



2011 Annual Report

La Oportunidad, Inc.

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



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- Zak Vrudny
- Yessica Zuniga Tepango

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.

2011 Special Accomplishments

Despite the state of the economy, La Oportunidad enjoyed yet another successful year. Below, we share a partial list of accomplishments from this past year:

Direct Services: **1,419** Latino children, youth, parents, and adults achieved greater capacity, developed practical skills, learned to nurture healthy relationships, and developed a connection to a stronger and more peaceful community by participating in the organization's programs. Of the total number of individuals served, **420** participated in multiple semester groups or activities/events.

Latino Youth Leadership & Peace Conference 2011: La Oportunidad hosted the 11th annual Peace and Leadership Conference at Augsburg College May 14, 2011 for high school and middle school youth. **178** youth attended, along with **77** adult school personnel, chaperones or volunteers and a team of 18 youth volunteers who planned and conducted the day's activities. The conference, with the theme "Moving with the Sole" provided participants the opportunity to experience the cultural significance of dance and its role in cultural pride, self-esteem and mental health.

Early Literacy Programming: **104** children participated in early literacy activities within the Padres program in 2011. Early literacy programming introduces parents and children to the library system, increases the number of books children read independently and with their parents, and promotes an understanding among parents of the value of reading with their children.

Financial Wellness Education: Financial literacy education has become well integrated within the Youth, Padres, and LEAP Programs. In 2011, over **700** Latino youth and adults received between 3-8 hours of financial education.

Volunteer support: In 2011, the organization enjoyed **1,796** hours of support from **53** volunteers.

Community Education and Outreach: Approximately **20,000** individuals were reached through La Oportunidad's *En Familia* (In the Family) cable television program, by coordinating events and educational presentations, and through partnerships. Program topics aired in 2011 included mental health, domestic abuse, and La Oportunidad's prevention programs, 2010 Census results on Latino figures and the impact on the Latino Community, oral health, and social service programs serving Latinos.



EL CAMINO CHILDREN'S PROGRAM

The **El Camino** (The Path) Children's Program provides weekly after-school groups and a summer program for Latino children ages 5-11. The program focuses on cultural education and building life skills that help children develop positive attitudes and behaviors in the areas of self, family, and community and reduce their vulnerability to negative behaviors in their adolescence.

2011 OUTCOMES

- In 2011, El Camino direct programming positively impacted **262** Twin Cities Latino children (and **379 duplicated** count includes 117 children attending multiple programs).
 - 88% of participants completed the program.
 - 82% of respondents reported increased positive feelings about themselves and their identity.
 - 91% of respondents increased their satisfaction with relationships with their friends/families/teachers.
 - 85% of respondents reported an increased awareness of their role and involvement in their school and community.



PADRES PARENTING PROGRAMS

The **Padres** (Parents) Program provides year-round groups to empower Latino parents with the education and tools to support their children's education, and raise healthy, well-adjusted children.

2011 OUTCOMES

- In 2011, Padres direct programming positively impacted **406 unduplicated** and **477 duplicated** Latino parents. Within this program **104** children participated in early literacy activities.
 - 91% of participants completed the program.
 - 90% of respondents developed positive parenting skills and reported applying them in their families.
 - 84% of respondents developed a stronger parenting support system in the community.
 - 89% of respondents reported improved family relationships.
 - 82% of respondents reported increased participation in their children's education.
 - 83% of respondents increased their knowledge of financial products and management, and how to build wealth.



LATINO YOUTH PROGRAMS

The **Latino Youth Program** provides weekly after school groups and a summer program for Latino youth ages 12-18. The program includes cultural education/activities, leadership, financial literacy, and academic support that help youth develop positive attitudes and behaviors in the areas of education, self, family, and community.

2011 OUTCOMES

- In 2011, Latino Youth Programs direct programming positively impacted **525 unduplicated** and **753 duplicated** Latino youth. (*228 Latino youth participated in more than one semester or program activity*).
 - 87% of participants completed the program.
 - 85% of respondents demonstrated increased participation in their education and life goals.
 - 90% of respondents reported an increased sense of self-esteem and self-worth.
 - 79% of respondents reported improved communication at home and with family members.
 - 77% of respondents increased their knowledge of financial planning, management, and financial resources for post-secondary education.
 - 82% of respondents increased their ability to make a positive contribution in the community.



LATINOS ENDING ABUSE PROGRAM

The **Latinos Ending Abuse Program (LEAP)** provides year-round groups to Latino men and women to give them the tools, education, and support necessary to help eliminate violent behaviors in their relationships, families, and communities.

2011 OUTCOMES

- In 2011, LEAP direct programming positively impacted **122** Latino adults.
 - 85% of participants completed the program.
 - 90% of respondents reported increased understanding of the impact of domestic violence on the family.
 - 85% of respondents reported applying learned concepts and skills as an alternative to domestic violence.
 - 90% of respondents reported improved family relationships.
 - 89% of respondents increased their knowledge of budgeting and money management, financial products, and techniques for building greater financial stability.
 - 100% of participants did not re-offend after completion of the program.

CONTRIBUTORS, SUPPORTERS, AND FINANCIAL INFORMATION

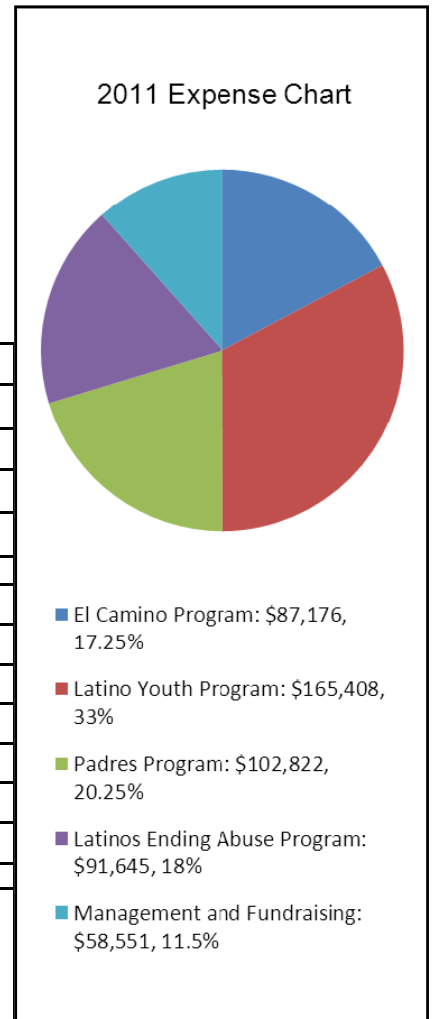
Foundation & Corporation Support

Ameriprise Financial
 Andersen, Elmer & Eleanor, Foundation
 Beim Foundation
 Bigelow, F.R., Foundation
 Bremer, Otto Foundation
 Butler, Patrick & Aimee, Family Foundation
 Catholic Community Foundation
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Government, School, and Other Support

Andersen United Schools
 Combined Federal Campaign
 Dakota Community Corrections
 Greater Twin Cities United Way
 Hennepin HSPH: Child Protection
 Hennepin Community Corrections
 Jefferson Elementary School
 Richard Green Central Park Community School
 Robbinsdale Area Schools
 Sanford Middle School
 State of Minnesota, Department of Public Safety

	2011		2010	
Unrestricted Contributions & Grants	\$345,250	66%	\$366,602	55%
Government Service Fees	\$129,996	25%	\$257,904	39%
All Other Revenues	\$46,625	9%	\$43,173	06%
Total Support & Revenue	\$521,871		\$667,679	
El Camino Program	\$87,176	17.25%		
Latino Youth Program	\$165,408	33%		
Padres Program	\$102,822	20.25%		
Latinos Ending Abuse Program	\$91,645	18%		
Programs Subtotal	\$447,051	88.5%	\$599,369	90%
Management & Fundraising	\$58,551	11.5%	\$67,371	10%
Total Expenses	\$505,602		\$666,740	
Change in Net Assets	\$16,269		\$939	
Beginning Net Assets	\$312,398		\$311,459	
Net Assets Ending	\$328,667		\$312,398	



CONTRIBUTORS, SUPPORTERS, AND FINANCIAL INFORMATION

Individual Donors

Anabela Aguilera
Carlos Almeida
Anonymous
Bernice Arias Sather
Dean and Debra Armstrong
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Corporate Matching

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Augsburg Hispanic/Latino Student Services
Minnesota Twins
Minnesota Vikings
Minnesota Wild
Mall of America
Panera Bread
Tech Soup Microsoft
Valspar Foundation

*This list includes contributions from January 1, 2011-December 31, 2011. 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!***

Noteworthy Success Stories



Ameriprise Gift Drive

Over the past several years, Ameriprise Financial has been a gracious donor of holiday gifts to families in our programs at La Oportunidad. This year the Holiday Gift Donation supplied 150 children from 53 families with gifts for the holidays. Gifts received included clothing, toys, school supplies, books, games, and home goods to benefit the entire family.

Clients and their families showed their gratitude to the generous Ameriprise employees by creating cards that were sent to the Ameriprise offices.

THANK YOU AMERIPRISE!

Mural Project

Thirty Latino youth and their families participated in the creation of a mural on Lake Street during the summer of 2011. The project provided a venue for positive youth engagement, an opportunity for youth and their families to build positive bonds together and with other Latino youth and families, and a setting through which to build pride and identity by making a positive contribution to their community. Youth worked with local Latino artist, Gustavo Lira, who guided them through the process of choosing a theme, creating a design and painting the mural. The design that was chosen for the mural represents the themes of peace, family, and love. The mural was painted on the wall of a small local business that had previously been a constant target of tagging and graffiti. Since the painting of the mural, the wall is no longer being filled with graffiti and instead provides the neighborhood with a positive visual message.



Immigration Forum

La Oportunidad collaborated with Minneapolis Public Schools Community Education, Minneapolis Public Schools, the University of Minnesota, La Conexión de las Américas and Family Partnership to plan and host a day-long forum for Latinos on April 9, 2011 addressing a variety of critical issues and services of interest to the Latino population. A program coordinator from La Oportunidad spoke at the Forum, which was attended by 80 community members and 25 members from the collaborative partners.



El Camino Summer Program

“During the summer of 2011 I lead a summer camp for 1st graders. Because I was 4 months pregnant then, I was a little concerned when I found myself in a classroom with 7 super energetic boys. This particular group seemed to not be able to listen, or stay calm for more than 5 minutes. Fights among them were breaking out pretty often. So I trusted my instincts, and decided to share with them the news of the baby on the way. It got their immediate attention. That first day we talked about ways in which they could help the teacher and the baby in order to have a peaceful classroom and a good, friendly environment. We spent the rest of the summer cooking, playing group games, and doing lots and lots of art. Through all these activities, I saw this group grow closer together and play and work as a team. Their generosity and respect for their teacher transferred to their peers, and we all had a peaceful class, filled with joy.”

~Fernanda, Latino Children and Parents Program Coordinator




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