



Chicanos Por La Causa, Inc.
A PROMISE OF OPPORTUNITY

A PROMISE OF OPPORTUNITY

EDITION III 2010

Inside this Issue

2

CPLC Summer Programs Offer Youth Learning, Leadership and More

2

Querer es Poder Program Motivates Youth to Strive for College Education

4

CPLC Congratulates Graduating Scholars

4

APS Generously Supports CPLC

6

Copper Vistas Subdivision Offers Latest Green Technology at Affordable Prices

6

CPLC's Argie Gomez Selected for Achieving Excellence Program

Upcoming Events

October 21

12th Annual Esperanza Latino Teacher Awards, Wyndham Downtown, Phoenix

November 5

14th CPLC Southern Arizona Annual Golf Tournament, Arizona National Golf Club, Tucson

December 4

Angeles del Barrio Children's Holiday and Wellness Fair, Lowell Elementary, Phoenix

December 11

Para Los Niños Children's Holiday Celebration, Electric Park, Tucson

December 11

Angeles del Barrio Children's Holiday Celebration, Joe Orduño Park, Yuma

CPLC Celebrates Culture, Honors Community Leaders at 30th Annual CPLC Southern Arizona Dinner



CPLC honored community leaders and celebrated Latino culture on June 10 during the 30th Annual CPLC Southern Arizona Dinner held at the Desert Diamond Entertainment Center in Tucson.

Through the evening's theme, "A Celebration of Culture," CPLC

reflected on all of the wonderful music, art, food and more that makes Arizona's Hispanic heritage a unique and vibrant part of our state. This annual fundraising event helps to support CPLC's mission of building stronger, healthier Arizona communities through its comprehensive range of services that build economic empowerment.

Two individuals were honored at this year's dinner. Francisco "Cisco" Aguilar of the Marshall Foundation received the Lorraine Lee Legacy Award in recognition of his commitment and service to the community. The CPLC Spirit Award went to Luis Perales, a teacher at the CPLC Community School Toltecalli High School, for his leadership and dedication to Tucson's youth, neighborhoods and environment.

CPLC extends a special thank you to the corporate and community partners who made this

event possible: Desert Diamond Casino, Blue Cross Blue Shield of Arizona, Cox, Pascua Yaqui/Casino del Sol, Community Partnership of Southern Arizona, Tohono O'odham Nation and Citi.

"We want to sincerely thank everyone who made this event a big success and congratulate Francisco and Luis for all of their hard work on behalf of our community," said Tillie Arvizu, CPLC Vice President and Area Manager of Southeast Arizona.

For more information about upcoming CPLC events in southeastern Arizona, please email eventstucson@cplc.org.



Housing Rescue Fair Helps Homeowners Find Mortgage Solutions

On May 22, CPLC collaborated with the Alliance for Stabilizing Communities to hold a home rescue fair in Phoenix in an effort to provide useful resources for families facing foreclosure.

The rescue fair focused on multicultural households in neighborhoods hardest hit by the foreclosure crisis. Counselors from several banks were on site with their laptops connected, allowing them to access individuals' information on site and, in many cases, offer them loan solutions on the spot during one-on-one sessions. HUD-approved attorneys also offered valuable information to help at-risk homeowners identify and secure the best housing solutions possible.

Workshops on topics including foreclosure, crisis budgeting and loan fraud were also offered to educate visitors on how to get

through these tough times. The May housing rescue fair was the third one to be held by CPLC and the Alliance for Stabilizing Communities this year. A combined total of 567 Phoenix and Tucson households have received assistance resulting from the three events.

The Alliance for Stabilizing our Communities is a national partnership of the National Urban League (NUL), National Council of La Raza (NCLR) and the National Coalition for Asian Pacific American Community Development (National CAPACD). The Alliance works with national non-profit housing leaders and Bank of America to bring hands-on counseling services and home rescue fairs to local markets, with a goal of providing at-risk multicultural homeowners with the best housing solutions possible.

The Alliance was formed thanks to a \$2.5 million grant from Bank of America giving the resources needed to help the communities hardest hit by the foreclosure crisis. The Tucson and Phoenix home rescue fairs are one of 40 events across 24 communities nationwide, expecting to serve more than 11,000 households.



CPLC Summer Programs Offer Youth Learning, Leadership and More

Youth around the Valley had a chance to have fun and learn some important skills this summer as CPLC's Prevention department offered several great programs.

Sixty young people were selected to participate in the Pathways to Success Program from May 25 to July 30. Pathways to Success was created in 2004 to expand educational opportunities by providing high school students the support they need to pursue postsecondary education. It consists of collaborative partnerships that include high schools, community organizations, and higher education institutions. Phoenix is one of three communities in the nation participating in the initiative.

The participants kicked off their experience with a series of workshops on topics including leadership, teambuilding, resume building and interviewing. Along with completing well over 10,000 combined internship hours, program participants took part in various enrichment activities designed to teach them about leadership qualities and the benefits of education. This program successfully culminated with the presentation of scholarships to the students.

In July, the CPLC Carl Hayden Com-



munity Center collaborated with United Health care to produce the APIPA Shine Olympics at the center. The purpose of this fun three-day event was to give the community an opportunity to participate in recreational activities including a Nintendo Wii Competition, Hula Hoop Competition, Relay Race, Volleyball, Tug-o-War, Long Jump, and basketball shooting drill.

Through the MANO Coalition, CPLC also worked with a group of youth throughout the summer to provide them with educational material and teach them about the negative affects of alcohol. Through leadership and guidance, youth were provided with vital information about the importance of being positive role models in their communities.

CPLC thanks everyone who helped make these programs a success and wishes all of the youth a great school year.

Youth Engage in Summer Employment Programs



This summer, Valley youth got hands-on experience while earning income through the Summer Youth Employment Program, run by the CPLC Westside Workforce Development Center. This program, which runs from June to August, provides young people ages 14-18 with entry-level jobs in a variety of settings, from government to nonprofit to

retail. Each participant is matched with a position that suits their strengths and interests.

Through a partnership with Maricopa County, 50 participants from the East Valley communities of Chandler, Mesa, Tempe and Guadalupe participated in the program, working for employers including Boeing, CVS and TJ Maxx.

A partnership with the City of Phoenix engaged 21 youth in the program. They completed work readiness courses through Phoenix College, earning two credits each. Their summer employers included Phoenix Baptist Hospital, Valley of the Sun United Way, Estrella Middle School and Radio Campesina.

By exposing young people to the working world, the Summer Youth Employment Program allows them to gain the self confidence, career awareness, financial literacy and interpersonal skills they need to succeed later in life. Essentially, this program helps them in making a successful transition to healthy adulthood and economic independence.

CPLC Querer es Poder Program Motivates 8th Graders to Strive for a College Education



CPLC is proud to announce the recipients of this year's Querer es Poder (Desire is Power) 8th Grade Scholarship Program.

Since 1987, this program has been offering scholarships to middle school students to motivate them to pursue post-secondary education by providing them with a financial incentive. To be eligible, students must be nominated by their teachers. These students are then asked to submit an essay about a selected theme. A committee of community leaders reviews and scores the essays.

This year, CPLC received 279 essays for consideration, and the committee selected 16 winners. The winners are Vicente Torres Palacios, Angel Romo, Julieta Poroj, Esmeralda Robles, Paula Lopez, Aubrey Sanchez, Annelise Mata, Anahi Herrera, Daniel Munguia, Josue Olivas, Michael Gonzales, Paola Rabago, Barbara Lopez, Roman Jorge Yslava, Ramon Medrano and Serina Martinez. These students are from Apollo, Billy Lane Lauffer, Chaparral, Wakefield, Amphitheater, Maxwell and Challenger Middle Schools.

During a ceremony held May 7 at the University of Arizona Stadium Clubhouse, each of this year's winners was presented with a \$1,000 scholarship that will be held by the Pima Community College Foundation until the student enrolls in an institution of higher learning.

"We are so proud to be able to support these young people as they work toward their goal of attaining a college education," said Tillie Arvizu, CPLC Vice President and Southeast Area Manager. "By empowering them, we are strengthening our entire community."

CPLC thanks this year's Querer es Poder sponsors for making this program possible: Citi Group, Raytheon, Marshall

Raytheon

Foundation and Desert Diamond Casino. The 2010 CPLC Southern Arizona Golf Tournament also benefited this program.

Make Taxes Less Taxing

**Arizona Public Schools
Tax Credit**

**Arizona State
Working Poor
Tax Credit**

**Learn More:
602.257.0700
www.cplc.org**



Chicanos Por La Causa, Inc.

A PROMISE OF OPPORTUNITY

CPLC Scholarships Help Students Realize Dreams

Through its three scholarship programs, CPLC helps aspiring students to attain a college education.

A partnership between the Maricopa County Community College Foundation and CPLC allows students to attend any of the ten community colleges in Maricopa County. For students attending Arizona State University (ASU), CPLC offers the Tomas Espinoza/CPLC Scholarship. Together with the Hispanic Women's Corporation, CPLC also offers a scholarship for students at the University of Arizona Medical School.

The primary goal of CPLC's scholarship programs is to provide financial assistance and empower students to be involved with community service. Every student in the program receives a scholarship to cover full tuition and fees. In return, each student must maintain 2.5 grade point average, earn a minimum of 24 credit hours over the course of the fall and spring semesters, and complete 40 hours of community service.

This past May, CPLC was proud to congratulate the 13 scholars who graduated from ASU. Their degrees varied from Finance, Sociology, Accounting, Visual Communication Design, and Education, to name a few. Currently, there are 45 scholars at ASU and 26 scholars at Maricopa Community Colleges around the Valley.

To date, more than 900 scholarships have been awarded with a total value of more than \$3 million.

For more information about CPLC's scholarship program, please contact Lamar-Renee Bryant at 602-257-5524 or by email at lamar.bryant@cplc.org. Scholarship applications can found at www.cplc.org.

Felicidades on your graduation, CPLC scholars!

Recent ASU grad Anna Ortiz has volunteered with CPLC since 2006 through the Prevention program at Connelly Middle School, where she mentored students on life skills and provided homework assistance. She has also worked at CPLC's Somerton office and with CPLC Corporate Compliance. One of Anna's most memorable experiences at ASU was spending spring break in New Orleans repairing and repainting homes devastated by Hurricane Katrina. Anna recently volunteered at the Golden Gate Community Center tutoring and teaching adults English in preparation for her work as a Peace Corps volunteer.



Deny is extremely grateful to CPLC for her scholarship, which allowed her to attend ASU. She looks forward to pursuing a career in visual media, where she can explore her creative side through web design and eventually programming digital graphic companies. She is currently interning with Standard Widget Corporation.

Bryant Partida recently received a Bachelor of Arts in Political Science and Chicano/Chicana Studies from ASU. During his years in college, he volunteered at the CPLC Carl Hayden Community Center. He was also active in ME-ChA, serving as co-chair of the chapter for the 2008-2009 school year and as the regional representative to the national MEChA structure in 2009. In August Bryant will begin working toward his Masters degree at California State University Northridge.



Thank you, APS!



APS recently made a \$70,000 annual donation to CPLC. These funds will support CPLC programs and initiatives throughout the year. Thank you, APS, for your generous and constant support of CPLC. Your contributions truly make a difference in the lives of those we serve!



Chicanos Por La Causa, Inc.

A PROMISE OF OPPORTUNITY

esperanza
awards
Recognizing Exemplary Latino Teachers
Bridging Culture & Community

Events@cplc.org
www.cplc.org

Chicanos Por La Causa would like to congratulate
the 2010 Esperanza Teacher Award Winners:

Guadalupe Meza, South Mountain High School

José Fernández, Frye Elementary School

Josephine Salazar, San Marcos Elementary School

Oscar Olivas, Peoria High School

Selina Alonzo, Maryvale High School

Thank you to all who helped make it all possible!

Presented By:



Media Sponsors:



CPLC's Copper Vista Subdivision Offers Latest Green Technology at Affordable Prices



Purchasing a beautiful and affordable new home while helping the environment may seem too good to be true, but CPLC has made this vision a reality with its new Copper Vista I & II Subdivisions.

Located near Park Ave. and Drexel Rd. in Tucson, these subdivisions consist of spacious three- and four-bedroom homes, each of which have two bathrooms and a two-car garage. With 1,481 to 1,613 square feet, these starter homes are ideal for a family.

Copper Vista homes use the latest green technology that lowers bills while minimizing impact on the environment, including dual-pane Low-E windows, Energy Star appliances and fixtures, recycled content in cabinets and rain-water harvesting technology. The homes meet Enterprise Foundation's Green Communities Criteria and have an Energy-Efficiency-TEP Guarantee. These features allow homeowners to enjoy reduced utility usage, which lowers bills and helps preserve resources.

Through funding from the City of Tucson and Pima County as well as the Neighborhood Stabilization Program II (NSP II), down payment assistance from \$42,028 to \$50,574 is available based on the buyer's qualifications. Only a \$1,000 down payment is needed.

Interested buyers can contact CPLC at 520-623-7213 for more information on how to qualify.

CPLC's Argie Gomez Selected for NeighborWorks Achieving Excellence in Community Development Program

CPLC Chief Development Officer Arjelia "Argie" Gomez has been selected to participate in the NeighborWorks® Achieving Excellence in Community Development program in collaboration with Harvard University's Kennedy School of Government. Argie is one of 49 leaders selected for this Achieving Excellence class.

Achieving Excellence is a prestigious and highly selective 18-month educational program for senior leaders in community organizations that have a focus on affordable housing, community revitalization or community economic development. At the beginning of the program, participants select a specific and significant challenge facing their organizations for which solutions will not only dramatically change how their organizations do business, but also enable them to make lasting change in their communities.

Argie is also one of five from her Achieving Excellence class to be selected as a Bank of



America Achieving Excellence Fellow. This fellowship helps to financially support her participation in the program.

CPLC President and CEO Edmundo Hidalgo previously completed the Achieving Excellence program, and he says he is thrilled that Argie will now be able to experience this valuable training.

"All of us at CPLC are very proud of Argie for being selected for this honor, and I know firsthand how much she and CPLC will benefit from this training," Hidalgo said.

Gomez said she is eager to

begin the program. "I look forward to the rich learning experience Achieving Excellence offers, and I hope to share the knowledge and insight I gain with others at CPLC and in the community," she said.

Independent evaluations have shown tremendous results for organizations that have participated in this program. The only comprehensive, intensive training of its kind, Achieving Excellence includes three formal sessions at Harvard University's Kennedy School of Government, as well as executive coaching, intensive peer learning and guidance from Douglas K. Smith, a principal designer of the program and renowned expert on performance, learning, innovation and change.

The first session at Harvard University will take place in late September, with additional sessions planned for February and September 2011 and a final session and graduation in spring 2012.

CPLC Gears Up for Fall and Winter Event Seasons

As the weather cools off, the familia at CPLC is busy gearing up for an exciting season of fundraising events around the state. October brings the Esperanza Latino Teacher Awards, which honor Latino teachers who go the extra mile to make a difference in the lives of our community's young people. This year's awards dinner will be held at the Wyndham Downtown Phoenix October 21.

Two exciting events are also coming up in October in Tucson. This fundraiser for CPLC youth programs is sure to be a great time for all who attend. Stay tuned to www.cplc.org to find out the date. On October 24, the CPLC Celebrity Poker Tournament, held at the Desert Diamond Casino, will raise money for CPLC youth programs. Come enjoy the action as players put a bounty on local celebrities. The



winner of the tournament will take home \$10,000.

Golfers take note: The 14th Annual CPLC Southern Arizona Golf Tournament is scheduled for November 5 at the Arizona National Golf Course. Come tee off for a great cause as funds raised at this tournament benefit CPLC youth programs. Join us for a chance to win the \$10,000 hole in one prize.

This winter, CPLC will cel-

ebate the holidays with annual children's holiday celebrations around the state. The Phoenix Angeles del Barrio event is scheduled for December 4, while Tucson's Para Los Niños party and the Yuma Angeles del Barrio events will be held December 11. For more details, please stay tuned to www.cplc.org, and to find out how you can become involved in any of the events listed above, email events@cplc.org.

SAVE THE DATE



CPLC Scholarship Golf Tournament

Presented By:



Lovitt & Touché Inc.
insurance & bonds

Wednesday, February 9th, 2011

**9:30AM Shotgun
Troon North Golf Club
10320 East Dynamite Blvd.
Scottsdale, AZ. 85262**

**\$3,000 Foursome Sponsorship
\$250 Early Bird Discount
If You Register
Before December 15th, 2010!**



All proceeds raised from the golf tournament will benefit the CPLC Scholarship Fund.

For more information or to learn how to sponsor this event, please contact: events@cplc.org



Chicanos Por La Causa, Inc.

A PROMISE OF OPPORTUNITY



NONPROFIT ORG
 US POSTAGE
PAID
 PHOENIX, AZ
 PERMIT NO. 1662

Chicanos Por La Causa, Inc.

A PROMISE OF OPPORTUNITY

Chicanos Por La Causa, Inc.
 1112 East Buckeye Road
 Phoenix, Arizona 85034-4043
www.cplc.org

CPLC Says 'Gracias' to All of Its Volunteers



project. Lowe's volunteers replaced the old carpeting, desktops, cabinets and stoves.

Volunteers from around the community pitched in at the annual De Colores Mother's Day celebration, helping to make the day extra special for all the shelter's moms. This Spring, volunteers from companies including State Farm, SRP and Blue Cross Blue Shield of Arizona helped beautify the La Victoria neighborhood in Tempe during the Barrios Bellos community cleanup, and at a recent Housing Rescue Fair, volunteers helped direct homeowners in need of some help with their mortgages. Additionally, CPLC's Carl Hayden Community Center got a new community garden thanks to volunteers from Allstate.

CPLC greatly appreciates all of the volunteers who help us to achieve our mission of building stronger, healthier communities. For more information about how your group can get involved, email volunteer@cplc.org.

CPLC would like to say a big gracias to all of the volunteers who help make a difference in our community. This past year, several volunteer groups donated their time and resources on important projects to help out CPLC programs. Here are a few: Girl Scout Troop 492 rolled up their sleeves and planted a vegetable garden at the De Colores domestic violence shelter. Lowe's also helped out at De Colores by adopting the shelter for a major donation