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# Mission, Vision, and Values

**Mission** - To empower and engage Chattanooga's Latino Population through **advocacy, education, and inclusion.**

**Vision statement** - An inclusive yet diversively rich Chattanooga with a thriving Latino population.

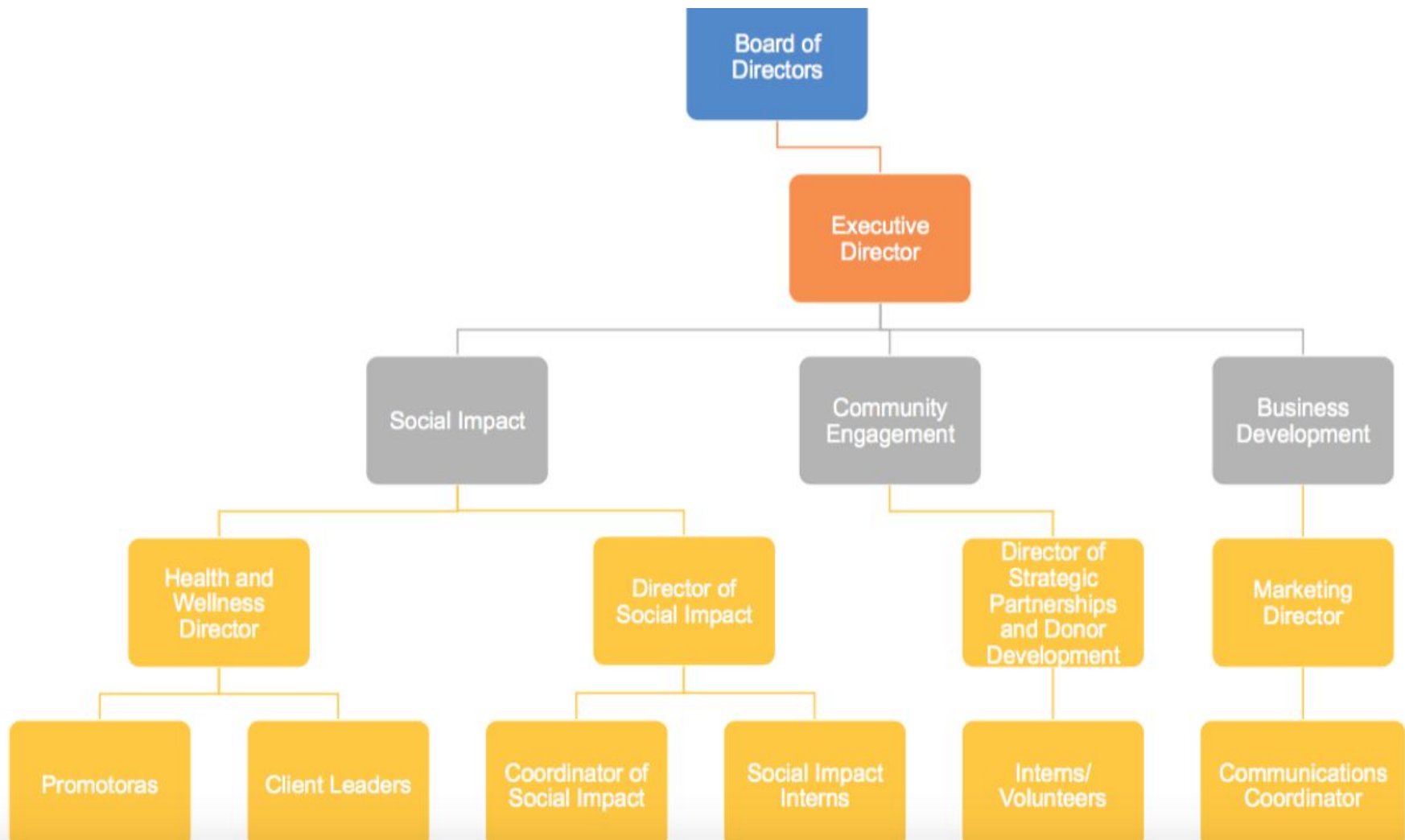
**Agency Values** - *GUIDE, CONNECT, STRENGTHEN*



# Board Info.

- 10 Board Members
- 3 Terms (if desired)
- 1st Term is only 1 year to ensure it is working for both





# Meetings

- Meeting every Monday for the in office staff
- Essentially led by Executive Director. However, it is more of a loose structure, laissez faire style...
- They brainstorm about new projects, ideas, talk about current programs (Mostly just a weekly check-in)
- No agenda or meeting minutes
- All projects and departments are intertwined with each other. All separate departments work together toward fulfilling the mission of La Paz.



# Long Term Objectives

- Relocate to a larger building
- Increase the amount of clients served annually
- Further expand *Compania* and develop other business programs
- Use new building to offer appropriate and effective services for clients



# Short Term Objectives

- Host a successful campaign to raise money for new building
- Relocate by September 2018



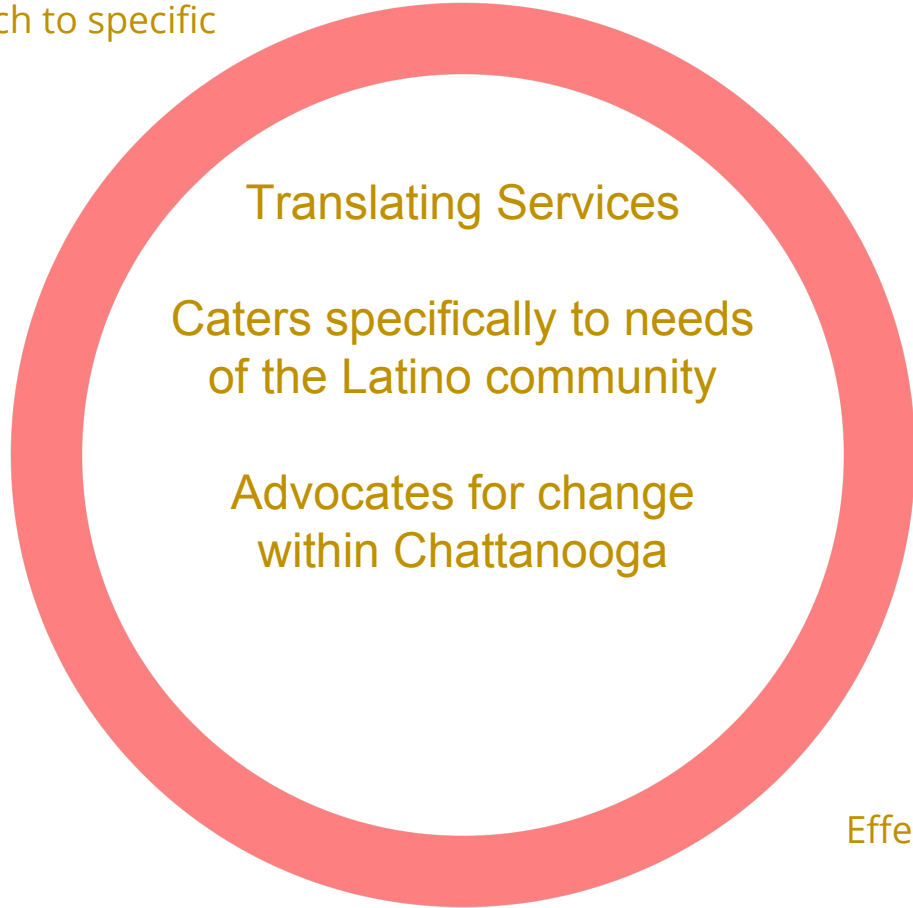
# Stakeholders and Relationships

- Foundations
- Corporate sponsorships
- *Compania* members
- Individual donors
- Church Donors
- Consulting clients
- Annual meetings/reports
- Monthly luncheons
- Newsletters





Innovative in approach to specific problems



Creates new programs for the community

Effectively implements programs

# Strengths

Non-profit organization



Dependent upon grants and outside contributions



Removal of financial support would mean no more programs

# Weaknesses

# Action Plan!

## Opportunity Strengths

- Expanding *Compania* program
- Raising awareness and advocating for the Latino community

## Opportunity Weaknesses

- Moving to a new and improved building
- Adding more hours or an additional day of operation
- Expand outreach



Short-term programs

Funnel energy into long-term programs

Partner with organizations doing similar programs

Provide steady support for specific areas



# Threats and Solutions

Stakeholder Involvement

Weekly newsletters/reports

More stakeholder events

Strengthening the relationship  
between La Paz and  
stakeholders



# Conclusion

## Highlights

- Continued support of the Latino community
- *Compania* and the realization of the 'American Dream'
- Translating services available within the facility
- Advocacy and awareness raised for the community

## Areas of Growth

- Limited hours of service
- Identifying external avenues of support (financial)
- Create new programs to cater to various needs
- Expanding *Compania*
- Continuing community education about Latino population

