



SOMOS Mayfair

**ANNUAL
REPORT**

FY21

JULY 1, 2020 -
JUNE 30, 2021

www.somosmayfair.org





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

— Dolores Huerta



DIRECTOR'S STATEMENT

This fiscal year was a year characterized by the pandemic from start to finish. We spent the spring and early summer in crisis response distributing food, diapers, formula, and PPE; transitioning to virtual workshops for children & parents; and exploring new ways to stay connected in support of one another across shutdowns and quarantines.

But within a few months we were confidently building amidst the chaos. We pivoted to ensure resources got to our community in sustainable ways; responded to the growing desires for communities of care; and engaged with local and national movements for justice.

With our partners in the Si Se Puede Collective, we launched the Guerreras— a group of deeply respected and established community leaders (Promotores) trained by the Santa Clara County Public Health Department. Tasked with connecting families to resources and reliable information, providing door-to-door COVID tests, responding to vaccine hesitation, and keeping elected leaders attuned to evolving community needs.

We also organized ourselves into more than 25 Diamantes, weaving this new community-based infrastructure into our existing Leadership Development Model. Diamantes are a network of small groups to support and sustain each other in this moment and beyond. Each Diamante is made up of 6 - 12 members and a mentor who helps guide the group. Diamantes keep in regular touch over group messaging, share mutual aid, resource referrals and emotional support, take on new leadership roles, and engage in collective action together. During a time that pushes us towards further isolation, Diamantes are structured to build our strength through lasting ties between members and SOMOS Mayfair.

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DIRECTOR'S STATEMENT (CONT.)

Our program strategy over the last five years- to respond to community needs and demands through building community power and voice- provided fertile ground to respond and organize together in the face of the health and economic emergencies that have hit our neighborhoods the hardest. From our Family Resource Centers to our Leadership Development spaces to our Community Organizing bases, we were able to meet the crises while challenging systems because we were able to stay connected and responsible to one another.

This is who we still are. As COVID continues, as the housing crisis escalates, as climate change accelerates, and as the hunger for racial justice expands, we are collectively imagining and building the future we want and deserve.

There is still a long road of recovery ahead of us, but our community will continue to demand change and create our own systems. Vision, power and knowledge runs deep in Mayfair. It is a leaderful community. Together we must (and will) carry out solutions for us all to learn, to heal, to work and to live well. We invite you to remain steadfast in your commitment and engagement in our community.

In community spirit,



A handwritten signature in black ink, appearing to read 'Camille Llanes-Fontanilla'.

CAMILLE LLANES-FONTANILLA
Executive Director





16,363

parents and children were introduced to our work through outreach

Demographics of Mayfair

MEDIAN HOUSEHOLD INCOME

\$65,070

MAYFAIR

\$133,076

SANTA CLARA COUNTY

14,278 residents in Mayfair

71% Latino population

74% speak a language other than English

64% of residents are renters

- OUR TEAM -

27% of our staff come directly from our leadership pipeline

72% identify as women

95% are English/Spanish bilingual



124 families participated in Bridge to Kinder

This 4-week program helps both students and their families transition to Kindergarten, through workshops and social exposure



Construction on our new headquarters, Quetzal Gardens, continued with our move-in date scheduled for Spring 2022

Our staff helped 50+ families complete their applications for RCD's affordable housing units, located above Quetzal Gardens

Housing Advocacy Campaigns

- SOMOS was selected as a recipient of the Bay's Future Challenge Grant, receiving \$500,000 in support of our work advancing equitable housing policies
- Our community-driven Local Preference Policy which prevents displacement, made its way to the Governor's desk
- We launched our Community Opportunity to Purchase Act (COPA) campaign with a series of bilingual workshops





Through the Power Not Fear Campaign with SSPC:

105,700 **385** **+3.83%**

flyers distributed with crucial information for voters

individuals completed the census

increase in voter turnout in Alum Rock



1,462 viewers

during our first-ever Virtual Gracias a la Vida!



We partnered with Valley Palms Unidos over several months to engage 407 new youth and adult residents through activities, classes and events.



2,183

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

131 Leaders 

were active in our organizing work through EMPUJE, Vecinos Activos, and Jovenes

241 Participants

joined us at 10 Organizing Events throughout the year, including Cafecitos, forums, and community input sessions around voting rights, affordable housing, and census information



In a survey of SOMOS participants:

93%

can identify their own strengths as a leader

83%

have felt very supported through their Diamante (mutual aid group)

82%

have grown in their communication skills





COVID-19 RESPONSE July 2020 - June 2021

We have spent much of the past year addressing the emerging and evolving needs of our community. Our staff has nimbly worked to bring all of our core programming and organizing work online, and through our mutual aid network we have been able to care for one another and sustain meaningful relationships.



\$213,000 OF FINANCIAL ASSISTANCE distributed to 383 families



3,526 DIAPER BOXES distributed to 600+ families



72 CASES OF FORMULA distributed to families



1,823 INDIVIDUALS served at our vaccine clinic in partnership with Valley Palms Unidos



348,000 LBS. OF FOOD served in partnership with Valley Palms Unidos, to over 330 families



410 HYGIENE KITS served in partnership with Valley Palms Unidos, to over 550 families



EARLY LEARNING PROGRAMMING

Our Early Learning Team has taken the lead on distributing resources to families through our Family Resource Centers. All programming for children ages 0-5 and their parents continues, along with virtual home visits.

- **41** Calming Kits distributed
- **531** Activity Packets distributed
- **1,277** Adults & Children engaged in virtual programming through our FRCs



MUTUAL AID SUPPORT

Our peer to peer **mutual aid network, Diamantes**, continued to serve as a critical tool in connecting **240 active leaders** to resources, COVID information, and personal mentorship. The Diamantes support base-building efforts in our organizing and Leadership Development work.



26 WELLNESS SESSIONS

were hosted via Facebook Livestream. These 6-15 minute sessions focus on grounding practices and breathing exercises.



In response to evolving needs, staff learned **virtual facilitation** best practices through 2 workshops hosted by Training for Change



\$25,000 was distributed to staff through a wellness fund, to support remote working + mental health, thanks to generous gifts from the Sunlight Foundation



23,000+ PPE KITS

containing face masks, hand sanitizer, cleaning supplies, etc. distributed



COMMUNITY ORGANIZING

Our organizing work has continued virtually during the pandemic, with an emphasis on tenant rights, civic engagement, and technology access.

INITIATIVES SUPPORTED

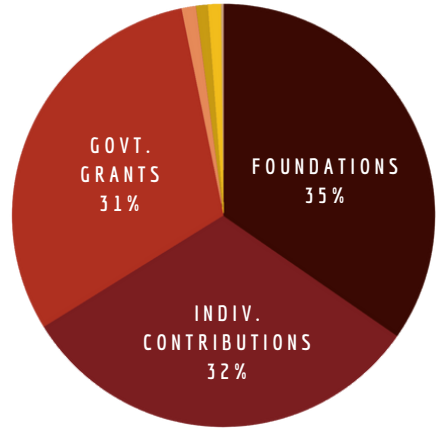
- Citywide Rent Freeze
- Eviction Moratorium
- Distant Learning Support for Students
- Community Opportunity to Purchase Act (COPA)

FINANCIAL OVERVIEW FY21

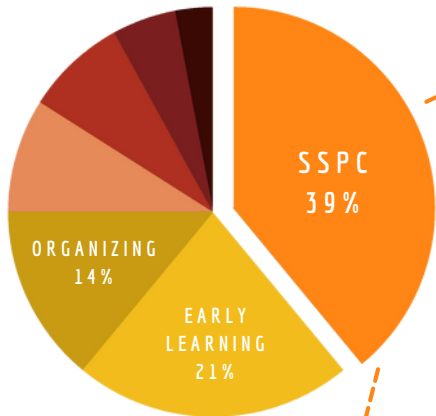
TOTAL NET ASSETS - \$3,813,202

REVENUE - \$9,874,430

FOUNDATIONS	\$3,414,439	34.6%
INDIVIDUAL CONTRIBUTIONS	\$3,111,969	31.5%
GOVERNMENT GRANTS	\$3,023,706	30.6%
IN-KIND CONTRIBUTIONS	\$112,476	1.1%
CORPORATE GRANTS	\$88,069	0.9%
PROGRAM SERVICES	\$72,260	0.7%
SPECIAL EVENTS	\$32,711	0.3%
SBA PPP GRANT	\$18,800	0.2%



EXPENSES - \$6,061,228

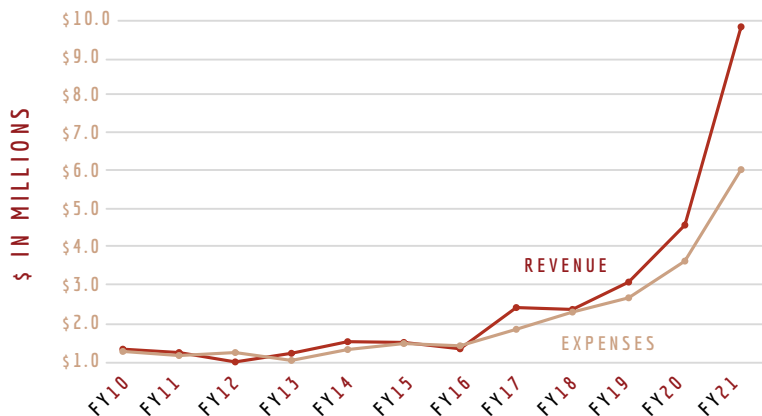


SI SE PUEDE COLLECTIVE	\$2,356,415	38.9%
EARLY LEARNING	\$1,296,835	21.4%
COMMUNITY ORGANIZING	\$847,356	14.0%
MANAGEMENT & GENERAL	\$568,223	9.4%
LEADERSHIP DEVELOPMENT	\$494,937	8.2%
ECONOMIC OPPORTUNITY	\$295,381	4.9%
RESOURCE DEVELOPMENT	\$202,081	3.3%

As we quickly pivoted to crisis response work during the pandemic, government grants and partnerships with funders expanded to meet critical needs on the ground.

As the backbone agency and fiscal sponsor of the Si Se Puede Collective, nearly 40% of our expenses go towards SSPC to fund our collective neighborhood efforts across 5 agencies.

YEAR BY YEAR GROWTH



SUPPORTERS

Anne Wojcicki
Foundation



Bella Vista
FOUNDATION



the David & Lucile
Packard
FOUNDATION

Eric Hahn &
Elaine Hahn



John Matthew &
Andie Sobrato

Kwok Lau &
Jon Goulden



Mark Wilson &
Deborah Dalzell



Orchard House
Foundation

The Peterson
Family



Santa Clara County
PUBLIC HEALTH

Satterberg
foundation



S.H. COWELL
FOUNDATION



The
SOBRATO
Family Foundation



the WOMEN'S
FOUNDATION
of CALIFORNIA

Younger Family
Foundation

MAYFAIR PARTNERS



School
of Arts
& Culture
Mexican
Heritage
Plaza



FY21 STAFF

Executive Team

Camille Llanes-Fontanilla *Executive Director*

Saúl Ramos *Deputy Director*

Zelica Rodriguez-Deams *Deputy Director*

Administrative and Development Team

Ana Lau Vargas *Fuertes Coordinator*

Brenda Andrade *Evaluations & Grants Manager*

Chelsey Prewitt *Marketing & Comms. Associate*

Cruzsilla Gutierrez *Operations Associate*

Eduardo Guillen *Executive Assistant*

Hazel Roxas *Finance & Accounting Manager*

Israel Perez *Operations Associate*

Maria Ortiz *Operations Associate*

Veronica Lujan *Data Collection Administrator*

Viridiana Reyes *Director of Administration*

Yvette Castro Farias *Director of Resource Devt.*

Organizing and Policy Team

Andrea Portillo *Organizing & Policy Manager*

Dilza Gonzalez *EMPUJE Coordinator*

Flor De Leon-Jacobo *EMPUJE Coordinator*

Gabriel Hernandez *Vecinos Activos Coordinator*

Maria "Lupe" Guerrero *Vecinos Activos Coordinator*

Matt Gustafson *Vecinos Activos Coordinator*

Oscar Quiroz-Medrano *Political Education Coordinator*

Victor Vasquez *Director of Organizing & Policy*

Leadership Development Team

Amelia Post *Director of Learning & Leadership Devt.*

Angie Lopez *Leadership Development Coordinator*

Katherine Silva *Restorative Practices Coordinator*

Nelly Blas *Fuertes Coordinator*

Family Resource Center and Early Learning Team

Angelita Echeveste-Duran *Director of Programs*

Angelica Lujano *FRC Manager*

Areli Rodriguez-Garcia *UAP Coordinator*

Brenda Garcia *ParentChild+ Coordinator*

Janelle Garcia *Early Learning Specialist*

Jennifer Lujano *Lead Maestra*

Jessica Moctezuma *Early Learning Specialist*

Jessica Trejo *FRC Coordinator*

Liz Salas *Early Learning Program Specialist*

Margarita Arroyo *Chavez Site Supervisor*

María Martinez *Valley Palms Site Supervisor*

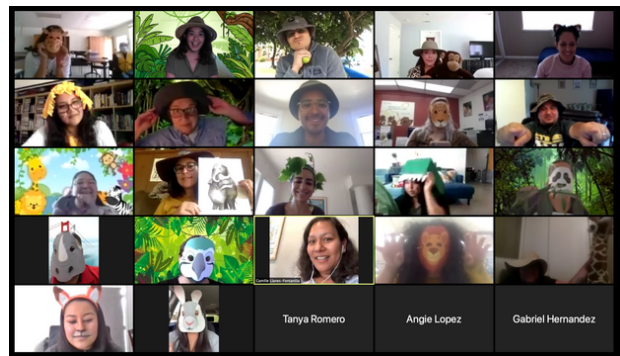
María Ramirez *Early Learning Specialist*

Marilu Zepeda *Valley Palms Coordinator*

Nayeli Sedano *Painter Site Supervisor*

Sonia Solano *Escuelita Coordinator*

Tanya Romero *Early Learning Specialist*



BOARD

Quency Phillips *Chair, TheQueAgency*

Rocio Luna *Vice Chair, SCC Public Health Dept.*

Joe Zullo *Treasurer, PwC*

Erika Rivera *Secretary, Law Office of Erika S. Rivera*

Abimael (A.J.) Bastida *McManis Faulkner, P.C.*

Jennifer Loving *Destination: Home*

John Sanchez *Silicon Valley Social Venture Fund*

Julie Ramirez *County of Santa Clara Office of Women's Policy*

Kwok Lau *Silicon Valley Social Venture Fund*

Maria Urquiza *Former SOMOS Staff*

Mark Wilson *Silicon Valley Social Venture Fund*



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