

SOMOS Mayfair

ANNUAL REPORT FY20

JULY 1, 2019 -
JUNE 30, 2020





“Every moment is an organizing opportunity, every person a potential activist, every minute a chance to change the world.”

— Dolores Huerta



DIRECTOR'S STATEMENT

In July 2019, we were poised for a year of new and exciting growth. We kicked off the fiscal year with the first event hosted by the Si Se Puede Collective, giving us a chance to collaborate across teams and unite our summer programs for a neighborhood celebration. Our organizing team made headlines as they ramped up their anti-displacement work, hosting actions, showing up to countless meetings, sharing their stories, and building coalitions. Their work influenced the City of San Jose's adoption of a 10-Point Anti-Displacement Strategy. We welcomed new staff to add organizational capacity, and expanded our early learning programming to include home visits. Cross-organizational teams visited neighborhoods across the Bay Area and the East Coast to learn more about community-governed models that support housing equity, economic justice and development without displacement. We launched Power Not Fear, an ambitious new civic engagement campaign with the Si Se Puede Collective, in preparation for the Census 2020 and upcoming elections. And in January 2020, we held a land dedication ceremony to ground us as construction began on our new headquarters, Quetzal Gardens.

Of course, plans changed when the COVID-19 pandemic impacted our global community, and our local neighborhoods directly in March 2020.

The pandemic disproportionately affected low-income communities like ours. Loss of business, income, and hours added an even greater burden to families close to or already facing displacement or homelessness. A lack of language or technological access meant resources made their way to Mayfair families more slowly. And when multiple families live in one house, it is impossible to "social distance" after a day of working on the frontlines or adequately support our children during "Zoom School." We felt the frustration and pain intimately as our neighbors lost jobs, homes, and loved ones to COVID.

This is when our staff further elevated our work. I am so grateful for the flexibility and creativity our team brought as things changed daily, and sometimes even hourly.

The Family Resource Center and facilities teams moved their programming online, and reimagined their sites as massive distribution centers for any and all resources. Community sewed masks while staff phoned as many leaders as we could to personally check in. The development team quickly gathered emergency funds to sustain our work and distribute emergency funds directly to families in need. We organized volunteers to pass out meals to students and their families. Our leadership development team launched a mutual aid network to connect over 300 residents as we learned to meet each other's needs and share information quickly. The organizing team refocused their efforts on advocating for rent forgiveness and informing tenants of their rights. They stood in solidarity with the Black Lives Matter Movement and helped champion racial equity; divesting from law enforcement on school campuses; and advancing Ethnic Studies.

I am proud of our team's nimbleness--- it was not an easy transition. This past year has reaffirmed our belief that our best strategy is one rooted and accountable to our community's expressed needs and vision. SOMOS Mayfair does not depend on any one program, or event, or funder to exist. We thrive when we work alongside our neighbors to do what we do best: uplift community voice, support resident leadership, and connect families to resources.

Our organization evolves as our neighborhood does. I'm grateful to be a part of this movement and while the challenges of this year have often felt insurmountable, my hope has been sustained by the ways I have seen us show up for one another. Together, we will keep building.



Camille Llanes-Fontanilla
Executive Director



We love our neighborhood, and know that together we can build a thriving Mayfair!



We are rewriting the narrative

We are strong, creative, proud, fun, kind, generous, innovative. We are hardworking. We are experts of our community.



We organize our community across generations

We advocate for equity and access on a local, city, and county level. We organize around resident-led solutions



We create our own economic opportunities

We helped launch a worker owned co-op and are committed to creating career paths for our neighbors.



We invest in ourselves as leaders

We trust our own lived experiences, and learn from collective wisdom. We each have talents to sharpen and share.



We set our children up for success

We prioritize children and believe that their first and best teachers are their parents. We invest in free quality learning opportunities.

The Problem

Decades of systemic oppression and unjust policies have left East San José families with less access to capital, opportunities and resources.

The Solution

Build community power and voice.
Invest in local leadership.
Organize multi-generational families.
Rewrite the narrative.

PROGRAM STRATEGY

SOMOS Mayfair is always here for families and community when they show up; when they express a need; when they want to connect with neighbors. Our door is always open and we accept people as they are.

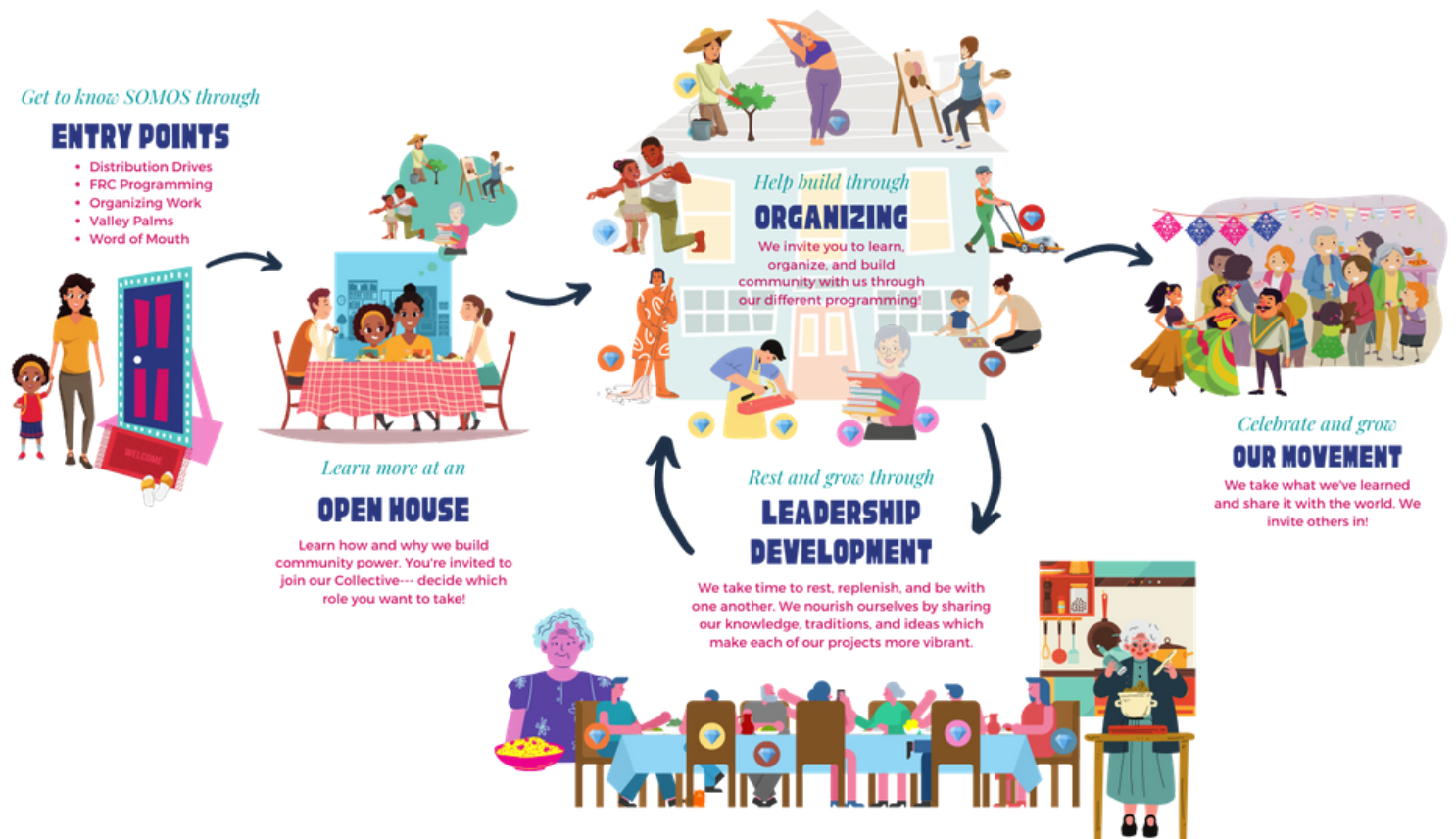
We operate as one ecosystem with programs, services and opportunities that are interconnected, allowing people to move through our organization- to stabilize their families; to learn and grow; to contribute their ideas and talents; to lead; to organize.

They move fluidly from our alternative spaces, like our **Family Resource Centers**, accessing resources and programs for their children and families—

to our **leadership development spaces**, deepening their analyses, strengthening their skills, uplifting their dreams, finding pathways to economic opportunities— to taking collective action in our **organizing bases**, challenging systems and championing tangible and meaningful change.

We incubate programs and let community take the lead. We build and work in collectives and coalitions to build a movement.

This is who we are, how we show up in and with community, and bring our mission, vision and values to life.



Key Partnerships & Initiatives

Alum Rock Birth Through Third Initiative - Alum Rock Urban Village Advocates - ARUSD Ethnic Studies Committee - ARUSD Racial Equity Coalition - American Leadership Forum Silicon Valley - Bay's Future Coalition - CAST/Single-System of Support - CHBET - Community Council For Housing/South Bay Preservation Coalition - ESJ Peace Partnership - FIRST 5 FRC Initiative - Gen2Gen - Google Community Funds Coalition - Latino Community Foundation Accelerator - Mobility Learning and Action Bets (LABs), powered by Robin Hood - Race Equity Action Leadership - People's Land and Housing - Power Not Fear Committee - Prop 15 Coalition - Reid-Hillview Land Use Coalition - Santa Clara Census Coalition/Latino Grassroots Coalition - Santa Clara County Voters Coalition - Santa Clara County Quality Matters - Santa Clara County Universal Access Pilot - SCC Early Learning Pilot - SCC Quality Matters - Silicon Valley Community Foundation - Community Advisory Council - Silicon Valley Council of Nonprofits - Silicon Valley Rising - ¡Sí Se Puede! Collective



25 families participated in the Pre-school Co-operative hosted at the Painter FRC



2,174

children, youth, and adults participated in our programs this year

9,532



individuals were reached through our Census campaign with the Si Se Puede Collective

548

leaders joined our organizing work through EMPUJE, Vecinos Activos, and Jovenes--- we tackled issues like displacement in Mayfair and accountability on the school board

In a survey of SOMOS participants:

89% identified a leadership role they would like to take on to help strengthen our community

79% have participated with SOMOS in a school district, city council, or county meeting

57% have mentored another leader

COVID-19 RESPONSE

March - June 2020

As an organization that is deeply embedded in our neighborhood and relies on the direct connections with our community, COVID-19 has affected every aspect of our "normal day-to-day." Within the first few months of the pandemic, our programming went virtual, a mutual aid network was launched to track and meet resident needs, and staff showed incredible flexibility and creativity as we addressed evolving challenges while working remotely. By June 2020 we had distributed...



4,500 MEALS

served in partnership with the Alum Rock School District, and volunteers through Silicon Valley Strong.



\$126,000 OF FINANCIAL ASSISTANCE

distributed to 248 families



938 DIAPER BOXES

distributed to families each month



130 CASES OF FORMULA

distributed to families each month



COMMUNITY ORGANIZING

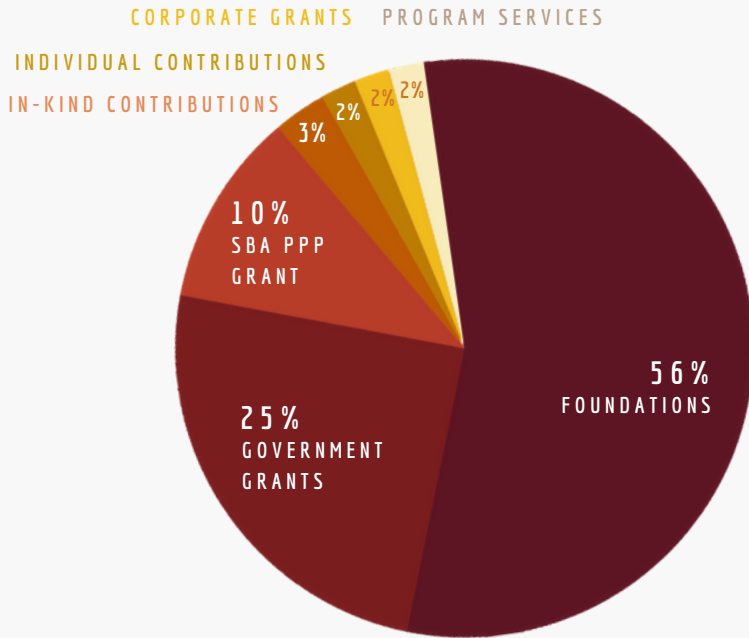
Our organizing work has continued during the pandemic. We've also provided tech assistance to help set families up for virtual learning and participating in City meetings remotely.



MUTUAL AID SUPPORT

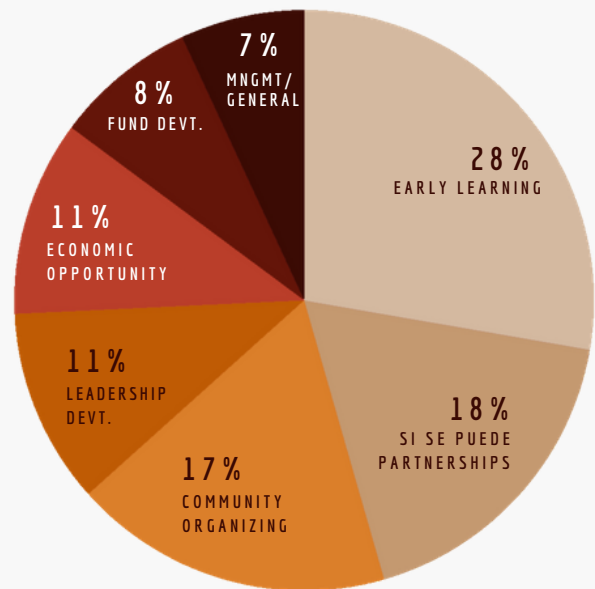
We've organized a peer to peer **mutual aid network** in which community members share resources and meet one another's needs. We have connected with over **300 families and neighbors**. Dozens of new leaders have stepped up as mentors as we continue our leadership development work.

FINANCIAL OVERVIEW FY20

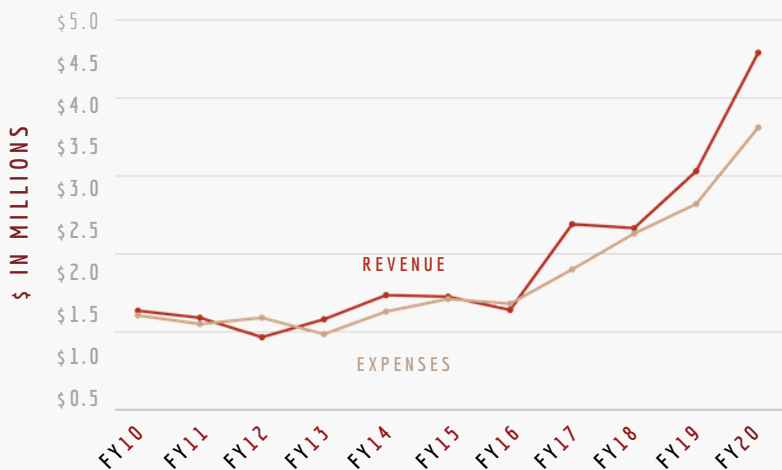


TOTAL REVENUE
\$4,578,990

TOTAL EXPENSES
\$3,624,567



YEAR BY YEAR GROWTH



Thanks to the generous support of multi-year government, foundation, corporate and individual partnerships, SOMOS has experienced generational growth, nearly tripling in revenue/expenses, responding to the ever-increasing community needs of the Mayfair Community.

OUR NEW HEADQUARTERS!

QUETZAL GARDENS

WINTER 2022

100%

AFFORDABLE HOUSING UNITS



7 N KING ROAD, SAN JOSE, CA 95116



BUILDING OUR HOME

We're excited to move into Quetzal Gardens, a mixed-use project that will house commercial tenants on the ground floor and 70-units of affordable housing on top.

SOMOS will operate a 5,107 sq. ft. space, delivering programs to residents who include extremely low-income families, at-risk youth and formerly houseless individuals. Our headquarters will serve as a community center, providing accessible multi-purpose rooms for early learning and youth development programs, parent workshops, and community meetings; a Family Resource Center; and co-working spaces for 50 staff and community volunteers.

We're raising \$800,000 to support our operational infrastructure, invest in our facilities (including Quetzal Gardens), and build a healthy reserve.

MAJOR FUNDERS



Goulden Lau Family Fund



Kung Guerra Foundation

Mark Wilson & Deborah Dalzell



Orchard House Foundation



S.H. COWELL FOUNDATION



The SOBRATO Family Foundation



William & Charlene Glikberg Foundation

Younger Family Foundation

MAYFAIR PARTNERS

¡SÍ SE PUEDE!
COLLECTIVE



School of Arts & Culture
Mexican Heritage Plaza



STAFF

Executive Team

Camille Llanes-Fontanilla *Executive Director*

Saúl Ramos *Deputy Director*

Zelica Rodriguez-Deams *Deputy Director*

Administrative and Development Team

Ana Lau Vargas *Fuertes Coordinator*

Brenda Andrade *Evaluations & Grants Manager*

Chelsey Prewitt *Marketing & Communications Associate*

Cruzsilla Gutierrez *Operations Associate*

Eduardo Guillen *Executive Assistant*

Kathy Ericksen *Director of Finances and Operations*

Matt Gustafson *Special Projects Associate*

Israel Perez *Operations Associate*

Maria Ortiz *Operations Associate*

Viridiana Reyes *Operations & Contracts Manager*

Yvette Castro Farias *Director of Resource Development*

Mayfair Programs Team

Amelia Post *Leadership Development Manager*

Angelica Lujano *FRC Manager*

Angie Lopez *Leadership Development Coordinator*

Andrea Portillo *Painter Site Supervisor*

Brenda Garcia *ParentChild+ Coordinator*

Dilza Gonzalez *EMPUJE Coordinator*

Flor De Leon-Jacobo *EMPUJE Coordinator*

Gabriel Hernandez *Vecinos Activos Coordinator*

Jennifer Lujano *Lead Maestra*

Jessica Moctezuma *Early Learning Program Specialist*

Jessica Trejo *FRC Coordinator*

Katherine Silva *Restorative Practices Coordinator*

Liz Salas *Early Learning Program Specialist*

Margarita Arroyo *Chavez Site Supervisor*

María Martinez *EMPUJE Coordinator*

Nayeli Sedano *Painter Site Supervisor*

Sonia Solano *Escuelita Coordinator*

Tanya Romero *Early Learning Program Specialist*

Victor Vasquez *Community Organizing Manager*

Yesenia Rivas-Bejarano *UAP Coordinator*



BOARD

Quency Phillips *Chair, TheQueAgency*

Rocio Luna *Vice Chair, SCC Public Health Dept.*

Joe Zullo *Treasurer, PwC*

Erika Rivera *Secretary,*

Law Office of Erika S. Rivera

Abimael (A.J.) Bastida *McManis Faulkner, P.C.*

Jennifer Loving *Destination: Home*

John Sanchez *Silicon Valley Social Venture Fund*

Julie Ramirez *County of Santa Clara*

Office of Women's Policy

Kwok Lau *Silicon Valley Social Venture Fund*

Maria Urquiza *Former SOMOS Staff*

Mark Wilson *Silicon Valley Social Venture Fund*



 info@somosmayfair.org

 [/somosmayfair](https://twitter.com/somosmayfair)

 [/somosmayfair](https://facebook.com/somosmayfair)

370-B S. King Road
San José, CA 95116

408-251-6900
WWW.SOMOSMAYFAIR.ORG