

SOMOS Mayfair



ANNUAL REPORT
FOR FY2018



DIRECTOR'S STATEMENT

My tenure with SOMOS Mayfair has been incredibly humbling. I have been touched and amazed to see the Bay Area community come together to support our children and families over the last 22 years. We are doing deep and intentional work and cannot thank you enough for investing the time, effort, and resources that enables us to be increasingly successful year upon year.

Since the launch of the In Our Hands campaign in 2012, which reorganized our work around our Leadership Development Model, SOMOS has not only doubled in size, but also doubled its impact! We went from a small and committed staff of **9** to a connected, passionate, and competent staff of **21** individuals. We went from serving **700** children and families in 2012 to serving **1,400** children and families annually. Recent successes include:

- Increasing school readiness by **37%** and 3rd grade reading proficiency by **50%**
- Developing the leadership of **200+ community members**
- Serving as an incubator for **18 Promotoras** who recently launched their own cooperative
- Operating a flagship **Family Resource Center** for ALL Alum Rock students and families
- Championing a **Restorative Justice** curriculum for ALL Alum Rock schools
- Winning financing for a **100% affordable housing project** that will double as SOMOS' new home, and
- Continuing to advocate for an **equitable school system** for our Alum Rock students

SOMOS is incredibly proud of the work we have accomplished. This is a community in motion, and through this annual report we want to share a glimpse into the windows of change that reveal what is happening here and now. As we continue our commitment to developing leaders, making strides in early education, building momentum through community organizing, and providing economic opportunity, we invite you to be a part of the movement.



CAMILLE LLANES-FONTANILLA

Executive Director

YEAR-IN-REVIEW

July 2017



"Growing Together"
Summer Program

August 2017



"On the Table" Dialogue
on Affordability

November 2017



Holiday Literacy Campaign

December 2018



MIT Student-Led Social
Justice Conference

February 2018



Alum Rock District-Wide Walk-Out

March 2018



10th Annual Gracias a La Vida

April 2018

June 2018

SOMOS Mayfair supports children, organizes families, and connects neighbors to uplift the dreams, power, and leadership of community and to address systemic inequities.

OUR WORK

Leadership Development

Leadership development begins with community members recognizing their strengths and experience. Through mentorship, learning and practice, we build a leadership that generates more leaders. In SOMOS' Universidad Popular de Mayfair, leaders continue their growth, further developing skills and deepening their analysis to sustain changes in the neighborhood.

Recent Wins: 80% of Growing Together participants reported an increase in leadership at home, school, or in the community



Early Education

Certified *Promotores* lead peer-to-peer programs and activities with parents and children to promote family learning. The mobile library, Reading Circles, Bridge to Kindergarten, and all Family Resource Center programs work to close the opportunity gap by third grade.

Recent Wins: School Readiness increased from 5% to 42% for Bridge To Kinder participants; The County approved an Early Learning Pilot program



Community Organizing

Community organizing supports movement building in our neighborhood and schools. Parents and residents engage in participatory action, analysis, priority setting, relationship building, and tactical strategies to advance an equity platform developed by community, for community.

Recent Wins: Restorative Justice will be implemented in ARUSD schools as part of *EMPUJE's* organizing efforts; *Vecinos Activos* has impacted the timeline for the development of a city-wide anti-displacement policy



Economic Opportunity

Families need economic opportunity and mobility to support their children and break cycles of poverty. In response, SOMOS has launched SOMOS Fuertes, which provides *Promotores* with job training and placement to further advance opportunity and social justice in Mayfair and beyond.

Recent Wins: 18 Promotoras are co-owners of META, an independent business working on city and county contracts



BY THE NUMBERS



Program Impact

OUTREACH

1980

Informed

PARTICIPANTS

1832

Engaged

PROMOTORES

203

Trained

CERTIFIED
PROMOTORES

26

SOMOS Fuertes



Community Organizing

VECINOS
ACTIVOS

52

Youth 16

Adults 36

COMITÉ
EMPUJE

115

Youth 71

Adults 44



Literacy and Early Learning

PARENTING
WORKSHOPS

58

Parent Participants

RAISING
A READER

160

Students

READING
CIRCLES

103

Students



Summer Programming

BRIDGE
TO KINDER

286

Students 99

Adults 89

Escuelita 98

GROWING
TOGETHER

125

Youth 55

Adults 20

Escuelita 50



Collaborations & Initiatives

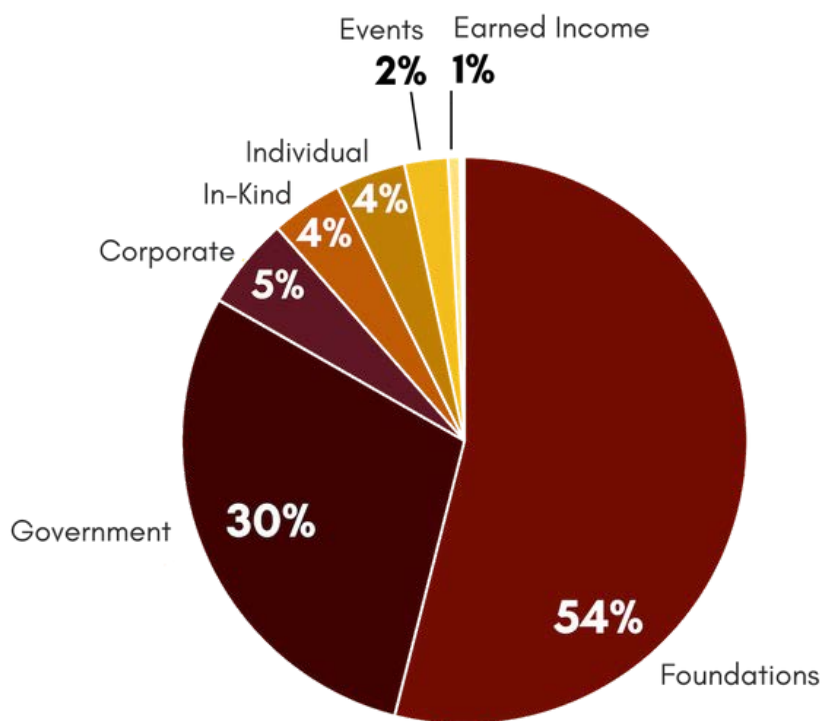
21st Century Learning ARUSD
ARUSD Birth Through 3rd Initiative
ARUVA
Children's Health Assessment
Eastside Development

FIRST 5 FRC Network
Gen2Gen
Kids First Coalition
LCFF Coalition
Peace Partnership

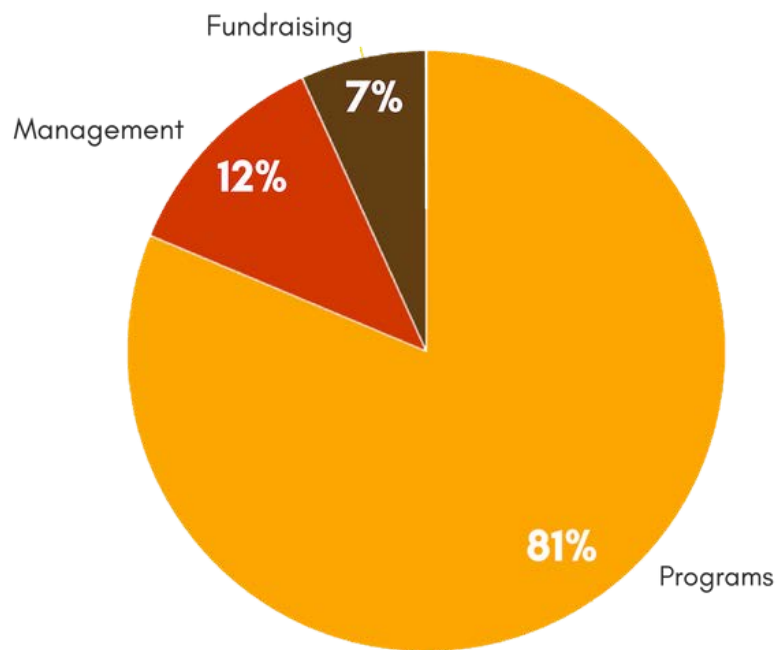
SCC Early Learning Pilot
SCC Quality Matters
Si Se Puede Collective
SJC D5 Participatory Budget
We Rise

FINANCIAL OVERVIEW

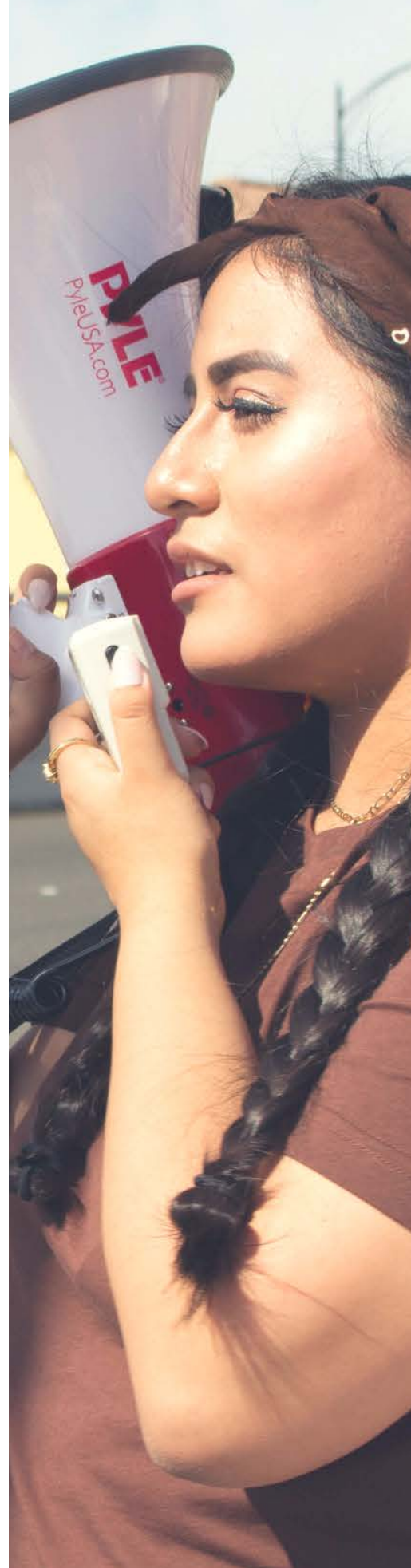
FY18



Revenue: \$2,332,663



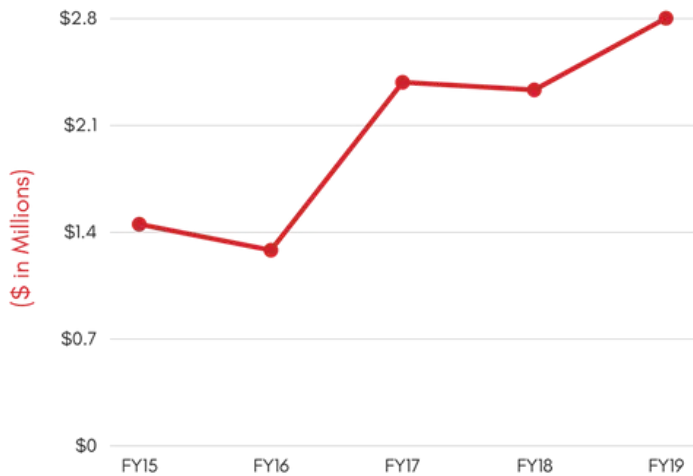
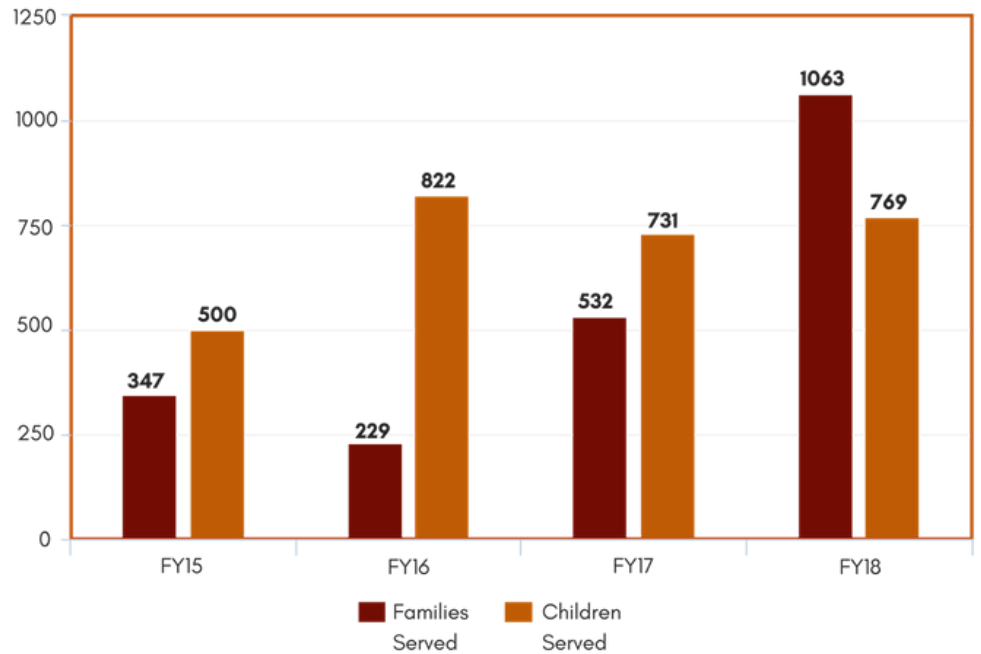
Expenses: \$2,256,790



FINANCIAL OVERVIEW

FY15 - FY18

Through our Family Resource Center at César Chávez Elementary School, we are able to directly serve families and children through programs like Bridge To Kinder, Triple P, and 24/7 Dad.



Our annual budget has steadily increased over the years. We are grateful to the continued partnerships with government agencies, and new grants that have invested in SOMOS' newest and most innovative programs, like SOMOS Fuertes.

Annual Budget



SUPPORTERS



MAYFAIR PARTNERS



STAFF

Executive Team

Camille Llanes-Fontanilla *Executive Director*
Kathy Ericksen *Finance & Operations Director*
Jessica Paz-Cedillos *Director of Resource Development*
Saúl Ramos *Director of Programs*
Zelica Rodriguez-Deams *Associate Director*

Administrative Team

Amelia Post *Leadership Development Program Manager*
Angelica Lujano *FRC Program Manager*
Brenda Andrade *Evaluations & Grants Manager*
Chelsey Prewit *Marketing & Communications Associate*
Eduardo Guillen *Operations Associate*
Victor Vasquez *Community Organizing Manager*
Viridiana Reyes *Operations & Contracts Manager*

Mayfair Program Coordinators

Ana Lau Vargas *Mayfair Coordinator*
Dilza Gonzalez *Mayfair Coordinator*
Flor De Leon-Jacobo *Mayfair Coordinator*
Gabriel Hernandez *Mayfair Coordinator*
María Martinez *Mayfair Coordinator*
María Urquiza *Mayfair Coordinator*
Nayeli Sedano *Mayfair Coordinator*
Sonia Solano *Mayfair Coordinator*

BOARD

David Ling *Chair, KIPP Bay Area Schools*
Quency Phillips *Vice Chair, TheQueAgency*
Norma Alvarez *Treasurer, WomenGo! Giving Circle*
Tali Levy *Secretary, Community Volunteer, Fundraiser*
Alisha Rodrigues *The City of Sunnyvale*
Corina Herrera *Santa Clara County Probation Department*
Erika Rivera *Law Office of Erika S. Rivera*
Kwok Lau *Silicon Valley Social Venture Fund*
Rocio Luna *Santa Clara County Public Health Department*





ADMINISTRATIVE HEADQUARTERS

370-B S. King Road
San José, CA 95116

CÉSAR CHÁVEZ FAMILY RESOURCE CENTER

Located on the César Chávez Elementary School Campus
1990 Kammerer Avenue
San José, CA 95116

408-251-6900

WWW.SOMOSMAYFAIR.ORG

design by Chelsey Prewitt, 2018