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

— Dolores Huerta
In July 2019, we were poised for a year of new and exciting growth. We kicked off the fiscal year with the first event hosted by the Si Se Puede Collective, giving us a chance to collaborate across teams and unite our summer programs for a neighborhood celebration. Our organizing team made headlines as they ramped up their anti-displacement work, hosting actions, showing up to countless meetings, sharing their stories, and building coalitions. Their work influenced the City of San Jose’s adoption of a 10-Point Anti-Displacement Strategy. We welcomed new staff to add organizational capacity, and expanded our early learning programming to include home visits. Cross-organizational teams visited neighborhoods across the Bay Area and the East Coast to learn more about community-governed models that support housing equity, economic justice and development without displacement. We launched Power Not Fear, an ambitious new civic engagement campaign with the Si Se Puede Collective, in preparation for the Census 2020 and upcoming elections. And in January 2020, we held a land dedication ceremony to ground us as construction began on our new headquarters, Quetzal Gardens.

Of course, plans changed when the COVID-19 pandemic impacted our global community, and our local neighborhoods directly in March 2020.

The pandemic disproportionately affected low-income communities like ours. Loss of business, income, and hours added an even greater burden to families close to or already facing displacement or homelessness. A lack of language or technological access meant resources made their way to Mayfair families more slowly. And when multiple families live in one house, it is impossible to “social distance” after a day of working on the frontlines or adequately support our children during “Zoom School.” We felt the frustration and pain intimately as our neighbors lost jobs, homes, and loved ones to COVID.

This is when our staff further elevated our work. I am so grateful for the flexibility and creativity our team brought as things changed daily, and sometimes even hourly.

The Family Resource Center and facilities teams moved their programming online, and reimagined their sites as massive distribution centers for any and all resources. Community sewed masks while staff phoned as many leaders as we could to personally check in. The development team quickly gathered emergency funds to sustain our work and distribute emergency funds directly to families in need. We organized volunteers to pass out meals to students and their families. Our leadership development team launched a mutual aid network to connect over 300 residents as we learned to meet each other’s needs and share information quickly. The organizing team refocused their efforts on advocating for rent forgiveness and informing tenants of their rights. They stood in solidarity with the Black Lives Matter Movement and helped champion racial equity; divesting from law enforcement on school campuses; and advancing Ethnic Studies.

I am proud of our team’s nimbleness——it was not an easy transition. This past year has reaffirmed our belief that our best strategy is one rooted and accountable to our community’s expressed needs and vision. SOMOS Mayfair does not depend on any one program, or event, or funder to exist. We thrive when we work alongside our neighbors to do what we do best: uplift community voice, support resident leadership, and connect families to resources.

Our organization evolves as our neighborhood does. I’m grateful to be a part of this movement and while the challenges of this year have often felt insurmountable, my hope has been sustained by the ways I have seen us show up for one another. Together, we will keep building.

Camille Llanes-Fontanilla
Executive Director
We love our neighborhood, and know that together we can build a thriving Mayfair!

We are rewriting the narrative
We are strong, creative, proud, fun, kind, generous, innovative. We are hardworking. We are experts of our community.

We create our own economic opportunities
We helped launch a worker owned co-op and are committed to creating career paths for our neighbors.

We organize our community across generations
We advocate for equity and access on a local, city, and county level. We organize around resident-led solutions.

We invest in ourselves as leaders
We trust our own lived experiences, and learn from collective wisdom. We each have talents to sharpen and share.

We set our children up for success
We prioritize children and believe that their first and best teachers are their parents. We invest in free quality learning opportunities.

We are SOMOS MAYFAIR! WE ARE MAYFAIR!

We are strong, creative, proud, fun, kind, generous, innovative.
We are hardworking. We are experts of our community.

The Problem
Decades of systemic oppression and unjust policies have left East San José families with less access to capital, opportunities and resources.

The Solution
Build community power and voice.
Invest in local leadership.
Organize multi-generational families.
Rewrite the narrative.
SOMOS Mayfair is always here for families and community when they show up; when they express a need; when they want to connect with neighbors. Our door is always open and we accept people as they are.

We operate as one ecosystem with programs, services and opportunities that are interconnected, allowing people to move through our organization - to stabilize their families; to learn and grow; to contribute their ideas and talents; to lead; to organize.

They move fluidly from our alterative spaces, like our Family Resource Centers, accessing resources and programs for their children and families—

to our leadership development spaces, deepening their analyses, strengthening their skills, uplifting their dreams, finding pathways to economic opportunities— to taking collective action in our organizing bases, challenging systems and championing tangible and meaningful change.

We incubate programs and let community take the lead. We build and work in collectives and coalitions to build a movement.

This is who we are, how we show up in and with community, and bring our mission, vision and values to life.
We launched “Diamantes,” our mutual aid network that connects 200+ residents.

Demographics of Mayfair

- Median Household Income:
  - $65,070 Mayfair
  - $133,076 Santa Clara County

- 14,828 residents in Mayfair
- 74% speak a language other than English
- 71% Latino population
- 64% of residents rent their housing

- OUR TEAM -

29% of our staff come directly from our leadership pipeline

- 82% are women
- 88% are English/Spanish bilingual

215 families participated in Bridge to Kinder

This 4-week program helps both students and their families transition to Kindergarten, through workshops and social exposure.

19 Promotoras were placed with employers through SOMOS Fuertes

11,949 parents and children were introduced to our work through outreach
Key Partnerships & Initiatives


25 families participated in the Pre-school Co-operative hosted at the Painter FRC

9,532 individuals were reached through our Census campaign with the Si Se Puede Collective

548 leaders joined our organizing work through EMPUJE, Vecinos Activos, and Jovenes---we tackled issues like displacement in Mayfair and accountability on the school board

2,174 children, youth, and adults participated in our programs this year

In a survey of SOMOS participants:

89% identified a leadership role they would like to take on to help strengthen our community

79% have participated with SOMOS in a school district, city council, or county meeting

57% have mentored another leader
COVID-19 RESPONSE
March - June 2020

As an organization that is deeply embedded in our neighborhood and relies on the direct connections with our community, COVID-19 has affected every aspect of our "normal day-to-day." Within the first few months of the pandemic, our programming went virtual, a mutual aid network was launched to track and meet resident needs, and staff showed incredible flexibility and creativity as we addressed evolving challenges while working remotely. By June 2020 we had distributed...

4,500 MEALS
served in partnership with the Alum Rock School District, and volunteers through Silicon Valley Strong.

$126,000 OF FINANCIAL ASSISTANCE
distributed to 248 families

938 DIAPER BOXES
distributed to families each month

130 CASES OF FORMULA
distributed to families each month

COMMUNITY ORGANIZING
Our organizing work has continued during the pandemic. We’ve also provided tech assistance to help set families up for virtual learning and participating in City meetings remotely.

MUTUAL AID SUPPORT
We’ve organized a peer to peer mutual aid network in which community members share resources and meet one another’s needs. We have connected with over 300 families and neighbors. Dozens of new leaders have stepped up as mentors as we continue our leadership development work.
Thanks to the generous support of multi-year government, foundation, corporate and individual partnerships, SOMOS has experienced generational growth, nearly tripling in revenue/expenses, responding to the ever-increasing community needs of the Mayfair Community.
We’re excited to move into Quetzal Gardens, a mixed-use project that will house commercial tenants on the ground floor and 70-units of affordable housing on top.

SOMOS will operate a 5,107 sq. ft. space, delivering programs to residents who include extremely low-income families, at-risk youth and formerly houseless individuals. Our headquarters will serve as a community center, providing accessible multi-purpose rooms for early learning and youth development programs, parent workshops, and community meetings; a Family Resource Center; and co-working spaces for 50 staff and community volunteers.

We’re raising $800,000 to support our operational infrastructure, invest in our facilities (including Quetzal Gardens), and build a healthy reserve.
MAJOR FUNDERS

100 Women Charitable Foundation
APPLIED MATERIALS®
Bank of America.
Bella Vista FOUNDATION

BE STRONG FAMILIES
CDBG Building Better Neighborhoods
DESTINATION: HOME
FIRST 5 Santa Clara County

Goulden Lau Family Fund

Kung Guerra Foundation
Mark Wilson & Deborah Dalzell

MOBILITY LABs Learning and Action Bets
ORCHARD HOUSE FOUNDATION
ROBIN HOOD

SCHOOL LINKED SERVICES
San Francisco Foundation
S.H. COWELL FOUNDATION
Silicon Valley Community Foundation

The SOBRATO Family Foundation
sunlight giving
TIDES A Force for Social Good
TIPPING POINT COMMUNITY

William & Charlene Glikbarg Foundation
Younger Family Foundation

MAYFAIR PARTNERS

¡SÍ SE PUEDE! COLLECTIVE

Amigos de Guadalupe Center for Justice & Empowerment
Grail Family Services
School of Arts & Culture
Mexican Heritage Plaza

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Executive Team
Camille Llanes-Fontanilla Executive Director
Saúl Ramos Deputy Director
Zelica Rodriguez-Deams Deputy Director

Administrative and Development Team
Ana Lau Vargas Fuertes Coordinator
Brenda Andrade Evaluations & Grants Manager
Chelsey Prewitt Marketing & Communications Associate
Cruzsilla Gutierrez Operations Associate
Eduardo Guillen Executive Assistant
Kathy Ericksen Director of Finances and Operations
Matt Gustafson Special Projects Associate
Israel Perez Operations Associate
Maria Ortiz Operations Associate
Viridiana Reyes Operations & Contracts Manager
Yvette Castro Farias Director of Resource Development

Mayfair Programs Team
Amelia Post Leadership Development Manager
Angelica Lujano FRC Manager
Angie Lopez Leadership Development Coordinator
Andrea Portillo Painter Site Supervisor
Brenda Garcia ParentChild+ Coordinator
Dilza Gonzalez EMPUJE Coordinator
Flor De Leon-Jacobo EMPUJE Coordinator
Gabriel Hernandez Vecinos Activos Coordinator
Jennifer Lujano Lead Maestra
Jessica Moctezuma Early Learning Program Specialist
Jessica Trejo FRC Coordinator
Katherine Silva Restorative Practices Coordinator
Liz Salas Early Learning Program Specialist
Margarita Arroyo Chavez Site Supervisor
María Martínez EMPUJE Coordinator
Nayeli Sedano Painter Site Supervisor
Sonia Solano Escuelita Coordinator
Tanya Romero Early Learning Program Specialist
Victor Vasquez Community Organizing Manager
Yesenia Rivas-Bejarano UAP Coordinator

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