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.

Aníbal 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 or 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

Stability at 30 Days
- 34% Unstable
- 66% Stable

Stability at 90 Days
- 72% Unstable
- 28% Stable

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, Unvision, Grady Hospital and The Fulton-DeKalb Hospital Authority.

THANK YOU TO OUR FAMILY SERVICES FUNDERS

The Goizueta Foundation
United Way of Greater Atlanta
Bank of America Foundation
Cobb County EFPSP
DeKalb County CoRDO
DeKalb County Human Services
The Fulton-DeKalb Hospital Authority
Fulton-DeKalb EFPSP
National Alliance for Hispanic Health
Gwinnett County ESG
Gwinnett County EFPSP
LMAERO Club
Mary Allen Lindsey Granan Foundation
Public Super Markets Charities
The Scott Hudgens Family Foundation
Thomas W. Pitz Trust
The T.J. X Foundation
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.

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 PROGRAM SPONSORS

Presenting Sponsor: AT&T

PS Energy
United Way of Greater Atlanta
The UPS Foundation
Wells Fargo
The Zest Foundation

THANK YOU TO OUR YOUTH CONFERENCE SPONSORS

Macy’s
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Georgia Power
McDonald’s
Delta Air Lines
Kaplan
Peace Corps
PS Energy
Turner Broadcasting
The Lovett School

Atlanta Hawks
United States Hispanic Leadership Institute
UPS
Wells Fargo
Atlanta Technical College

Atlanta Braves Foundation
Atlanta Foundation
Comcast
Ford Motors
LULAC

Georgia Power Foundation
The Brace Family Foundation
The Goizueta Foundation
The Harland Charitable Trust
The John and Mary Franklin Foundation
Immigration Legal Services

In FY16, the Immigration Services Department provided 7,655 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.

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 GALED. 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.

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
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 1,891 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.

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

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.

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 Coronado 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's Blue 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.

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's Blue 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 celebrates 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
2015 LATIN FEVER BALL GUILD

Patty Webb (Chair)
Tony Angelini
Adriana Arboleda Lowery
Dana Bentata
Lois Beserra
Enrique Dorta
Aida Flamm
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Mundo Hispanico
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Truett-Smith Sanders
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The Sozaida Foundation
Telefundo

THANK YOU TO PRESENTING SPONSOR

The Coca-Cola Company

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

2016 LAA Ambassador of the Year
Jeffrey Tapia

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

2016 Corporate Champion
Comcast

2016 Volunteer of the Year
Abbey Wingo and Mauricio Castano

2016 Inspiration Award
Florence Zepeda

THANK YOU TO OUR COMPANEROS SPONSORS

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

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