



Latin American
Association

2020 HIGHLIGHTS

January to December 2020

www.thelaa.org

The COVID-19 pandemic and economic crisis have impacted Latino families in Georgia in ways we couldn't have imagined. Our community faced a crisis of basic needs in 2020.

Our personnel quickly adjusted to serving our families in a way that took into account the safety and well-being of our staff and clients.

In 2020, we served 44,500 individuals.

Family Stabilization and Well-Being

The LAA disbursed **\$752,468 in financial assistance for rent and utilities** in 2020. The LAA served **730 households and 3,589 individuals**.

The LAA's phones became a hotline for the community, and we logged nearly **14,000 calls** at our three service centers. We also completed **3,708 applications and renewals in public benefits**.

We worked with community partners to organize food drives along Buford Highway that impacted **10,000 families**.

Immigration Legal Services

The immigration department held more than **360 new client consultations**. They continued to serve **1,000+ families** by providing a comprehensive menu of immigration legal services that include removal defense, general immigration services and immigration relief for victims of violence. We filed more than **400 applications for immigration relief**.

We assisted the nearly **2,000 individuals who contacted the department** for services, referrals or guidance.

Economic Empowerment

200 women graduated from the ¡Avanzando Juntas! entrepreneurship class and **764 participants** enrolled in and completed the ¡Avanzando Juntas! financial literacy class.

108 participants graduated from the Unidos in Finance bank-teller training program.

1,000 adults enrolled in our English-as-a-second-language classes.

600 individuals attended our job fairs.

Atlanta Outreach Center
2750 Buford Hwy. NE
Atlanta, GA 30324
404.638.1800

Dalton Outreach Center
508 E Morris St.
Dalton, GA 30721
706.272.1992

Lawrenceville Outreach Center
308 North Clayton St.
Lawrenceville, GA 30046
678.205.1018



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Youth Services

Stayed in constant contact with the **240 students** that participate in our mentoring program at Cross Keys HS, Sequoyah MS, Chamblee MS, Tri-Cities HS, Lilburn HS and Meadowcreek HS, helping to provide resources to our families as students transitioned to e-learning and sharing information in English and Spanish through social media, WhatsApp and other platforms. Our virtual Latino Youth Leadership Conference in October reached **9,300 students** from all over Georgia.

Our College Advising Series impacted **230 students** and families from March 2020 to April 2020. Our Pathway to College workshop series was a big success with over **300 parents and students** participating. Our Mentor Program was able to get **106 mentor-mentee** matches and it will be expanded to Dalton in April of 2021. The Parent Advocates Program was completed by December 15 with the participation of **32 participants**.

Information Sharing & Education

We played a critical role in educating our community during the COVID-19 pandemic and informing families of the resources and services available. We hosted **36 Facebook lives** on topics pertaining to health care, education, housing, employment and much more.

Civic Engagement & Advocacy

We constantly monitored the needs in our community and worked with other community organizations and government agencies to address these needs. In light of the COVID-19 pandemic and the economic crisis, alongside the Georgia Hispanic Chamber of Commerce we presented the Latino Prosperity Conference, a virtual event that brought together community stakeholders to address the challenges that our community is confronting and to discuss the path forward to prosperity. We had a total of **855 registrants** and **1,500 views** for the event.

We were active in several coalitions, including the **Coalition for Refugee Service Agencies**, the **Cross Keys Sustainable Neighborhood Initiative** and **Unidos**. We played a key role in educating Latino families on the importance of participating in the 2020 Census by providing them with education about why they should fill out the census, how it affects them and how to fill it out.

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