“Every moment is an organizing opportunity, every person a potential activist, every minute a chance to change the world.”

— Dolores Huerta
Twenty-two years ago, the Mayfair Improvement Initiative formed in response to the chronic crisis that Mayfair faced. The project was successful in mobilizing residents and harnessing community voice in neighborhood change, and shortly after the project ended, SOMOS Mayfair formed to continue the momentum around improving neighborhood safety and advocating for community assets.

Our mission has remained the same: to support children, organize families, and connect neighbors to uplift the dreams, power, and leadership of community and address systemic inequities. It has been an incredible privilege to walk alongside our neighbors as we organize and learn to leverage our individual power to mobilize around a collective vision of the Mayfair we want to live, work and play in.

Today our staff has grown to over 20 committed leaders, with one-third of our team coming directly from our leadership development pipeline. Our programs have expanded, and our organizing team is working on both local and regional campaigns. Alongside our neighbors, we want to reclaim our neighborhood and see residents leading decision-making.

Over 2,000 residents participated in our programs this year, and we connected with thousands more through outreach, organizing campaigns, and resource distribution.

Most importantly we are building deeper multi-generational relationships, investing in peer mentorship, and providing new economic opportunities to leaders.

Through the years we have prided ourselves in our flexibility and responsiveness to current needs, while remaining anchored in our values and commitment to uplifting community voice.

I’m humbled to be a part of this movement and am grateful for your support as we continue to build together. Adelante!

CAMILLE LLANES-FONTANILLA
Executive Director
Decades of systemic oppression and unjust policies have left East San José families with less access to capital, opportunities and resources.

The Problem

The Solution

Build community power and voice. Invest in local leadership. Organize multi-generational families. Rewrite the narrative.
148 students participated in Bridge to Kinder
This 4-week program helps both students and their families transition to Kindergarten, through workshops and social exposure

$500,000 earned in contracts by SOMOS Fuertes

7,150 parents and children were introduced to our work through outreach

Demographics of Mayfair

<table>
<thead>
<tr>
<th>MEDIAN HOUSEHOLD INCOME</th>
<th>MAYFAIR</th>
<th>SANTA CLARA COUNTY</th>
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</thead>
<tbody>
<tr>
<td>$54,620</td>
<td>$116,178</td>
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14,278 residents in Mayfair
81% speak a language other than English
67% Latino population
60% of residents are renters

29% of our staff come directly from our leadership pipeline
83% are women
92% are English/Spanish bilingual

- OUR TEAM -
2,010 children, youth, and adults participated in our programs this year

91% of youth participants in our summer program felt confident about taking action in their community

551 leaders joined our organizing work through EMPUJE, Vecinos Activos, and Jovenes---our base has doubled in size since last year!

In a survey of SOMOS leaders:

100% said they grew their leadership abilities
93% reported having a sense of purpose
57% have mentored another leader
FINANCIAL OVERVIEW FY19

**TOTAL REVENUE**

- Foundation: 41%
- Government: 31%
- Corporate: 13%
- Events: 5%
- Individual Contributions: 3%

Total Revenue: $3,081,861

**TOTAL EXPENSES**

- Early Learning: 29%
- Economic Opportunity: 19%
- Community Organizing: 17%
- Leadership Development: 12%
- La Escuelita: 8%
- Management: 8%
- Resource Devt.: 7%

Total Expenses: $2,641,058

**YEAR BY YEAR GROWTH**

- Revenue
- Expenses

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<tr>
<th>Year</th>
<th>Revenue</th>
<th>Expenses</th>
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SUPPORTERS

AT&T
Bank of America
Bella Vista Foundation
Castellano Family Foundation

CDBG
First 5 Santa Barbara County
Heising-Simons Foundation
Intel
Latino Community Foundation

Leo M. Shortino Family Foundation
My New Red Shoes
Orchard House Foundation

S.H. Cowell Foundation
Silicon Valley Community Foundation
The Sobrato Family Foundation

TIDES
A Force for Social Good
Younger Family Foundation

MAYFAIR PARTNERS

¡SÍ SE PUEDE! COLLECTIVE

Amigos de Guadalupe
Grail Family Services
Resolution

10
STAFF

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

Administrative Team
Brenda Andrade Evaluations & Grants Manager
Chelsey Prewitt Marketing & Comms. Associate
Eduardo Guillen Operations Associate
Viridiana Reyes Operations & Contracts Manager

Mayfair Program Staff
Amelia Post Leadership Devt. Program Manager
Ana Lau Vargas Mayfair Coordinator
Andrea Portillo Mayfair Coordinator
Angelica Lujano FRC Program Manager
Diana Salazar-Squires Mayfair Coordinator
Dilza Gonzalez Mayfair Coordinator
Flor De Leon-Jacobo Mayfair Coordinator
Gabriel Hernandez Mayfair Coordinator
Katherine Silva Mayfair Coordinator
María Martinez Mayfair Coordinator
María Urquiza Mayfair Coordinator
Nayeli Sedano Mayfair Coordinator
Sonia Solano Mayfair Coordinator
Victor Vasquez Community Organizing Manager
Yesenia Rivas-Bejarano Mayfair Coordinator

BOARD

Quency Phillips TheQueAgency
Tali Levy Community Volunteer
Alisha Rodrigues City of Sunnyvale
Erika Rivera Law Office of Erika S. Rivera
Kwok Lau Silicon Valley Social Venture Fund
Norma Alvarez WomenGo! Giving Circle
Rocio Luna SCC Public Health Dept.