

Original

**Cover Sheet – Social Service Activity**

AGENCY NAME: Casa Latina Inc.  
AGENCY ADDRESS: 140 Pine Street Room # 5, Florence, MA 01062  
AGENCY PHONE NO: 413-586-1569 CONTACT PERSON: Lillian Torres  
CONTACT PERSON EMAIL: ltorres@conversent.net  
CDBG FUNDING REQUEST: \$5,000

1. Project Name: Puentes: Bridges for Latinos
2. Project Description (1-2 sentences)  
"Puentes:" Bridges for Latinos is a unique and ongoing project which annually provides essential information, referrals, and case management to approximately 300 low and moderate income Latino residents of the Amherst area, including the elderly and the disabled.
3. Project Location (Street address): Rm 318 Boltwood Walk Amherst MA 01002. While the Casa Latina office is in downtown Amherst, outreach for the "Puentes" project occurs also in the low-income apartment complexes of the town. These areas include but are not limited to Colonial Village, South Point, Mill Valley, and Boulders.
4. Budget Request: \$5,000
5. Type of Activity (check one):
  - Family and individual stabilization
  - Youth development
  - Economic self-sufficiency (adult education)
  - Food and nutrition
  - Health services
  - Emergency & preventive services: rental assistance, fuel assistance, and shelter services.
  - Other – please explain
6. National Objective:  
Total number of beneficiaries (individuals served): 300  
Total Low/Mod beneficiaries (individuals served): 300

**Please submit responses to the following questions:**

**A. National Objective Description**

- Describe in detail how your project will meet a national objective and how it will be documented to ensure that participants meet low/moderate income requirements.

A standard component of the intake process for new Casa Latina clients is completion of an application, which includes information about income. These files are maintained within the records of Casa Latina for ongoing reference and referrals, and updates with changes as necessary. Though income information is requested from clients seeking Casa Latina's services, the success of the organization to forge deeper connections and longer-term involvement with clients depends greatly on the crucial development of trust. The vulnerability of the population seeking services suggests the need for a minimally invasive intake process which collects information but does not demand excessive proof of income or other explicit documentation.

As the services being provided are not of direct monetary benefit to clients, but rather to expand access to a broad range of services available in the area, in the initial intake process data collected is based on client self-reporting. In some situations, such as providing support in applications to Mass Health or other programs, Casa Latina may request more substantial proof of income as specified in the particular requirements of each program.

**B. Demonstrate Consistency with Community Development Strategy**

- Describe how the proposed project is consistent with the Community Development Strategy.

Puentes: Bridges for Latinos meets the CDBG Advisory Committee 2016 social service priorities of family and individual stabilization and increases Latino access to services that help develop economic self-sufficiency (adult education), food and nutrition programs, low-cost accessible comprehensive health services, and emergency and preventive services including rental assistance, fuel assistance, referral to shelter services.

Puentes: Bridges for Latinos also meets the Town's goal of ensuring available services are known through affinity and neighborhood groups, electronic media, multi-lingual brochures and newsletters. [For example, job training for recent immigrants, additional ESL classes, health services, interpretation, transportation, child care.]

Puentes: Bridges for Latinos both meets the social service priority of family and individual stabilization as well as increases Latino access to all other community and public services in the Town.

**C. Agency Information**

- Provide an overview of your organization, including length of time in existence, experience in successfully conducting activities for which funding is being sought, and skills and current services that reflect capacity for success.

For over 40 years Casa Latina has worked with Latino residents to navigate the complex human services systems and to promote self-sufficiency and secure economic stability. Casa Latina is well situated and resourced to complete the proposed project. Assets of the organization include:

- Dedicated bilingual and bi-cultural staff who are expert in conducting outreach, building relationships, fostering trust, and maintaining connections throughout the community with both agency partners, town officials, and residents.
- Long-standing relationships with residents. These connections are reflected in the high-number of word-of-mouth referrals we receive through both community members and agency partners.
- The small size of our organization permits every employee and volunteer to be full knowledgeable about all aspects of Casa Latina's work. It also allows us to incorporate resident feedback into our programming and adapt to a shifting community needs.

Annually, Casa Latina serves 1,000 low to moderate income Latino residents throughout Hampshire County of Massachusetts, primarily in the towns of Northampton, Easthampton, Hadley, and Amherst. These residents reflect an increasingly diverse community representing Puerto Rican, Salvadoran, Ecuadorian, Guatemalan, Peruvian, Mexican and other Central and South American nationalities.

In its over 40 years in Hampshire County, Casa Latina has been able to develop strong connections with service agencies throughout the area including hospitals and medical establishments, the Department of Transitional Assistance, Department of Public Health, educational institutions, housing authorities, transportation, literacy projects, and more. Through its network Casa Latina is able to provide citizens with the information, one on one support, and connections to be self-supporting.

Casa Latina is committed to working from a perspective of community strength. We recognize the hardship and suffering within our community but will not be defined by it. Instead, our work is predicated on the potential of our community, a potential that is often hidden under layers of immediate needs and internalized oppression. Casa Latina's popular education projects challenge the systems and structures that presuppose that low-income Latinos are not capable of confronting, analyzing, and attempting to change our own marginalization. Through processes of active, collective critical dialogue and analysis, our work provides local Latinos with tools for individual and community transformation.

Lillian Torres, Executive Director, has been working with Casa Latina for the past 17 years overseeing outreach efforts, program development, cultural activities and celebrations, and facilitating community education groups. She is bilingual in English and Spanish, and is expert at building relationships, organizing individuals and families around a cause or event, and communicating effectively with members of the community.

- Explain your short-term goals and long-term goals.

The short-term goals of Casa Latina are to continue to operate our programming and services for the community.

The long-term goals of Casa Latina are to continue to seek diverse funding so that we may hire more staff, increase our outreach potential, expand our educational programming, and build the capacity of our board of directors.

#### **D. Project Budget Information**

- Provide a detailed budget for the proposed program to include program delivery and direct program costs, and include all sources of revenue and all expenses.
- Cite Sources of Other Project Funds.
- If applicable, describe and document the availability and source of matching or other funds needed to complete the project. In-kind services are accepted only as directly related to the project.
- Document the experience of the provider, costs of comparable services and the process used to review the accuracy of the budget.
- Explain the qualifications of person who prepared the budget.

#### **Answers for Parts E—I must not exceed three (3) pages**

#### **E. Project Description**

- Please provide a summary of the proposed project. The summary should include a detailed scope of the total project, including the non-CDBG funded components.
- Demonstrate that the activity has been prioritized by the community at the local level.
- Include information on the number of individuals or families to be served and who they are, i.e. disabled, low-income, homeless, etc.

Casa Latina requests funding to continue to conduct outreach for and build our network within the established and ongoing project of Puentes: Bridges for Latinos.

“Puentes:” Bridges for Latinos annually provides essential information, referrals, and case management to approximately 300 low and moderate income Latino residents of the Amherst area, including the elderly and the disabled. A consistently high level of follow-up and outreach guarantees maximum support to clients requiring supportive access to services in health, housing, employment, family education, language and literacy, and other basic needs, while helping to integrate Latino residents into the local community.

#### **Outreach**

Staff conduct door to door outreach in Latino and low-income neighborhoods, in schools, restaurant kitchens, and farm fields to make contact, welcome new families, and build relationships. Casa Latina's outreach strategy also involves networking with other local service providers so that Latino and Spanish language clients may be referred to Casa Latina for further assistance and community building.

#### **Information and Referrals**

Casa Latina has developed a extensive network of collaborations with public services and community agencies that allows staff and volunteers to provide much needed information and referrals to Latino individuals.

Once Casa Latina staff have made contact with a new community member, we connect them with the services, assistance, and community they are seeking. Through these connections, Puentes: Bridges for Latinos meets the CDBG Advisory Committee 2016 social service priorities of family and individual stabilization; it also increases Latino access to services that help develop economic self-sufficiency (adult education), food and nutrition programs, low-cost accessible comprehensive health services, and emergency and preventive services including rental assistance, fuel assistance, to shelter services.

### Community Education and Celebration

Community Education programs and cultural activities are ongoing ways to increase outreach potential, celebrate our successes, and build community among Latinos in the city of Northampton. Examples of current and ongoing community education programs and cultural activities include:

- **Re-Encuentro:** This end-of-year gathering brings together more than 90 community members to engage in participatory evaluation exercises giving both feedback on Casa Latina's annual efforts and direction for the upcoming year's programs. This event demonstrates Casa Latina's commitment to serving the self-identified needs of the area Latino community through direct involvement and ongoing dialog.
- **Three Kings' Day:** This important Latino cultural event is held annually on January 6. A favorite children's highlight of the holiday season in many Latino cultures, this Casa Latina event has become increasingly popular as greater numbers of area residents learn of the local celebration. More than 325 attended in 2013; an increase from the 230 participants in 2010, and 150 in 2009. Many local and state politicians and other are collaborators also attend the event.
- **Tomando Control de Tu Salud (taking control of your health)** is a weekly educational support group that is led by Casa Latina staff for Latino elders of the community. In this seven week series, members discuss medication safety, nutrition, meal planning, healthcare and health insurance access, and risk factors for chronic illness.

### Case Management

Often times, community members are seeking more support in addition to information and referrals to other services. When "Puentes" project staff begin to work with an individual, they provide step-by-step assistance and intensive case management to support individuals in accessing necessary services and resources available in our community. The information, referrals, and case management activities provided through the "Puentes" project includes, but is not limited to:

- Translating, explaining and completing applications for public housing;
- Support in obtaining necessary references for housing and employment;
- Referrals and information regarding utility set-up;
- Advocacy for individuals accessing services through the Department of Transitional

- Service. Explanation of benefits for elders and those with disabilities;
- Access to information regarding Mass Health application completion and submission;
- Information regarding local resources including the Amherst Survival Center and local English as a Learned Language classes;
- Connections to language-supportive employment for non-English speakers;
- Referrals for and coordination of medical interpretation

#### **F. Project Need**

- What is the need for the proposed project/program?
- Define the need or problem to be addressed by the proposed project. Explain why the project is important.

The “Puentes” project aims to fill a service gap for families for Latino and/or Spanish speaking individuals who want or need access to community resources. As the Town of Amherst works diligently to expand the support network for low and moderate-income individuals, it is essential to ensure that the Latino community has knowledge of and access to these services.

For example, when a Latino family arrives in Amherst they may be facing both cultural barriers and linguistic barriers. Casa Latina supports the family in understanding the social service network opportunities, culture, and practices of this area and provides key interpretation and advocacy services where needed.

Puentes: Bridges for Latinos meets the CDBG Advisory Committee 2016 social service priorities of family and individual stabilization as well as increases Latino access to services that help develop economic self-sufficiency (adult education), food and nutrition programs, low-cost accessible comprehensive health services, and emergency and preventive services including rental assistance, fuel assistance, to shelter services. According to the most recent census data available in 2010, 7.2% of the population of Amherst is Latino. This number grows more and more each year. With this concentration of Latino residents, it is highly important that these families have access to the support networks of the town

#### **G. Community Involvement and Support**

- Demonstrate the involvement and opportunities available for the community and/or potential beneficiaries in the identification, planning and development of the proposed project.
- Define the process to be used to maintain involvement of the project beneficiaries in the implementation of the project.

The “Puentes” project was developed seven years ago in 2008 at the request of leaders and other members of the local Latino community, in response to the struggles and needs of Amherst Latino residents to access crucial services. Casa Latina has been operating the “Puentes” project in support of Amherst’s Latino community for seven years. As Casa Latina provides ongoing support for community members it is clear to our staff that the need for referrals and guidance is present.

Annually, the Re-Encuentro is an end-of-year gathering that brings together more than 90

community members to engage in participatory evaluation exercises giving both feedback on Casa Latina's annual efforts and direction for the upcoming year's programs. This event demonstrates Casa Latina's commitment to serving the self-identified needs of the area Latino community through direct involvement and ongoing dialog.

#### **H. Project Feasibility**

- Why is the proposed project/program feasible?
- Demonstrate that the project is capable of proceeding at the time of award, can be effectively managed, and can be physically and financially accomplished within the grant period.

Puentes: Bridges for Latinos is a feasible project because it builds on the successes of our ongoing community building and agency networking efforts. Funding through the Town of Amherst will allow us to continue our outreach, referral, and case management efforts. Casa Latina's programs are successful because they center on relationships and time spent involving ourselves in a community. Much of this foundational work has been accomplished already within this community. With funding for 2016-2017, Casa Latina seeks to build with new and arriving residents as well as grow with the ever changing community of service providers.

- Describe what evidence exists to show that the community at large or project beneficiaries will use the project. Include documentation of **demand** for the activity through summary descriptions of surveys, inquiries, waiting lists or past participation.

Puentes is an established program of Casa Latina that requires ongoing funding in order to continue to serve the community. Outreach and service staff continually serve over 300 distinct members of the Amherst community each year, with over 120 served at the Bangs community center alone. The demand for this program is demonstrated in the consistent high rate of contact and successful service of Puentes for the past seven years.

- Identify and describe the solicitation process used or applicable to the project.

Staff conduct door to door outreach in Latino and low-income neighborhoods, in schools, restaurant kitchens, and farm fields to make contact, welcome new families, and build relationships. Casa Latina's outreach strategy also involves networking with other local service providers so that Latino and Spanish language clients may be referred to Casa Latina for further assistance and community building.

- Identify the roles and responsibilities of all personnel involved in the project as well as internal controls.

Lillian Torres, Executive Director of Casa Latina Inc., will be responsible for overseeing all case management, referral, supportive services, and administrative duties in the "Puentes" project of Amherst. When possible, volunteer support will also be utilized.

Emma Febo works as a part time support staff member for the project. She played a key role in outreach, building connection with social service networks, referrals, and case management.

- Citing past accomplishments, document that the agency has the necessary past expertise to conduct the activity and has successfully completed past activities with CDBG or other programs in a timely manner.

Lillian Torres has been working with Casa Latina for the past 17 years overseeing outreach efforts, program development, cultural activities and celebrations, and facilitating community education groups. She is bilingual in English and Spanish, and is expert at building relationships, organizing individuals and families around a cause or event, and communicating effectively with members of the community.

Casa Latina has been building the Puentes: Bridges for Latinos program in Amherst since 2008. We have ongoing relationships with clients and their families as well as committed involvement with networks of community and municipal organizations.

- Describe and identify the project milestones and timeline including unfinished project contracting and other project steps. State the duration of time needed for each milestone, and identify when each milestone will be completed.

As "Puentes" is an ongoing project, referrals, case management, and continued outreach will all occur simultaneously throughout the funding period.

At the beginning of the contract period in August 2016, Casa Latina staff will distribute Casa Latina outreach materials to local service providers so they will have the most recent information about our agency. Casa Latina will also use this opportunity to update our files on current services, staffing, and open hours of local community resources.

## **I. Project Impact**

- What will be the impact of the proposed project/program?
- Describe the impact the activity will have on the specifically identified needs. What measurable improvements will result from the activity and will benefit the intended beneficiaries? How much of the need will be addressed?
  - Describe the changes in the target population that indicate the program's success. How will these changes be measured?
  - How will the impact of this service on individual clients be tracked over time?
- Define the direct and indirect outcomes that will result from the project.
- Identify quantitative and qualitative measures to determine that the outcomes are achieved.

### Direct outcomes

- Increase in the number of Latino and Spanish-speaking residents accessing existing services in the Town of Amherst.
- Outreach to new members of the Latino community in Amherst
- Housing applications will be filled, fuel assistance will be accessed, and many clients will receive support in submitting job applications and applying for educational services.



### Indirect outcomes

- Improved relationships between the town and the Latino community
- Resilience in the Latino community
- Decreased isolation and financial stress on Latino families

Direct outcomes will be measured through quantitative records of new and returning clients for case management and referral services, as well as number and types of referrals and supports provided. Direct outcomes will also be measured through client interviews and feedback forms as well as ongoing communication with agency partners.

- Will this service enable clients to become self-sufficient?

Many members of Casa Latina do become self-sufficient through contact with a diverse network of social service providers. Casa Latina builds deep relationships with each of our clients, and we will continue to work with a client until their goals for self-sufficiency are achieved.

- How is this service linked to other human/social service programs in the community?

Casa Latina's referral, information, and case management services only work hand in hand with committed networked relationships with Amherst area social services. As a client approaches Casa Latina with a question or an issue, our staff work diligently to connect the client with an existing service in our community that has the resources and experience to help.

Casa Latina has a particularly strong relationship with the Center for New Americans and the Amherst Board of Health.

**Community Development Block Grant Program  
Applicant/Program Budget**

**Bridges for Latinos**

	<b>Proposed Budget</b>	
	<b>Total Budget</b>	<b>CDBG Allocations</b>
101 Salaries	\$28,000.00	\$ 4,200.00
102 Fringes	\$7,500.00	\$ 630.00
103 Equipment	\$ -	\$ -
104 Equip. Rental	\$0.00	\$ -
105 Supplies	\$400.00	\$ -
106 Telephone/Internet	\$300.00	\$ 120.00
107 Advertising	\$ -	\$ -
108 Postage	\$50.00	\$ -
109 Insurance	\$ -	\$ -
110 Space	\$1,200.00	\$ -
111 Utilities	\$ -	\$ -
112 Dues/Subscriptions	\$ -	\$ -
113 Legal Consultants	\$ -	\$ -
114 Accounting Costs	\$240.00	\$ -
115 Other Consultants	\$ -	\$ -
116 Printing	\$60.00	\$ -
117 Contract Services	\$ -	\$ -
Staff Travel	\$250.00	\$ 50.00
118 Grand Total	\$38,000.00	\$ 5,000.00

**Casa Latina, Inc.**

**Our purpose is to promote self-sufficiency and a sense of community among Latinos in the area. We do this by working directly with Latino residents in developing our educational program and by facilitating access to services based on our community's needs and capacities. Our major programs are Information and Referral, the Medical Interpreting Program and Community Education.**

**Casa Latina, Inc**  
**Profit & Loss**  
 January through December 2014

Accrual Basis  
Jan - Dec 14

**Ordinary Income/Expense**

**Income**

United Way	25,000.08
Contributions	5,245.27
Event Income	104.33
Grants	89,250.00
Admin Fee MIS	19,080.00
Interpreting Service Fee	43,943.40
Investment Income	88.66

<b>Total Income</b>	<b>182,711.74</b>
---------------------	-------------------

**Expense**

Insurance for Board and Staff	1,925.20
Salary and Wages	80,802.56
Beeper Compensation	2,400.00
Payroll Expenses	930.00
Payroll Taxes	7,162.02
Health Insurance	8,717.44
Workers Compensation	1,161.00
Conferences & Prof Dev	25.00
Depreciation expense	17.00
Fees	70.00
Memberships & Subscript	615.00
Occupancy	14,976.82
Postage and Delivery	64.55
Printing & Reproduction	427.45
Professional Fees	45,671.45
Stipends	1,490.00
Storage Fee - Damon Road Storag	781.00
Supplies	4,934.61
Travel	2,873.99

<b>Total Expense</b>	<b>175,045.09</b>
----------------------	-------------------

<b>Net Ordinary Income</b>	<b>7,666.65</b>
----------------------------	-----------------

**Other Income/Expense**

Other Expense	
Loss	100.00
<b>Total Other Expense</b>	<b>100.00</b>

<b>Net Other Income</b>	<b>-100.00</b>
-------------------------	----------------

Jan - Dec 14

**Net Income**

7,566.65

**Casa Latina, Inc**  
**Current Year Revenue & Expenditure**  
**January through December 2015**

Jan - Dec 15

<b>Ordinary Income/Expense</b>	
<b>Income</b>	
United Way	15,000.00
Contributions	2,500.00
Event Income	500.00
Grants	57,351.00
Admin Fee MIS	19,080.00
Interpreting Service Fee	56,000.00
Investment Income	80.00
<b>Total Income</b>	<u>150,511.00</u>
<b>Expense</b>	
Insurance for Board and Staff	1,981.00
Salary and Wages	80,300.00
Beeper Compensation	2,300.00
Payroll Expenses	900.00
Payroll Taxes	7,000.00
Health Insurance	9,000.00
Workers Compensation	1,506.00
Advertising	100.00
Conferences & Prof Dev	183.00
Fees	70.00
Memberships & Subscript	550.00
Occupancy	12,500.00
Postage and Delivery	288.00
Printing & Reproduction	73.00
Professional Fees	45,000.00
Special Event Expense	500.00
Supplies	3,500.00
Travel	1,500.00
<b>Total Expense</b>	<u>167,251.00</u>
<b>Net Ordinary Income</b>	<u>-16,740.00</u>
<b>Net Income</b>	<u><u>-16,740.00</u></u>