

Latin American Association

FISCAL YEAR **2016**
ANNUAL REPORT

Opportunity for All

We bring the American dream to life by serving the needs of immigrants from Latin America in metro Atlanta with a full spectrum of services and programs that help families adapt to their new country and integrate into the community.

We help Latinos overcome challenges so they can be all they can be. We offer Latino women, men and children the tools and resources they need -- including immigration legal services, English classes, emergency assistance and computer literacy courses in Spanish, among many others -- to achieve their fullest potential, ultimately empowering them to become self-sufficient and thrive.

Upcoming Events

LA FERIA DE EDUCACIÓN LATINA

DATE: JANUARY 28, 2017 **TIME:** 10 AM
@ Atlanta Metropolitan State College

COMPAÑEROS AWARDS LUNCHEON

DATE: APRIL 13, 2017 **TIME:** 11 AM
@ Georgia Aquarium

2ND ANNUAL LATINA EMPOWERMENT CONFERENCE

DATE: MAY 6, 2017 **TIME:** 8 AM
@ Infinite Energy Center in Gwinnett

HISPANIC HEALTH EXPO

DATE: JUNE 3, 2017 **TIME:** 9 AM
@ LAA

CAREER EXPO

DATE: JUNE 21, 2017 **TIME:** 10 AM
@ LAA

LATIN FEVER BALL

DATE: OCTOBER 14, 2017 **TIME:** 7 PM
@ InterContinental Buckhead



A MESSAGE FROM THE EXECUTIVE DIRECTOR

From business education courses to prepare low-income Latinas start their own microenterprises to mentoring programs that ensure at-risk Latino youth graduate from high school prepared for college and careers to legal services to help Latino immigrants become U.S. citizens, **the Latin American Association's (LAA) programs and services are life-changing and unparalleled.**

You play a key role in empowering the 40,000 Latino men, women and children served by the LAA each year to adapt, integrate and thrive as contributing members of the greater Atlanta community through your partnership, contributions and financial support. You change the lives of Latino individuals and families, and in doing so create a better, brighter future for all. For that, we can't thank you enough.

We are thrilled to share with you in this report outcomes and achievements of the past year. This work and these results would not be possible without the continued support of you, our extraordinary partners, advocates and friends.

Anibal Torres
Executive Director



Family Services

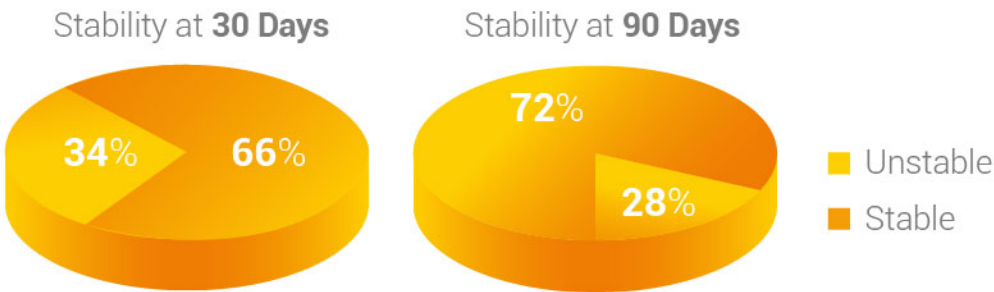
Bilingual empowerment coaches in our Family Services Department work closely with immigrant families to ensure their basic needs are met and empower them to achieve economic self-sufficiency. Services include emergency financial assistance, a food pantry and clothing closet, connection to family and work supports, empowerment coaching, parenting classes and direct referrals for housing, health and other essential services.



In FY16, **we served 3,834 households,** impacting 14,580 Latino men, women and children.

164 households received emergency financial assistance, preventing homelessness and totaling over \$85,875

Of families served, **72% were stable** within three months



Family Service Spotlight: Health Care Access



Our state-licensed Affordable Care Act Navigator **helped 322 families select and enroll in qualified health insurance plans,** ensuring access to affordable health care.

The LAA's annual Hispanic Health Expo connects a variety of Atlanta-area health care providers with Latino families in need of services and information. In 2016, the event drew over 500 community members and featured 30 leading public, private and nonprofit health care providers that provided free on-site tests and screenings, health education, information and referrals for services.

The Hispanic Health Expo is presented in partnership with Northside Hospital, Univision, Grady Hospital and The Fulton-DeKalb Hospital Authority.

THANK YOU TO OUR FAMILY SERVICES FUNDERS

The Goizueta Foundation	The Fulton-DeKalb Hospital Authority	Mary Allen Lindsey Branan Foundation
United Way of Greater Atlanta	Fulton-DeKalb EFSP	Publix Super Markets Charities
Bank of America Foundation	National Alliance for Hispanic Health	The Scott Hudgens Family Foundation
Cobb County EFSP	Gwinnett County ESG	Thomas H. Pitts Trust
DeKalb County CDBG	Gwinnett County EFSP	The TJX Foundation
DeKalb County Human Services	LM AERO Club	Cobb County ESG

Youth Programs

The Latino Youth Leadership Academy ensures that low-income, at-risk Latino students graduate from high school prepared for college and careers. This is achieved through year-round academic and enrichment programming, parent engagement opportunities and educator training.

Spotlight: Mentoring Program



In FY16, the Latino Youth Leadership Academy launched an exciting new program component to provide one-on-one mentoring for participating high school students. For the 2015/16 school year, 60 low-income, at-risk high school students at Cross Keys High School, a predominantly Latino Title I school in DeKalb County with issues of drugs, gangs and truancy, were matched with a Latino college student or career professional who served as a mentor to provide support and motivation, college and career preparation and leadership development for mentees.

THANK YOU TO OUR YOUTH PROGRAM FUNDERS

- | | | |
|---------------------------|---------------------------------------|-------------------------------|
| Atlanta Braves Foundation | Georgia Power Foundation | PS Energy |
| Atlanta Foundation | The Brace Family Foundation | United Way of Greater Atlanta |
| Comcast | The Goizueta Foundation | The UPS Foundation |
| Ford Motors | The Harland Charitable Trust | Wells Fargo |
| LULAC | The John and Mary Franklin Foundation | The Zeist Foundation |

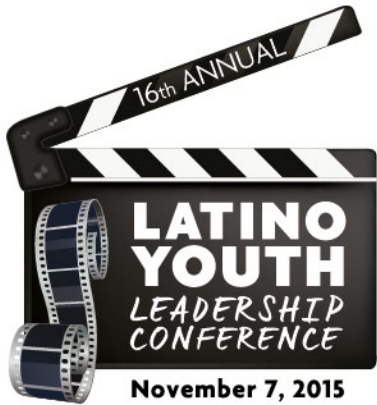


Over **2,300** Latino middle and high school students along with their parents and teachers from **52 schools** across Georgia participated in the annual Latino Youth Leadership Conference held on **November 7, 2015** on the campus of Georgia State University. This highly anticipated annual event motivates and inspires students to achieve the educational goals and provides parents and educators the resources they need to support students.

During this day-long event, students learned about scholarship and financial aid opportunities, received college application assistance, prepped for the SAT and much more. They also participated in career explorer workshops hosted by the conference's **23 corporate sponsors** and had direct access to **27 colleges and universities** at the event's College & Career Fair. Roy Juarez, a nationally-renowned motivational speaker for Latino youth, delivered this year's dynamic keynote address.

THANK YOU TO OUR YOUTH CONFERENCE SPONSORS

- | | | | |
|--------------------------------------|---------------------------------------|---------------------|---------------------------------------------|
| Presenting Sponsor - AT&T | Macy's | Kaplan | Atlanta Hawks |
| The Brace Family Foundation | Georgia Family Connection Partnership | Peace Corps | United States Hispanic Leadership institute |
| General Electric | Georgia Power | PS Energy | UPS |
| Univision | McDonald's | Turner Broadcasting | Wells Fargo |
| Aaron's | Delta Air Lines | The Lovett School | Atlanta Technical College |



Georgia State University

Immigration Legal Services



In FY16, the **Immigration Services Department** provided 755 legal consultations, opened 646 new cases and **handled an astounding 1,613 unique cases.**



998 applications were filed for work authorizations, U-Visas, DACA applications and other matters.

The LAA is currently one of only two nonprofit organizations in the region providing low to no-cost legal services for low-income immigrants to ensure they have access to the rights and opportunities afforded to them under the law.

In 1999 through a generous grant from The Goizueta Foundation, the LAA hired its first immigration attorney. Today, the organization's high-performing Immigration Legal Services Department is staffed by 5 full-time attorneys, 4 paralegals, 1 BIA-accredited representative and 2 support staff. A comprehensive menu of services includes general immigration, domestic violence and removal defense.

THANK YOU TO OUR IMMIGRATION FUNDERS

American Immigration Lawyers Association

Atlanta Bar Foundation

The Community Foundation for Greater Atlanta

The Goizueta Foundation

Hispanics in Philanthropy

U.S. Department of Justice

Vera Institute for Justice

Spotlight: Citizenship and Naturalization



As a result of a long and successful history providing immigration legal services and our new capacity for policy and advocacy, the LAA was selected in June 2016 to serve as the leader of the Atlanta site for the New Americans Campaign (NAC) and awarded funding for this work. With sites in 18 cities across the U.S., the NAC is a nonpartisan national network of legal services providers, businesses, foundations and community leaders paving a better road to citizenship by modernizing and streamlining the process of becoming a U.S. citizen.

The NAC collaborative in Atlanta will promote partnership among different area non-profits to increase free or low-cost naturalization assistance or representation of lawful permanent residents.

Other Atlanta site partners include Catholic Charities Atlanta, New American Pathways, Asian-Americans Advancing Justice-Atlanta, International Rescue Committee, CPACS and GALEO. These organizations will be reaching out across all immigrant communities in Atlanta to encourage lawful permanent residents to become citizens and promote enhanced civic engagement among these communities.

Workforce Development

We offer a comprehensive menu of services for professional and semi-professional job seekers to help them enter the workforce and advance in their careers, including career coaching, job readiness workshops, industry-specific job training, job placement assistance and retention support. We also provide progressing levels of English and computer classes and translation services.

In FY16, the Workforce Development Department served **3,276** individuals and provided job placement assistance to **1,091** job seekers. In addition, 995 adult learners enrolled in English classes.



Welcome GHCA!
In May 2016 the Georgia Hispanic Construction Association joined the LAA as a tenant at our Atlanta service center.

Career Expo, Atlanta's premier job fair for bilingual professionals and semi-professionals, was held on **June 22, 2016** at the LAA. Now in its 34th year, the event connects top Atlanta-area employers with highly qualified bilingual talent. The 2016 Career Expo featured 52 companies and drew over 400 job seekers.



THANK YOU TO OUR WORKFORCE DEVELOPMENT FUNDERS AND SPONSORS

The Goizueta Foundation	State Farm	Cox Enterprises	MARTA
The Coca-Cola Foundation	United Way of Greater Atlanta	McDonald's	MedCiphers
Corporation for National and Community Service	The UPS Foundation	BB&T	SunTrust
Ida Alice Ryan Charitable Trust	Wells Fargo	Country Financial	Turner Broadcasting
Nordson Corporation Foundation	AGL Resources	Kuck Immigration Partners	

Latinas' Economic Empowerment Program

Launched in 2014 with a multiyear partnership commitment from **The Coca-Cola Foundation**, the goal of the Latinas' Economic Empowerment Program is to economically empower low-income Latinas through education, vocational training, entrepreneurship and advocacy. In FY16, **458 Latinas** completed life skills, English and computer classes, business education courses, financial education classes, job training courses and empowerment coaching.

- 92% of women** demonstrated increased life skills, financial and business skills and knowledge
- 87% of women** achieved all goals set in partnership with their empowerment coach
- 65% who women** entering the program "unbanked" joined the financial mainstream
- 100% of women** completing business courses successfully developed actionable business plans



The 1st Annual Latina Empowerment Conference was held on February 27, 2016 at The Westminster Schools in Atlanta. This one-of-a-kind event brought together Latinas from across metro Atlanta and beyond for an experience designed to inspire, empower and equip attendees with the tools they needed to become a change agent in their own lives, their households and their communities. Motivational speakers and workshops lead by Latina thought leaders, trailblazers and professionals provided insight and offer poignant, relevant and impactful discussion on prominent topics affecting Latinas.

In its first year, the event drew over 500 attendees and featured a Marketplace with more than 60 exhibitors. The LAA was honored to have Mariela Romero of Univision serve as emcee and Wendy Corona of WSB-TV deliver the keynote speech.

Workforce Development Success Story: María Zaa

María Zaa, a Latina immigrant seeking to improve her economic status and fulfill her goals of becoming a successful textiles designer, credits the LAA's Latinas' Economic Empowerment Program for helping get her small business, Al' Blüe Textiles, off the ground. An innate artist, the Venezuela-born María always dreamed of turning her passion for art into a business. But once she designed her first textile collection soon after moving to Atlanta in 2013, she realized she did not have the knowledge or capital to start a business.



María Zaa working on her designs | January 2016



In the spring of 2015, María turned to the LAA's workforce development department for assistance. She was soon enrolled in business education and financial literacy classes and developing a business plan for Al' Blüe Textiles. "The classes gave me the push I needed to get my business going," she says. "It not only made me see how important it is to have a dream, but also gave me the know-how and tools I needed to structure my business. I learned about capital, operations and accounting. I learned about marketing and the importance of using social media and having a website so that I could sell my products." María says the course also created a sense of community among the participants and made her feel like she was not alone in her pursuits.

"I am grateful to the LAA for believing in my talent and making my dream come true."

—María Zaa

Upon completion of classes and a strong business plan, she launched her company and watched business take off. Just recently, María became the first participant of the Latina Leadership Institute to receive a microloan when the fund launched in April 2016. She is using the \$3,000 loan to buy fabric and attend an original art and design trade show in New York City where she can meet wholesale clients.



The 27th Annual Latin Fever Ball, held on October 3, 2015 at the InterContinental Buckhead, raised a record \$435,000 in support of the LAA's core programs and services. Attended by over 600 business and community leaders, this black-tie gala celebrated the exotic and magical culture of Venezuela and featured a 3-course Latin-inspired dinner, dancing to the rhythms of Orquesta Nova Sound and live and silent auctions.

An enormous thank you to Presenting Sponsor UPS for making this unforgettable evening possible. Special thanks to 2015 Latin Fever Ball chairs Laura and Rutherford Seydel for their hard work and dedication.

2015 Latin Fever Ball chairs Laura and Rutherford Seydel



THANK YOU TO PRESENTING SPONSOR



2015 LATIN FEVER BALL GUILD

Patty Webb (Chair)
Tony Angelini
Adriana Arboleda Lowery
Dana Bentata
Lois Beserra
Enrique Dorta
Aida Flamm
Alicia González Iglesias
Angélica Guevara Young
Danny Taveras
Leslie Thomas
Annie-York Trujillo
Augusto Michael Trujillo

THANK YOU TO OUR LATIN FEVER BALL SPONSORS

Presenting Sponsor - UPS

State Farm
Wells Fargo
The Coca-Cola Company
Home Depot
Cox Enterprises
Delta Air Lines
WellStar Health System
Turner Broadcasting
MundoHispanico
The Arthur M. Blank Family Foundation
The Goizueta Foundation
Hartsfield-Jackson Atlanta International Airport
Atlanta International School
Chick-fil-A

Diaz Foods
Harry Norman Realtors
The Turner Foundation
Parking Company of America
Mangia, Inc.
Alston & Bird
Georgia-Pacific
AGL Resources
Eurochem
Thompson Hine
Troutman Sanders
Active Productions
Atlanta Hawks
Comcast

King & Spalding
Gaby HVAC
Dana Bentata
Ramon and Carol Tome
Macy's
Amelia and Nate Medina
Aida and Allan Flamm
Karla Arriola
Annie York Trujillo
Daniel and Bruni Taveras
A.B. Olmos & Associates
AmeriGroup
Holder Construction

27th Annual COMPAÑEROS awards luncheon

The 27th Annual Compañeros Awards Luncheon, held on **April 14, 2016** at the Georgia Aquarium, honored outstanding individuals and organizations working to advocate on behalf of the Latino community and improve the lives of Latino men, women and children.

HONOREES

2016 LAA Ambassador of the Year
Jeffrey Tapia

2016 Olga C. de Goizueta Pacesetter Award
The Honorable Dax Lopez

2016 Corporate Champion
Comcast

2016 Volunteer of the Year
Abbey Wojno and Mauricio Lascano

2016 Inspiration Award
Florencia Zepeda

THANK YOU TO OUR COMPAÑEROS SPONSORS

Presenting - The Coca-Cola Company

State Farm
Wells Fargo
Georgia Power
Cox Enterprises
Delta Air Lines
Turner Broadcasting
Univision
Hartsfield-Jackson
Atlanta International Airport

MundoHispanico
Private Bank of Buckhead
Troutman Sanders
Humana
The Goizueta Foundation
Telemundo

Precision 2000
UPS
Comcast
Active Production
Morgan Stanley
Parking Company of America

A.R. Heritage Group
Moncrief Heating and Air
Lee & Peynado Immigration Law Group
Cooper Global Transportation
Castan & Lecca Attorneys at Law
Ramon and Carol Tome

THANK YOU TO PRESENTING SPONSOR



2016 Compañeros Keynote Speaker
Rosa Rios, U.S. Treasurer



Financials

FY16 FINANCIALS	
REVENUES	
Contributions	\$347,521
Grants	\$1,574,811
Program Services	\$713,246
Special Events	\$767,075
Investment Income	\$107,785
Other	\$132,383
Total Revenue	\$3,427,251

EXPENSES	
Program Services	\$3,139,228
Fundraising	\$548,047
Administrative and General	\$144,015
Total Expenses	\$3,831,290

ASSETS AND LIABILITIES	
Assets	\$9,688,719
Liabilities	\$452,687
Net Assets	\$9,236,032

FY15 FINANCIALS	
REVENUES	
Contributions	\$941,477
Grants	\$546,671
Program Services	\$622,202
Special Events	\$624,861
Other	\$231,476
Total Revenue	\$2,966,687

EXPENSES	
Program Services	\$2,984,482
Fundraising	\$620,872
Administrative and General	\$170,934
Total Expenses	\$3,776,288

ASSETS AND LIABILITIES	
Assets	\$10,008,823
Liabilities	\$368,752
Net Assets	\$9,640,071

THANK YOU TO OUR AMAZING SUPPORTERS AND FRIENDS

FOUNDATION SUPPORTERS

Foundation For A Better World
The Anne E Casey Foundation
The Goizueta Foundation

LAA LEGENDS

Atlanta Tech College
Bob Jimenez
Comprehensive Health Magement
David Forbes
Dr. Alex Garcias
Gary Iskol
James and Ann Curry
Jeff Klein
Manuel Chavez
Neil Flit
Ramon and Carol Tomé
Roberto Ivan Jiménez

LAA BENEFACTORS

NALCAB
April Speed
Bárbara Quiroga
Bo and Angelica Young
Brian Smallwood
Carl McKinnon
Cheryl Davis and Kurt Kuehn
Christopher and Marie Marquardt
David D Safstrom
Debra Dunning
Eric Hilton
Fidelity Charitable
Frank and Tina Fernández
Fred R. Fernandez and Irma Rodriguez
Hispanic Heritage Foundation
IBM Employee Services
Joe Gebbia
Kappy deButts
Karla Arriola
Kenneth Scott Johnson
Librado Ramirez
Maria Francis
Natalie Resendiz
Patrick van Hoegaerden
Patty Webb
Pedro Cherry
Raul Trujillo
Ray Santiago
Renate Reed
Rutherford and Laura Seydel
Shrestha Taylor
Susana M. Chávez

FRIENDS OF THE LAA

Adolfo Villagomez
Adriana Isabelle Sola Capifali
Aldo Lopez
Alex Getahoun
Alexia and Lin Rogers
Alicia Gonzalez
Alicia Gonzalez Iglesias
Alicia Philipp
Allegra Manigualt
Amelia R. Medina
Amy McCrory Brown
Ana Galindo
Andrew Winklemann
Andy Macke
Anibal Torres
Ann Rodriguez
Armando and Veronica Ruiz
Armstrong Atlantic University
Atlanta Metro State College
Augusto Trujillo
Barbella Diaz
Basilio Gayton
Betty Londergan
Brandi Gillespie
Brenau University
Brian Goulding
Burke Hadgu
Cappy Harmon
Carla Felton
Carlos and Cristina Herrera
Carlos Franco
Carlos Pagoaga
Carolina Ramon
Cary Burgess
Catherine Donovan
Celeste Mercer
Central Learning
Ceree Eberly
CETPA
Chattahoochee Technical College
Cheryl B Lower
Chris and Philip Thorogood
Christian and Patricia Ulrich
Christian Sierra
Christopher Thompson
Cindy Smith
Claudia Beltran

Clayton State University
Compass Group
Corwin and Daisy Robinson
Cory and Kendyl Moss
Cynthia Ann Reese
Dalia Ballesteros
Daniel Guzman
Daniel Smith
Darius Deavours
Darryl Talbert
David Schaefer
Debbie Kepics
Dekalb School Employees
Del Clark
Donna Smithe
Dorys and Julius Irving
Doug Fuentes
Dr. Carlos M Franco
Eddy Elguezabal
Ehud and Terry Levy
Elena Fernandez
Elizabeth Mclean
Elizabeth Sirk
Elva Acosta
Emily Hawkins
Enrique Dorta
Eric Lu
Eric Schelling
Erin and Lupe de Lira
Erin and Robert Long
F Sheffield Hale
Felicitá Pineda
Felipe Ramirez
Frances Levine
Frank Mutz
Gabriel Vaca
Galin Vinasco
Garciela and Jeffrey Chadwick
GE United Way Campaign
Georgia College & State Univ.
Georgia Highlands College
Georgia Perimeter College
Georgia Southen University
Georgia Tech University
Glianny Fagundo
Gloria Enriquez
Graham H. Martin
Guimar Obregon
Hector Chaar
Helen Smith Price
Highland Community College
Hollie Lofton
Humberto Garcia-Sjögrim

I.E.M.R., LLC
Ingrid Jones
Ivan Shammás
Jackson P. Rainer
Jacob Gluck
Jason Esteves
Jeff Meyers
Jeffrey Miller
Jenn Laub
Jennifer and Josh Bressler
Jennifer C Curry
Jennifer Grove
Jennifer Hamamoto
Jerry E. Gonzalez
Jesse Furr
Joanna Cochran
Joe and Odalys Garcia
Joel and Maggie Foster
John Duffin
John Hart
John Park
Jorge Gomez
Jose de la Cruz
José Flores Velasco
Josefina Fernandez
Joshua Alvarez
Juan and Megan Wandurraga
Juan Bueno
Juan R. Pérez
Juan Wandurraga
Julio Rivera
Justin Williams
Karen Osmon
Karuna Ramachandran
Kate's Club
Kathy Waller
Kelly and Mark Klafter
Kenith Clark
Kennesaw State University
Kim Anderson
Kim Fledderman
Kim Gokce
Kristie Kiser
Lena Chanatte
Leonard Haas
Life University
Lino Rodríguez
Lisa Jones
Lois and Rudy Beserra
Louis Martin
Lourdes Moscoso
Lucas Andresen
Lynne R. Izganics
Macario Vega

Maggie Castillo Foster
Marcela Gom
Margarita Monsalve
Maria Esther Ramirez
Maria Leon
Maria Peck
Mariahelená Lopez
Maricielo Fuller
Mariela Romero
Marion Parker
Mark Klafter
Mark Meltzer
Martha Perusek
Mary Balent Long
Mary Tere Motiner
Mercer University
Michael Allown
Michael Jacquorie
Michael Outlaw
Michel W. Blain
Michelle Bibiano
Moebes Law Attorney
Monica Maldonado
Nancy Fajman
Norma Adams
North Georgia College
Olga and Roy Plaut
Oscar Infante
Pace Academy
Pamela L. Melville
Paola and Samuel Moncivais
Patricia Sanchez
Paula Merida
Pedro Portes
Pegui Mariduena
Pierluigi Mancini
Point University
Premier Employee Solution
Primerica Life Insurance
Rachel Haughey
Ralph Herrera
Ray Santiago
Rebecca Kaplan
Reinhardt University
Sairalina Montesino
Samantha Diaz
Sandra Sanchez
Sarah Edwards
Savannah State University
Scott McDonald
Sheffield Hale
Sheryl Lee
Stratton Frank
Terreta A. Rodgers

The Atlanta Academy
The Honorable Dax Lopez
Thomas R Wilson
Tony Angelini
Tony Friday
Valentina Tapia
Vanessa Ibarra
Wanda Rodwell
Wendy Coronoa
Western Union
Wilbert Schwotzer
William and Dora Rhyne
William Arroyo
William H. Arroyo
Yaritza Cruz
Yesica Murillo
Yesim Ozbarlas
Zaira Di Natale

BOARD OF DIRECTORS

CHAIR

Bob Jimenez

VICE CHAIR

Susana Chavez

CHAIR ELECT

Chris Marquardt

TREASURER

Barbara Quiroga

SECRETARY

Tina Fernandez

MEMBER-AT-LARGE

Ramón Tomé

PAST CHAIR

Renate Dugans

Jason F. Esteves

Stratton Frank

Humberto García-Sjögrim

H. Eric Hilton

Hollie Lofton

Amelia Medina

Juan Pérez

Justin Williams

EXECUTIVE DIRECTOR

Anibal Torres



Latin American
Association

Opportunity for All | thelaa.org

2750 Buford Highway
Atlanta, Georgia 30324
404.638.1800

