

## I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

**One page only.** This page will be shared electronically with Grant Committee Members & Fund Advisors.

Note: If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet MUST accompany application.

To obtain an electronic version of this application, visit [www.chescocf.org](http://www.chescocf.org)

**Date** 8/24/17

### Contact Information

Organization Name: Alianzas de Phoenixville  
Address: 148 Church Street, Phoenixville, PA 19460

Phone: (610) 933-9200

Website: [www.Alianzasdephoenixville.org](http://www.Alianzasdephoenixville.org)

Year Incorporated: 2010

Executive Director Name: Nina Guzman

Executive Director E-mail:

[ninaguzman300@gmail.org](mailto:ninaguzman300@gmail.org)

Board of Directors Chair Name: Edwin Soto

Primary Contact Name: Mary Donohue

Primary Contact E-mail: [mhdcomm@gmail.com](mailto:mhdcomm@gmail.com)

Has your nonprofit ever applied to the Community Foundation? Yes  No  Not Sure

Has your nonprofit ever received funding from the Community Foundation? Yes  No  Not Sure

Donor Advised Fund(s)  Fund for Chester County  Don't know/Not sure

### Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

### Organization Information:

**Geographic Area Served** (If not all of Chester County, specify primary Chester County regions served):

Phoenixville and surrounding areas; from all over Chester County.

### Describe Population Served and Annual Number of People Served:

Alianzas serves Latino/Hispanic individuals/families in the Phoenixville and surrounding communities. In 2016 almost 200 new clients were served and Alianzas handled over 1,626 office visits. The total new clients since 2012 total 732 and office visits were 4668. This does not include the numbers attending Alianzas' annual events which draw over 1,400. The events include the agency's annual Latino fair, immigration workshops, town hall meetings, Guatemalan mobile consulate, women's events, and strengthening family programs.

### Mission:

Alianzas de Phoenixville's mission is to serve the Latino/Hispanic community by providing access to resources, advocacy, and leadership opportunities; and promoting diverse intercultural exchanges to connect all individuals in the broader community.

### Proposal Summary:

Alianzas is seeking a grant in the amount of \$7,500 from the Chester County Community Fund for general operating support in 2017-18. The Fund's financial support will enable Alianzas to continue to promote cultural diversity and provide vital mediation assistance, citizenship workshops, immigration counseling, mental health counseling, wellness outreach and referrals, ESL (English as a Second Language) classes and publication services to the Latino and overall Phoenixville community. Alianzas' services and programs are free of charge, because this population could not afford them otherwise. Therefore, monetary and gifts-in-kind support from caring individuals and organizations, such as the Chester County Community Fund, will always be needed to carry out our mission.

**If Capacity Building Proposal, the focus is:**

\_\_\_ Mission, Vision & Strategy    \_\_\_ Governance & Leadership    \_\_\_ Strategic Relationships  
\_\_\_ Fundraising & Development    Other: \_\_\_\_\_

<b>Annual Budget</b> \$ <u>88,957.00</u>	<u>1</u>	# of Full-Time Equivalent Paid Staff
<u>80</u> % of budget for program expenses	<u>5</u>	# of Board Volunteers
<u>10</u> % of budget for administrative expenses	<u>32</u>	# of Active Non-Board Volunteers
<u>10</u> % of budget for fundraising expenses	<u>1017</u>	# of Volunteer Hours
<i>100 % total</i>		

**Top 3-5 funding sources:**

Phoenixville Community Health Foundation -- \$32,000  
Patricia Kind Family Foundation -- \$2,500 (second of three-year of \$7,500)  
Connolly Foundation -- \$7,500 (first of a two-year grant for \$15,000)

**Grant Amount Requested from the Community Foundation:** \$ 7,500.00

# **A Request for General Operating Support from Alianzas de Phoenixville to the Chester County Community Fund**

**Request:** Alianzas is seeking a grant in the amount of \$7,500 from the Chester County Community Fund for general operating support in 2017-18. With the Fund's financial support, Alianzas will continue to promote cultural diversity and provide vital mediation assistance, citizenship workshops, immigration counseling, mental health counseling, wellness outreach and referrals, ESL (English as a Second Language) classes and publication services to the Latino and overall Phoenixville community. Alianzas' services and programs are free of charge, because this population could not afford them otherwise. Therefore, monetary and gifts-in-kind support from caring individuals and organizations, such as the Chester County Community Fund, will always be needed to carry out our mission.

## **1. Organization's history, goals, key achievements and distinctiveness:**

Alianzas de Phoenixville (Alianzas) was the vision of Nina Guzman, who, after networking with Phoenixville community leaders, health and human service resources, and members of the Latino community, officially established the agency in 2010. The focus of Alianzas' mission is to address the needs of Phoenixville's Latino population and meeting those needs by bridging the gap between this population and the greater Phoenixville community. The ultimate goal is to improve access to local resources and build intercultural exchanges between the Latino/Hispanic population and the broader community. Guzman contends that the Latinos have the potential to play a significant role in the Phoenixville community's cultural and economic development. In turn, the Phoenixville community can and has benefited from the contributions of the Latino population as well. Once the various leaders of Phoenixville's predominantly Anglo community (Latinos comprise 7% of the Phoenixville population) demonstrated their commitment and gave their blessing to this venture and the compelling needs of the Latino population were identified, Alianzas became a reality, making it the first agency of its kind in the area.

Alianzas has been successful in establishing positive relationships with the Phoenixville Area School District, the Phoenixville Hospital, and scores of community-based agencies, landlords, and local employers. After seven years, the agency is not only thriving, but continuing to broaden its outreach to Latinos in the greater Phoenixville community and beyond. A 501(c)(3) agency since 2015, Alianzas is making an impression with funders, as well as with the Latino individuals and families in need, whom it serves. Word has spread among the Latino communities beyond Phoenixville that Alianzas can assist them with its diverse services and programs, including ESL classes, immigration workshops, a women's support group, a Youth in Action group, Health Initiatives and the PASD Latino Parents Association to name a few. Alianzas also assists victims of an abuse or crime with reporting, as well as helps Latinos with landlord and housing issues. In short, Alianzas has helped the Latino community find its voice in the Phoenixville community.

## **2. Funding request**

### **Description of key initiatives**

Alianzas initiatives are designed to connect the Latino community to the greater Phoenixville community through collaborations, referrals to other community resources and promoting cultural diversity. To do this, Alianzas must sustain its current programs/services, while gearing up for meeting the increased demands of the Latino/Hispanic community as more immigrants become aware of Alianzas and the current administration's policies that may affect them.

### **Specific needs and issues to be addressed**

According to Alianzas' founder/Executive Director Nina Guzman, speaking to someone who understands your language and cultural needs is critically important; having someone to support you and help you navigate our systems makes all the difference between success and failure. Therefore communication is key to bridging the gap between the Latino/Hispanic community and the community-at-large and this means immigrants need access to ESL classes. Mastering English will help immigrants fit into their new-found country, learn its customs, be able to communicate to apply for/land jobs, further their education, handle business transactions, and be able to express their concerns and needs. Alianzas' ESL programs for youth and for adults are noted for their success.

Another issue to be addressed, given the current times, is for adults and children to have access to counseling. Alianzas provides this service to men, women and children who need this help to learn to assimilate into a new country and surroundings. Many, especially women, experience depression, anxiety, isolation and fear during the assimilation process. Many who have made positive strides through counseling in the past have had to return due to the current administration's unclear stance on immigrants and the fear that it evokes.

### **Organizational impact if initiative is undertaken**

### **How will this grant enhance your organization's capacity?**

A grant from the Chester County Community Fund will help enable Alianzas to serve each and every immigrant that turns to the agency for help without fear of lack of inadequate funding and the ability to expand when warranted. As word spreads throughout the Latino community, more immigrants turn to Alianzas for help.

### **How will this increase in organizational capacity be measured?**

Alianzas measures increases in organizational capacity in a number of ways, such as statistical and outcomes-based reporting. The latter was recently instituted as a result of a Phoenixville Community Health Foundation Outcomes Measurement Workshop by Dr. John Kelley. Anecdotal reporting is also considered.

### **Activities to implement the initiative. Please include a description of the expected activities; timeline and costs to implement the initiative. If external consulting services are required, include the anticipated costs and expertise of the consultants to be hired.**

Alianzas initiatives are designed to connect the Latino community to the greater Phoenixville community through collaborations, referrals to other community resources and promoting cultural diversity.

#### **Alianzas fulfills its mission via the following activities:**

**ESL:** The Phoenixville Area School District, certified ESL teachers and Alianzas provide a 10-week, curriculum-based program designed to teach conversational English. The curriculum is focused on teaching relevant skills to help students manage daily interactions such as parent/teacher conferences, doctor visits and employer/employee communication. The annual program is a collaboration of students from the school district, Valley Forge University and the Phoenixville Area Time Bank. In 2016 there was a surge in registrations and two levels were offered. The number of Brazilian students increased dramatically.

**“MARIPOSAS” WOMEN’S SUPPORT GROUP:** Designed to offer hope and healthy coping skills to immigrant women from various countries who feel isolated due to problems adapting to the new culture. The program offers an environment of trust and fellowship where women feel comfortable addressing issues such as domestic abuse and self-esteem. In addition, the women receive ESL classes from a volunteer certified teacher, learn a craft or skill from a volunteer professional and therapy for those suffering from depression, anxiety and trauma from a mental health specialist. There are currently 47 women enrolled in this open, on-going program.

**ALIANZAS YOUTH IN ACTION:** This youth program, launched in September 2015, specifically addresses the needs of Latino/Hispanic young people by providing homework support and language assistance, offering referrals/resources, preparing for higher learning, help with job readiness and encouraging leadership and civic responsibility. This is an on-going program.

**EDUCATION: SCHOOL DISTRICT LATINO PARENT ASSOCIATION:** the Phoenixville Area School District Superintendent meets monthly with Latino Parents at Alianzas to address gaps in communicating services between parents, teachers and students to increase parent participation and student achievement.

**IMMIGRATION WORKSHOPS:** In partnership with Alianzas, the PA Immigration Citizens Coalition and BIA-accredited Health Care Access provides ongoing workshops and services to inform, educate and help prepare the immigrant community for the process of obtaining visas and citizenship.

**HEALTH INITIATIVES:** The Phoenixville Hospital, local health providers and mental health professionals partner to improve access to health care, as well as help close the health care gaps in our community for uninsured/underinsured individuals. Established programs (i.e. Penn State Nutrition Links and Strengthening Families Program) are brought to Phoenixville in collaboration with the Outreach program to aid in the overall health of the Latino community through nutritious eating and behavioral wellness sessions designed to strengthen families physically, socially and emotionally.

**EL PUENTE:** In collaboration with the Phoenixville Area School District, this free bi-monthly newsletter keeps the Latino community informed, inspired and connected to main-stream Phoenixville life and its resources.

**DONATION PROGRAM:** Food and clothing for men, women and children are available at Alianzas for those in need through donations of individual community members and the Chester County Food Bank.

**TOWN HALL MEETINGS:** Local government and agency leaders connect with the Latino community where they are given an opportunity to voice needs and concerns and explore how best to meet those challenges as a community.

**YEARLY GUATEMALAN CONSULATE EVENT:** Alianzas hosts the annual New York Guatemalan Consulate event where Latinos have the opportunity to obtain important services, such as passports, consular ID’s, marriage certificates and dual citizenship documents. This year, over 250 individuals were processed.

**ANNUAL LATINO FAIR:** Alianzas hosted its 6th Annual Latino Festival at Reeves Park in July 2017. This yearly intercultural celebration aims to foster fellowship with the non-Latino community and increase dialogue between community leaders. The Fair features local Latino talent, Latino foods, special guests, giveaways, local resources, children’s activities and more.

#### **Additional services for Latino community members include:**

- Representation in labor and housing issues.

- Mediation/interpretation between local agencies and institutions due to language and cultural barriers.
- The *Read Aloud Program*, our ongoing educational initiative for pre-school and school aged children to improve literacy rates.
- Language and document interpretation.
- Transportation Services
- Crime and abuse reporting.
- Internet, fax and printing services.

### **Why it is important to fund this now**

Funding is important now due to the number of immigrants in the Phoenixville area and the current administration's unclear messages regarding immigration. Their futures are uncertain. Many of the immigrants in the Latino/Hispanic community have assimilated into the Phoenixville community where they live, work and attend school. Some have leadership roles in their community and the community-at-large. Many have children who are enrolled in school and are an integral part of the student body. A particularly important issue pertains to the number of children who came to this country as infants and toddlers and know no other life than that of an American. These are the ones who stand to lose their ability to work here, obtain driver's licenses, attend college, and apply for scholarships if the current administration rescinds President Obama's DACA (Defered Action for Childhood Arrivals) policy for these children/youth.

Also, Alianzas is piloting an inter-cultural language program in which together immigrants can learn English and non-Spanish-speaking individuals can learn Spanish. This was prompted by a number of requests by Anglos to learn Spanish so that they can better understand and become more involved in the Latino/Hispanic community.

Another important reason funding is needed now is that Alianzas' growth warrants a part-time staff member to perform the administrative duties currently solely handled by Alianzas' Executive Director. This will allow the Executive Director to do more networking, marketing, and face-to-face fundraising.

### **3. How impact and results will be demonstrated**

After its Executive Director and Board President attended a workshop that focused on evaluating outcomes, the agency developed an in-depth outcomes-based evaluation tool to determine the impact of its programs/services on the Latinos/Hispanics who come to Alianzas for assistance. How those who receive counseling progress and learn to deal with their issues are evaluated. For example, those who take ESL lessons are tracked with regard to how they assimilate into their school, work, social or domestic environments or how the lessons enable them to seek and find employment.

Alianzas is now evaluating its services and programs to determine how they can improve or tweak them, if warranted. The information will also help them determine if expansion is needed.

While always keeping a count of the clients whom they serve, Alianzas is refining its statistical record-keeping to better track demographics, such as the different townships and boroughs, served by Alianzas.

By way of background, the workshop, held by Dr. John Kelley, was sponsored by the Phoenixville Community Health Foundation for agencies whom they fund. Dr. Kelley chose the Alianzas' plan to use as an example for attendees of how to evaluate a program or service.

Through Alianzas' services and programs, Latino/Hispanic immigrants will be able to find employment, better communicate with those with whom they live, work, and socialize. They will have access to educational, medical and other community resources and be better prepared to avoid victimization from unscrupulous landlords and businesses.