

Melissa Lopez

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Submission Date **Mar 5, 2024 12:51 PM**

Tax Exempt Status **YES**

Service Area **Bonsall De Luz Fallbrook Rainbow**

Will no less than 80% of the program recipients live within the communities of Fallbrook, Rainbow, Bonsall or De Luz? **YES**

Collaborative/Joint Application **YES**

Organization Information

Legal Name **Empowering Latino Futures** DBA (if Applicable) **.**


Contact Information

Contact Name **Melissa Lopez** Title **Fallbrook Office Manager**
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Organization Physical Address

**624 Hillcrest Ln
Fallbrook, CA, 92028**

Board of Directors

 **2024 ELF Board.pdf**
1.5 MB

Financial Documents - Audit

 **ELF Audit Report December 2020.pdf**
438.29 KB

Financial Documents - P&L and Balance Sheet



2023 ELF P&L.xlsx
14.22 KB

Financial Documents - 990



2022_ELF 990.pdf
1.18 MB

Organization's Mission Statement

Our mission is to remove barriers to educational and creative success for Latinos, Latinas, and other underserved communities.

Organization's Vision Statement

A world where inclusion and equity principals grant everyone access to educational, community-building, and empowerment programs, as well as opportunities to pursue their professional dreams.

Organization History & Accomplishments

Since our founding in 1997 Empowering Latino Futures has reached several million people via our community, education, and author focused programs. We've held 72 Latino Book & Family Festivals around the USA with a combined 900,000+ attendees. The goal of our Festivals and other programs like our North County Informador Magazine is to be a facilitator of information on four key pillars: Health, Education, Civic Engagement, and Financial Empowerment. We love to partner with great service providers and help them expand their audiences through our providing the connections via our events and media outlets. We also operate the International Latino Book Awards, one of the 10 largest book awards in the USA. Through our International Society of Latino Authors programs we have promoted over 3,000 great books by and about Latinos.

Program Name/Title

Salud Fallbrook

Brief Program Description

This will be a one day health festival in Fallbrook targeting Latinos and other underserved peoples in the Fallbrook. The festival will consist of health entities who will provide free basic services, and information to families. The information and promotional materials will be provided in Spanish and English.

Is this a new initiative/service or established program within your organization?

New Initiative/Service

Funding Amount Being Requested

14800

Program Information - Type

Ongoing

Projected number of residents that will directly benefit

750

(participant/client) from this program.

Target Population - Age

	Percent of program participants	Estimated number of participants
Children (infants to 12)	30	225
Young Adults (13-17)	10	75
Adults (18-60)	50	375
Seniors (60+)	10	75
We do not collect this data (indicate with 100%)*		

Target Population not collected - Age

NA

Target Population - Gender

	Percent of program participants
Female	59
Male	39
Non-binary	1
Unknown*	

*Target Population - Gender

NA

Target Population - Income Level

	Percent of program participants
Extremely Low-Income Limits, ceiling of \$32,100	25
Very Low (50%) Income Limits, ceiling of \$53,500	40
Low (80%) Income Limits, ceiling of \$85,600	25
Higher Than Listed Limits	10
We do not collect this data (indicate with 100%)*	

*Target Population - Income Level

NA

What language(s) can this program accommodate:

- English
- Spanish

What demographic group does this program predominately serve:

- Youth - school based
- Older Adults
- Youth - other setting

Special Populations

Community - Health & Fitness

Program/Services Description - Social Determinants of Health

Economic Stability (Employment, Food Insecurity, Housing Instability, Poverty)

Education Access & Quality (Early Childhood Education and Development, Enrollment in Higher Education, High School Graduation, Language and Literacy)

Social & Community Context (Civic Participation, Discrimination, Incarceration, Social Cohesion)

Healthcare Access & Quality (Access to Health Care, Access to Primary Care, Health Literacy)

Social Determinants of Health - Economic Stability

I have lived in Fallbrook for 40 years and have never seen a Latino focused event of this type. This event will help expose participants to resources that are essential to a healthy life. The Latino community is oftentimes not aware of the different options available for care, and economic factors are often the reason for lack of care. Educating them about available resources and how to access them will help alleviate some of the financial hurdles often faced in determining healthcare.

Social Determinants of Health - Education Access and Quality

Over the last three decades Empowering Latino Futures has held 72 Latino Book & Family Festivals around the USA. With this mini-Festival we would be offering residents of Fallbrook access to a variety of health education information and resources, as well as access to other types of educational resources.

ELF has a long history of partnering with educational institutions at all levels. For instance, we will hold two Latino Book & Family Festival at community colleges and one at a Cal State University. We are considering hosting this particular event at the Fallbrook Palomar Campus. That would both provide the appropriate setting for the event and be a good introduction to many in the greater Fallbrook community to what the Fallbrook Palomar campus offers. We also have a strong history of working with pre-school entities like MAAC.

Social Determinants of Health - Social and Community Context

We will be promoting this event to the Latino community in their language to encourage them to attend, and continue to participate in other community events. By giving them access and information to needed resources we are promoting engagement in the community.

For instance, with our North County Informador Magazine and our various digital resource we will be promoting in both Spanish and English both this event and the health service providers that will be there.

Social Determinants of Health -
Healthcare Access and Quality

This event will promote a healthy lifestyle, and educate the Latino community on the importance of keeping up with routine check ups. Various health entities will be providing free services, and information in Spanish to encourage the Latino community to focus on their health.

ELF has a history of working with nearly two dozen health service providers here in North San Diego County. Another aspect is that the timing of the event is design to occur right before the annual health insurance signup window.

Statement of Need/Problem

Empowering Latino Futures is committed to educate and promote community outreach. The Latino community in Fallbrook is very underserved, even though they comprise over 50% of the population. Based on our North County Informador Readership Research, one of the largest studies ever researching the needs of Latinos in North San Diego County, **93% of our readers would like more information on Health topics**

A festival like this would help expose not only the Latino community of Fallbrook but the community overall to useful, and available health resources. The event would provide an opportunity for parents to get required vaccines or exams for their school aged children without having to wait months for an appointment. There would also be an opportunity for Medicare members to learn about the best plan available to them, and how to sign up during open enrollment in late Fall 2024. This would be a great opportunity for businesses that focus on health to promote themselves, and help the community be aware of the resources available in Fallbrook, and surrounding areas. We would like to promote this event to the Latino and Farmworker communities in Fallbrook, De Luz, Bonsall, and Rainbow.

How are other organizations
addressing this need in the
community?

The only other organization in Fallbrook that has a health event focusing on Latinos in the Fallbrook Family Health Center, and it is only focused on their individual services. Their events are usually on a first come first served basis, and are usually focused on one or two services like blood pressure screenings, or vaccines. They often distribute things at these events and most of the time they do not have enough to handle the amount of participants. This event will offer a variety of different health services from various outlets, and will not be promoted as a distribution event.

Program/Services Description -
Program Entry & Follow Up

Empowering Latino Futures in conjunction with Voces of Fallbrook is committed to educating and empowering the Latino community of Fallbrook, DeLuz, Bonsall, and Rainbow. Community members and participants learn about our services through events, and community outreach. As well as features in local news outlets, and social media. As a followup to connecting with Empowering Latino Futures, participants are signed up for the North County Informador weekly newsletter as well as the Empowering Latino Futures newsletter which gives them information about current news and upcoming events.

Program/Services Description -
Program Activities

This event will be centered around our Health Village: At least 18 health vans and booths offering a wide variety of free medical services and advice. Past events have included vaccines, blood pressure test, diabetes test, blood donations, dental services, eye exams, and much more.

We will also offer health workshops for participants to get the right advice. These will be targeting health concerns in Fallbrook.

While health services will be the majority of what we will be offering, we will also have an Education Village with information and resources about local pre-school and college level alternatives to consider; a Community Village with booths from nonprofit and governmental service providers; and more. We have found by offering various villages we get the people there and then they can learn from each of the different offerings.

Program Goal

The goal of this program is to educate and empower the Latino community of Fallbrook, Bonsall, Rainbow, and De Luz on the importance of staying healthy and where and how to access resources to promote and maintain a healthy life. It will also provide the Latino community an opportunity to receive routine health services and learn more about the health resources available in the community and the surrounding areas. It will also share the wide variety of services available to them.

Program Objectives &
Measurable Outcomes

Measurable outcomes will include:

- Number of attendees. Here we will use the methodologies we used with previous Festivals.
- Amount of time they spend at the event. Here we will use the methodologies we used with previous Festivals.
- Number of health exhibitors present. That will be ELF adding up the number of service providers present.
- Variety of health services offered. This is key during the planning stage. Here the ELF team will work with the health providers beforehand to create the maximum number of services being offered.
- Number of actual exam and other medical services provided by type. We will be working closely with each of the health service providers to measure this. This is key to maximizing the impact of a program like this.
- We will also survey attendees on what they like about the event, and what

they like to see more of next time.

The objective of this program is to educate, empower, and promote health engagement in the Latino community of Fallbrook, De Luz, Rainbow, and Bonsall. This event will offer information on nutrition as well as services like sports physicals, vaccines, Medicare plan information, dental services, blood pressure and glucose checks. These services will not only educate Latinos on the importance of staying healthy and up to date on routine medical exams, it will also give them options on where to receive these services. The outcome will be measurable by: Overall number of attendees. Overall number of health service providers exhibiting. Overall number of other service providers there.

Organization Collaborations

Empowering Latino Futures' work within the community is based upon our collaborations. In North San Diego County we have over 100 partnership that we have developed over the years. One of our roles is as a FACILITATOR between the partners and service providers we work with and the communities that we serve with our Latino Book & Family Festivals and North County Informador.

ELF will be collaborating with Voces of Fallbrook to put on this event. Both organizations are very active in Fallbrook, and focus on educating the Latino community and providing them with needed resources.

Voces of Fallbrook recently partnered with the United Farm Workers Union to distribute food to Farm Workers in the Fallbrook and De Luz areas, and had a great turnout. Farmworkers in De Luz are an extremely underserved and often overlooked community. Voces has many food, clothes, and other necessities drives to help them throughout the year. They are also best known for putting on the Dia de los Muertos Festival at the Masonic Center in Fallbrook.

Empowering Latino Futures is known for its annual Latino Book & Family Festival that is held at MiraCosta college, as well as publishing the North County Informador. The goal of Empowering Latino Futures and the North County Informador is to empower Latinos by focusing on the cornerstones of health, education, and civic engagement. Both organizations are very active in Fallbrook, and are invested in the community.

Anticipated Acknowledgment

Social Media Postings

Signage at Service Sites

Print Materials to Service Recipients

Website Display

Other

Anticipated Acknowledgment

District's name and logo will be promoted in event flyers, banners before the event, banners during the event, and promotional material. We will be reaching out to media outlets within the region and are confident we will get some good pre-event coverage where-in we will also promote the District.

We would also be using our own resources: the bilingual North County Informador magazine, within our three bilingual newsletters, news outlets, and social media posts.

Funding History

NO

Program Budget



97_ELF Audit Report December 2020_8001.pdf

438.29 KB

Terms and Conditions

Accepted

Authorized Signature

A handwritten signature in black ink, appearing to read "Kirk White". The signature is written in a cursive style with a large initial "K" and a long, sweeping underline.