine Fitzsimmons
Farmer's Hat Productions

Sandra Vargas
The Minneapolis Foundation

Current Staff

Haley Buenzli <i>Volunteer Coordinator-Program Assistant</i>	Teofilo Nuñez <i>LEAP Program Coordinator</i>
Eloisa Echávez <i>Executive Director</i>	Maria Silvia Pichardo <i>Latino Children and Parents Program Coordinator</i>
Rocio Horwath <i>Latino Children and Parents Program Coordinator</i>	Maureen Springer <i>Latino Youth Program Coordinator</i>
Carla Miller <i>Finance Coordinator</i>	José Luis Villaseñor <i>Latino Youth Program Coordinator</i>
Hugo Muñoz <i>Program Director</i>	

STRATEGIC PLAN FOR 2008-2010

As a result of its comprehensive Strategic Planning process, La Oportunidad has revamped its mission, vision, values, and created key goals through 2010.

La Oportunidad **envisions** a community in which Latinos, whether long-term residents or new arrivals, thrive and contribute to the strength of the greater community.

La Oportunidad's mission is to champion the development of Latino individuals and families to create a strong, peaceful community.

VALUES

- **Celebrating Culture.** We believe that a strong cultural identity promotes individual health and adds vibrancy to community life.
- **Promoting Peace.** We believe people can learn nonviolent strategies that allow relationships, families, and communities to thrive.
- **Pride.** We take pride in La Oportunidad as the center where culture flourishes and creative solutions to Latino needs are nurtured.

GOALS

- La Oportunidad will increase its **visibility** as the “go-to” organization for policy-makers, funders, and others seeking services, resources, or information for and about the Latino community.
- La Oportunidad will ensure appropriate **physical space** that aligns with programming needs.
- La Oportunidad will increase its capacity by expanding its **pool of supporters**.
- La Oportunidad will increase its involvement in **public policy** on behalf of the Latino community.


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