

# SOMOS MAYFAIR

ANNUAL REPORT  
JULY 1, 2018 - JUNE 30 2019





*“Every moment is an organizing opportunity, every person a potential activist, every minute a chance to change the world.”*

*— Dolores Huerta*



# DIRECTOR'S STATEMENT

Twenty-two years ago, the Mayfair Improvement Initiative formed in response to the chronic crisis that Mayfair faced. The project was successful in mobilizing residents and harnessing community voice in neighborhood change, and shortly after the project ended, SOMOS Mayfair formed to continue the momentum around improving neighborhood safety and advocating for community assets.

Our mission has remained the same: to support children, organize families, and connect neighbors to uplift the dreams, power, and leadership of community and address systemic inequities. It has been an incredible privilege to walk alongside our neighbors as we organize and learn to leverage our individual power to mobilize around a collective vision of the Mayfair we want to live, work and play in.

Today our staff has grown to over 20 committed leaders, with one-third of our team coming directly from our leadership development pipeline. Our programs have expanded, and our organizing team is working on both local and regional campaigns. Alongside our neighbors, we want to reclaim our neighborhood and see residents leading decision-making.

Over 2,000 residents participated in our programs this year, and we connected with thousands more through outreach, organizing campaigns, and resource distribution.

Most importantly we are building deeper multi-generational relationships, investing in peer mentorship, and providing new economic opportunities to leaders.

Through the years we have prided ourselves in our flexibility and responsiveness to current needs, while remaining anchored in our values and commitment to uplifting community voice.

I'm humbled to be a part of this movement, and am grateful for your support as we continue to build together. *Adelante!*



**CAMILLE LLANES-FONTANILLA**  
Executive Director



# We love our neighborhood, and know that together we can build a thriving Mayfair!



**We are rewriting the narrative**

We are strong, creative, proud, fun, kind, generous, innovative. We are hardworking. We are experts of our community.



**We organize our community across generations**

We advocate for equity and access on a local, city, and county level. We organize around resident-led solutions.



**We create our own economic opportunities**

We helped launch a worker-owned co-op and are committed to creating career paths for our neighbors.



**We invest in ourselves as leaders**

We trust our own lived experiences, and learn from collective wisdom. We each have talents to sharpen and share.



**We set our children up for success**

We prioritize children and believe that their first and best teachers are their parents. We invest in free quality learning opportunities.

## The Problem

Decades of systemic oppression and unjust policies have left East San José families with less access to capital, opportunities and resources.

## The Solution

Build community power and voice.  
Invest in local leadership.  
Organize multi-generational families.  
Rewrite the narrative.

SOMOS selected as Nonprofit of the Year by Assemblymember Ash Kalra, June 2018



## Demographics of Mayfair

MEDIAN HOUSEHOLD INCOME

**\$54,620**    **\$116,178**  
MAYFAIR            SANTA CLARA COUNTY

14,278 residents in Mayfair  
81% speak a language other than English  
67% Latino population  
60% of residents are renters

### - OUR TEAM -

29% of our staff come directly from our leadership pipeline

83% are women  
92% are English/Spanish bilingual



148 students participated in Bridge to Kinder  
This 4-week program helps both students and their families transition to Kindergarten, through workshops and social exposure



\$500,000 earned in contracts by SOMOS Fuertes

7,150 parents and children were introduced to our work through outreach



Collaboratives & Initiatives

- 21st Century Learning ARUSD
- ARUSD Birth Through 3rd Initiative
- Alum Rock Urban Village Advocates
- Children's Health Assessment
- ESJ Peace Partnership
- FIRST 5 FRC Network
- Gen2Gen
- Kids First Coalition
- LCFF Coalition
- SCC Early Learning Pilot
- SCC Quality Matters
- ¡Sí Se Puede! Collective
- SJC D5 Participatory Budget



Si Se Puede Collective Official Launch, Nov. 2018



SOMOS opened its second Family Resource Center at Painter Elementary School, which includes a co-op preschool that enrolled 24 families



2,010

children, youth, and adults participated in our programs this year

91%



of youth participants in our summer program felt confident about taking action in their community

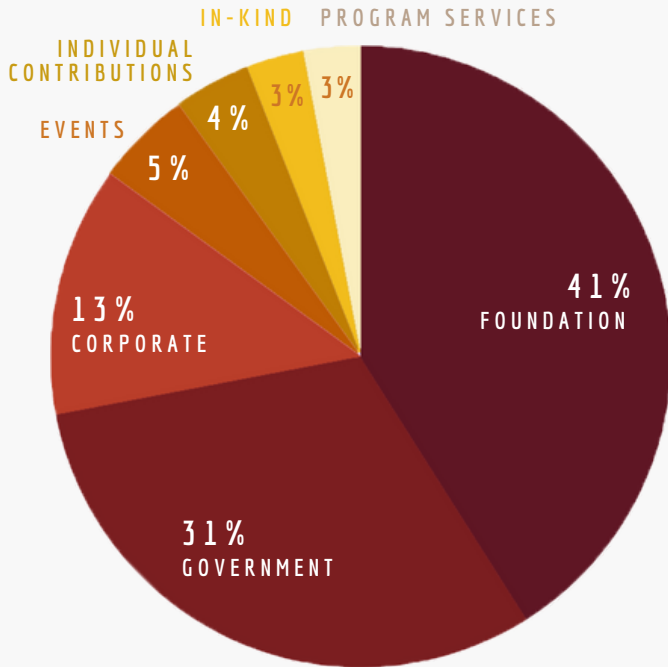
551

leaders joined our organizing work through EMPUJE, Vecinos Activos, and Jovenes--- our base has doubled in size since last year!

In a survey of SOMOS leaders:

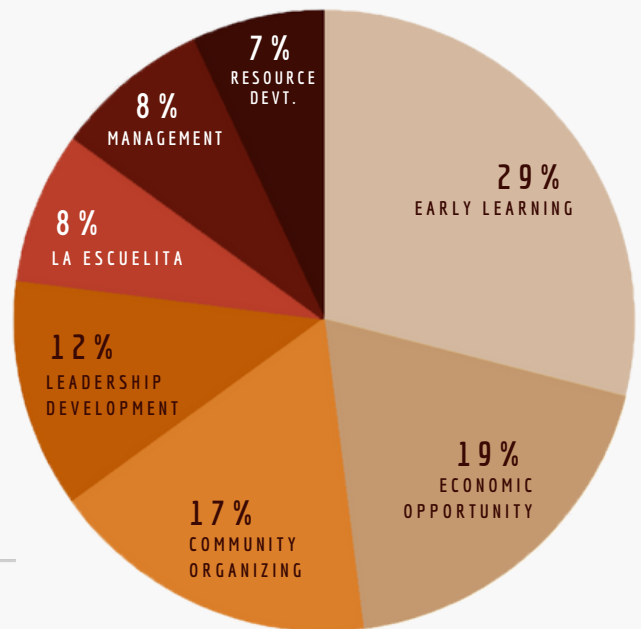
- 100% said they grew their leadership abilities
- 93% reported having a sense of purpose
- 57% have mentored another leader

# FINANCIAL OVERVIEW FY19

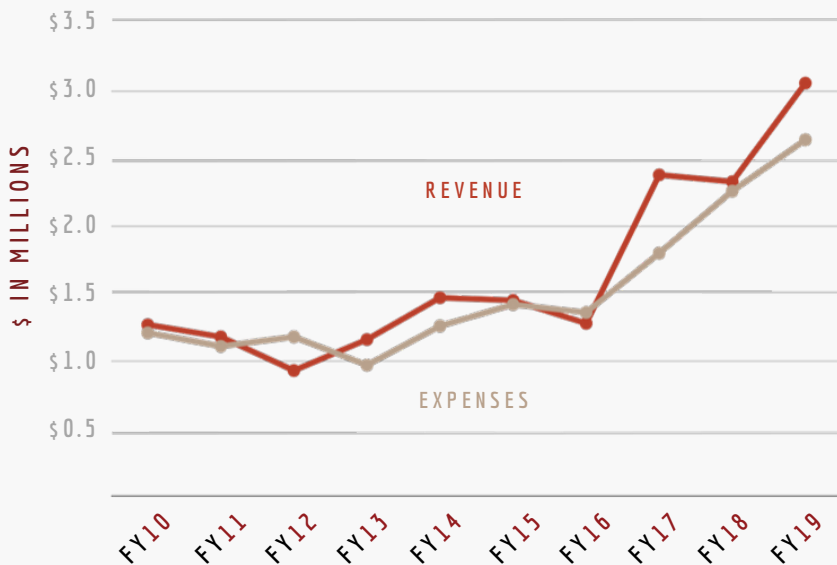


**TOTAL REVENUE**  
\$3,081,861

**TOTAL EXPENSES**  
\$2,641,058



## YEAR BY YEAR GROWTH



# SUPPORTERS

---



# MAYFAIR PARTNERS

---

## ¡SÍ SE PUEDE! COLLECTIVE





# STAFF

---

## Executive Team

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

## Administrative Team

Brenda Andrade *Evaluations & Grants Manager*  
Chelsey Prewitt *Marketing & Comms. Associate*  
Eduardo Guillen *Operations Associate*  
Viridiana Reyes *Operations & Contracts Manager*

## Mayfair Program Staff

Amelia Post *Leadership Devt. Program Manager*  
Ana Lau Vargas *Mayfair Coordinator*  
Andrea Portillo *Mayfair Coordinator*  
Angelica Lujano *FRC Program Manager*  
Diana Salazar-Squires *Mayfair Coordinator*  
Dilza Gonzalez *Mayfair Coordinator*  
Flor De Leon-Jacobo *Mayfair Coordinator*  
Gabriel Hernandez *Mayfair Coordinator*  
Katherine Silva *Mayfair Coordinator*  
María Martinez *Mayfair Coordinator*  
María Urquiza *Mayfair Coordinator*  
Nayeli Sedano *Mayfair Coordinator*  
Sonia Solano *Mayfair Coordinator*  
Victor Vasquez *Community Organizing Manager*  
Yesenia Rivas-Bejarano *Mayfair Coordinator*

# BOARD

---

Quency Phillips *TheQueAgency*  
Tali Levy *Community Volunteer*  
Alisha Rodrigues *City of Sunnyvale*  
Erika Rivera *Law Office of Erika S. Rivera*  
Kwok Lau *Silicon Valley Social Venture Fund*  
Norma Alvarez *WomenGo! Giving Circle*  
Rocio Luna *SCC Public Health Dept.*





 [info@somosmayfair.org](mailto:info@somosmayfair.org)

 [/somosmayfair](https://twitter.com/somosmayfair)

 [/somosmayfair](https://facebook.com/somosmayfair)

370-B S. King Road  
San José, CA 95116

408-251-6900  
[WWW.SOMOSMAYFAIR.ORG](http://WWW.SOMOSMAYFAIR.ORG)