Dear Friends,

What an extraordinary year 2022 was! As we continued to battle for yet another year the repercussions of the COVID-19 Pandemic, Ser Familia, Inc. experienced tremendous growth. We went through the third move of offices in 3 years, all of them to larger spaces to accommodate the expansion in services and demand. We were also able to open, thanks to the tremendously generous gift of a private donor, our 5th location, this time inside Clayton County.

Ser Familia also benefited from the incredible gift of a federal appropriation coming directly from the United States budget, an opportunity that is truly historic and which serves as a vote of confidence to our organization and leadership.

During this year, we continued to try to alleviate what we call the “many crises that COVID brought” including triple the number of referrals for children and teens with suicidal ideation or who had a prior attempt. For the first time, we had children as young as 8 years old who were survivors of suicide. On a consistent basis, Ser Familia was receiving just through our website (not counting all other referral sources) an average of 130 referrals every month. Even with this increased volume, we contacted referred families 91% of the time, within our threshold of 24 business hours.

We worked on innovative solutions to support the needs of our Latino families. One of those was to identify funds to double the number of case managers in all our locations so that we could increase the number of caseloads. We also expanded our partnership with Emory University to include the delivery of SPARCS and PhotoVoice. SPARCS (Structured Psychotherapy for Adolescents Responding to Chronic Stress) is a group therapy intervention that has allowed us to serve more teens in an effective manner. One of the teens who participated in the program described it like this “what I learned here will turn my life around for the better”.

During this year our C.A.F.E. (Family Resource Center) program continued to grow and opened its 3rd facility. Through this project we were able to start innovative efforts such as a Seniors Program, Piano and Art Lessons for kids and teens and English as a Second Language classes for Adults. Our organization also provided a record number of mental health assessments using the Basis24 tool, a total of 3,874, and impacted 1,147 kids and teens, the highest number in our history.

We were so thrilled to see our signature events SanSe en Atlanta and Saborea Atlanta return to sold-out affairs. We are grateful to all the donors, sponsors, staff, volunteers and board members who made all of these wonderful milestones possible. Ser Familia is blessed to have an ample network of supporters who are the heart and soul of our organization.

We are awaiting the year 2023 with excitement. We have some big plans to create impactful projects that will benefit the communities we serve for generations to come.

Sincerely,

Belisa Urbina
MISSION
To offer preventive family services and equip Latinos with the tools, resources and skills they need to move from crisis to thriving.

VISION
To see all Latino families flourishing and contributing to the wellbeing of their communities. To achieve this vision, we continually expand the breadth and depth of the services that we provide. We constantly research and develop programs and materials; identify and train new volunteers; organize and deliver new programs; reach new areas in the state; and empower other organizations to learn best practices to serve Latino youth, couples, parents and families as a whole.

“Our very survival depends on our ability to stay awake, to adjust to new ideas, to remain vigilant and to face the challenge of change.”

— Martin Luther King Jr.
7,828 people served through our various programs and services

A record number of children and youth were positively impacted by our efforts: **1,147**

3,874 mental health assessments performed (an average of **16** each day).

**2,006** vaccines provided

Served clients coming from **31** different counties

Opened a new office in Clayton County

Opened our 3rd C.A.F.E. (Family Resource Center)

Reach the **$3** million-dollar mark in rental assistance since the beginning of the COVID-19 Pandemic

(Feb. 2020 - Dec. 2022)

Fulfilled the wishes of **76** children during the Holiday season

Started offering group therapy services for teens via the SPARCS Program in partnership with Emory University

(Structured Psychotherapy for Adolescents Responding to Chronic Stress)

Continued our Promotoras de Salud program in partnership with WellStar Health System

Participated in efforts to promote the approval of the Mental Health Parity Act legislation
Served over 2,000 crime victims, the highest number in our history.

Our signature events SanSe en Atlanta and Saborea Atlanta came back with great success.

Our clients continue to improve their mental health well-being after receiving our services, including a 44% improvement on the depression/anxiety sub-scale of the Basis24 (mental health assessment).

Obtained a historic funds appropriation from the United States Congress to support our work with Latinos in Clayton County.

100% of domestic violence victims who completed services from our Georgia Latinos Against Domestic Violence Program report feeling safer and more connected to their communities.

Parents who participate in our Triple P Program showed dramatic gains on their Parenting Scale values after completing the program.

Our GLADV Program hosted 6 meetings for domestic violence advocates and other community leaders.

Our staff participated as technical-assistance providers and/or speakers in 42 state or national conferences and training events.

Initiated a project for Latino Seniors in Gwinnett County thanks to funding from the C.A.F.E. program to promote healthy social interactions, progressive mobility, memory improvement, and healthy eating.

Started an English as Second Language Program at the Norcross C.A.F.E. with 51 students.

149 couples benefited from our programs to improve couples’ communication and functioning.

Clients participated on 94% their scheduled mental health appointments, this much higher than the standard for other no-cost mental health programs.

657 clients were provided with emergency financial assistance (food, diapers, rental, and utilities assistance, school supplies, etc.)
Ser Familia has been collecting Adverse Childhood Experiences (ACE) Questionnaires for more than 6 years and has one of the largest data sets on Latinos of this important assessment. (https://www.cdc.gov/violenceprevention/aces/index.html)

ACEs are traumatic events that occur before a child reaches the age of 18. ACEs include all types of abuse and neglect, such as parental substance use, incarceration, and domestic violence. A landmark study in the 1990s found a significant relationship between the number of ACEs a person experienced and a variety of negative outcomes in adulthood, including poor physical (i.e. heart disease, cancer, etc.) and mental health, substance use, and risky behaviors. The more ACEs experienced, the greater the risk for these outcomes. The average ACEs Score for a Ser Familia client is 3 with domestic violence victims having an average score of 5. These numbers are very high when compared to the rest of the population. We started giving this questionnaire to our teen clients and have been amazed to see that they have a score similar to the one of crime victims (5+). This last fact is extraordinarily concerning because of the impact that these traumatic experiences will have on these youth’s futures.

The average ACEs Score for a Ser Familia client is 3 with domestic violence victims having an average score of 5.
Couples Workshop:
Our program for couples offers each person the opportunity to gain a better understanding of themselves, to know their spouse or partner better, and to strengthen the couple's love and commitment. We want couples to recover confidence in each other and regain mutual respect.

**A Nuestro Alcance (Within Our Reach):**
Evidence-based curriculum developed by PREP, Inc. (based at the University of Denver, Colorado). PREP, Inc. is an organization that has been at the forefront of researching couples' relationships and developing couples and family curricula for over 30 years. The program has proved to be extremely effective in helping couples improve their communication and relationship.

“I have been learning a lot, and well, I’m glad and happy!... As a couple, we are doing amazing!”
- Volunteer who participated in our programs

“This program has helped me understand myself and my relationship. It has helped to create a better relationship with my significant other.”
- Client from A Nuestro Alcance

Parents

**Triple P – Positive Parenting Program®:**
Triple P is one of the most effective evidence-based parenting programs in the world. It gives parents simple and practical strategies to help them confidently manage their children's behavior, prevent developing problems, and build strong, healthy relationships. This program is facilitated on a group basis, based on recommendations from our Case Managers. Parents also get individual coaching calls to work on the specific parenting challenges they are facing.
MENTAL HEALTH

Ser Familia offers counseling services for youth, couples, and individuals. We offer a range of behavioral and mental health therapies at no cost, aimed at improving self-esteem and relationships with others and dealing with life events. Our counselors take a client-centered approach—body, spirit, and mind, and use therapeutic interventions tailored to the client’s individual needs. We also offer Individual Play Therapy for children.

YOUTH

Renovacion Juvenil® - RJ:
Is designed to provide practical tools to Latino teenagers, between the ages of 13 and 18, so they can better communicate not only with their parents but also with other people in their family environment. The two-day workshop offers the young participants ideas on how to resist peer pressure, steer clear of drugs & alcohol, avoid gangs, and prevent premature pregnancies while helping them adapt to living in a multicultural environment.

Peer Support Groups:
Provide participating teens with a support system that will give them emotional support, life skills, decision-making assistance, guidance related to self-esteem, and social companionship. Many Latino teens feel isolated and are trapped between the social pressure to belong to their peer groups in school and maintaining their native culture and language. Peer support groups provide a safe environment for socio-emotional learning.

Educational Tutoring:
Helps Latino middle and high school students overcome academic challenges and leads them to independent learning and educational success. Through our C.A.F.E. Program, Ser Familia offers after-school tutoring and educational enrichment activities, with a focus on language arts, math, science, and social studies. Tutors provide homework assistance, academic enrichment, college and career readiness, and test preparation.

PhotoVoice:
PhotoVoice is an international program that works to build a world in which everybody has the opportunity to represent themselves and tell their own story. Through participatory photography, digital story-telling, and self-advocacy, socially excluded groups get an opportunity to present their points of view on issues that are important to them. In partnership with Emory University, Ser Familia engaged a group of Latino teens so that they could explore how immigration policy enforcement affects their mental health. The results produce amazing and powerful pictures and a healing facilitated discussion.

“I lost myself, I forgot who I was. Thank God we looked for help and by faith, we found Ser Familia! As a family, we are doing good. As parents, we are doing good.”
- Client from Triple P program

“Thank you Ser Familia for helping me improve my relationship with my daughter. We are learning and continuing to make progress.”
- Client from Christmas Families
DOMESTIC VIOLENCE

Georgia Latinos Against Domestic Violence (GLADV) strives to bridge the gap between community service providers and victims of domestic violence and other crimes in the Georgia Latino community. Through this program, we provide the education and resources necessary to raise awareness and promote advocacy against domestic violence, and we host support groups for men and women, to help them process and overcome the traumas caused by an episode of violence in their lives.

Bi-monthly sessions
Hosted 6 meetings for domestic violence advocates and other community leaders on topics such as Suicide and Mental Health, Suicide Prevention, Preventing Child Abuse and Neglect, and Technology-Facilitated Abuse among others.

“I don’t want to miss this class because the one that loses is me... I am changing for the better, for my children.”

- Client from GLADV Program

“Ser Famila is one of our favorite nonprofits that we have been supporting for the past 5 or so years. We love the work they do helping Latino families get through difficult times.”

- Supporter

C.A.F.E. CENTER OF EMOTIONAL AND FAMILY ASSISTANCE

C.A.F.E. is a family resource center that was developed in conjunction with the Department of Family and Children Services (DFCS) to offer additional needed services to the Latino Community. The ultimate goal of the project is to reduce the number of Latino families who are referred to DFCS by providing them with the emotional and concrete support they need. At the moment we have three locations, Suwanee, Norcross, and College Park.
Events in 2022

SanSe Atlanta at Truist Park - Over 1,200 attendees!
Saborea Atlanta at Omni Hotel CNN Center - Over 500 tickets
Walking Among Us at The Nett Church - Free health fair for the Latino Community, over 200 participants.
Health Fair Events - Clayton office, BP, Glucose, Flu Shots, etc.
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SER FAMILIA STAFF

Belisa Urbina - Chief Executive Officer
Miguel Urbina - Chief Programs Officer
Humberto Lopez-Sucerquia - Chief Operating Officer
Bryant Aguilar - Community Engagement Manager
Teresa Andino Ortiz - Development Manager
Evelyn Burbano Martinez - Compliance Manager
Ruth Colquitt - C.A.F.E. Program Manager
Alieska Custodio Rodriguez - Youth Services Manager
Maribel Gonzalez - Executive Assistant
Mima Jimenez Lucena - Grants Manager
Juan Marrero - Programs Director
Monica Martinez - GLADV Program Manager

Maria Munever Castano - Case Managers Supervisor
Soel Rivera Martinez - Accountant
Miguel Urbina Jr. - Marketing Manager
Chrsissie Urbina - Therapy Dog
Lymari Vazquez - Human Resources Manager
Marlen Adames - Counselor
Carlos Aguay - Intake Specialist
Ludemar Ball-Mora - Case Manager
Alicia Castaneda - Case Manager
Diana Chang - Case Manager
Juan Cifuentes - Programs Specialist
Nayubel Flory - C.A.F.E. Family Navigator
Andrea Fuentes-Dominguez - Case Manager
Odalis Herrera Mendez - Administrative Assistant

Dr. Camilo Leal - Psychiatrist
Carmen Lebron - C.A.F.E. Family Navigator
Cristina Marquez - Health Promoter
Amarantha Martinez - Case Manager
Kyana Patino - Case Manager
Christopher Perlera - Government and External Affairs
Azucena Rodriguez-Becerra - Licensed Clinical Social Worker
Rebecca Sheetz - Counselor
Loida Terrero - Case Manager
Wilmary Torres - Data Entry Specialist
Eliana Uribe - Domestic Violence Advocate
Stephanie Watson - Grant Writer

*Those in bold are the Leadership Team*

"We are proud to support such a great cause, a great organization that is Ser Familia. They help so much the Latino community in Atlanta and the state of Georgia."

- Supporter
## CORPORATIONS & BUSINESSES

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## GOVERNMENT

| CDC Foundation | Community Services Block Grant | Georgia Division of Families and Children Services |
| City of Norcross | Criminal Justice Coordinating Council | Gwinnett County |
| Cobb and Douglas Public Health | DeKalb County | Office of Violence Against Women |
| Cobb County | Emergency Food and Shelter National Board Program | Promoting Safe and Stable Families |
| Community Development Block Grant | Fulton County | |

## FOUNDATIONS

| American Family Insurance Dreams Foundation | Georgia Own Credit Union Foundation | Lopez Family Foundation |
| Assurant Foundation | Georgia Power Foundation | Mary Allen Lindsay Branan Foundation |
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| Beloved Benefit | Healthcare Georgia Foundation | Southern Company Gas Foundation |
| Care Management Services | Ida Alice Ryan Charitable Trust | TEGNA Foundation by 11 Alive Trust Foundation |
| Catholic Foundation of North Georgia | Inspire Foundation | The Barbara Hickey Foundation |
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| Cobb EMC Foundation | Joseph B. Whitehead Foundation | Thomas Pitt Trust |
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| Frances Hollis Brain Foundation | Latino Community Fund | United Way of Greater Atlanta |
| Georgia Health Foundation | Local Initiatives Support Corporation | Weinstein Foundation |
Thank you to our incredible supporters. By supporting our mission you help us make a great difference in our community.

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Yanitza Cruz
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Zaida Figueroa
Zuleyka Estrada
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2022

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Keyra Quijano

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Sharon Estella
Sharon Estella
Sharon Woody
Shelby Willis
Sheyla Ramos
Shirley Smith
Sonia Ochoa
Stanley Pearson
Stephanie & Marshall

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INCOME

- Government Grant and Contracts: 52%
- Foundations, Corporations and Individuals: 43%
- Other Income: 5%

TOTAL INCOME

$4,671,918

EXPENSES

- Program Services: 75%
- Management & General: 22%
- Fundraising: 3%

TOTAL EXPENSES

$4,369,789
“The change is for me, I want to make a change for myself. It (GLADV program) has helped me because I am seeing the change little by little. For that, I thank you very much and my God continues to bless Ser Familia.”

- Client from GLADV program

“I like it! It’s fun and never boring. The teachers explain everything well and are patient with us since we know almost nothing... The class is beautiful and I’m thankful for the opportunity to be here”

- Client from English Class

“I am truly thankful for Ser Familia and all the people who donated to give my family an amazing Christmas. I’m truly happy and filled with joy.”

- Client from Christmas Families

“We do many activities, and many games! Which is the most important! We have so much fun.”

- Client from Senior program