DIRECTOR'S STATEMENT

My tenure with SOMOS Mayfair has been incredibly humbling. I have been touched and amazed to see the Bay Area community come together to support our children and families over the last 22 years. We are doing deep and intentional work and cannot thank you enough for investing the time, effort, and resources that enables us to be increasingly successful year upon year.

Since the launch of the In Our Hands campaign in 2012, which reorganized our work around our Leadership Development Model, SOMOS has not only doubled in size, but also doubled its impact! We went from a small and committed staff of 9 to a connected, passionate, and competent staff of 21 individuals. We went from serving 700 children and families in 2012 to serving 1,400 children and families annually. Recent successes include:

- Increasing school readiness by 37% and 3rd grade reading proficiency by 50%
- Developing the leadership of 200+ community members
- Serving as an incubator for 18 Promotoras who recently launched their own cooperative
- Operating a flagship Family Resource Center for ALL Alum Rock students and families
- Championing a Restorative Justice curriculum for ALL Alum Rock schools
- Winning financing for a 100% affordable housing project that will double as SOMOS’ new home, and
- Continuing to advocate for an equitable school system for our Alum Rock students

SOMOS is incredibly proud of the work we have accomplished. This is a community in motion, and through this annual report we want to share a glimpse into the windows of change that reveal what is happening here and now. As we continue our commitment to developing leaders, making strides in early education, building momentum through community organizing, and providing economic opportunity, we invite you to be a part of the movement.

CAMILLE LLANES-FONTANILLA
Executive Director
SOMOS Mayfair supports children, organizes families, and connects neighbors to uplift the dreams, power, and leadership of community and to address systemic inequities.
Leadership Development

Leadership development begins with community members recognizing their strengths and experience. Through mentorship, learning and practice, we build a leadership that generates more leaders. In SOMOS’ Universidad Popular de Mayfair, leaders continue their growth, further developing skills and deepening their analysis to sustain changes in the neighborhood.

Recent Wins: 80% of Growing Together participants reported an increase in leadership at home, school, or in the community.

Early Education

Certified Promotores lead peer-to-peer programs and activities with parents and children to promote family learning. The mobile library, Reading Circles, Bridge to Kindergarten, and all Family Resource Center programs work to close the opportunity gap by third grade.

Recent Wins: School Readiness increased from 5% to 42% for Bridge To Kinder participants; The County approved an Early Learning Pilot program.

Community Organizing

Community organizing supports movement building in our neighborhood and schools. Parents and residents engage in participatory action, analysis, priority setting, relationship building, and tactical strategies to advance an equity platform developed by community, for community.

Recent Wins: Restorative Justice will be implemented in ARUSD schools as part of EMPUJE’s organizing efforts; Vecinos Activos has impacted the timeline for the development of a city-wide anti-displacement policy.

Economic Opportunity

Families need economic opportunity and mobility to support their children and break cycles of poverty. In response, SOMOS has launched SOMOS Fuertes, which provides Promotores with job training and placement to further advance opportunity and social justice in Mayfair and beyond.

Recent Wins: 18 Promotoras are co-owners of META, an independent business working on city and county contracts.
# BY THE NUMBERS

## Program Impact

<table>
<thead>
<tr>
<th>Program</th>
<th>Outreach</th>
<th>Participants</th>
<th>Promotores</th>
<th>Certified Promotores</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1980</td>
<td>1832</td>
<td>203</td>
<td>26 SOMOS Fuertes</td>
</tr>
<tr>
<td></td>
<td>Informed</td>
<td>Engaged</td>
<td>Trained</td>
<td>SOMOS Fuertes</td>
</tr>
</tbody>
</table>

## Community Organizing

<table>
<thead>
<tr>
<th>Community Organizing</th>
<th>Vecinos Activos</th>
<th>Comité Empuje</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Youth 16</td>
<td>Youth 71</td>
</tr>
<tr>
<td></td>
<td>Adults 36</td>
<td>Adults 44</td>
</tr>
<tr>
<td></td>
<td>52</td>
<td>115</td>
</tr>
</tbody>
</table>

## Literacy and Early Learning

<table>
<thead>
<tr>
<th>Literacy and Early Learning</th>
<th>Parenting Workshops</th>
<th>Raising a Reader</th>
<th>Reading Circles</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>58 Parent Participants</td>
<td>160 Students</td>
<td>103 Students</td>
</tr>
<tr>
<td></td>
<td>58</td>
<td>160</td>
<td>103</td>
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## Summer Programming

<table>
<thead>
<tr>
<th>Summer Programming</th>
<th>Bridge to Kinder</th>
<th>Growing Together</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Students 99</td>
<td>Youth 55</td>
</tr>
<tr>
<td></td>
<td>Adults 89</td>
<td>Adults 20</td>
</tr>
<tr>
<td></td>
<td>Escuelita 98</td>
<td>Escuelita 50</td>
</tr>
<tr>
<td></td>
<td>286</td>
<td>125</td>
</tr>
</tbody>
</table>

## Collaborations & Initiatives

- 21st Century Learning ARUSD
- ARUSD Birth Through 3rd Initiative
- ARUVA
- Children's Health Assessment
- Eastside Development
- FIRST 5 FRC Network
- Gen2Gen
- Kids First Coalition
- LCFF Coalition
- Peace Partnership
- SCC Early Learning Pilot
- SCC Quality Matters
- Si Se Puede Collective
- SJC D5 Participatory Budget
- We Rise
FINANCIAL OVERVIEW
FY18

Revenue: $2,332,663

Expenses: $2,256,790
Through our Family Resource Center at César Chávez Elementary School, we are able to directly serve families and children through programs like Bridge To Kinder, Triple P, and 24/7 Dad.

Our annual budget has steadily increased over the years. We are grateful to the continued partnerships with government agencies, and new grants that have invested in SOMOS’ newest and most innovative programs, like SOMOS Fuertes.
STAFF

Executive Team
Camille Llanes-Fontanilla Executive Director
Kathy Ericksen Finance & Operations Director
Jessica Paz-Cedillos Director of Resource Development
Saúl Ramos Director of Programs
Zelica Rodriguez-Deams Associate Director

Administrative Team
Amelia Post Leadership Development Program Manager
Angelica Lujano FRC Program Manager
Brenda Andrade Evaluations & Grants Manager
Chelsey Prewit Marketing & Communications Associate
Eduardo Guillen Operations Associate
Victor Vasquez Community Organizing Manager
Viridiana Reyes Operations & Contracts Manager

Mayfair Program Coordinators
Ana Lau Vargas Mayfair Coordinator
Dilza Gonzalez Mayfair Coordinator
Flor De Leon-Jacobo Mayfair Coordinator
Gabriel Hernandez Mayfair Coordinator
María Martinez Mayfair Coordinator
María Urquiza Mayfair Coordinator
Nayeli Sedano Mayfair Coordinator
Sonia Solano Mayfair Coordinator

BOARD

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Kwok Lau Silicon Valley Social Venture Fund
Rocio Luna Santa Clara County Public Health Department