



# 2007

## Annual report

*Latino families work for a dream.  
Our job is to help them make it come true.*



ASOCIACIÓN LATINOAMERICANA  
Latin American Association





## From the Director and Chair

Dear Friend,

As the challenges facing our community continue to grow, the need for a cohesive network of support working more closely together to face those challenges becomes all the more pressing. This past year, the Latin American Association continued to act on this conviction, and before the year was over we were already beginning to see the results. During the last year, more than 8,000 individuals and families received immigration legal assistance, a critical service because immigration status has a direct correlation to earning power and consequently, personal and family stability. More than 160 children took part in the after-school program offered in conjunction with Woodward Elementary School, and as a result of this collaboration the school met Adequate Yearly Progress in 2007 for the first time. The LAA North Outreach Center, opened in April 2007, enabled the LAA to serve more than 1,800 participants in Gwinnett with basic needs, parenting services, English classes, computer classes, the Mami y Yo early learning program, and the math and science summer camp, strengthening individuals, families and ultimately, the community.

However, it is only with our partners and the community that our amazing work is possible. The coming-together of government, businesses, collaborating organizations and committed individuals allowed us to open and provide services to Latinos through our third outreach center in Norcross. In 2007, volunteers contributed more than \$180,000 in value to the organization at all levels with their time and work. Whether working directly with our community at the Youth Leadership Conference or behind the scenes on the Immigration Advisory Committee, volunteer friends and supporters, old and new, were fundamental in helping the LAA make a difference in the lives of so many.

But in spite of the positive outcomes and gratifying accomplishments, there comes a time when every organization must pause and ask itself: "How can we do things better? How can we have an even greater impact on the lives of the families we serve?" That is why, in 2007, the Latin American Association underwent an intensive strategic planning process to guide our work in the coming years. This process involved board members and staff as well as close corporate and community stakeholders. The result is the delineation of a new mission, vision and core values for our organization, and a road map with four clear strategic directions which will serve as our focus. You will have a chance to read about the exciting future ahead in the pages that follow.

There is still much work to be done. It is our hope that you will continue to join us on this journey and further deepen your involvement for the benefit of our community. The LAA family thanks you for the vital role that you play in shaping a better Georgia for generations to come.

Executive Director

Board Chair

# Board of Directors

## **CHAIR**

*Carlos I. Díaz*  
Senior Vice President and COO  
LAPTV

## **VICE CHAIR**

*Joyce Fleming*  
Partner  
Ford & Harrison LLC

## **IMMEDIATE PAST CHAIR**

*Luis A. Aguilar*  
Partner  
McKenna Long & Aldridge

## **TREASURER**

*James Curry*  
Retired  
Deloitte & Touche LLP

## **SECRETARY**

*Mark J. Newman*  
Partner  
Troutman Sanders LLP

*Carmelo Alvarez*  
Agency Field Executive  
State Farm VP Management Corp.

*Roberto Peón*  
Consultant

*Del Clark*  
Community Development  
Georgia Power

*Paul Raines*  
Executive Vice President U.S. Stores  
Home Depot

*Beverly Dabney*  
Vice President Community  
Development Officer  
Washington Mutual

*Luis Ramírez*  
Contractual Services General Manager  
GE Energy

*Barbarella Díaz*  
Corporate Accounts Manager  
Diaz Foods

*Norberto Sánchez*  
Chairman and CEO  
Norsan Group

*Stratton Frank*  
Consultant/Instructor

*James Sarvis*  
Director/ Latin America & Caribbean  
Delta Air Lines, Inc.

*Juan García*  
CEO  
Dixien

*Frank Ski-Rodríguez*  
Morning Show Host  
WVEEV-103 FM

*Carlos Pagoaga*  
Global Community Initiative Director  
The Coca-Cola Company

# A new light on the horizon

*The Latin American Association is focused on its commitment to the social and academic advancement of the Latino community in Atlanta and continually strives to make its services more accessible in order to fully meet the needs of the community.*

*This annual report reflects the spirit of the Association's mission, vision and values. Guided by our mission, we work diligently each day to reach our goals. We believe in a present that creates the building blocks of the future. We believe in the spirit and character of the Latino community, and we are ready to place our bets on its success. A new light is on the horizon and we want it to shine with optimism and hope.*



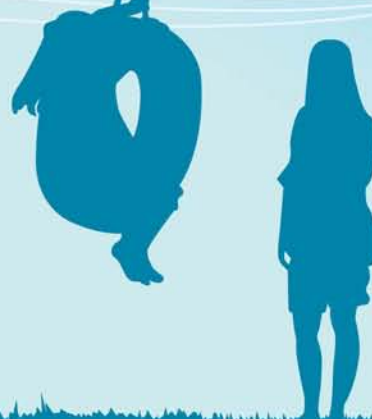
# Mission

*The Latin American Association helps Latino families achieve their aspirations for their academic, social and economic advancement.*

*We accomplish this through direct programs and integrated community partnerships that focus on youth academic achievement; education and prevention; and services to families with urgent needs.*



*Happy families, united families:  
Our ultimate goal.*



*The advancement of Latino families:  
A great contribution to American society.*



# Vision

*The LAA seeks to further the full integration of all Latino immigrants into American society as workers, family members, students and leaders into a community that welcomes them and values their contributions.*



# Core Values

## **Serve**

*Serve with respect and compassion.*

## **Empower**

*Help without encouraging dependency.*

*Commit to the development of the next generation of Latinos.*

## **Celebrate**

*Honor the many cultures of origin but build one society.*

## **Partner**

*Collaborate with those serving Latinos and share our knowledge and experience. Involve volunteers at every level of the organization.*

*We contribute to the development of Latino families because we believe in them.*



# What we do

*When the LAA opened its doors to serve the Latino community of Atlanta 35 years ago, it did so with the goal of providing Latino residents with the means to become active, prosperous members of the community. Since that time, the LAA has acted as catalyst, innovator, provider and protector on behalf of the Latino community. A solid community anchor and trusted resource with a clearly defined mission, the LAA continues to provide comprehensive social services that prioritize education, integration and family stability. With a fully bicultural and bilingual professional staff and a broad array of programs, the LAA is the largest and most extensive service provider to Latinos in Atlanta.*

## Programs and Services

### **COMMUNITY SERVICES**

- Access to education, government, health care services and community resources
- Emergency Assistance
- Translations
- Information and Referrals
- Immigration Services
- Programs Against Domestic Violence
- Programs for the Protection of Children

### **YOUTH PROGRAMS**

- Summer Program
- After School Program
- Mami y Yo
- Annual Latino Youth Leadership Conference

# Programs and Services

## EDUCATION

- English and Literacy Classes
- Citizenship Classes
- Parenting Classes
- Life Skills Classes
- Computer Classes

## EMPLOYMENT

- Transitional Employment Program
- Job Readiness Seminars
- Employment Counseling and Referral

## BUSINESS SERVICES

- LAA Job Bank
- Career Expo and Job Fairs
- Open Houses and Interview Sessions
- Spanish Classes



## Clients served July 2006 / June 2007



Housing	3,704
Youth	3,225
Immigration	6,856
Education	7,544
Career Services	6,348
Family Services	11,428
LAA North Outreach Center	7,409
Las Colinas Outreach Center	2,995
General Information and Referral	9,861
Other	1,800
<b>TOTAL</b>	<b>59,370</b>





# Condensed Audited Financial Information

Fiscal Year July 1, 2006 to June 30, 2007

<b>SUPPORT &amp; REVENUE</b>	<b>Amount</b>	<b>% of Total Revenues</b>
Contributions	\$ 1,914,983	47%
Government grants	\$ 679,316	16%
Service fees	\$ 575,319	14%
Other revenues	\$ 943,926	23%

<b>EXPENSES</b>	<b>Amount</b>	<b>% of Total Revenues</b>
Program Services	\$ 2,911,330	73%
Fundraising	\$ 703,017	18%
Management & General	\$ 375,381	9%

<b>ASSETS, LIABILITIES AND FUND BALANCES</b>		
Assets	\$ 12,454,304	
Liabilities	\$ 208,514	
Net Assets	\$ 12,245,790	



# Where the LAA is headed

## Strategic Directions

Without a doubt, one of the most significant endeavors of 2007 was the definition of a new strategic plan to guide the organization's work during the next five years. It was a thoughtful and rigorous exercise that involved staff, board members, funders and community partners, and is built on the foundation of the successes, strengths and values the organization has developed over its long 35-year history.

Our 2007 - 2012 strategic plan aims to ensure that the LAA remains strong and continues to make a difference in the lives of Latinos - in their families, their neighborhoods and the larger community.

- **Assist families and individuals with urgent needs:** Latinos experiencing an urgent need or emergency situation receive crisis intervention services, short-term case management and service coordination.
- **Provide longer term intervention in specialized areas:** Latinos receive extended assistance through case work for issues of domestic violence, immigration and child abuse and neglect.
- **Promote youth academic achievement:** Latino children are supported as they develop the academic skills needed to excel in elementary, middle and high school and beyond.
- **Support self-sufficiency through education and prevention:** Latino immigrants benefit from a range of community education programs as well as outreach on current issues affecting the Latino community.

## Outreach Centers

In order to achieve greater community impact, the LAA delivers services through a system of outreach centers located in metro Atlanta neighborhoods with high concentrations of Latino residents. This network allows the LAA and key partner organizations to deliver community-based services. Four outreach centers are in full operation in DeKalb, Gwinnett, Fulton and Cobb Counties, and additional sites are being planned as the LAA expands its reach.





## LAA Volunteers

*This year volunteers made an incredible difference at the Latin American Association. Motivated by an unwavering desire to create a better community and celebrate diversity, these volunteers committed their time and talents to help Latinos achieve their aspirations for academic, social and economic advancement. They provided the vital energy, knowledge and support necessary to offer quality programs and services to our community.*

*We offer our sincere thanks to the many volunteers who have helped with youth programs, classes, outreach centers, employment seminars, special events, and much more. With generous support from the UPS Foundation, the Latin American Association's volunteer program was able to involve almost 500 volunteers who donated more than 9,200 hours of service. This page offers a glimpse into how volunteers are helping Latinos succeed across metro Atlanta.*

### **VOLUNTEER PARTNERS**

#### **Universities**

Berry College  
Emory University  
Georgia Institute of Technology  
Georgia State University  
Kennesaw State University  
Morehouse College  
Spelman College  
The University of Georgia

#### **High Schools**

The Westminster Schools  
Woodward Academy  
Tucker High School  
Mount Pisgah Christian School  
The Paideia School

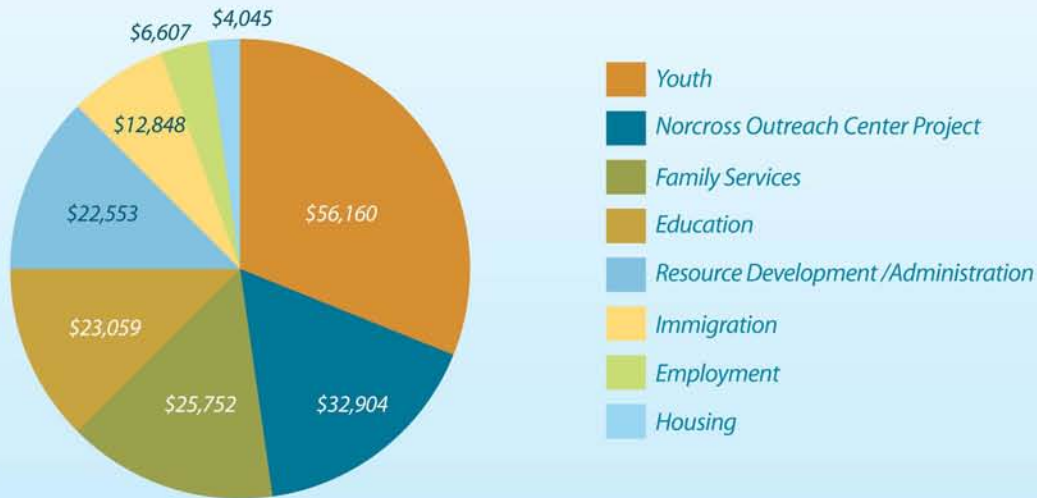
#### **Corporate Affinity Groups**

HSBC  
AT&T  
IBM Corporation  
UPS  
GE  
State Farm Insurance Companies  
Delta Air Lines  
Turner Broadcasting System, Inc.  
Georgia Power  
The Coca-Cola Company  
Lockheed Martin  
The Home Depot  
Flagstar Bank  
Deloitte

## VOLUNTEER IMPACT

More than 9,200 volunteer hours donated  
 A total value of \$183,928\* contributed by volunteers

\*Estimated dollar value of volunteer time is \$18.77. Source: IndependentSector.org



*"My summer working with the LAA left an indelible impression on me and on my approach to teaching English as a Second Language. I was inspired that the LAA as an organization is so wholly dedicated to seeing the children in the youth program succeed, not merely in the classroom, but more importantly, in life. I am thankful that, for one summer, I had the chance to be a part of that process."*

**Anne Callison, U.S.**  
 Summer Youth Program Volunteer  
 Profession: ESL Teacher



# Sponsors and Contributors 2006/2007\*

## **More than \$100,000**

*The Goizueta Foundation / UPS / United States Department of Justice / United Way of Metropolitan Atlanta*

## **\$50,000 - \$99,999**

*The Coca-Cola Company / Georgia Department of Human Resources / The Home Depot / State Farm Insurance Companies / Washington Mutual*

## **\$25,000 - \$49,999**

*AGL Resources / The Arthur M. Blank Family Foundation / DeKalb County / Freddie Mac / Fulton County / Jack Cross / Katherine John Murphy Foundation / Turner Broadcasting System, Inc. / U.S. Department of Housing and Urban Development*

## **\$10,000 - \$24,999**

*American Association of Retired Persons / The Atlanta Foundation / The Atlanta Journal Constitution / Atlanta Regional Commission / AutoTrader / Manuel Chávez / Cobb County / Comcast Foundation / The Community Foundation for Greater Atlanta / Community Foundation for Northeast Georgia / Cox Enterprises, Inc. / Delta Air Lines, Inc. / Timothy Fitzgerald / Georgia Pacific / Olga C. de Goizueta / Gwinnett County / HomeBanc Mortgage Corporation / The Imlay Foundation / The Latin Box / Lynn and Roberto Peón / Mallory Family Foundation / Marbut Foundation / Mercado del Pueblo / MundoHispanico / The Rich Foundation / Publix Super Markets Charities / SunTrust Bank / Wachovia Foundation / Wal-Mart Stores, Inc.*

### **\$5,000 - \$9,999**

*Advances Stores Company, Inc. / AmericasMart Real Estate, LLC / Claudia and Julian Paul Raines / Díaz Foods / Eagle Rock Distributing Co. / Bank of America in honor of Antonio Flores / Georgia Power / HSBC / Kroger / Kuck Casablanca, LLC / R. Michael LaBounty & Associates, P.C. / Manheim Corporate Services / Manuel M. Chávez / McKenna Long & Aldridge LLP / Metro PCS / Nordstrom Foundation / Norsan Management, Inc. / PS Energy Group Inc. / RBC Financial Group / Rock-Tenn Company / Trujillo Ventures, Inc. / Mario Trujillo / United Americas Bank / The University of Georgia / Univision 34 Atlanta*

### **\$500 - \$4,999**

*Denise and Luis A. Aguilar / Aldebaran Associates / AstraZeneca Pharmaceuticals / Lynda and Marshall O. Ausburn / Graciela E. Barrera and Jeffrey A. Chadwick / Susan A. Bradford / Eugenio Barnet-Cortina / Second Mile Foundation / Del H. and Charles Edward Clark / José E. Creamer / Ann Q. and James Curry / Beverly and Dexter Dabney / Delma De La Fuente / Tamara Carrera and Carlos I. Díaz / Glianny Fagundo and Michael Díaz / Richard Dickson / Roxana and Victor Doritis / Art Dunning / Equifax, Inc. / Gannett Foundation / Dr. Carlos Franco, MD / David Farrell / Georgia Power / Elvia Cecilia and Juan Pablo Gnecco / Goodrich Corporation / Grimes Family Foundation / Tamara G. and John A. Heinen / Internet Security System / Fred R. Fernández and Irma R. Rodríguez Foundation Inc. / Joycelyn L. Fleming and Carlton King / Charles H. Kuck / Lockheed Martin Marietta / Melissa G. Goehring and José A. López / Edivette López-Benn, P.C. / Michael Lloyd / Stephanie Ramos and Jose F. Londoño / Rodrigo Lozano / MARTA / Carlos Mata / The National Christian Foundation / Priscila Nieves / Maria and Carlos Pagoaga / Lorenza and Larry Parmet / H.G. Pattillo / Joseph Penteado / Perales & Fernández, LLP / Irmira Rivero-Owens and L. Dale Owens / Maritza and William R. Pichon / Quanda Rodriguez / Frank Ros / Linda and Juan Saca / Jake Sánchez / Candy and James Sarvis / Frank E. Scott, Jr. / Teresa P. Smith / Nicholas Snider / Studiocom / M. Stuart Sutherland, Esq. / Bernard Taylor in honor of Britany E. Taylor / Robin and Sam Zamarripa*

*\* Gifts received between July 1, 2006 and June 30, 2007*





ASOCIACIÓN LATINOAMERICANA

Latin American Association

**DeKalb  
Outreach Center**

2750 Buford Highway  
Atlanta, GA 30324  
Phone: (404) 638-1800  
Fax: (404) 638-1806

**LAA North  
Outreach Center**

128 Lawrenceville Street  
Norcross, GA 30071  
Phone: (678) 205-1018  
Fax: (678) 205-1027

**Las Colinas  
Outreach Center**

Las Colinas Apartments  
861 Franklin Road  
Marietta, GA 30067  
Phone: (678) 213-0360  
Fax: (678) 213-0650

**North Fulton  
Outreach Center**

89 Grove Way  
Roswell, GA 30075  
Phone: (678) 205-3150  
Fax: (678) 205-3149

[www.latinamericanassoc.org](http://www.latinamericanassoc.org)

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