

Centro LatinoAmericano Annual Report

2010

Your participation supports and strengthens our successful work integrating Latino families in Lane County, Oregon; helps us to create a better future for all. We are grateful for your sustained involvement with our community-based organization.

Contributing
to the
Equitable
Integration of
Latinos in
Lane County,
Oregon

Mission and Values

We are a bilingual, multicultural agency dedicated to the empowerment of the Latino community of Lane County by offering social services, access to community resources, and advocating for fair treatment.

Our vision is one in which the Latino community participates fully in the social, economic, and civic life of our country. Through opportunity and hard work, immigrants realize their own dreams, making it possible to give back to the larger community that they now call home.

Our values include respect, integrity, accountability, as we advocate for equity and integration of all Latinos in our society.

We are your neighbors.



Our History

Centro LatinoAmericano (Centro) was formed in 1972 by a group of activist Chicano students from Lane Community College and the University of Oregon to meet the needs of Mexicano immigrant families in Lane County. In 1978, Centro became a bilingual and multicultural non-profit 501 (c) 3 organization, and has continued to serve as the main avenue for the social and civic integration of the Latino population in Lane County, Oregon. In the last three decades, we have fully achieved this goal through the many former Centro employees, clients, and volunteers who now occupy leadership positions throughout the state. They contribute their skills and hard work to the advancement of public institutions, non-profit organizations, and local businesses. We continue extending a welcoming and friendly hand to newcomers, and serve as an avenue to promote the initiatives of Latino entrepreneurs.

Our Accomplishments

In 2010, Centro developed new initiatives, consolidated existing partnerships, and improved the quality of its services. In a difficult economic environment, where the unemployment rate in Lane County, Oregon has been over 10 percent for the most recent twelve months, our organization was able to thrive thanks to generous operational funds awarded to us by the Oregon Community Foundation, a number of contracts and grants, and the support of businesses, individual donors, and non-profit organizations.

We also implemented a successful on-call interpreting service, and free-lance translation service. A large pull of native Spanish-speakers provides outstanding services on an hourly basis, and can translate texts from English to Spanish and Spanish to English on a quick turnaround.

In 2009, an estimated 6.1 percent of the population (21,054 people) in Lane County is Latino (U.S. Census Bureau, American Community Survey). Analysts say new arrivals account for only part of the growth among the Latino population. A second significant factor is increasing number of births among the Latino immigrant families, "You see the increase of Latino kids in public schools, especially in elementary schools . . . Latino families come to our events come with young children, and we distribute more toys at Christmas than ever before," said a case worker at Centro. Oregon and the Eugene-Springfield metro area will continue to diversify their population due to immigration and births. Slightly more than 10 percent of the county population who is older than 5 years of age speaks a language other than English at home. About half of these bilingual residents (5.6 percent or 8,212 people) speak Spanish at home.



Total Population and Latino Population in Eugene and Springfield, Oregon, 2006-2008

	Total Population	Hispanic	Percentage of Total
Eugene	153,769	10,360	6.7%
Springfield	56,656	5,711	10.1%

Source: Bureau of the Census, American Community Survey Estimate

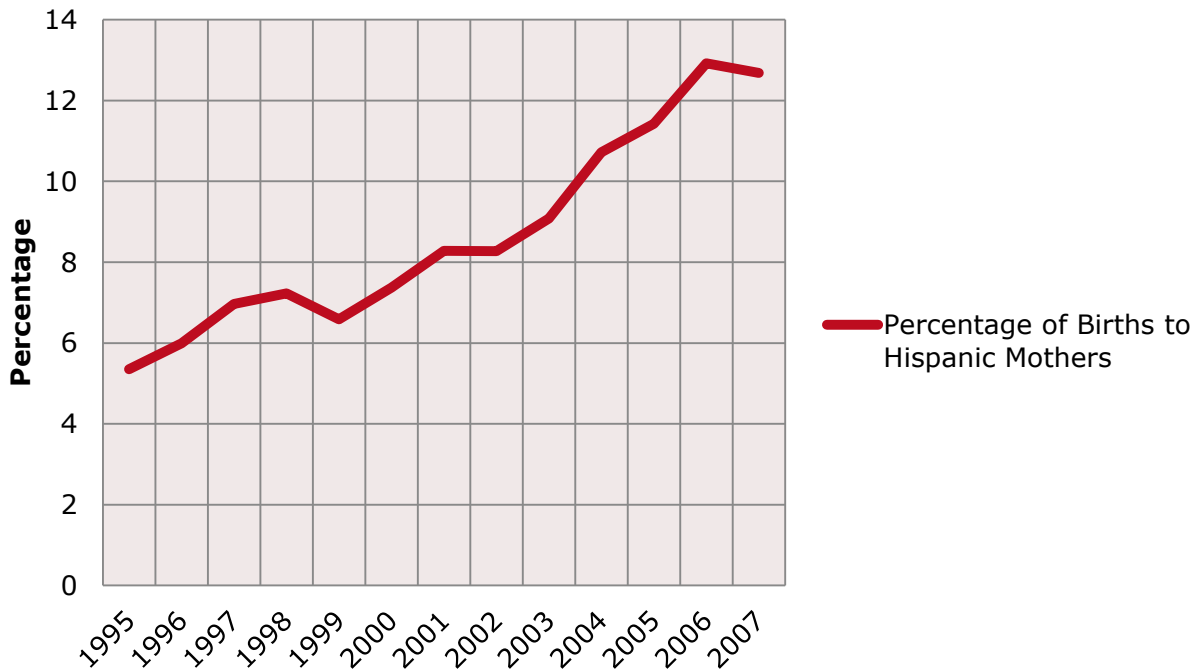
**Lane County Eugene, Bethel, and Springfield School Districts
Student by Ethnicity Report, 2010-11**

Lane County School District	Total	Total Minority	Hispanic
Eugene SD 4J	17,461	4,979 (28.5%)	2,039 (11.7%)
Bethel SD 52	5,725	1,559 (27.2%)	899 (15.7%)
Springfield SD 19	10,870	3,537 (32.5%)	1,984 (18.3%)

Source: Oregon Department of Education

Lane County, Births to Hispanic Mothers, 1995-2007

Source: Oregon Vital Statistics Report, Nativity, Resident Births by Ethnicity, Race, and County of Residence of Mother, OR Department of Human Services

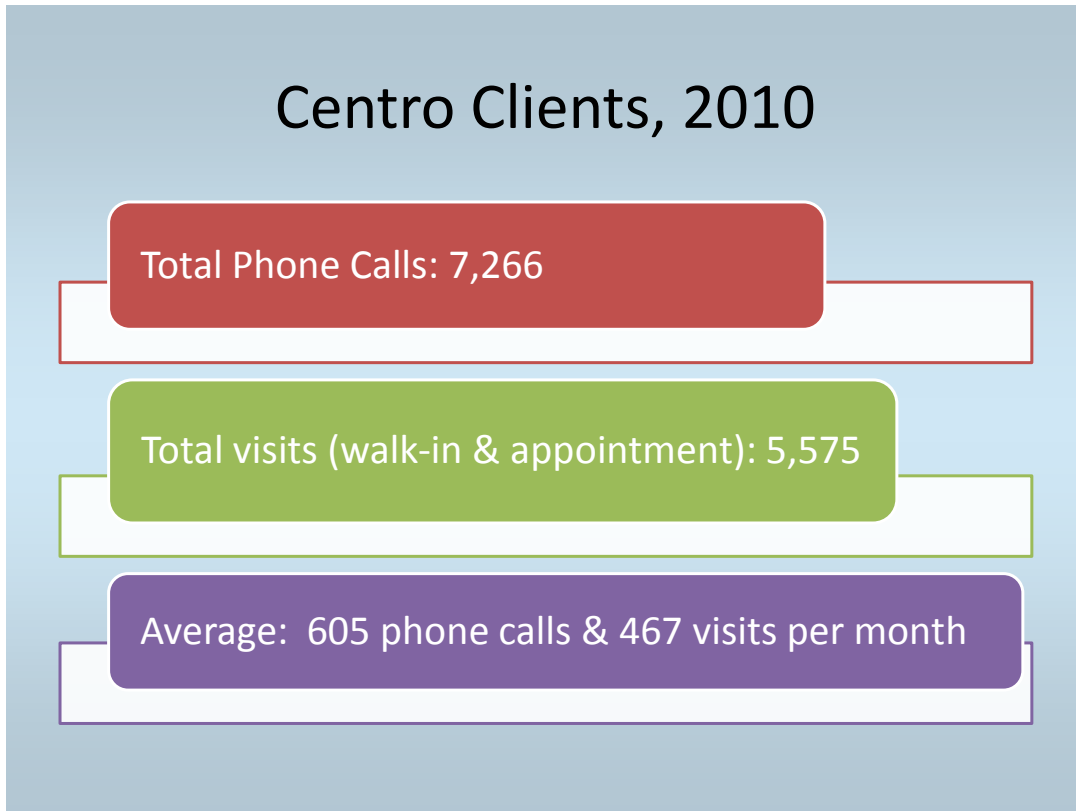


Our Clients

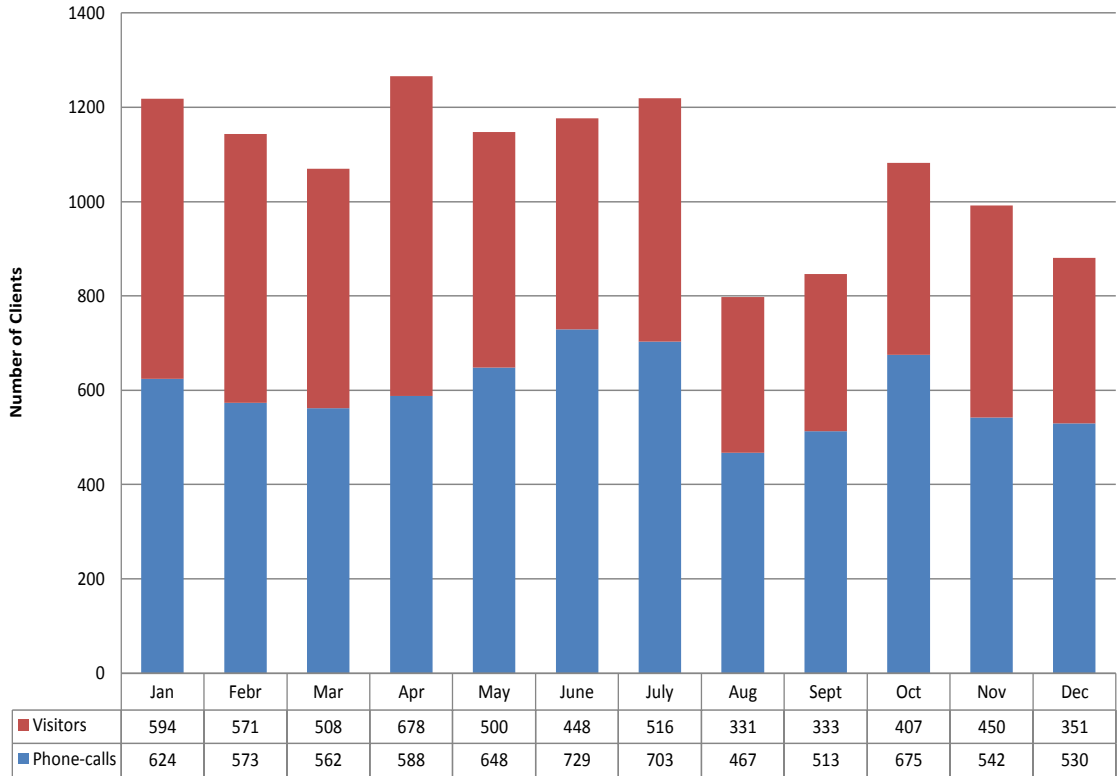
Our clients self-identify as Latino (98 percent of our clients are Latino, and 2 percent are non-Latino spouses). A few of them (0.89 percent) are individuals with disabilities. Our clients are unmarried men and women, families with children, and youth. We serve more Latino males (54 percent) than females (46 percent). The adults are considered working poor, living in family households with an income at or below 150 percent Federal Poverty Level. In fact, most of our clients (93 percent) live in households with an annual income of less than \$24,999.

Many of the adult clients are foreign-born, and speak Spanish at home. They have completed less than 9th grade education in their country of origin, and are employed in low-skill occupations. Their children are mostly American-born, and attend school in Lane County.

From January 1st to December 31st, 2010 Centro had 5,575 contacts with individuals seeking information, referrals, advocacy, substance abuse services, and educational services. During the same period, we fielded 7,266 phone calls. On average, in any given months, our receptionist received 600 phone calls and over 450 people visited our agency.



Centro LatinoAmericano Clients, 2010



Clients Needs

In 2010, the most urgent needs of our clients are access to jobs and employment advocacy, affordable housing, free English language instruction, health care access, and low-cost legal aid regarding employer-employee issues, work-related injuries, immigration, and tenant-landlord issues. A survey conducted by Centro’s staff in the fall of 2009 produced similar results.

Our organization uses a client-centered model to put forward initiatives and develop new projects that answer directly to our clients’ needs. We are continuously looking for ways to address the access gaps in our community.

Our Services

At our agency, we provide human and social services, educational opportunities, and outpatient Substance Abuse Treatment Services for youth and adults. By offering bilingual case management, Centro staff improves access, coordination, and overall effectiveness of human and healthcare services, transitional housing programs, and food assistance. We provide information, referrals, counseling, and advocacy in a linguistically appropriate and culturally specific manner.

Our basic needs' services consist of crisis intervention (direct assistance and food boxes) and human service referrals; employment advocacy; advocacy for women who find themselves in challenging relationships; weekly playgroup for mothers and their children; workshops for bicultural parents of adolescents; access to transitional housing through St. Vincent de Paul Connections Program; and mentoring for Latino youth.

Centro's educational opportunities are free English as Second Language instruction (first and second level), English individual tutoring, Spanish for non-native speakers, computer literacy classes, guitar lessons, citizenship workshops, and Internet access through our computer lab.

Our Substance Abuse Service provides counseling and prevention classes to Latino youth and adults impacted by substance abuse. Our staff offers this service in a manner that affirms the person's culture and effectively addresses language and communication barriers. Our services reflect the norms, values, and beliefs inherent to our clients' cultural identity.

Centro's Alcohol and Drug Program offers screening, assessment, and outpatient treatment. We also offer classes on suicide prevention, addiction prevention, and early intervention classes for youth who have received minor-in-possession charges. Latino families participate in workshops that address youth addiction and mental health prevention.

We believe that there is no "one size fits all" approach to adequately address our clients' substance abuse treatment needs. Advocates report that first generation immigrants are more inclined to seek services from organizations that are familiar with their culture, language, and background. Culturally specific community-based organizations such as Centro

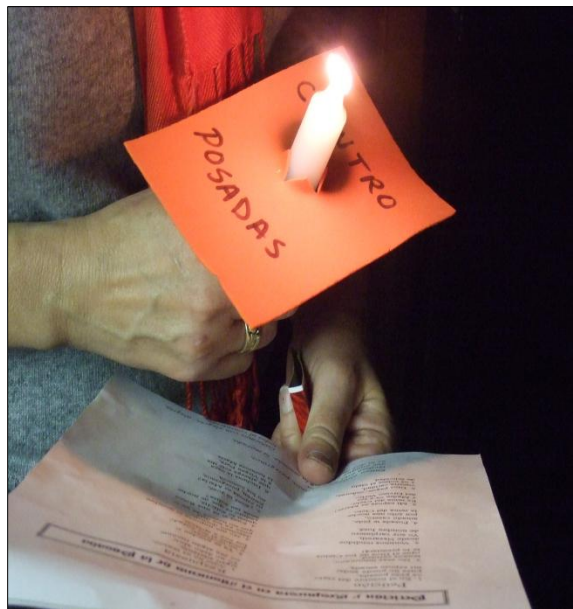


LatinoAmericano are more likely to understand the complex multilayered challenges and obstacles that Latino youth and recent immigrants face when attempting to access services in response to alcohol and drug addictions. Culturally specific community-based organizations are also better equipped to form essential relationships and engage their communities in the creation and implementation of services that are relevant to the diverse and unique needs of ethnic communities.

Our substance abuse treatment services are integrated into the other human and social services offered by our agency. When an individual comes to Centro seeking support to overcome substance abuse, our counselors and caseworkers are able to assist the person and his/her family with a wide range of services.

Our prevention interventions include the mentoring program for Latino youth funded by the Lane County Commission for Children and Families, and Centro's workshops for bicultural parents. Ruth Vargas-Forman and Marcela Mendoza collaborated to develop an original curriculum for bicultural parents of small children and adolescents titled *El orgullo de ser padres biculturales*. Concurrent sessions of this Spanish-language preventive intervention for Latino parents have been offered three times during 2010, with the support of LaneCare. Options Counseling Services funded the printing costs of 100 volumes of our curriculum.

In the summer 2010, Centro partnered with Oregon Toxics Alliance, an environmental health advocacy organization, to carry out the *West Eugene Industrial Corridor Environmental Health Project* to engage underserved and vulnerable neighborhoods in environmental health actions. The West Eugene Industrial Corridor has a higher percentage of Latino, disabled and residents in poverty than other areas in Eugene.



The purpose of the project is to enhance the community's understanding of environmental pollutants, improve neighbors' ability to communicate their environmental health concerns, and mobilize residents and businesses to help minority and low-income neighborhoods reduce their exposure to toxics. The project activates community involvement by organizing public education opportunities, take-action events and community-based surveys at the neighborhood level. A primary outcome of this project, funded by the McKenzie River Gathering Foundation and the U.S. EPA Environmental Justice Program, is to achieve an expanded understanding of the environmental health priorities of the West Eugene Industrial Corridor.

In the fall 2010, Centro and OTA canvassed neighborhoods in West Eugene reaching over 320 households. About 12 percent of the households were Spanish-speaking. Over 65

percent of these reported health problems. Among the neighbors who speak Spanish at home, half reported to have symptoms that worsened during exposure to air toxics.

In 2010, Centro partnered with Oregon Mozart Players and the Shedd Institute to offer access to musical performances to our clients. In April, we hosted a very happy celebration for *el día del niño* with the support of State Farm Insurance. In June, we organized a dinner and bingo at Petersen Barn with delicious catering from MLK Culinary Arts, affiliated to the Lane County Department of Youth Services. With the support of civic groups, faith-based organizations, local businesses and friends of Centro, we also hosted a summer barbecue at our agency where we honored Latino police officers; distributed food baskets during Thanksgiving week with the generous contribution of St. Thomas More Catholic Church parishioners; and celebrated Las Posadas thanks to the enthusiastic collaboration Armando Morales, and the support of First Congregational Church, and the Imperial Court Group.



2010-11 Program Development

In 2010, Centro's staff and Board of Directors conducted a comprehensive analysis of its organizational capacity, and as a result we optimized and streamlined services and activities to avoid unnecessary risk and remain competitive. Our interpreting and translation businesses are expanding. Centro's Spanish classes are becoming more popular. We continue to rent office space to Latino entrepreneurs who support our vision. New contracts for services with Oregon Healthy Kids, SNAP, and LaneCare allow us to increase outreach and enroll Latino families in their programs. We just received another grant award from the Oregon Community Foundation to begin offering legal immigration services on a monthly basis. The Springfield Rotary Club awarded us a signature award to begin offering human and social services at a satellite office in Springfield. We will be exploring the possibility of opening yet another satellite office in the City of Creswell. Certainly, we concluded calendar year 2010 with a very positive outlook to the future.

Board of Directors

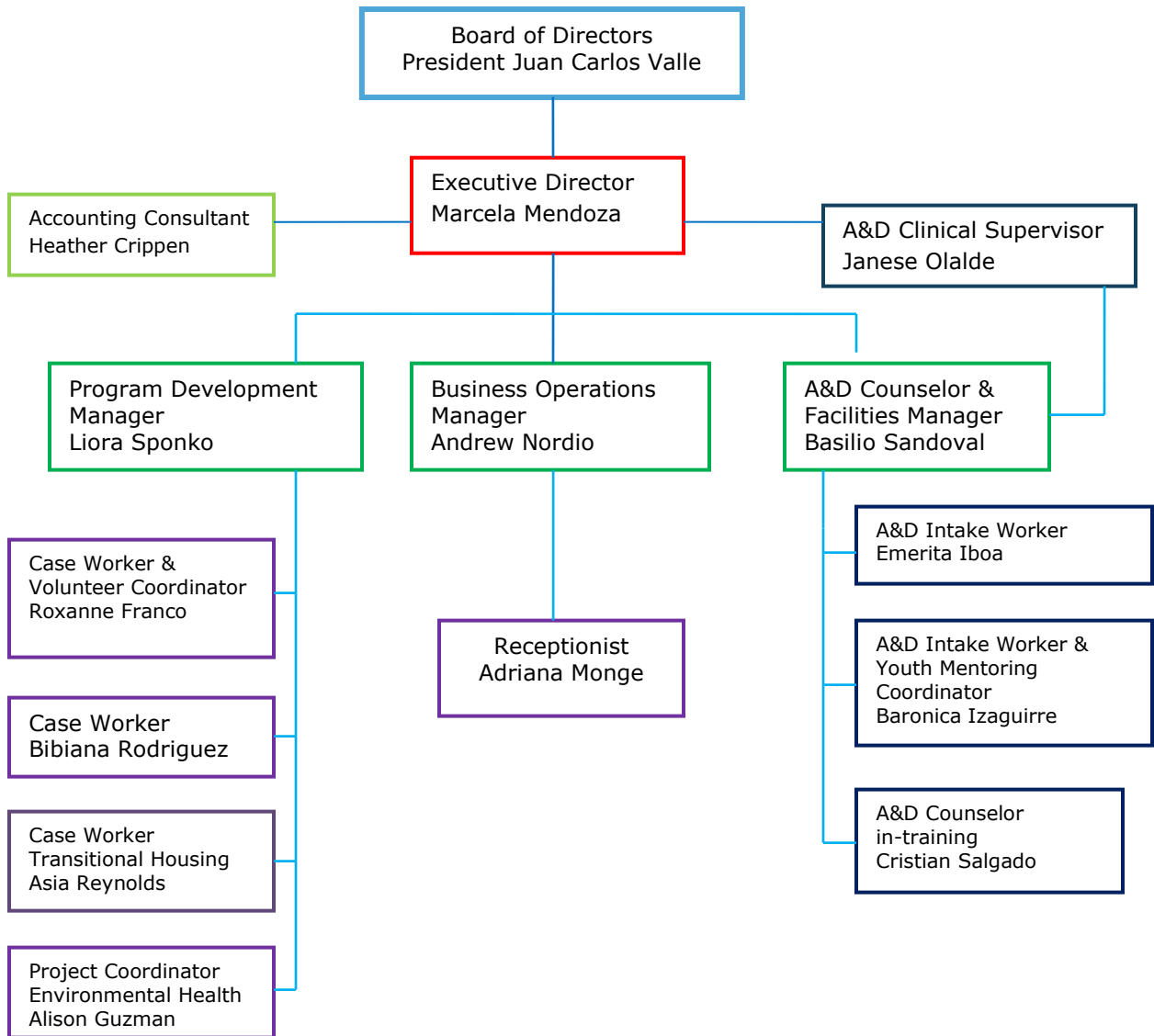
President: Juan Carlos Valle

Treasurer: Shonna Sedgwick Butler

Secretary: Maria Thomas

Members: Guadalupe Thompson, Salvador Cantu, and Maria Marcyk

Centro LatinoAmericano Organizational Chart, 2010



FUNDING FOR OUR SERVICES

Grants & Contracts

Lane County Health and Human Services/LaneCare

United Way of Lane County

Lane County Department of Children and Families

Food for Lane County

Oregon Department of Human Services/Healthy Kids

Oregon Department of Human Services/SNAP

Lipa/Trillium Community Health Plan Community Giving Fund

Oregon Community Foundation

Oregon Health Authority, Office of Multicultural Health and Services
St. Vincent de Paul/Transitional Housing Program

U.S. Environmental Protection Agency Region 10

McKenzie River Gathering Foundation

Lane Transit District

Oregon Country Fair

International School of Modern Technology

Womenspace

Springfield Rotary Club/Signature Project 2010

Donor Businesses & Organizations

Oregon Mozart Players

HIV Alliance of Lane County

Imperial Sovereign Court of the Emerald Empire Group

Adelante Latino Magazine

Reed & Cross Floral at Gray's

Sam Bonds Garage



Petersen Barn Community Center

Community Center for the Performing Arts/WOW Hall

Siempre Amigos

University of Oregon Linguistics Department

Oregon Research Institute

Siuslaw Bank

SELCO Community Credit Union

U.S. Department of Commerce, U.S. Census Bureau, Seattle Region

Lane Workforce Partnership

Huerto de la Familia

Options Counseling Services

COSTCO

Oregon Country Fair

Church Women United of Lane County

St. Thomas More Catholic Church

First Congregational Church

St. Mary's Episcopal Church

Central Presbyterian Church

Law Offices of Lourdes Sanchez

MLK Culinary Art Program, Lane County
Department of Youth Services

The John G. Shedd Institute for the Arts

Plaza Latina

Fred Meyer

Target

El Pinche Taco

Beauty Star Salon



Sweet Life

El Torito Mexican Grill

Tio Pepe

Muchas Gracias Mexican Food

Daniel's Mexican Restaurant

Mucho Gusto Mexican Food & Dickie Jo's Burger

Chapala Mexican Restaurant

Papa's Pizza

Chipotle Mexican Grill

Iris Media

Food for Lane County

Emerald Property Management, Inc.

Central Print & Reprographic Services

Bach Festival

Sheldon Park

Paul's Bicycle Way of Life

University of Oregon Outdoor Program

Eugene Emeralds

Eugene Police Department, Mano a Mano Program

Individual Donors

Jeff Spartz

Mario C. Petersen

Rob M. Handy

Shonna S. Butler

Vicenza Scarpaci

James D. & Kathy J. Torrey

Jane K. Squires

Brian T. & Lynda E. Lanker

Juan Carlos Valle

Kate Cross

Miriam A. Jordan

Elias N. Maynard	Linda I. Rain
Jane K. Kammerzelt	Larry A. Abel & Susan E. Sutton
James J. Snodgrass & Heather H. McClure	Elder Savillon
Gordon D. Wright & Anne G. Moffett	Martha G. Sandoval
Philip Young	Ismael Venegas
Paul & Roslyn Slovic	Maria Rodriguez
Neil Van Steenbergen	Adolfo Perez
Roscoe Caron & Katherine Gorham	Leonarda Chica
Dora Marie Adams	Socorro Salinas
M. H. Sageser Jr.	Jose Hugo Perez
James A. Mathieson	Jose Peña
James Ralph	Vicente Vasquez Cruz
James Bean	Jose Villaneda
John H. Vanlandingham	Adolfo Cerpa
Betsy Davis	John H. Brown
Benjamin V. Mondragon	Jocelyn W. Bonner & James T. Grimm
Peter M. & Joan Kerns	Helen V. Liguori
Muriel "Mika" Singer & Kenneth "Kaz" Sussman	Del & Lunita Hawkins
Marie L. Borg	Dennis & Valorie Schuelke
R. Scott & Katherine A. Ryding	Martin D. & Janice A. Johnson
Richard W. Whitted	Gary R. & Jill G. Katz
Katie Isacksen	Elias N. Maynard
Holly & Wayne Thompson	David W. Schworm
Sharon Olson	Diane M. Depaolis
James A. & Sarah S. Weston	Tim Mueller
Ludmila V. Kremers	Amelia Garcia Sorseth & Steven L. Sorseth

Steven & Elizabeth Deutsch

Anne M. Miller

Adrienne Borg

Michael B. Mooser

Nadia Telsey

Gwen J. Jaspers

Emily Heilbrun

Judith "Jodi" Henry & John Reed

Wayne & Faye Meyers

William Peter Grile

Vicente Mendez

Colette Marie Ramirez Maddock

Laura Diaz Mendoza

Sarah Jane Medary

D. P. Breeden & Silvia Breeden

Patricia Herrera

Tasha V. Brubaker Garrison & Blaine G. Garrison

Gabriel Castillo

Donna Rose

Francisca E. Leyva Johnson

Hector & Sue L. Rosado

In Memory of Freddie Chavez

Anonymous Donor

In Memory of Felicita Carias

Ludmila V. Kremers

H. Marshall & Susan E. Peter

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