

PARA LOS NIÑOS

2018-2019 ANNUAL REPORT

**Excellent Education.
Powerful Families.
Strong Communities.**

Since our founding forty years ago as a safe place for children on Skid Row, Para Los Niños continues to serve the most vulnerable populations in Los Angeles. Our integrated model of education and comprehensive wraparound services educates children starting at six-weeks old, guides youth into college and the workforce, and provides families with critical social services to reach their full potential.

para los niños



for the childRen

From the CEO & Board of Directors Chair

Thank you for being a part of the Para Los Niños family and supporting the profound work we do across Los Angeles for thousands of children and families in need.

It has been an incredible year for us! We welcomed a visit from former First Lady Michelle Obama, kicked off our new five-year strategic plan, and celebrated the impact of our Youth Workforce Services program at an incredibly successful Annual Benefit Dinner – just to name a few highlights.

You will see in the pages ahead that we continue to see profound results for our clients across our early education centers, charter schools, and student and community services sites.

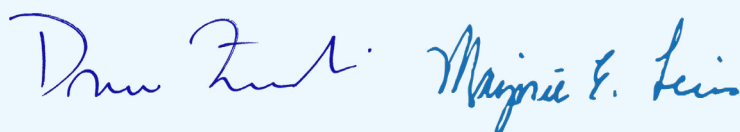
As this was the first year of our new strategic plan, we spent a great deal of time assessing the quality of our work, the needs of our families, and the opportunities for us to systematize and grow. In this discovery process we laid the foundation to reach our goals. These findings and our progress are outlined on page 10.

One of the areas we identified for a greater impact is in place-based care in Hollywood. This year, to give families more access to services in that area, we added two additional infant and toddler sites—expanding our ability to serve families longer and maximize outcomes for Para Los Niños children and families.

As we head into our fortieth year this January, we are so proud of our history and thrilled to continue our mission of providing excellent education, empowering families, and strengthening communities in Los Angeles.

This work is only possible with the support of donors and partners like you. Inside you will find a list of our 2019 donors; we are so grateful for their generous contributions and belief in our efforts and our families.

Together, we are helping children and youth thrive. Thank you!



Drew Furedi
President & CEO

Marjorie Ehrich Lewis
Board of Directors, Chair





While in town for her *Becoming* book tour, former First Lady Michelle Obama made a surprise visit to our Tina & Rick Caruso Early Education Center to read to a classroom of very excited preschoolers.

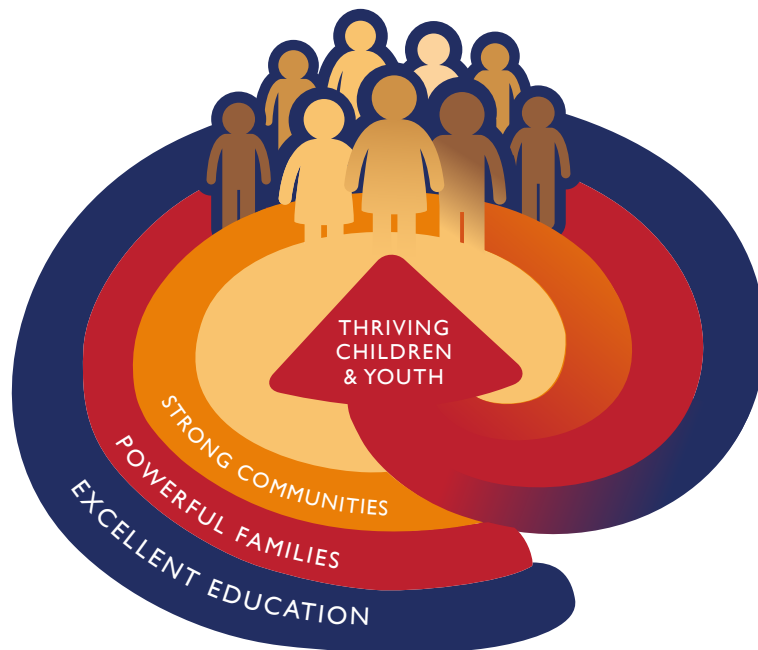


Michelle Obama  @MichelleObama · Nov 15, 2018

My heart is so full after visiting the [@paralosninosorg](https://www.paralosninos.org) in the Skid Row neighborhood of Los Angeles. With big smiles and even bigger dreams, these beautiful kids and their families are the heart of the America that I've gotten to know so well, and that I'll always believe in. 📖

Who We Are

We believe a community, whether a school, a youth center, or just a drop-in space, must be safe, engaging, and nurturing to maximize students' educational experience and holistic development. To do this, we focus on building strong relationships and connections, working toward positive goals, practicing empathy and making responsible choices.



OUR MISSION

We believe in the children, youth, and families we serve.

Our model fosters pathways to success through excellence in education, powerful families, and strong communities for children and youth to thrive.

OUR VALUES

Excellence
Constant Learning
Teamwork
Community
Inclusion
Trust

EXCELLENT EDUCATION: We provide high-quality education and wraparound support to educate the whole child from 6-weeks to 24 years-of-age. Using an inquiry-based approach with social-emotional integration, we nurture a child's healthy academic, physical, and social-emotional development to succeed in school, work, and life.

POWERFUL FAMILIES: We partner with parents and provide opportunities to strengthen their leadership, provide support in stress management and education, plus counseling and clinical support, to ensure students and families thrive.

STRONG COMMUNITIES: We are active in our communities to create spaces that connect children, youth, and families to education and resources to lead and succeed. We have strategic partnerships with agencies and community stakeholders across L.A. to build trust and, together, give voice to diverse perspectives.

Who We Serve

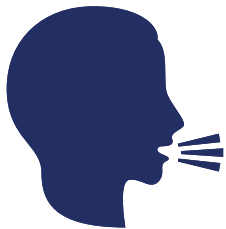
Our families work to provide the best opportunities for their children to succeed.

Research shows the odds are stacked against the families we serve, due to income levels, language barriers, and zip code. Para Los Niños believes in the ability of our children, youth and families to overcome the odds through education, empowerment, and support to reach their full potential in school, work, and life.



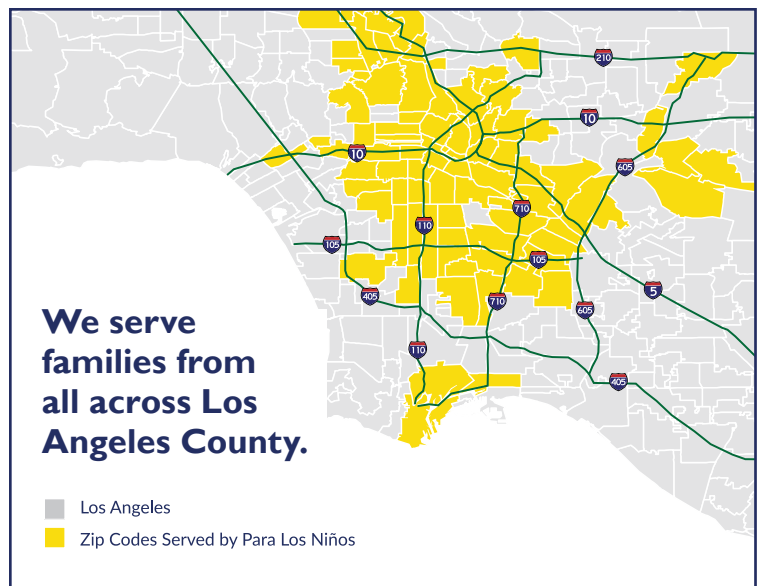
6,000+
Children, youth, and adults
served annually

UNDER \$15,000
Annual income for majority
of Para Los Niños families



66%
FAMILIES SPEAK
SPANISH AS THEIR
PRIMARY LANGUAGE

44%
Para Los Niños parents
do not have a high school
diploma





Early Education

At our seven early education centers, we provide more than 450 children with high-quality academic, social, and emotional education to become lifelong learners. Working closely with children as young as six-weeks, we ensure that children and their parents have a strong support system that will carry them to success well beyond preschool.



TK - 8th Education

Our Gratts Primary Charter School, Charter Elementary School, and Charter Middle School provide quality education, wraparound services, and after-school services to nearly 1,000 children grades TK-8. Our project-based approach keeps students intellectually enriched and our social-emotional integration develops vital skills, such as confidence and character.



Youth Workforce Services

Over 2,000 youth and adults are provided opportunities to build their careers and engage in their community each year. Through workshops, mentorship, internships, and case management, our staff helps to open new opportunities for students and families to become self-sufficient and reach their full potential.



Student & Community Services

We build a strong foundation with over 4,000 children and adults annually through leadership and support groups, ESL education, in-home counseling, clinical support, and parenting workshops. Our services strengthen families and create a supportive community to help children and families thrive.



The Cruz Family Story

Nelly Cruz found Para Los Niños (PLN) over 15 years ago while looking for a new school for her son, Jason. She felt he wasn't getting the kind of attention he needed to be his best self in the crowded halls of the district school he attended.

She immediately saw a difference at the PLN elementary school campus and appreciated the free after-school programming. She could use that time to work longer hours and provide for her family.

At the time of Jason's enrollment, Nelly was in the process of separating with her husband. It was very hard on the Cruz family, particularly on Jason, who became depressed. Thankfully, PLN staff quickly identified his needs and set Jason up with counseling to manage his emotions and the transition at home.

"It's the care and nurturing of the staff that defines Para Los Niños," Nelly said. "Jason was able to get the extra nurturing he needed while at school and I grew as a parent during that time as well."

A few years later, Nelly met someone, fell in love, and welcomed a second son, Kenneth. Unfortunately, the couple's relationship quickly turned from loving to violent. The domestic violence that Kenneth saw at home started to influence his relationship with his mother. He became angry and aggressive at home and teachers noticed a change in his behavior.

Para Los Niños' integrated services model allowed Kenneth's teachers to quickly start a plan to work with him to learn to manage his emotions. Nelly attended parenting workshops, families of domestic violence classes, and enrolled the family in case management.

Nelly found the strength to take her sons and leave that situation. Today, thanks to her strong desire to provide for her family, and with the support of PLN, Nelly is in a loving relationship and sees her children on track to succeed.

"I'm most grateful for my experience with PLN," said Nelly. "I know families with similar experiences, and their kids are in trouble, or on the wrong path. If not for PLN, my sons would not be where they are today."

Powerful Impact

Our model provides high-quality education to children as young as six-weeks old and partners with parents and caregivers to ensure what happens in the classroom can continue at home.

90%
preschoolers
kindergarten-ready*

12,774
mental health
sessions for Para
Los Niños families



499
paid work
experiences for
disconnected youth
ages 14-24

78%
kindergarteners
met or exceeded
goals in math**

25% Growth
in middle school
literacy scores***



Para Los Niños' wraparound support empowers families to build their strengths and improve their parenting skills.

92%
parents saw
improvement
at home after mental
health services

* Spring 2019 Preschool Classrooms DRDP Data

** Gratts Primary School 2018-2019 Math Expressions Assessment Results

*** 6th grade through 8th grade at Charter Middle School

Our Partners

With our nearly 40-year history, we have built strong relationships across Los Angeles to contribute to our communities and help our children and families access all the tools and resources our city has to offer.

Here are some partner highlights from the 2018-2019 year:



PepsiCo awarded Para Los Niños \$50,000 to fight child hunger by providing weekly backpacks with food to all TK-1st grade Gratts Primary Center students ensuring they have food and snacks to supplement the weekends without our school-provided meals. These “bundles” were given to over 300 students, living in the Westlake Community of Los Angeles, weekly for the 2018-2019 school year.



First 5 LA awarded Para Los Niños \$5.9M over two years to lead Best Start Region One - working in the Best Start Communities of Metro L.A., East L.A., Southeast L.A. and El Monte/South El Monte to build local organizational capacity, mobilize regional resources, develop shared learning networks, build resident and agency leadership, and develop community-led change strategies and interventions.



This past year, nearly 20 Youth Workforce Services youth leaders and staff attended UnidosUS Conferences in San Diego and Washington D.C. Youth were able to develop skills in leadership and advocacy, and build confidence. Para Los Niños is a proud member of the UnidosUS Affiliate Network, collaborating on programs and advocacy to address the social, economic, and political barriers faced by the Latino community.



We are grateful to all of our generous corporate and community partners. Your support enables us to strengthen and expand our capacity to help children and youth thrive.

See the full list of our partners at paralosninos.org.

Our Future

Progress Toward the 2023 Strategic Plan

FIVE-YEAR GOALS

Program Goals

1. Children and youth are physically, socially and emotionally healthy
2. Families and communities are engaged and empowered
3. Children and youth are developmentally and academically successful, and ready for the future
4. Leaders execute on an organization-wide vision, implement aligned goals, and maintain a culture of compassion and excellence

System Goals

1. Leaders have what they need to lead effective, successful teams
2. Staff have what they need to provide excellent services
3. Organization is financially thriving
4. Stakeholders develop a clear growth plan

This year, we dove into a five-year strategic plan, ready to move the needle on the impact we can have in the future and in our communities. The first step involved assessing the work we do currently, taking stock of where we excel and where we need to build.

Over the year, our team delivered on 15 separate strategies connected to the four program and four system goals. These strategies included articulating much of our work and codifying our approaches to education and wraparound support. With these new documents, we can take the next steps to implement our strategies in systematized, standard-aligned practices from the infant classroom to the family support group.

Internally, we looked at the hiring process and best practices for management. As a result, we developed key leadership competencies that correlate to our values and clarified a pipeline for employee growth.

Finally, we reviewed our assets and budgets to maximize revenue and build for a reserve and reduced gap in funding. We identified the needs of all departments to reach their goals, and developed a clear path to meet those needs.

Next
Steps:

MULTI-TIERED
SOCIAL-EMOTIONAL
AND INTEGRATED
SERVICES APPROACH
SHARED ORG-WIDE

EVALUATE AND
BUILD CURRICULUM
CONTINUUM FOR
EARLY CHILDHOOD
THROUGH EIGHTH
GRADE

DEVELOP
LEADERSHIP
TRAINING AND
EVALUATION TOOLS
TO ALIGN LEADERS
AND STAFF



2019 Updates & Accomplishments

Named 2019 California Non-Profit of the Year, selected by Assembly member Reginald Jones-Sawyer for PLN's work in the 59th District.

Early education expanded to add two new sites in Hollywood, allowing for 81 new infants, toddlers, and preschoolers to have more touchpoints with our staff - metrics we have found to have the greatest impact on family success.

Innovations 2 Community Resilience Initiative

Para Los Niños (PLN) was awarded one of 10 four-year \$8 million grants through L.A. County Department of Mental Health's *Innovations 2 Community Resilience Initiative*, which aims to support community-capacity building strategies that will lead to increased prevention and/or early detection and intervention for those impacted by trauma. As part of the initiative, PLN established a place-based collaborative in the 1st Supervisorial District between nonprofit organizations, community residents, and local schools to address and reduce the systemic impacts of trauma on students, families, and local communities.

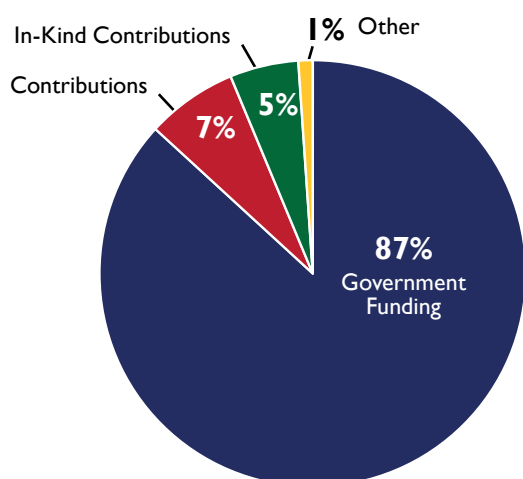
This past year, PLN, community members, and partner organizations—including LAUSD, the Children's Bureau, Pathways LA, St. Anne's, Peace Over Violence, and the Asian Pacific Counseling and Treatment Center—developed the structure and framework for launching two strategic initiatives in 12 identified zip codes surrounding Downtown L.A. in the 1st Supervisorial District. This work will include trainings and coaching for daycare providers and early education, elementary, and middle school staff and engage local community residents through Neighborhood Leadership Groups to build resilient practices that promote healing, opportunity, and growth.

2018-2019 Financial Summary*

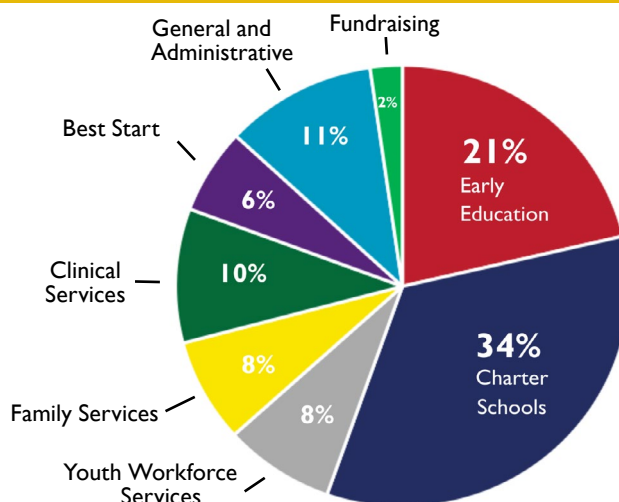
Operating Revenue and Support	
Government: Federal, State, and Local Funding	\$33,681,317
Contributions	\$2,677,414
Other (events, fees, interest, released assets)	\$420,372
In-Kind Contributions	\$2,017,158
Total Revenue and Support	\$38,796,261

Operating Expenses	
Early Education	\$8,238,915
Charter Schools	\$13,145,659
Youth Workforce Services	\$3,042,594
Family Services	\$2,925,858
Clinical Services	\$3,791,389
Best Start	\$2,399,170
General and Administrative	\$4,171,384
Fundraising	\$883,848
Total Expenses	\$38,598,817

*Unaudited



Revenue and Support | FY 2018-19



Operating Expenses | FY 2018-19

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Jimmy Urizar
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Thank You to All Our Donors!

Donors from July 1, 2018 - June 30, 2019

We appreciate the generous support from all the foundations, corporations, and individuals that make our work possible.

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\$250,000 - \$449,999

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