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

— Dolores Huerta
This fiscal year was a year characterized by the pandemic from start to finish. We spent the spring and early summer in crisis response distributing food, diapers, formula, and PPE; transitioning to virtual workshops for children & parents; and exploring new ways to stay connected in support of one another across shutdowns and quarantines.

But within a few months we were confidently building amidst the chaos. We pivoted to ensure resources got to our community in sustainable ways; responded to the growing desires for communities of care; and engaged with local and national movements for justice.

With our partners in the Si Se Puede Collective, we launched the Guerreras— a group of deeply respected and established community leaders (Promotores) trained by the Santa Clara County Public Health Department. Tasked with connecting families to resources and reliable information, providing door-to-door COVID tests, responding to vaccine hesitation, and keeping elected leaders attuned to evolving community needs.

We also organized ourselves into more than 25 Diamantes, weaving this new community-based infrastructure into our existing Leadership Development Model. Diamantes are a network of small groups to support and sustain each other in this moment and beyond. Each Diamante is made up of 6 – 12 members and a mentor who helps guide the group. Diamantes keep in regular touch over group messaging, share mutual aid, resource referrals and emotional support, take on new leadership roles, and engage in collective action together. During a time that pushes us towards further isolation, Diamantes are structured to build our strength through lasting ties between members and SOMOS Mayfair.

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Our program strategy over the last five years— to respond to community needs and demands through building community power and voice— provided fertile ground to respond and organize together in the face of the health and economic emergencies that have hit our neighborhoods the hardest. From our Family Resource Centers to our Leadership Development spaces to our Community Organizing bases, we were able to meet the crises while challenging systems because we were able to stay connected and responsible to one another.

This is who we still are. As COVID continues, as the housing crisis escalates, as climate change accelerates, and as the hunger for racial justice expands, we are collectively imagining and building the future we want and deserve.

There is still a long road of recovery ahead of us, but our community will continue to demand change and create our own systems. Vision, power and knowledge runs deep in Mayfair. It is a leaderful community. Together we must (and will) carry out solutions for us all to learn, to heal, to work and to live well. We invite you to remain steadfast in your commitment and engagement in our community.

In community spirit.

[Signature]
CAMILLE LLANES-FONTANILLA
Executive Director
16,363 parents and children were introduced to our work through outreach.

- OUR TEAM -

27% of our staff come directly from our leadership pipeline.

- 72% identify as women
- 95% are English/Spanish bilingual

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

Demographics of Mayfair

<table>
<thead>
<tr>
<th>Median Household Income</th>
<th>Residents</th>
<th>Latino Population</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>$65,070</td>
<td>14,278</td>
<td>71%</td>
<td>74% speak a language other than English</td>
</tr>
<tr>
<td>$133,076</td>
<td></td>
<td></td>
<td>64% of residents are renters</td>
</tr>
</tbody>
</table>

Housing Advocacy Campaigns

- SOMOS was selected as a recipient of the Bay’s Future Challenge Grant, receiving $500,000 in support of our work advancing equitable housing policies.
- Our community-driven Local Preference Policy which prevents displacement, made its way to the Governor’s desk.
- We launched our Community Opportunity to Purchase Act (COPA) campaign with a series of bilingual workshops.

Construction on our new headquarters, Quetzal Gardens, continued with our move-in date scheduled for Spring 2022.

Our staff helped 50+ families complete their applications for RCD’s affordable housing units, located above Quetzal Gardens.
During our first-ever Virtual Gracias a la Vida!

We partnered with Valley Palms Unidos over several months to engage 407 new youth and adult residents through activities, classes and events.

131 Leaders were active in our organizing work through EMPUJE, Vecinos Activos, and Jovenes

241 Participants joined us at 10 Organizing Events throughout the year, including Cafecitos, forums, and community input sessions around voting rights, affordable housing, and census information

Through the Power Not Fear Campaign with SSPC:

105,700 flyers distributed with crucial information for voters

385 individuals completed the census

+3.83% increase in voter turnout in Alum Rock

1,462 viewers during our first-ever Virtual Gracias a la Vida!

2,183 children, youth, and adults participated in our programs this year

In a survey of SOMOS participants:

93% can identify their own strengths as a leader

83% have felt very supported through their Diamante (mutual aid group)

82% have grown in their communication skills

1,462 viewers during our first-ever Virtual Gracias a la Vida!
COVID-19 RESPONSE  July 2020 - June 2021

We have spent much of the past year addressing the emerging and evolving needs of our community. Our staff has nimbly worked to bring all of our core programming and organizing work online, and through our mutual aid network we have been able to care for one another and sustain meaningful relationships.

**$213,000** of financial assistance distributed to 383 families

**3,526 DIAPER BOXES** distributed to 600+ families

**72 CASES OF FORMULA** distributed to families

**1,823 INDIVIDUALS** served at our vaccine clinic in partnership with Valley Palms Unidos

**348,000 LBS. OF FOOD** served in partnership with Valley Palms Unidos, to over 330 families

**410 HYGIENE KITS** served in partnership with Valley Palms Unidos, to over 650 families

**EARLY LEARNING PROGRAMMING**

Our Early Learning Team has taken the lead on distributing resources to families through our Family Resource Centers. All programming for children ages 0-5 and their parents continues, along with virtual home visits.

- **41** Calming Kits distributed
- **531** Activity Packets distributed
- **1,277** Adults & Children engaged in virtual programming through our FRCs

**MUTUAL AID SUPPORT**

Our peer to peer mutual aid network, Diamantes, continued to serve as a critical tool in connecting **240 active leaders** to resources, COVID information, and personal mentorship. The Diamantes support base-building efforts in our organizing and Leadership Development work.

**26 WELLNESS SESSIONS** were hosted via Facebook Livestream. These 6-15 minute sessions focus on grounding practices and breathing exercises.

In response to evolving needs, staff learned **virtual facilitation** best practices through 2 workshops hosted by Training for Change

**$25,000** was distributed to staff through a wellness fund, to support remote working + mental health, thanks to generous gifts from the Sunlight Foundation

**23,000+ PPE KITS** containing face masks, hand sanitizer, cleaning supplies, etc. distributed

**COMMUNITY ORGANIZING**

Our organizing work has continued virtually during the pandemic, with an emphasis on tenant rights, civic engagement, and technology access.

**INITIATIVES SUPPORTED**

- Citywide Rent Freeze
- Eviction Moratorium
- Distant Learning Support for Students
- Community Opportunity to Purchase Act (COPA)
**FINANCIAL OVERVIEW FY21**

**TOTAL NET ASSETS - $3,813,202**

**REVENUE - $9,874,430**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations</td>
<td>$3,414,439</td>
<td>34.6%</td>
</tr>
<tr>
<td>Individual Contributions</td>
<td>$3,111,969</td>
<td>31.5%</td>
</tr>
<tr>
<td>Government Grants</td>
<td>$3,023,706</td>
<td>30.6%</td>
</tr>
<tr>
<td>In-Kind Contributions</td>
<td>$112,476</td>
<td>1.1%</td>
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<tr>
<td>Corporate Grants</td>
<td>$88,069</td>
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<tr>
<td>Program Services</td>
<td>$72,260</td>
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</tr>
<tr>
<td>Special Events</td>
<td>$32,711</td>
<td>0.3%</td>
</tr>
<tr>
<td>SBA PPP Grant</td>
<td>$18,800</td>
<td>0.2%</td>
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</table>

**EXPENSES - $6,061,228**

<table>
<thead>
<tr>
<th>Area</th>
<th>Amount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Si Se Puede Collective</td>
<td>$2,356,415</td>
<td>38.9%</td>
</tr>
<tr>
<td>Early Learning</td>
<td>$1,296,835</td>
<td>21.4%</td>
</tr>
<tr>
<td>Community Organizing</td>
<td>$847,356</td>
<td>14.0%</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>$568,223</td>
<td>9.4%</td>
</tr>
<tr>
<td>Leadership Development</td>
<td>$494,937</td>
<td>8.2%</td>
</tr>
<tr>
<td>Economic Opportunity</td>
<td>$295,381</td>
<td>4.9%</td>
</tr>
<tr>
<td>Resource Development</td>
<td>$202,081</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

As we quickly pivoted to crisis response work during the pandemic, government grants and partnerships with funders expanded to meet critical needs on the ground.

As the backbone agency and fiscal sponsor of the Si Se Puede Collective, nearly 40% of our expenses go towards SSPC to fund our collective neighborhood efforts across 5 agencies.
FY21 STAFF

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 & Comms. Associate
Cruzsilla Gutierrez Operations Associate
Eduardo Guillen Executive Assistant
Hazel Roxas Finance & Accounting Manager
Israel Perez Operations Associate
Maria Ortiz Operations Associate
Veronica Lujan Data Collection Administrator
Viridiana Reyes Director of Administration
Yvette Castro Farias Director of Resource Devt.

Organizing and Policy Team
Andrea Portillo Organizing & Policy Manager
Dilza Gonzalez EMPUJE Coordinator
Flor De Leon Jacobo EMPUJE Coordinator
Gabriel Hernandez Vecinos Activos Coordinator
Maria “Lupe” Guerrero Vecinos Activos Coordinator
Matt Gustafson Vecinos Activos Coordinator
Oscar Quiroz Medrano Political Education Coordinator
Victor Vasquez Director or Organizing & Policy

Leadership Development Team
Amelia Post Director of Learning & Leadership Devt.
Angie Lopez Leadership Development Coordinator
Katherine Silva Restorative Practices Coordinator
Nelly Blas Fuertes Coordinator

Family Resource Center and Early Learning Team
Angelita Echeveste-Duran Director of Programs
Angelica Lujano FRC Manager
Areli Rodriguez Garcia UAP Coordinator
Brenda Garcia ParentChild+ Coordinator
Janelle Garcia Early Learning Specialist
Jennifer Lujano Lead Maestra
Jessica Moctezuma Early Learning Specialist
Jessica Trejo FRC Coordinator
Liz Salas Early Learning Program Specialist
Margarita Arroyo Chavez Site Supervisor
María Martinez Valley Palms Site Supervisor
María Ramirez Early Learning Specialist
Marilu Zepeda Valley Palms Coordinator
Nayeli Sedano Painter Site Supervisor
Sonia Solano Escuelita Coordinator
Tanya Romero Early Learning Specialist

BOARD

Quency Phillips Chair, TheQueAgency
Rocio Luna Vice Chair, SCC Public Health Dept.
Joe Zullo Treasurer, PwC
Erika Rivera Secretary, Law Office of Erika S. Rivera
Abimael (A.J.) Bastida McManis Faulkner, P.C.
Jennifer Loving Destination: Home
John Sanchez Silicon Valley Social Venture Fund
Julie Ramirez County of Santa Clara Office of Women’s Policy
Kwok Lau Silicon Valley Social Venture Fund
Maria Urquiza Former SOMOS Staff
Mark Wilson Silicon Valley Social Venture Fund