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Summer 2007

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Chicanos Por La Causa, Inc. named to "Top 25 Hispanic Non-Profits" by Hispanic Business Magazine

Chicanos Por La Causa, Inc. (CPLC), an Arizona based statewide community development corporation, was ranked second in the nation in Hispanic Business Magazine's annual listing of the top 25 Hispanic Non-Profits. CPLC was the only organization in Arizona that qualified for a top 25 ranking. The annual listing by Hispanic Business Magazine measures such indicators as service area, fiscal information, and breadth of programs/services offered.

"This ranking validates CPLC's success in proving opportunity to countless Arizonans for the nearly 40 years we've been in existence,"

said Edmundo Hidalgo, Chief Operating Officer.

Founded in 1969 by a group of Hispanic student activists to address racial discrimination, CPLC currently operates offices in fourteen of the fifteen Arizona counties. Through its various programs and services, over 120,000 individuals directly receive assistance.

The agency offers a wide range of programs and services, providing traditional social programs such as mental health care and domestic violence prevention, charter schools and other education programs and various

housing options for seniors and families. Recognizing the need for long-term sustainability, CPLC also focuses heavily on economic development, including small business loans, commercial development and workforce development.



CPLC Phoenix Housing Department Update

CPLC's Phoenix Housing Department staff is actively pursuing a number of new housing initiatives for the expansion of down payment assistance and cost-effective mortgage financing programs for first-time homebuyers throughout Maricopa County.

A central piece of those efforts has been the start-up of the new subdivision project, located at 36th Street & Southern, in Southeast Phoenix. The 46 lot project, to be known as **Cardenas Villas @ Yanche**, consists of three and four bedroom home designs, to include two 2-story designs with one single story design and nine different elevations to meet almost anyone's tastes.

Installation of all offsite improvements, consisting of all roadways, sidewalks, curbs and gutters, and all utilities, started in early February of this year. Start-up of the first ten home sites within the project is anticipated for mid-May. Homesites are still available, but buyers should not delay!



Other initiatives currently in process include:

- ✓ A Housing telethon event, scheduled for April 26, 2007 in collaboration with Univision. Staff will be featured throughout Univision's evening programming describing CPLC's programs, including counseling services for the growing issue of existing homeowners experiencing payment delinquencies or pending foreclosure. A similar event in 2006 generated in excess of 2500 inquiries to CPLC for information;

- ✓ Construction of individual homes for sale on scattered site, in-fill lots within the cities of Phoenix, Glendale and Tempe. Significant down payment assistance monies are available to assist income-qualified homebuyers through contracts with CPLC and the respective cities;

- ✓ Continuing maintenance of a housing network of local realtors and mortgage lenders, providing a comprehensive process for successful purchase of a home. This network provides pre-purchase counseling in tandem with properly structured and priced loan programs to facilitate the purchase of a new home or resale of an existing home anywhere in Maricopa County. Various down payment assistance programs are also available.

For more information on any or all of these programs, please contact Phoenix Housing Department staff @ 602-253-0838 or by email at blanca.cordova@cplc.org

Submitted by: John Ramirez

QUERER ES PODER

On April 27, 2007, Chicanos Por La Causa hosted its 20th Annual Querer Es Poder 8th Grade Scholarship Reception at Pima Community College. Middle school teachers nominate students based on their improvement in the area of academics, attendance and class participation. The students then submit a written essay on a given theme, for review by a panel of judges. Winning essays receive a \$1000 college scholarship. Over 180 essays were submitted from five local middle schools. All nominated students are eligible to participate in CPLC's Youth Leadership Programs throughout their high school years.

Submitted by: Gigi Rodriguez

Chicanos Por La Causa School Based Prevention Program

Willis Junior High Community gets informed.

A current string of sexual assault offenses has led the Willis Junior High community in Chandler to gain a better understanding in preventing home invasions. Through the Cultural Pride Linking Communities Program at Willis Junior High, parents were given a presentation on home invasions, child abductions, and leaving teenage children home unattended. Officer Mike Story, a School Resource Officer at Willis Junior High, and the Chandler Police Department provided handouts and information on the three different incidents in

the area dealing with an unknown suspect wanted for questioning in relation to sexual assaults in the area. The suspect has preyed on young girls on the average of thirteen years old, invading their homes and sexually assaulting them when their parents were not home. Parents within the community are taking better precautions with their teenagers in order to prevent these types of incidents. Maria Velasco mother of two teenage daughters one at Willis Junior High and the other at Chandler High says, "It is scary to think that this could happen to your kids, but I am taking new steps in insuring that it doesn't with the help of CPLC." With information going out to the community, Officer Story hopes the individual responsible for these crimes will soon be apprehended.

Submitted by: Abraham Gonzalez

CPLC DeColores Staff walks in slain employee's memory

For the fifth consecutive year, CPLC's Team DeColores participated in the "Walk to End Domestic Violence," recently held at the Arizona State Capitol. This year, over 50 CPLC employees, and family members of Delia Rivera, took to the streets of Phoenix to in an effort to end domestic violence.

The 5K Run/Walk, hosted by the Arizona Foundation for Women, raised much-needed funds to support domestic violence shelters and programs in Maricopa County. Because domestic violence incidences are increasing this type of public supported fundraising program is more critical than ever.

Funds raised through registration fees and pledges collected by participants directly benefit shelters and domestic violence service providers. All event costs are underwritten by corporate sponsors and 100% of the pledges and registration fees directly benefit

the shelters. Every \$55 dollars raised buys a night of safety for a woman fleeing violence.

Delia Rivera, a five year staff member at Centro de la Familia, was the victim of a fatal stabbing. Authorities have charged Delia's boyfriend with her murder as well as that of her unborn child. Sadly, Delia leaves behind three daughters, ages 22, 20 and 8.



Chicanos Por La Causa, Inc.

38th Anniversary Dinner

“A Promise of Opportunity”

Chicanos Por La Causa, Inc. (CPLC) would like to thank its family of sponsors who joined to make its 38th Anniversary Dinner a huge success.



With our sponsors, we congratulate our honorees and offer our appreciation for their dedication to providing opportunity to the communities we serve throughout Arizona.

THANK YOU!



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CPLC Celebrates 38th Anniversary by honoring Latino leaders

Chicanos Por La Causa, Inc., (CPLC) recently celebrated its 38th Annual Anniversary.

The 38th Annual Dinner was held Thursday April 26, 2007 at the Sheraton Wild Horse Pass Spa & Resort. The annual celebration is CPLC's largest and most prestigious event. The evening's theme was "A Promise of Opportunity." The proceeds raised from the dinner aid CPLC in carrying on its mission of providing opportunities to hundreds of thousands of individuals around the state.

As part of the celebration, a select group of individuals were honored for their contributions to the Latino community. "This year's honorees are fine examples of CPLC's mission. Each of our honorees has been a catalyst for positive change and is committed to building strong, healthy communities", said Pete C. Garcia, President/CEO. "Further we are appreciative of all they have done for our communities".

CPLC would like to thank all our sponsors for their continued support.

We salute this year's honorees and offer our sincerest gratitude.

<p>Professional Achievement Patricia Cisneros</p> 	<p>Corporate Award Blue Cross Blue Shield of Arizona</p> 	<p>Small Business Advocate Ed Celaya</p> 
<p>Community Advocacy The Honorable Rachel Carrillo</p> 	<p>Life Time Achievement Award Reynaldo "Ray" Gaño</p> 	<p>Community Service Anna Maria Chávez</p> 



CPLC seeking nominations for Ninth Annual Esperanza Teacher's Awards

CPLC and Title Sponsor, Salt River Project, have announced they are seeking nominations for the Ninth Annual Esperanza Teacher's Awards.

Using the Spanish term for "Hope," this prestigious dinner ceremony was created to provide recognition to outstanding Hispanic teachers who were in essence the hope for future and successful generations. Now in its ninth year, the Esperanza Teacher's Awards continue to remain the only awards program in Arizona established specifically to honor and pay tribute to Hispanic educators. As an Esperanza honoree, each educator is presented with a medallion of appreciation as well as a \$5,000 cash stipend.

Completed nomination forms must be submitted to the school principal, who in turn must send them to Allisia Lopez, CPLC Special Events Coordinator, no later than September 7, 2007. Nominations for the Esperanza Awards will only be accepted from fellow educators. Submitted nominations from any other sources will not be considered.

The Ninth-Annual Esperanza Awards will be held Wednesday, October 24, 2007 at the Hyatt Regency Downtown Phoenix. CPLC and its event sponsors, Salt River Project (SRP) and Wells Fargo Bank, invite all Arizona school districts statewide to participate in the program by nominating their best and brightest educators.

For more information, please contact Allisia Lopez at 602.257.0700 x 2121 or via email at Allisia.lopez@cplc.org.

CPLC Early Childhood Development (ECD) Arizona Migrant and Seasonal Head Start Program (AMSHSP) holds its annual Reading is Fundamental (RIF) "Twice Upon a Time Reading Challenge."

In April 2007, staff at the ECD AMSHSP centers geared up (some even dressed up in costumes) for the program's annual Reading is Fundamental (RIF) "Twice Upon a Time Reading Challenge."



The RIF program increases parent involvement in literacy and language development. Last year, the program distributed 2,055 books to children enrolled in the AMSHS program and encouraged families to become involved in literacy and language development activities. Over 339 children and families participated in RIF and more than 100 parents helped with planning and facilitation of RIF activities. More than 50 guest readers came to our centers and read books to our children.

Highlights from the RIF events include: staff and community members dressing in costume and portraying book characters; local elementary school children providing music; children and parents making up new endings to their favorite books; parents reading to children; and local professionals coming to the centers to read and speak to our children

Community members interested in participating in the upcoming year's RIF program and/or "Twice Upon a Time Reading Challenge" should contact their local AMSHSP centers.

Submitted by: Sharon Skinner

¡Viva Tucson! AVA shook with Tejano Sound



On Saturday April 14th, 2007, close to 4000 Tucsonans got down to the sounds of Los Hermanos Cuatro, The Hometown Boys, Ruben Ramos, Steve Jordan and Grammy winner, Chente Barrera. CPLC was the beneficiary of the ¡Viva Tucson! Tejano Shootout concert hosted by Casino Del Sol at the AVA Amphitheatre. The show included a fiesta style atmosphere complete with food booths and community vendors. We extend a great big thank you to all of the sponsors who made this event possible including: Casino del Sol and the Pascua Yaqui Tribe, Food City, Qwest, CitiCard, Pepsi, Verizon, Univision, New York Life, Tecate Light, Jack Daniel's, Radio Tejano, and Telefutura; and also to the local community.

Submitted By: Gigi Rodriguez

Xinachtli Conference Hosts over 340 Youth

On March 12, 2007, Chicanos Por La Causa, along with Tucson Unified School District (TUSD) Raza/Mexican-American Studies, Pima Community College and the University of Arizona's Office of Chicano/Hispano Student Affairs, hosted the 11th Annual Xinachtli Youth Leadership Conference. The conference offered cultural, leadership development and training activities on topics that further the goal of Corazón de Aztlan to develop young leaders in the essence of the four movements by stressing the need for optimal health of mind, body, spirit and community. The conference was held at the University of Arizona and lasted from 9am-1:30pm. A total of over 340 youth from nine different local high schools attended the Conference, including: Pueblo, Tucson High, Rincon, Catalina, Sunnyside, Desert View, Toltecalli, Calli Ollin, and Hiaki High Schools. A big thank you to the many individuals and organizations who give their support, resources and commitment to our Conference.

Submitted By: Gigi Rodriguez

CPLC's Tobacco Prevention & Education Program, Eve Reyes-Aguirre, Prevention & Education Specialist

CPLC's Tobacco Prevention Program strives to provide tobacco education to the community as well as to CPLC staff members. The program is currently based out of Community Based Prevention Department's MAG Center. The Tobacco Prevention Program consists of three major components: Life Skills Training, Peer Health Leadership, and Community Education.

The Life Skills training provided to the youth participants uses a culturally sensitive tobacco use prevention curriculum for migrant Hispanic youth and their parents called Sembrando Salud. A unique focus of this curriculum is the development of parent-child communication as a way of maintaining healthy decision making for adolescents. Sembrando Salud is designed to be delivered by bilingual/bicultural staff in a small group format. Information sharing, modeling, role playing, and behavioral rehearsal

are techniques used to identify and analyze problems, and generate solutions. Communication skills such as listening, confirmation, and reassurance are key components in the curriculum.

The Tobacco Prevention Program is committed to recruiting and training 5th—8th grade youth from throughout the city to be part of peer health leadership skills. The Peer Health Leaders become certified in Basic Intervention Skills in order to utilize the "Five A's" (Ask, Advise, Assess, Assist, and Arrange). Peer Health Leaders participate in anti-tobacco events, presentations, community health fairs and workshops in their respective schools and/or communities. These presentations focus on tobacco control efforts in Arizona, dangers of secondhand smoke, cessation services, and incorporating refusal skills. Participating school districts include Phoenix Elementary School District; Chandler Unified School

District; Murphy School District and Isaac School District. The Tobacco prevention staff and Peer Health Leaders also distribute anti-tobacco related materials at community outreach events and/or health fairs in Maricopa County. The Tobacco Prevention Program provides educational sessions to over 150 families with children at potential risk of developing asthma as well as to adult smokers participating in Parenting Arizona, Early Head Start and Migrant and Seasonal Head Start Centers throughout the state. Educational presentations are also conducted in over 50 communities. These presentations provide information and resources on the dangers and harmful effects of secondhand smoke, cessation services, and tobacco control efforts in Arizona.

For more information or to schedule a presentation please contact Eve Reyes-Aguirre at 602-694-0399 or via email at eve.aguirre@cplc.org.

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Corazon Substance Abuse Treatment Facility

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 (602) 352-5989 Fax

CPLC Women's Care Center

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 (602) 254-2474 Fax

Mothers Against Gangs

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