



Community Project

Cohort members are:

- Brandon Boggess
- Mike Hoback
- Luce Terto
- Syletta Broadnax
- Amy Koffler

LOOKING FOR A NEED...



And then we faced a Setback...



WE FOUND CLILA...



Coalition de Lidres Latinos Americanos
Liderazgo para Servir... No para Ser Servido...



WHILE INVESTIGATING CLILA, WE FOUND...

- We learned most of CLILA's clients are _____



IMPLEMENTATION PHASE

Logic Model: Hispanic Population Served by CLILA					
Problem: Population lacks skills needed to manage limited finances and assets.					
ASSUMPTIONS	RESOURCES	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
Reasons for using the approach used by the program are.	To be successful, the program needs the following resources.	The following activities will be accomplished to meet the program's goals.	Evidence of service delivery. Products accomplished.	The program activities will lead to the following changes. (Individual) (Short & Mid-Term)	The program will lead to the following changes. (Community) (Long Term)
<p>If the population is provided training for the following skills:</p> <ul style="list-style-type: none"> - Managing finances - Accessing local resources - Developing at-home gardens <p>Their ability to be self-sustaining can increase.</p>	<ul style="list-style-type: none"> - Funding for materials - EBP resources to support development of knowledge of population and intervention methods. - Skilled volunteers to teach courses. - Educated and experienced community partners for consultation and guidance. - Facility space. 	<ul style="list-style-type: none"> - Grant options for materials will be explored and pursued. - Community members known to support the Hispanic Population will be identified and contacted for support. - Businesses that sell the materials required will be contacted regarding donations or discounts for items. - Donation buckets will be placed at local businesses. - EPB resources will be identified and analyzed to enhance knowledge of population and development of intervention methods. - Interviews with members of the target population will be interviewed to develop survey. - Survey for population will be developed and distributed. Information collected used increase knowledge base. - Community partners will be identified and consulted regarding development of knowledge base and intervention methods. - Professionals in the community which are educated and skilled in the training topics will be identified and contacted to request volunteer support. - Final training program criteria will be designed. - Coordination with CLILA will be performed to schedule facility space and volunteer support. 	<ul style="list-style-type: none"> - Training program to increase financial literacy. - Training program to increase knowledge of available community resources. - Training program for developing at-home gardens. - Provision of materials required for at-home gardens. 	<p><u>Short-term:</u></p> <ul style="list-style-type: none"> - Increased access to healthy food and services to meet immediate needs. - Regular expenses and bills will be lowered. <p><u>Medium-term:</u></p> <ul style="list-style-type: none"> - Bills will be paid in full each month. - Saving plans will be initiated and maintained. - Reliance on consistent community support will decrease. 	<ul style="list-style-type: none"> - Use of food pantry services within the community will decrease. - Higher degree of education within the Hispanic Community as next generation is supported through education savings. - Improved communication between schools and county programs with Hispanic population. - Improved community perception of Hispanic population regarding self-sufficiency. - Less work hours required from community service organizations focused on educating clients on appropriate services to apply for. - Lower case loads regarding Food Stamps, TANF, and Medicaid. - Decreased taxes focused on community stabilization programs. - Increased tax revenue as Hispanic Community increases capacity to purchase taxed items and services.



OUR STAKEHOLDERS:

Stakeholder Analysis

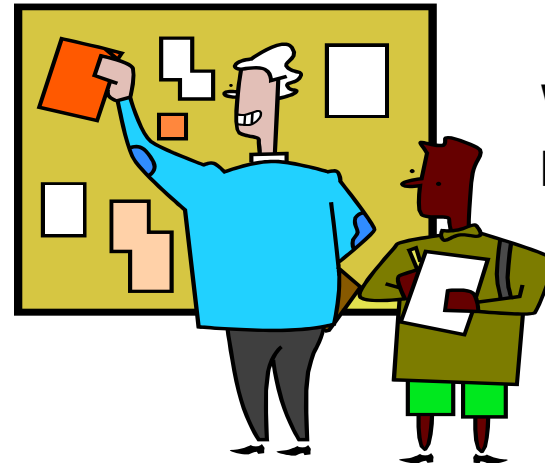
Stakeholder	Stake in the project	Potential impact on Project	What does the Project expect the Stakeholder to provide?	Perceived attitudes and/or risks	Responsibility
Leadership at CILIA (Coalition de Lideres Latinos) Contact: America	Connection to the Hispanic families.	High	Facilities, information about the Hispanic population, translation, and advertising.	Very open for assistance. Risks: Change of leadership and no requirement to continue to implement.	Keep group in contact with the families. Encourage families stay involved.
Hispanic Families	Their quality of life will improve. Have access to a self-sustaining resource.	High	Be open about their needs and support, participation, and investment/-follow-through.	Open to accept assistance. Risks: May not share their specific needs.	Participate once they have invested their time. Mentor later participants.
Master Gardener's Program Contact: Brenda	Advertisement/ publicity	High	Information about creating home gardens. Expert advice	Desire to share knowledge. Risks: Association with illegal immigrants.	Provide project with needed information and resources.
Ootewah Nursery (Previously United Way removed due to change of needs)	Advertisement/ publicity	Medium - low	Provide discount Provide access to healthy plants.	Generous with advice about planting. Risks: May not follow-through with discount.	Provide a donation and free planting containers.



SOCIAL MARKETING PLAN

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

CLILA & Our cohort
"No Drama" created a group.



We put up
posters!

We placed donation
buckets in gas
stations.



WORKSHOP DEFENSE TIME!!



Say Cheese!!





The Financial Workshop

Conducted by:

Mike Hoback & Syletta Broadnax



COALICION DE LIDERES LATINOS

CLILA



Lideres al servicio... NO al servicio
16 www.lilas.org

IMMIGRANTS FOR SALE... WE ARE NOT COMMODITIES

A Great Need...

- The families in low-income communities face greater difficulties in accessing resources to build strong finances and healthy relationships due to limited social networks, skills, and opportunities.
- New research has shown that individuals with low incomes are less likely to save or invest and are also more susceptible to predatory lending practices.



Personal Financial Skills Workshop

- As of 2010, the Supplemental Poverty Measure of the U.S. Census shows that 28.2% of the Hispanic population lives below the poverty line.
- The Hispanic population is also one of the fastest growing minority groups in the country and has the highest portion of its population living under the poverty line than any other large racial group in the United States.

Personal Financial Skills Workshop

- This is especially true in the city of Dalton where the 2010 Census found that 48.19% of the population was Hispanic.
- In testimony to Congress, Dr. Antonio Flores, President of the Hispanic Association of Colleges and Universities (HACU), testified that one in every three new workers joining the American labor force today is Hispanic.

Objectives

- The first objective is to provide educational services designed to enhance financial literacy and self-sufficiency among the Hispanic population served by CLILA.
- The second objective is to have at least fifteen families whose incomes are below the poverty line to attend these services by May 2012.

TALLERES GRATIS

Cómo encontrar recursos en la comunidad

Marzo 24 (sábado) 2:00 pm

Cómo preparar un presupuesto familiar

Donde: CLILA
911 E. Morris St Local K
Dalton, GA
706-529-9216

Presentado por los estudiantes de postgrado de social work Southern Adventist University

The Day of the Workshop...



Syletta presented with an interpreter.



NO RACISM
NO HATE

NO more D
by greed
at Stewart



Financial Workshop Challenges

- Miscommunication with the leadership at CLILA.
- Cohort member's personal problems.



Financial Workshop Successes

- Clients of CLILA now have knowledge to manage their finances.
- CLILA staff can use the financial power-point created by Mike & Syletta to show on their own time.



Post – Test Information

- The average score of the financial literacy pre-test was 76% out of 100, the average score of the post- test was 90% out of 100, indicating there was a significant increase in learning how to budget.



Replication & Sustainability of the workshop

- Key to sustainability from our project is that we have a piece of information (power-point) to hand give to CLILA to use in the future.

The Home Gardening Workshop



Conducted by: Luce Terto & Amy Koffler
The presenter: Brenda Jackson

Home Gardening Workshop

Donations & Resources



Home Gardening Workshop

Promotion & Marketing



**Cómo hacer tu propia
huerta casera**

TALLER GRATIS
Abril 12 (jueves) de 6:30 pm

CLILA


Donde: CLILA
1247 Morris Avenue
Dalton, GA
706-529-9216



Presentado por los estudiantes de postgrado de social work Southern Adventist University

The Day of the Workshop!

- **During the Workshop**



Home Gardening Workshop



Home Gardening Workshop



Home Gardening Workshop Challenges

- ☞ **Individual group member's personal problems.**
- ☞ **Some miscommunication.**
- ☞ **Had to reschedule dates for workshop.**



Home Gardening Workshop Successes

- ☞ **We can say with confidence that all the money, time, and materials donated were put to efficient, and effective use.**
- ☞ **A connection was made by our group to connect CLILA to an expert on gardening.**
- ☞ **Clients of CLILA now have the knowledge and some resources to create sustainable access to a basic need – food.**



Home Gardening Workshop



Results:

Average Pre-test score was 69%.

Average post-test score was 74%.

The CLILA Facebook page showed 20 likes, one share, and one positive comment on postings about the home gardening workshop.

A Survey was handed out after the demonstration.

CLILA clients said...

"Estoy lista para comenzar un jardín."
"I'm ready to start a garden."

"Ahora puedo cultivar tomates y ahorrar dinero."
"Now I can grow tomatoes and save money."

"Es una buena idea para una vida más sostenible."

"It's a good idea for a more sustainable life."

Sustainability & Replication



- ☞ Our gardening workshop created a connection between the Master Gardener's Program and CLILA.
- ☞ This project can be replicated from our project proposal & our Project Evaluation.

Recommendations are:

- Social media was extremely effective at reaching our target audience; therefore, it is recommended for promoting future events for this audience.
- Now that several members of CLILA have gained basic gardening knowledge, it would be beneficial for the organization to acquire a small plot of land for gardening so that the members can work it together. This would allow them to practice and retain their skills and would provide produce to be used at CLILA events.
- The cooperation between the University of Georgia Cooperative Extension, through the master gardener, and CLILA proved to be productive. The Extension already has materials available in Spanish, so future workshops are recommended.

Before we end we want to ...

**THANK
YOU**

Obrigado!

Gracias

Merci