



Chicanos Por La Causa, Inc.

A PROMISE OF OPPORTUNITY

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EDITION II 2008

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UPCOMING EVENTS

Angeles del Barrio Christmas Parties
Phoenix, Dec. 6
San Luis, Dec. 13

Para Los Niños Christmas Party,
Tucson, Dec. 6

CPLC Golf Tournament
Chandler, Feb. 19,
2009

Calli Ollin Students Live Their Dream of Visiting Mexico City

A dream came true this summer for students from Calli Ollin Academy in Tucson who had the chance to visit Mexico City.

The students' expedition began in the classroom as they learned about La Malinche and the conquest of Mexico in their Spanish, Language Arts, Chicano Media Arts and Mexican American Studies classes. The highlight of the year came June 10-17 when 11 students traveled to Mexico City to learn its history firsthand. They visited historic sites including the Teotihuacan Pyramids, Xochimilco floating gardens, La Torre Latinoamericana, Chapultepec Park, Museo de Antropologia, el Zocalo and many others.

Students worked diligently throughout the year to raise the funds for their trip, giving presentations to several organizations and to the CPLC Board of Directors in Phoenix. Through gracious donations by some community members and a grant from the Pima County Board of Supervisors, the students



were able to visit some of the sites mentioned in the accounts of La Malinche and the story of the clash of the Spanish and Indigenous cultures. After their trip, the students presented photos and memoirs during a community dinner reception to welcome them back.

Calli Ollin thanks the following students for all their hard work and perseverance during the fundraising, planning and implementation of the expedition: Carlos Arrellano, Kim Braun, Cody Christensen, Amanda Coronado, Azuay Trolia Giron, Rudolfo Miranda, Richard Pauley, Arsenio Leeth, Erika Ruiz, Jessica Contreras and Iris Valenzuela.

Also, CPLC extends a special thank you to all sponsors who made this trip possible.

Calli Ollin is planning another trip to Mexico's Yucatan Peninsula to visit the Mayan ruins. Please look for information to come about how you can support their effort.

CPLC Honored by Cesar E. Chavez Foundation

Showing appreciation for years of support, the Cesar E. Chavez Foundation presented CPLC with a plaque during a ceremony in April at the Phoenix College Dome Auditorium.

Over the years, CPLC has maintained a strong connection to the foundation and has worked to promote the legacy of Cesar Chavez. Juan Alvarez, the first president of CPLC, along with several of CPLC's founders, was very supportive and involved in Chavez's United Farm Worker movement in the 1960's.

Since then, CPLC has strived to keep the legacy of Cesar Chavez alive by commemorating his life and contributions through educational and cultural initiatives. In 2001, CPLC organized its

first "Cesar Chavez Stay in School Celebration," which has grown into an event with about 700 children participating each year through a partnership with the Cesar E. Chavez Foundation, City of Phoenix, Roosevelt School District, Arizona Commission for Postsecondary Education, Calaca Cultural Center and Kids Voting.



Corazon's Heart Grows with Expansion Project

Corazon, CPLC's substance abuse rehabilitation facility, is undergoing a major reconstruction and renovation project in order to better serve the community. Corazon was developed in the 1980s when CPLC's Board of Directors recognized that there was an epidemic of substance abuse in its community and identified a need for local substance abuse/drug addiction rehabilitation services. The center, located at 3639 W. Lincoln, was born.



The program has been limited to serving 42 individuals at a time. It has been operating in several buildings, some of which were 50 years old and were scheduled to be demolished.

A new, two-story 12,000 square-foot building is being constructed to provide up to 59 beds.

Corazon currently provides treatment services and transitional housing to about 350 men per year, creating a safe and clean

environment to allow for effective personal treatment.

CPLC obtained a \$325,000 grant for the project from the Federal Home Loan Bank of San Francisco with the help of Northern Trust Bank, N.A.

Renovation is expected to be completed by the end of December. In addition to creating more space for clients, other benefits to the renovation project include physically improving the surrounding community, creating employment and community resources and creating needed quality administrative office space.



CPLC Youth Get on Top of Their Game with Help from Harlem Globetrotter Coaches

The youth at the CPLC Mothers Against Gangs (MAG) Community Center in Phoenix slam-dunked their way into basketball stardom this summer when the Harlem Globetrotters came to town to hold a basketball camp.

Twenty-three CPLC MAG youth participated in the camp from July 21-25. It was held at the First Institutional Baptist Church's gymnasium.

"I would truly say that this was an unforgettable lifetime experience for our youth," said CPLC Prevention Specialist Tanya Aleman. "They got to meet and interact with three coaches from the world famous Harlem Globetrotters, Coach Wildkat Edgerson, Coach Bucket Blakes and Coach Moo Moo Evans, as well as four other coaches who assisted with the camp."

On the first day, the youth sat in a big circle as they were introduced to basketball camp and to the coaches, who explained



several rules about respecting the value of teamwork and learning to interact socially.

The rest of the week, the youth arrived at 9 a.m. to begin stretching. Then it was on to learning the fundamentals of basketball such as ball-handling skills, leadership and teamwork. They were split into teams according to age group to play against each other. At the end of each day, awards were given for leadership, good behavior and participation. This helped the young people walk away from each day with a positive outlook on their experience and recognition of their hard work.

A highlight of the camp was the last day, when the youth got to play a game against the Harlem Globetrotters coaches. Each participant got to take home a mini basketball and a group picture signed by the three famous coaches. Thanks to the Harlem Globetrotters, this was a week that CPLC's youth will remember for a lifetime.

CPLC Team Walks to Fight Epilepsy

CPLC's Renee Deyden, a case manager at the Westside Training Center, has been dealing with epilepsy since 1991, but she hasn't let it keep her down. After suffering a grand mal seizure in 2005, she became more determined than ever to help fight this disease. Several members of the CPLC community joined in her efforts by teaming up for the Arizona Epilepsy Walk on March 29 in Kiwanis Park.

Deyden, whose epilepsy is controlled by medication and has not suffered any seizures since 2005, has been working with the Epilepsy Foundation of Arizona to raise money and awareness about the disease for several years.

For this year's walk, held at Kiwanis Park in Tempe, more than a dozen CPLCers joined Renee as part of her Sweet Dreams Turbo Team, and they raised more than \$3,000. Wearing CPLC t-shirts, they had a great time walking together and supporting Renee in making this her most successful walk yet.



Lorraine Lee Remembered at Dinner in Tucson

CPLC's Tucson office celebrated its 28th Anniversary Dinner on June 5. More than 600 friends and family enjoyed an evening dedicated to the late Executive Vice President Lorraine Lee. Surrounded by exotic flowers and embracing an Asian and Mexican themed gala, Lorraine's family, friends, and colleagues celebrated her life and the legacy she

left for her community. Her daughters Anisa and Rita Morado were the recipients of the Lorraine Lee Legacy Award for their accomplishments in organizing the First Annual Lorraine Lee Youth Walk, a fundraising effort for youth in the community. Desert Diamond Casino was also recognized as the Title Sponsor and for its continued support of CPLC.



Community Leaders Honored at CPLC Annual Dinner in Phoenix

CPLC celebrated its 39th Anniversary Dinner at the Sheraton Wild Horse Pass Spa and Resort in Chandler on May 1. The dinner was generously sponsored by Arizona Public Service (APS), and about 800 guests attended. CPLC presented awards to three individuals and one corporation that have somehow or another impacted their communities.

Congratulations to Armando Flores, who received the Lifetime Achievement Award; the

late Lorraine Lee, who was honored with the Community Advocacy Award; and Dennis Burke, who received a Public Service Award. Additionally, the Phoenix Children's Hospital received the Corporate Service Award. Thanks to all of this year's honorees for helping to make a difference in the lives of the people within our community. For information regarding the 40th Anniversary Dinner, please email questions to events@cplc.org.

A Big Thank You to Our Sponsors:



Pathways to Success Program Enriches Students' Summers

As two students presented their personal testimonials to the crowded Carl Hayden High School cafeteria on Aug. 1, proud parents and guests watched and listened attentively. The students selected to speak were two of the more than 70 Carl Hayden Falcons to participate in the Pathways to Success Summer Internship Program.

This program successfully culminated with the presentation of scholarships to 70 students and stipends to some of their parents who participated in the American Dream Academy.

Born out of a partnership between the Arthur Blank Foundation, Carl Hayden Community High School, Chicanos Por La Causa and the ASU Center for Community Development and Civil Rights, the program has proven beneficial to the community for the past three years.

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



On the Road to Success: Students celebrate their completion of the Pathways to Success summer program.

education. These activities ranged from spending a day at the Arizona State Capital as guests of Representative Steve Gallardo to exploring various leadership styles at the Carl Hayden Community Center.

Student participant Adriana Madrigal expressed her appreciation for the program after learning exciting information about the Bilingual Nursing Fellowship at South Mountain Community College, one of the many campus visits taken during the program.

One of her peers, Emmanuel Martinez, will be attending college in the fall after receiving a generous scholarship supplement from Roush McCracken Guerrero Miller & Ortega, a Phoenix-based law firm impressed by Emmanuel's internship with the Arizona Democratic Party.

Tucson Students Get a Big Visit from Shaquille O'Neal



May 7 was no ordinary day for students at Hiaki High School, a CPLC charter school on the Pascua Yaqui Indian Reservation in Tucson. Phoenix Suns star Shaquille O'Neal made an appearance, towering over star-struck students as he signed autographs and talked to them about safe practices for surfing the Internet.

He towered through the halls of Hiaki High School, signing autographs and talking with students for about 20 minutes and then addressed an audience of students. He offered tips on how to use the Internet safely, such as not posting personal information and letting parents know about anything strange or surprising.

The 7-foot-3 inch Phoenix Suns center volunteers for the Tempe Police Department, which will benefit from a \$75,000 grant recently given by



the tribe to help form Tempe's first Internet Crimes Against Children Unit. The player has also worked on child safety initiatives in Miami and Los Angeles.

Fun Had by All at CPLC Employee Fund Annual Picnic



Chicanos Por La Causa, Inc.

CPLC employees and their families came out for this year's annual picnic, held at Encanto Park in Phoenix on April 19th.

Food, games and boat rides were all part of the fun. The Employee Fund Committee, which put on the event, thanks all those who attended.

See you next year!

Parenting Arizona Hosts Annual Luncheon

Parenting Arizona's annual Champions for Children luncheon was held March 28 at the Arizona Biltmore. This year's event was attended by more than 270 guests and highlighted four honorees:

Senator Carolyn S. Allen; Dennis K. Burke, Chief of Staff for Governor Janet Napolitano; Anne Mariucci, philanthropist; and John Junker, with the Fiesta Bowl.

These four honorees play vital and long-lasting roles in shaping the philanthropic spirit necessary to establish the infrastructure for many organizations.



CPLC's Parenting Arizona, Inc. has been providing state-wide multi-

cultural family support and parent education services aimed at reducing child abuse and neglect for 31 years. The group looks forward to honoring more valuable community members in 2009.

Save Gas, Earn Cash at the World's Greatest Yard Sale

WHEN: Saturday Nov. 15, 7 a.m.-2 p.m.

WHERE: Castles & Coasters overflow parking area

WHAT: Clean out your garage and make some cash. Booths available for \$30 or \$50 double booth. Call reception at the CPLC corporate office to reserve your space today (602-257-0700). Or come out and shop on Nov. 15. Admission is \$2, and there will be entertainment, children's activities, food and more!

American Dream Fund Expands Support for Students Pursuing Higher Education

In late July, CPLC selected nearly 200 students to attend Arizona State University through the American Dream Fund.

The purpose of this fund is to provide financial support to students who were negatively impacted by legislation called Proposition 300. These students grew up in Arizona and graduated from local high schools, but due to their immigration status they are ineligible for financial aid and student loans. Additionally, as a result of Proposition 300, they are now charged out-of-state tuition rates of nearly \$18,000, which is \$12,000 more than in-state tuition.

Since its inception, the American Dream Fund has received support from the philanthropic and business communities as well as concerned Arizona citizens who

believe helping these students benefits all of us.

To date, approximately \$5.5 million has been raised for this effort, but it is still not enough. The goal for the program is \$7.5 million in order to provide assistance over a two-year period. Long-term, the hope is that immigration reform legislation such as the DREAM Act will pass and provide a path to legal residency for these students.

The American Dream Fund was established by the American Dream Fund Coalition and is administered through a partnership between Chicanos Por La Causa, Inc. and Arizona College Scholarship Foundation.

For more info on the American Dream Fund or if you would like to make a donation please visit www.cplc.org/americandream.

CPLC Career Development Institute Holds Another Valuable Training

CPLC's Career Development Institute (CDI) held its third session at the Four Points Sheraton in Tucson Oct. 15-17. This program, sponsored by Blue Cross Blue Shield of Arizona and American Express, gives entry-level managers valuable career development skills, teaching them to leverage bicultural and multicultural experiences and add insight into the changing workplace environment. Instructors Olga Aros and Jess Diaz led them through an intensive, three-day training program that included a reception the evening of the second day. This activity was designed to help the participants understand the value of networking and its importance as part of their career development plan.



Fifteen people participated in the training from companies including CITI, the Hispanic Chamber of Commerce, SRP, Compass Bank, State Farm, Sol Casinos, Touchstone Behavioral Health and CPLC. Upon graduation, they had only positive things to say. Here are a few of their comments:

"I see myself and how culture has influenced my behavior in a positive and negative manner. It was a very eye-opening experience, and I plan to implement what I have learned about myself to improve on an ongoing basis." -Maritza Esponda, Senior Tax Analyst, SRP

"Just wanted to thank Jess, Olga, and David for sharing your skills, knowledge and time. I appreciate it and will share it with others at work, families, and friends." -Marcos Miranda, Senior Financial Service Rep, Compass Bank

CPLC congratulates these graduates and looks forward to hearing about their future success. The next CDI training session will be held in Phoenix in February. For more information, please email events@cplc.org or call Martha Castaneda at 602-307-5818 ext. 22.



In other great news on the CDI front, American Express signed on as a Charter Member, committing funding for 50 training slots over a three-year period, totaling a \$75,000 contribution. Charter Member benefits include participation in the CPLC CDI Advisory Board, which works toward continued improvement and identifies opportunities for program growth.

American Express Community Affairs Director JoEllen Lynn said the feedback received from program participants and supervisors has been "overwhelming positive." The company is proud to be a partner in this very important leadership development program.

Youth at Carl Hayden Community Center Showcase Powerful Artwork

The youth at CPLC Carl Hayden Community Center were busy this summer painting, sculpting, acting and more as part of the Summer Arts Youth Program. On July 25, they shared their creations during a closing ceremony attended by members of the community and the press.

The Summer Arts Youth Program focused on engaging young people to express themselves through the arts rather than falling into gangs, drugs and other harmful activities. Participants ages 6 to 16 came from the CPLC Carl Hayden and CPLC Mothers Against Gangs (MAG) community centers.

The ceremony featured a sampling of theater, poetry and music as well as a low-rider car show, DJ and graffiti contest. Another main attraction was the unveiling of a new mural on the building's north side.

Designed by Francisco Garcia, a student at Phoenix College, the mural gave older youth in the neighborhood an opportunity to create meaningful graffiti. Inspiration for the design came from the children themselves.

Francisco took pictures of the youth as they participated in their daily activities at the center. The participants had a chance to create their own sketches and talk about people who have been important to them who they wanted to include on the mural. From these sketches, conversation arose concerning the children's views of what is occurring in their community.

The activity provided a space not just for beautiful artwork, but also for some thoughtful reflection about young people's perceptions of the Carl Hayden community.

CPLC Scholarship Recipient Hits a Home Run with Softball, Scholastic Success

Growing up in Tucson, Jackie Vasquez never imagined she would be on ESPN, meet the President of the United States or win the Women's College World Series in softball. All of this and more became possible after she enrolled at Arizona State University, thanks in part to the CPLC/ASU Tomas Espinoza Scholarship. During her years at ASU, Jackie has excelled in the classroom and on the softball field.



She and her ASU softball team won the Women's College World Series in June.

"What led us to victory was a lot of leadership from myself and the other four seniors," Jackie said. "This was something we really wanted to do before we graduated."

Her accolades aren't limited to

sports – she's been on the Dean's List every year and was named PAC 10 Scholar/Athlete of the year as well PAC 10 Academic All American. She will graduate in December with a degree in Special Education.

Jackie says her CPLC scholarship offered important support along the way.

"Being a student athlete, there's not a lot of time to work. I always wanted academics to come first, to focus on my studies and be the best student I can be," she said.

In the future, Jackie plans to go to graduate school, perhaps for a degree in administration and later to work for the government or as a school superintendent. One thing is certain: there's no stopping this young lady on her path to success.

CPLC Volunteers Join Other Community Groups in Working to Protect Affirmative Action

Volunteers from CPLC and other organizations worked around the clock this summer to defeat a plan to do away with Affirmative Action in Arizona. Their efforts paid off when this initiative was disqualified by the Arizona Secretary of State.

The plan was announced in the spring of 2007 by Ward Connerly, a California businessman. His goal is to eliminate equal-opportunity programs in five states, including Arizona, this year. To pass this initiative, he collected more than 330,000 signatures (about 100,000 more than required by law).

CPLC joined a coalition of Arizona businesses, faith leaders, students, and community organizations to form Protect Arizona's Freedom, a group aimed at keeping Connerly's anti-equal-opportunity initiative out of Arizona.

Thanks to the efforts of nearly 1,000 volunteers working 24 hours a day seven days a week for 18 days, the coalition finished

its exhaustive review of Connerly's petitions and filed a lawsuit alleging that over 100,000 of the signatures gathered by Connerly's out-of-state team were invalid and had to be discarded because they violate state law. This astounding number is nearly one-third of all the signatures he submitted.



This volunteer-led effort proved to be a huge success at the end of August when Arizona Secretary of State Jan Brewer announced that Connerly's initiative was disqualified. The Maricopa County Recorder's Office determined that 40% of the ballot initiative signatures were invalid and that many petition signers believed they were signing a petition supporting civil rights when they were actually signing something that would limit civil rights.

The law creating Affirmative Action was signed in 1964, opening up the doors of universities and employers to minorities. The founders of CPLC believed very strongly in Affirmative Action and fought to ensure that minorities were afforded the opportunity to succeed.

CPLC and The Wachovia Foundation Join Forces to Enhance Financial Literacy Programs

CPLC celebrated a new partnership on Sept. 24 as CPLC leaders received a generous donation from The Wachovia Foundation.

The foundation gave \$50,000 to CPLC for operational support of financial literacy programs, which are essential to families struggling with today's economy. Foreclosure prevention programs and assistance programs for women who have escaped situations of domestic violence are among CPLC initiatives the funds will benefit.

"We're extremely pleased at this gesture of support from The Wachovia Foundation," said CPLC President and CEO Edmundo Hidalgo. "As a non-profit, we depend on corporations to help us achieve our mission of building stronger, healthier communities, and today Wachovia has demonstrated they are exactly the type of strong partner we can rely on to help."

Hidalgo, along with Wachovia Regional President Bill Morgan and a team of Wachovia executives, took a tour of several CPLC facilities in central Phoenix. At CPLC's Early Childhood Development center, Morgan presented Hidalgo with the check as a symbol of support and solidarity.

"At Wachovia, we want every community where we do business to be stronger because we are there," said Bill Morgan,



WACHOVIA

Wachovia's Regional President for Arizona. "That's why we partner with nonprofits that truly understand and respond to the needs of the local community.

We're proud to support CPLC, an organization that has shown its flexibility and relevance time

and again, helping thousands with programs including emer-



CPLC President Edmundo Hidalgo receives a check from Wachovia Regional President for Arizona Bill Morgan and Rey Ocañas, Wachovia Community Relations Executive for the Western Region.

gency assistance, employment training, affordable housing development and everything in between."

In 2007, Wachovia trained almost 24,000 people in money management, homebuyer education, credit basics and computer skills—in English and Spanish—through its robust financial literacy program. Wachovia and its foundation contributed \$129 million to charity last year and have contributed \$1.5 million to fund housing and foreclosure prevention counseling and financial literacy in Arizona, Nevada and California.

"We're proud to support CPLC, an organization that has shown its flexibility and relevance time and again, helping thousands with programs including emergency assistance, employment training, affordable housing development and everything in between."

**-Wachovia Regional President for Arizona
Bill Morgan**

Did You Know? You Can Catch CPLC On the Airwaves Every Week



Did you know CPLC has radio and TV programs you can tune into every week to hear the latest news on our community? *Dialogando Con Chicanos Por La Causa*, a weekly 30-minute radio program on KSUN 1400 AM, airs every Monday at 10:30 am. Hosted by Jose Cortez, the program provides CPLC the opportunity to talk about its various services, events and

issues impacting the community. The program has been running continuously since 2000.

Jose is also on TV two Saturdays a month at 10:30 a.m. on Spanish station Channel 44, a Phoenix-based station affiliated with Mexico-based Multimedios Television and owned and operated by Lotus Communications Corporations. The station airs family-oriented programming dedicated to Arizona's Spanish-speaking population. The CPLC show is sponsored by SRP.

"Both of these shows provide CPLC an excellent way to get important news out to our community," said Jose, a media specialist with 28 years of experience. "We invite everyone to tune in."



CPLC also has a show that airs at 6:30 a.m. the second Sunday of every month on Channel 3 called "Nuestra Causa." Hosts are Paul Wilcox and Emma Munguia, who discuss various issues affecting the community. Guests include CPLC program directors as well as other community development leaders. Upcoming episodes will feature soldiers, their families, religion, spirituality and life meaning. If you have ideas for an upcoming show, please contact Emma Munguia at (602) 257-0700.

CPLC Partners with Democracia USA to Register Voters and Promote Civic Engagement

In an effort to register voters and encourage those already registered to head to the polls for the Nov. 4 elections, CPLC partnered with Democracia USA, an organization based in Florida. Patricia Borunda was hired as a fellow to work in CPLC's Tucson office as part of a pilot program between the two organizations called La Causa Advocacy Project (LCAP).



Patricia Borunda helps Rupert Pacheco register to vote.

to integrate voter registration into their everyday lives by registering their family and friends to vote on Nov. 4.

Another component of the program was promoting civic engagement through activities in addition to voter registration drives, and these efforts continued through Election Day. Look for

more information to come about how you can become more involved in this initiative and be part of CPLC's efforts to celebrate democracy in action and hopefully expand the program statewide.

One of CPLC's roles with this project was to register as many voters as possible during this year's election period. We have registered more than 115 new voters since March 2008. The program taught CPLC staff how

Realtor's Breakfast a Huge Success: CPLC Informs About Housing Assistance

A room full of realtors gathered on Aug. 21 to hear some important information about how CPLC can help their clients purchase homes. Blanca Cordova, Director of the Phoenix Housing Division, held the realtor's breakfast to keep them current on CPLC housing programs and services and create awareness about the availability of CPLC's approved down payment assistance funds.

Arizona Real Estate Commissioner Sam Wercinski as well as representatives from Countrywide, Bank of America, Wells Fargo and Chase attended alongside numerous realtors. For more information about housing assistance available through CPLC, please contact Blanca Cordova at 602-253-0838.



This information was particularly relevant considering changes that went into effect Oct. 1 terminating non-profit downpayment assistance programs such as AmeriDream and others. Information was also distributed about the current loan program guidelines and the new and improved loans available from the Federal Housing Administration.





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