

The Latina A.R.M.Y., Inc.

(Accomplished Role-models Motivating Young Latinas)



THE
LATINA
A.R.M.Y.

Annual Report 2011

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Dr. Francisco Soto, Assistant Principal at Regional Hill Career High School in New Haven, CT awards a participant with a certificate of accomplishment for completing The Latina A.R.M.Y., Inc. Workshop Series

Graphic design: Ellen Papciak-Rose

Testimonials

“I liked how the Latina A.R.M.Y. program engaged my interest in finding my inner self. Everything was wonderful. I’d love to come back.”

– 15 yr. old student, New Haven, CT

“...It was like two angels were sent to us to tell us that we were going to be ok. That we can and will fulfill our dreams and aspirations. That we were beautiful and that no matter what anyone told us we were special. I never forgot that conversation and I want to thank them for it because it opened my eyes to so many things around me... I think that the seminar will help other girls because we all go through the same phase, we doubt ourselves and our capabilities, we have low self confidence even though others may not agree with us, we all have negative thoughts about ourselves and about whatever is bothering us. I feel that the seminars will open their eyes as it has mine, and show them that they are all beautiful and that they can and WILL make it in whatever they decide to pursue after high school.”

– 16 yr. old Central High School student, Bridgeport, CT

“This workshop has helped me branch out and realize who I really am.”

– 15 yr. old Hill Regional Career High School student, New Haven, CT

“I hope other girls get a privilege to experience this. I hope that this workshop can expand to help others.”

– West Haven High School student, CT

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WWW.THELATINAARMY.ORG

Celebrating and Empowering Young Latinas

Dear Friends and Partners,

Since our establishment as a nonprofit entity three years ago, The Latina A.R.M.Y., Inc. (**A**ccomplished **R**ole-models **M**otivating **Y**oung Latinas) has been focused on creating a strong organization and providing meaningful and effective programs. In this report, we will share with you some of the highlights of our work from the 2011-2012 school year.

As our supporters, we can't thank you enough for walking with us in empowering our youth to build positive and productive lives. Despite the economic challenges of the past few years, your continued trust and generous support have helped us move forward in our progress. We sincerely thank you for your encouragement and assistance in driving our mission to help young girls realize and achieve their goals.

Sincerely,

Nancy Roldán Johnson

- Creator/Co-Founder/Executive Director

Yolanda Caldera-Durant

- Board Co-Chair

Deborah Sabia

- Board Co-Chair

The Latina A.R.M.Y., Inc. facilitator training event in New Haven, CT



Our Mission is to celebrate and empower young Latinas by providing inspirational role models and introducing powerful life skills for personal excellence.

A participant writing her goals and dreams on a vision board

“ This workshop has helped me realize that just because your legends and the past people have done bad in their lives it does not mean that I will too. I am my own person, I make my own decisions, I am who I am and nothing and no one will change that... I don’t have to hold in what I’m feeling. I can let it out and write it out. ”

– 15 yr. old student, New Haven, CT



Our 2011 Highlights:

2011 was a year of intense reflection, intention and action for The Latina A.R.M.Y., Inc. We focused on providing quality programming to our youth and in strengthening our foundation as a growing organization.

As a result:

Provided workshops for 220 girls. Pre and post assessment results demonstrate that girls' behaviors generally improved in skill areas that support good decision-making, future planning, and healthy boundaries, after participating in The Latina A.R.M.Y. Program, which validates that the program achieves its intended outcome. According to a 2011 exploratory study conducted for The Latina A.R.M.Y. by an independent consultant, the pre-post survey uncovered several positive outcomes in most areas. Gains were achieved in (1) the number of times in the past month a girl wrote in a journal (66% increase); (2) girls reported levels of gratefulness (67% increase); (3) the number of positive role models in their lives (25%); (4) their likelihood of graduating (20%); (5) if they make plans for achieving their goals (17%); (6) that they have good boundaries (14%); and (7) that they list out their goals related to future achievements (7%).

Our Leadership Team Has Never Been Stronger!

As part of a generous two-year capacity building grant from Hispanics in Philanthropy Funders' Collaborative for Strong Latino Communities, we held our first board retreat which resulted in the creation of a three-year strategic plan for our organization, the implementation of board and executive director assessment and recruitment procedures, and stronger board member relationships. As a direct result of this retreat, we have completed our first board and Executive Director evaluations through self-assessments and have a process in place to continue to evaluate performance effectiveness and to act on the reported recommendations for improvement.

Following our board retreat, **we welcomed new Board Treasurer David Vargas** who comes to The Latina A.R.M.Y. with 30 years of experience in accounting and finance working with General Electric, Bairnco, Echlin and Pitney Bowes.

In an effort to understand the impact of our work, a stipend from the Annie E. Casey Foundation allowed us to **conduct an evaluation of current program outcomes** of the girls who participate in the Latina A.R.M.Y. program. We are eager to share the results with you in our Fall 2012 Newsletter and to use the outcome findings to further strengthen our work.

2011 Recognition and Awards:

- ✓ *Excellence In the Community Award* - The Greater New Haven Association of Volunteer Administrators
- ✓ *Not for Profit Award* - National Society of Hispanic MBAs Annual Destino Awards
- ✓ *Youth Services Award* - Connecticut Institute for Community Development (CICD) Puerto Rican Parade, Inc.

We provided our signature empowerment workshops and fostered new and existing collaborations:

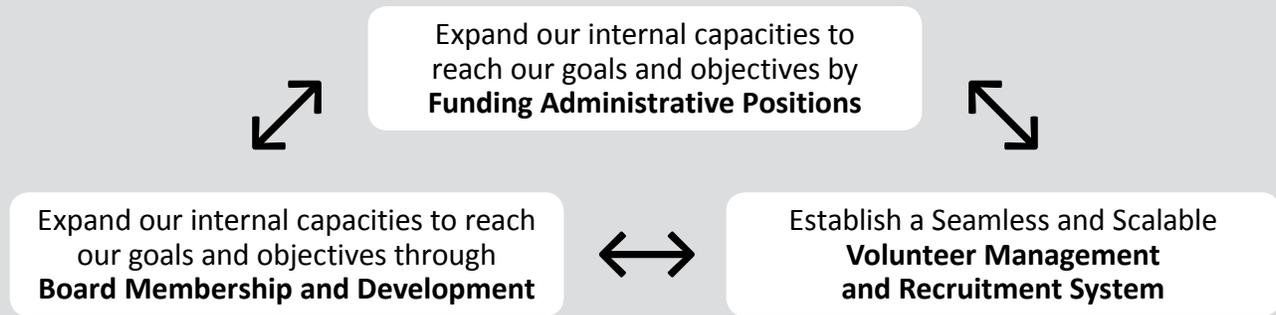
Our **collaboration with Girl Scouts of Connecticut** continues for a third year as we provided middle school and high school girls throughout the state the Nuestra Voz Latina (Our Latina Voice) Leadership Conference which occurred on Saturday March 31, 2012 at Naugatuck Valley Community College in Waterbury, Connecticut. This dynamic, day-long conference included our core workshop and offered other hands-on classes such as financial literacy, healthy eating, understanding the college admissions and financial aid process, and the benefits of yoga and self-defense. This event, open to all girls and their mothers or female caregivers, provided participants a complete perspective of empowerment and well-being.

The Latina A.R.M.Y. began a collaboration **with ARTE, Inc. through their SLATE afterschool program** (Socialization & Learning Adventures Through Education), an intensive two-year initiative that teaches life and social skills and exposes urban middle school students to new environments and ideas. SLATE gives children concrete opportunities, positive experiences, skills and knowledge they will use for a lifetime.

Our Look Ahead to 2012 and Beyond:

Our focus continues to be on providing the best program for our target audience so they can reach their full potential. We have created a culture of high integrity that focuses on outcomes, and we will continue to build on our learning and to develop a responsible and dedicated board of directors to govern the important work we do in our communities.

Strategic Goals of The Latina A.R.M.Y., Inc.



2011 Investors:

- ▶ Annie E. Casey Foundation
- ▶ Hispanics in Philanthropy Funders' Collaborative for Strong Latino Communities
- ▶ Juniper
- ▶ Pitney Bowes
- ▶ Wanda Carlson State Farm Insurance
- ▶ Wells Fargo
- ▶ Young Women's League of New Canaan

2011 Board Members:

✓ Yolanda Caldera-Durant, Board Co-Chair

Yolanda is Program Associate for the Annie E. Casey Foundation in New Haven, Connecticut. Her grants portfolio is focused on helping low-income adults to gain job skills and education to obtain better paying jobs; connecting individuals to public benefits/income supports; and helping people to better manage their finances. Yolanda was previously at the Fairfield County Community Foundation from 2004 to 2010. She held the positions of Program Director and Director of the Center for Nonprofit Excellence. Yolanda also worked in the areas of children and family services and fundraising and development at the Salvation Army of Greater New York, ASPIRA of Connecticut, and the CT State Department of Children and Families. Yolanda has a B.A. in Sociology from the University of Connecticut and a M.S. in Nonprofit Management from Milano The New School for Management and Urban Policy.

✓ Deborah Sabia, Board Co-Chair

Deborah is a Hispanic Initiative Manager for Girl Scouts of Connecticut. Her work has concentrated mainly in cultivating, recruiting and supporting the Latino population within Girl Scouts. In 2005 she was honored by GSUSA with the Innovation Award for her work on establishing a New England regional Inter-Council Hispanic Initiative Committee. Deborah has traveled nationally to share best practices for recruiting and serving the Latino community. Previously, Deborah spent many years working with young children including teaching music and movement, creative art, math and science, literacy, health and nutrition and working with exceptional children. Deborah has a B.A. in Child Study from the University of Saint Joseph.

✓ Cynthia Toscano-Lopez, Secretary

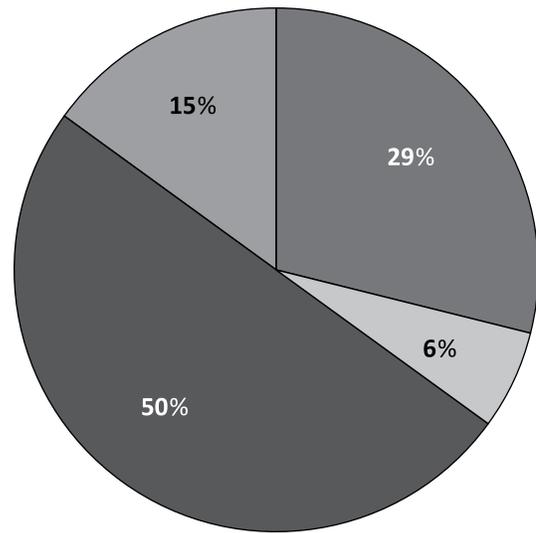
Cynthia has a BS in Mechanical Engineering from Rensselaer Polytechnic Institute, MBA from University of Phoenix (currently an Adjunct Faculty), and is a Strategic Sourcing/BPO manager at Pitney Bowes Inc.

✓ David Vargas, Treasurer

David was born and raised in Bronx, New York to Puerto Rican parents. He graduated from DeWitt Clinton High School in Bronx, New York and Colgate University in Hamilton, New York with a BA in economics. David is married with two sons and lives in Connecticut. He enjoys physical training, baseball, football and cooking. He is also an avid New York Yankee and Jets fan. David comes to The Latina A.R.M.Y. with 30 years of experience in accounting and finance working with General Electric, Bairnco, Echlin and Pitney Bowes. His vast experience includes auditing, general accounting, government contract cost estimates, finance, budgets and business case developments.

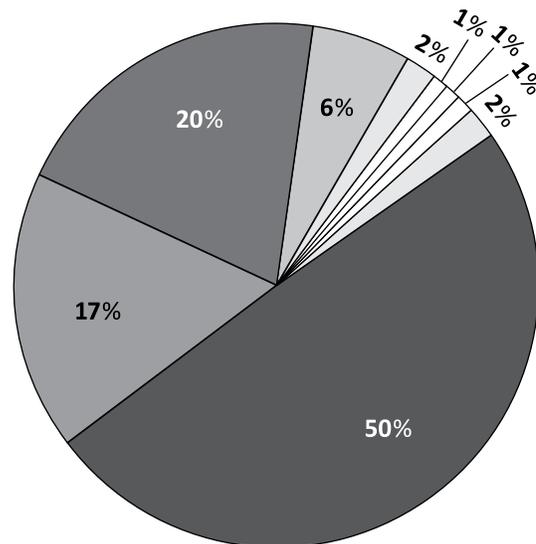
INCOME / EXPENSES	2012	2011
INCOME	Budget	Results
Foundations	21,750	16,771
Corporations	8,600	5,075
Fundraisers	15,000	9,505
Other	2,800	1,825
TOTAL INCOME	48,150	33,176
EXPENSES	Budget	Results
Salaries	15,000	0
Fees: Insurance, Legal, Consulting, Membership, etc.	15,381	11,005
Fundraising Events	7,765	3,731
Workshops & Training	4,510	4,544
Rent	1,800	1,425
Copies	100	81
Advertising	420	420
Food	225	258
Social Network Site	300	264
Supplies: Office	50	151
Supplies: Training	50	52
Postage	25	0
P.O. box	0	111
Depreciation	157	0
Travel	0	60
Staff Training	0	0
Operating Reserve	2,367	389
TOTAL EXPENSES	48,150	22,491

2011 Funding Sources



● Foundations - 50% / ● Fundraisers - 29%
 ● Corporations - 15% / ● Other - 6%

2011 Expenses



● Fees: Insurance, Legal, Consulting, Membership, etc. - 50%
 ● Workshop & Training - 20% / ● Fundraising Events - 17%
 ● Rent - 6% / ● Operating Reserve - 2%
 ● Advertising - 2% / ● Food - 1%
 ● Social Network Site - 1% / ● Office Supplies - 1%



Girls share their success using the program with the creator of The Latina A.R.M.Y., Inc. – Nancy Roldán Johnson (left)



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