

Lighting the Path Towards Multicultural Understanding

Alumbrando el camino hacia el entendimiento multicultural



2014 Annual Members' Meeting

La Liga Hispana

Junta Anual de Miembros del 2014

January 31, 2014
Center for Smart Financial Choices
Allegacy Federal Credit Union
1691 Westbrook Plaza Drive Winston Salem

WELCOME!

BIENVENIDOS!

Agenda:

- | | |
|---------------------------------|-------------------|
| ➤ Welcome/Bienvenida | Guillermo Alvarez |
| ➤ HL Overview/ Visión General | Mari Jo Turner |
| ➤ 2013 Achievements/ Logros | Maria Aristizabal |
| ➤ Survey & 2014 Goals/ Metas | Guillermo Alvarez |
| ➤ Getting Involved/ Involúcrese | Mary Dickinson |
| ➤ Recognitions/ Reconocimientos | Mari Jo Turner |
| ➤ Q&Preguntas & Respuestas | All |
| ➤ Thank you/ Gracias | Mari Jo Turner |



HISPANIC LEAGUE OVERVIEW

VISIÓN GENERAL DE LA LIGA HISPANA

Who we are

Quienes somos

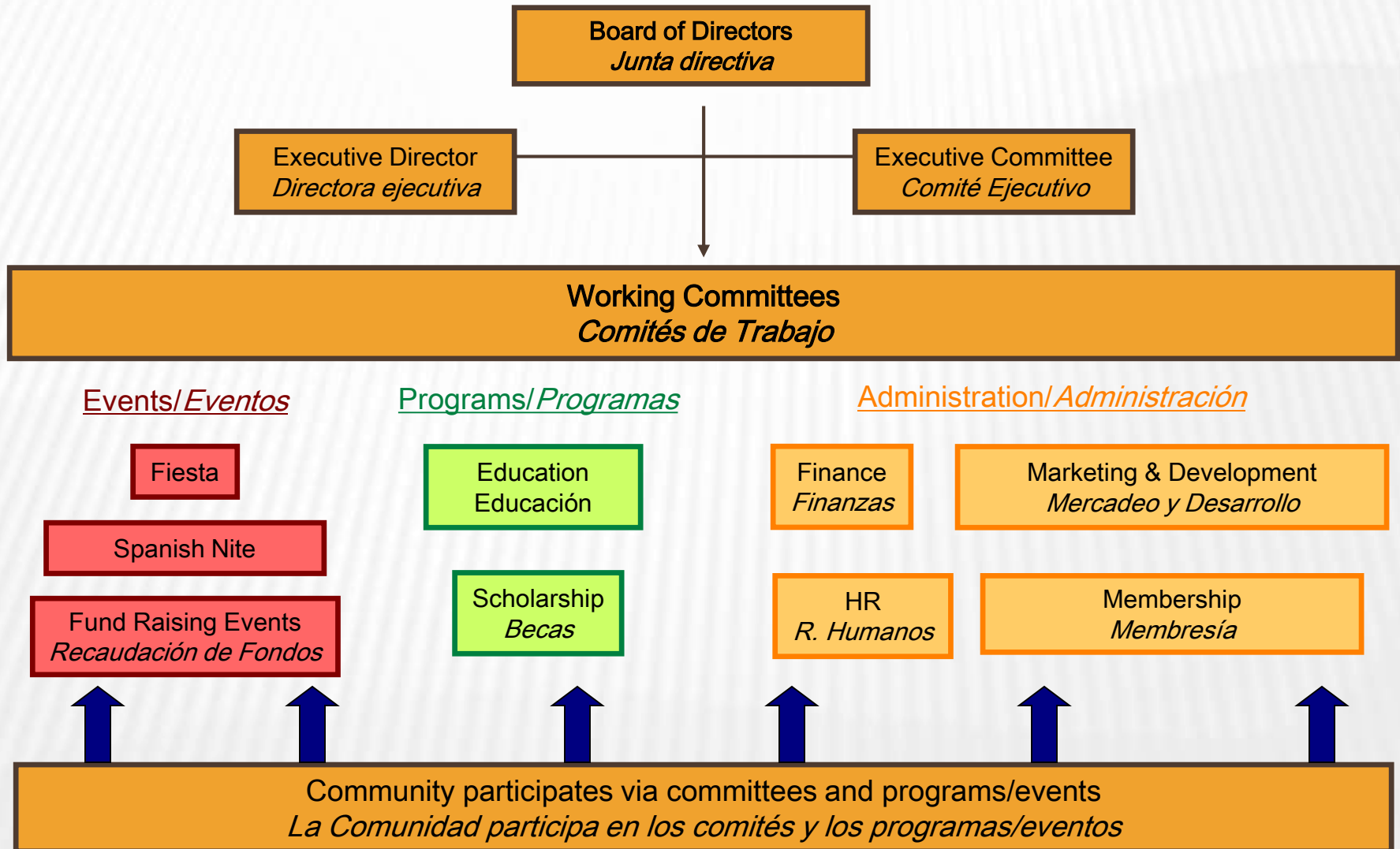
A 501(c)3 Non-Profit Organization
Established in 1992

Our Mission

- **To:** Improve the quality of life for Hispanics/Latinos
- **Where:** Winston-Salem/Forsyth County
- **How:** Facilitating their inclusion, education and health while promoting multicultural understanding, dignity, and respect.

Operative Structure

Estructura Operativa



2013 BOARD OF DIRECTORS

JUNTA DIRECTIVA 2013

THANK YOU/GRACIAS

2013 EXECUTIVE COMMITTEE



Guillermo Alvarez
President



Mari Jo Turner
Executive Director



Allison Norton-Rimron
Treasurer



Paola Miranda
Secretary



Maria Aristizabal



Ray Gardea



Diana Santos Johnson

2013 BOARD OF DIRECTORS



Xiomara Parra



Jennifer Mladineo



Michael Cottingham



Yessi Galv3z



Matias Ferrario



Pauline Morris



Eric Korn



Mary Dickinson



Sarah Fedeles

Impact to the community/



Impacto a la comunidad

Educating young Hispanics/Latinos

Awarding scholarships to Hispanic/Latino undergraduates: 214 scholarship totaling over \$412,000 since 2000

Helping Hispanics/Latinos students to speak English & put forth best their effort

Inspiring ESL middle school students to be the best they can be since 1997: awarding over \$35,000 in incentives

Promoting cultural understanding

Celebrating diversity and sharing culture: at FIESTA 2013 (28,000 people), Wine Tasting, Olympics Party, Zumbathon.

Supporting local Hispanic/Latino services in our community

Partnering with local organizations: free services such as GED classes, tutoring/camp, medications, family assistance

Developing Hispanic/Latino Leadership

Increasing individuals' capacity through networking and education, Hispanic Services Coalition

Building Liasions

Sustantivo Liasions

- **NC Cuban/Haitian Refugee Program** *to assist growing Cuban population in Forsyth County*
- **Winston Salem Urban League** – *provided two Health Insurance Clinics*
- **Hispanic Collaborative** with other non-profit organizations that work with Hispanic/ Latino families - *immigration is declining and more Hispanics are being born in Forsyth County. Discussing what kind of services we need to provide in the future?*
- **UNC Greensboro Higher Education in Latino Families Project** *to provide a college planning curriculum in Spanish to interested Latino families*
- **The Enterprise Center** – *exploring space to hold classes targeted for Hispanics/Latinos -partners include WSSU Center for Entrepreneurship, Forsyth Tech Small Business Center, Wake forest University Community Law and Business Clinic, Microenterprise Loan Program and the North Carolina Central University.*

New Community Partners

Nuevo Socios Comunitarios

- **Arts Council Winston Salem Forsyth County**
Collaboration & Membership with– Film Aquí y Allá (Here & There), Latino Americans
- **Collaboration with RiverRun FILMS WITH CLASS**
PBS Independent Lense Series “The Graduates”, “Arizona,” “Las Marthas”
- **Piedmont Club** BookMarks Reception sponsored by Wildfire Ideas
- **The Forsyth Promise - Cradle to Career Initiative**
- **Smart Start Forsyth County**
- **Sawtooth Center / WFU Anthropology Museum**
Discussions for Día de Muertos
- **COAD** - Community Organizations Active in Disasters

WELCOME JESSICA SEDO

COMMUNITY ENGAGEMENT & RESOURCE COORDINATOR



2013 ACOMPLISHMENTS!



LOGROS EN EL 2013!

We are 21 years old now!



2013 Accomplishments

Logros del 2013

- ✓ Received the 2013 ECHO Award
- ✓ Savored a multicultural evening at International Wine Tasting
- ✓ Participated in Winston Salem Centennial Parade
- ✓ Awarded 34 Scholarships totaling \$67,000
- ✓ For 2nd year full scholarship provided by a former recipient
- ✓ Partnered with Salem College to survey past scholarship recipients to assess impact of HL scholarship program—funded by Hispanics In Philanthropy
- ✓ Gave over \$16,000 in support to community organizations and initiatives

2013 Accomplishments

Logros del 2013

- ✓ Developed new and fresh website - donated by Photobiz
- ✓ Awarded 56 Gift Cards to ESL Middle School Achiever Students
- ✓ Brought author Diana Lopez to BookMARKS Festival
- ✓ New footprint at 21st Fiesta raised over \$30,000 with 28,000 attendees
- ✓ New partnerships with RiverRun FILMS WITH CLASS and Arts Council Winston Salem/Forsyth County
- ✓ Held 3rd Annual Zumbathon with over 75 attending
- ✓ Scholarship recipients played at 3rd Annual Golf Tournament

2013 Accomplishments

Logros del 2013

- ✓ Received generous funding for new staff position, scholarship and leadership program from Woody Clinard



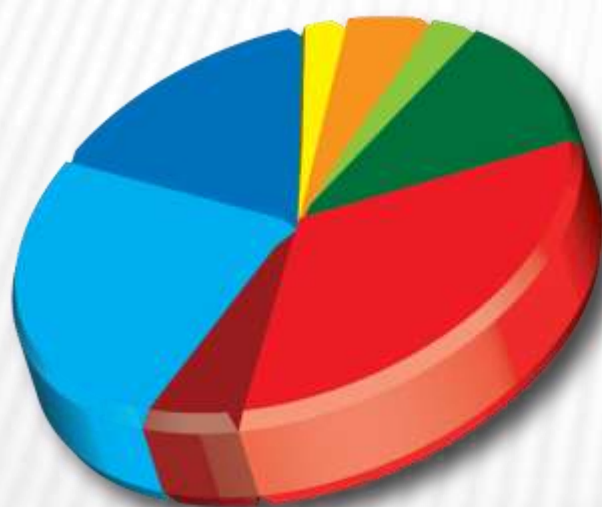
THANK YOU/GRACIAS

2013 SOURCES OF INCOME

FUENTES DE INGRESO 2013

Income/ Ingresos: **\$298,614**

Growth: +20%

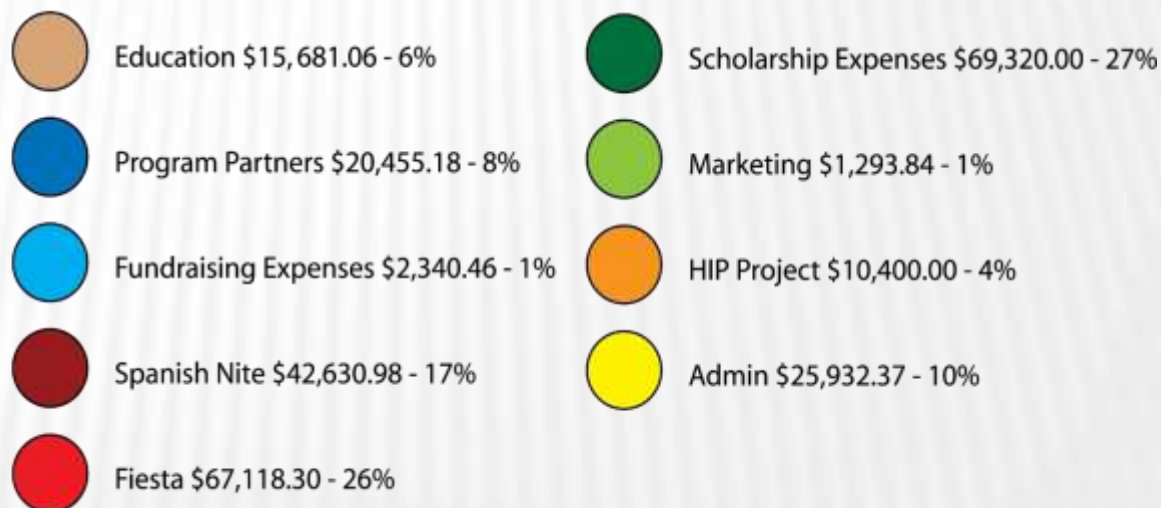
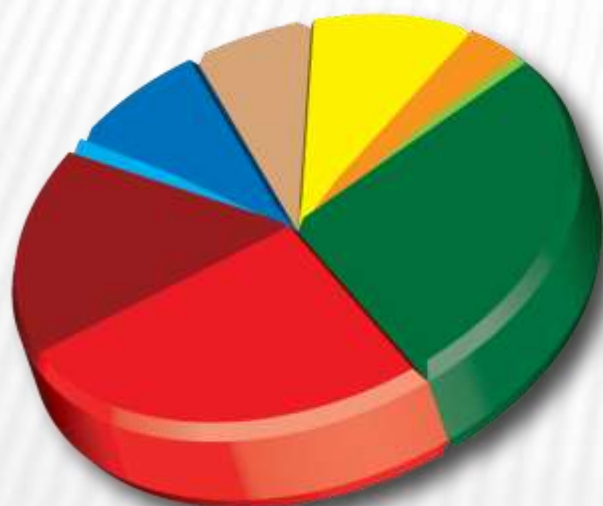


2013 EXPENSE DESTINATIONS

DESTINO DE EGRESOS 2013

Expenses/Gastos \$255,172

*Community Investment/
Inversion en la Comunidad: 88%*



SPANISH NITE 2013



FIESTA 2013



SPECIAL EVENTS



a/perture

Third Annual Three Hour
ZUMBATHON
Friday, October 18, 2013
Doors open at 6:30pm / Zumbathon 7pm - 10pm



YOUR OPINIONS – SURVEY RESULTS!

TU OPINION – RESULTADOS DE LA ENCUESTA!

YOUR OPINION MATTERS

TU OPINION IMPORTA

WHAT MOST IMPRESSES YOU ABOUT THE HISPANIC LEAGUE?

- a strong, dynamic, active organization that supports wonderful programs in the community.
- your volunteer base and the many corporate sponsors . You are truly bridging cultures. Congratulations!
- brings to Winston Salem a wonderful perspective of the Latin community and its culture.
- sense of unity and dedication to local Hispanics of all ages; consistency and focus.
- ability to provide so much to the Hispanic community especially the students that want to continue their education.
- capacity to uphold such wonderful events with so many people. Especially because it is people from different countries that attend the event.
- visibility and brand recognition they have achieved over the years.

YOUR OPINION MATTERS

TU OPINION IMPORTA

WHAT MOST CONCERNS NON-MEMBERS ABOUT THE HISPANIC LEAGUE?

- 30% stated no concerns.
- Diversify leadership; need to include more Hispanics.
- Need to increase collaboration with other community organizations.
- Build bridge between two communities/cultures.
- Financial sustainability; difficulty raising funds.
- Broaden outreach to undocumented /at-risk Hispanic community.
- More education about services and laws that effect Hispanic community, not in a political way but as information resource.

YOUR OPINION MATTERS

TU OPINION IMPORTA

TOP PRIORITIES FOR THE HISPANIC LEAGUE TO MOVE FROM SUCCESS TO SIGNIFICANCE

- Expand HL presence in the community and partner with more community organizations.
- Work to change current negative perceptions of Hispanic/Latinos in the community.
- Advocate for in-state tuition rates for undocumented students.
- Reduce dropout rate among Hispanic youth.
- Grow scholarships: number and amount.
- Create more outreach programs and youth programs outside schools.
- Expand presence in Hispanic Arts and Healthy Living education.



2014 GOALS!

METAS PARA EL 2014!

2014 – 2016 GOALS

METAS PARA EL 2014 - 2016!

- ✓ Increase scholarship amount over time beginning in 2014, to provide \$5,000 scholarship to students in 2019.
- ✓ Develop Vision and Value Statements to guide us into the future.
- ✓ Increase focus on Arts and Healthy Living as part of education focus.
- ✓ Collaborate with Hispanic/Latino organizations. Pursue funding for a Hispanic/Latino community assessment as appropriate to identify gaps between available services. Publish an Hispanic/Latino Small Business Directory.
- ✓ Select and hire one more staff: Community Engagement and Resource Coordinator **DONE ✓**

2014 – 2016 GOALS

METAS PARA EL 2014 - 2016!

- ✓ Develop and communicate position statements on vital/critical public policy issues relevant to Hispanic/Latino community.
- ✓ Advocate for and create awareness on issues that affect education, starting with in-state tuition rates for DACA students; still maintaining our non-political nature.
- ✓ Create a leadership program for the Hispanic/Latino community to develop and enhance leadership abilities.
- ✓ Pursue the establishment of the Hispanic/Latino section of Women's Fund.

2014 – 2016 GOALS

METAS PARA EL 2014 - 2016!

- ✓ Establish initiative to connect and increase parent involvement in Middle Schools.
- ✓ Partner with other local organizations to increase services and outreach to the community.
- ✓ Transform the Hispanic League to become the information clearing house on Hispanic community services – collaborating and partnering with other organizations.
- ✓ Pursue funding to establish a third staff position as: Program and Events Director in 2015.

The Hispanic League needs you!



*Ask not what your country can do for you –
ask what you can do for your country!*

John F. Kennedy

GET INVOLVED!

INVOLÚCRESE!

GETTING INVOLVED!

INVOLÚCRESE!

Talent – Time - Treasure

- Join us and get connected through Membership, Committees, Board of Directors

Become a Member – forms available tonight

Volunteer - join a Committee and Board of Directors

Sign Up Sheets on Tables

- Donate - Sponsor our Events and/or Sponsor a local student

Become a partner, sponsor, or donor

Help a student achieve his/ her dream with a Scholarship

- Participate in our programs

Attend our events

Speak to/motivate ESL Middle School Achiever students

Gain/ share your experiences

ESL MIDDLE SCHOOL ACHIEVERS



Six attributes to success:

- improvement in academic skills
- attendance
- punctuality
- best effort
- behavior
- class participation



MORE OPPORTUNITIES

MÁS OPORTUNIDADES

- **Spanish Nite**

Company name/logo on HL website, SN program and sponsor banner at Fiesta public recognition

- **Fiesta**

Fiesta booth, company name/logo on HL website, exposure to Hispanic/Latino community

- **Program/Event Sponsor**

Name/logo of company, website page of the Hispanic League, media publicity and recognition at the event

RECOGNITIONS & FUTURE EVENTS

RECONOCIMIENTOS Y PRÓXIMOS EVENTOS

2013 Community Partners

Socios Comunitarios del 2013

Arts Council of Winston Salem Forsyth County

BOOKMARKS

City of Winston Salem

Community Care Center

Forsyth County Public Library Hispanic Services

Hispanic Arts Initiative

Hispanic Services Coalition

International Center of Forsyth Tech

Local Churches

Piedmont Opera

Piedmont Craftsmen, Inc.

RiverRun FILMS WITH CLASS

Winston-Salem/Forsyth County Public Schools

Winston Salem Symphony

YMCA of NWNC -Tutoring & Camp High Hopes



Thanks to Our Sponsors

Gracias a Nuestros Patrocinadores



A-1 Insurance/Nationawide
Advancement Project
Allegacy FCU
Allegra Print & Imaging
BB&T
Allison & Pat Norton-Rimron
Carlos & Letticia Iruela
City of Winston Salem
Compare Foods
Costco
Curtis Media Group
D.E. Clinard
Deuterman Law Group
Dummit Fradin Law Firm
Elisa Lucarelli
Fairway Outdoor Signs
Fermin & Margaret Boganegra
Food Lion
Forsyth County Health Dept
Forsyth County Public Library
Forsyth County Hispanic Democrats
Forsyth Tech Community College
Greenlight Leasing Inc.
Guillermo & Luisa Elena Alvarez
Hanesbrands, Inc.
Hauser Rental
Helen Parsonage

HIP Funding Collaborative for a
Strong Latino Communities
Home Depot
Hugh Quinn
Javer & Yngrid Chacon
Jim & Dianne Iseman
Kilpatrick Townsend & Stockton LLP
La Noticia
Latinas Por La Cura
Law Office of Alan Doorasamy, Sr.
Liringis Chiropractic
Lucia Chiropractic Clinic
Mark Atkinson Law
Mary & Phil Dickinson
McDonalds
Members Credit Union
Mia Magazine
Millennium Fund
Mike Lewis Attorneys
Modern Automotive Network
NC Eye Bank
Norman & Maria Justice
Novant Health
PepsiCo
Photo Biz
Piedmont Craftsmen Inc.
Piedmont Opera

Que Pasa
Quitos
Red Cross of NWNC
Reynolds American
RH Barringer
Rotary Club of Winston Salem
Salem Academy & College
Salem College Fleer Center
Salem Glen Golf & Country Club
Service of Excellence Dept of
WFUBMC
State Farm Insurance
Thomas Shown
Time Warner Cable
TRIAD TV 20 & Estrella TV
Truliant FCU
Twin City Quarter
Village Inn Event Center
Wells Fargo Bank, N.A.
WFU Medical Center
Whole Foods Inc.
Wildfire Ideas
Winston Salem DASH
Womble, Carlyle, Sandridge & Rice,
PLCC
WS Human Relations
YMCA of NWNC

OUTGOING BOARD MEMBERS

MIEMBROS SALIENTES DE LA JUNTA

CHRIS AVILA

MARY DICKINSON

SARAH FEDELE

NORMAN JUSTICE

GEORGE LUCIA

JENNIFER MDILANEO

THANK YOU/**GRACIAS**

NEW BOARD MEMBERS

NUEVOS MIEMBROS DE LA JUNTA



INGRID CASSETTA

MARIA JUSTICE



GLORIA LAUREANO

BRENDA WASHAM



2014 BOARD OF DIRECTORS



FUTURE EVENTS

EVENTOS FUTUROS

FEBRUARY

4 – HISPANIC SERVICES COALITION AT BB&T

TOPIC: DEFERRED ACTION (DACA)

7 – OLYMPICS OPENING CELEBRATION

13 – *RIVERRUN* FILMS WITH CLASS – A/PERTURE CINEMA

FILM: LAS MARTHAS

MARCH

2 – DEADLINE FOR HANESBRANDS LEADERSHIP AWARD
NOMINATIONS

7 – ZUMBATHON

22 – INTERNATIONAL WINE TASTING

APRIL

26 – 15TH ANNUAL SPANISH NITE GALA

ANY QUESTIONS ?

MANY THANKS!

MUCHAS GRACIAS