

# ANNUAL REPORT 2022



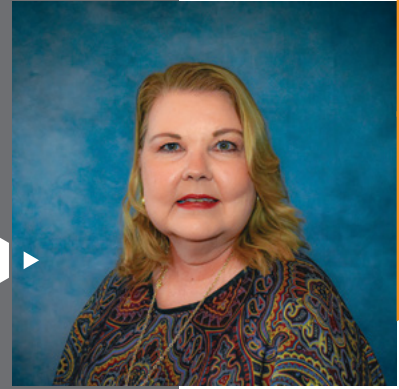
CHALLENGES & OPPORTUNITIES



# LETTER FROM THE CHIEF EXECUTIVE OFFICER

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**BELISA URBINA**  
Chief Executive Officer



## 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.

Stats &

# OUTCOMES 2022



**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



Added Piano and Art Programs for kids and teens as part of our offer to support the well-being of our next generation of Latinos



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

(March 2020 - December 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



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

(Structured Psychotherapy for Adolescents Responding to Chronic Stress)



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.



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



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).



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



**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.



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.



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



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.



**657** clients were provided with emergency financial assistance (food, diapers, rental, and utilities assistance, school supplies, etc.)

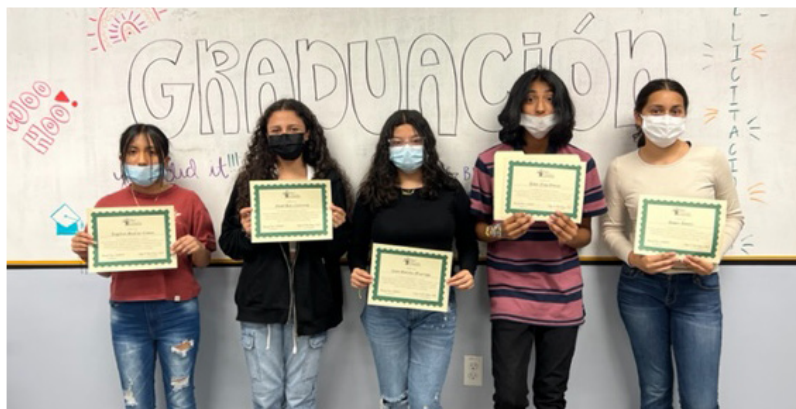


Clients participated on **94%** their scheduled mental health appointments, this much higher than the standard for other no-cost mental health programs.





# CHALLENGES & OPPORTUNITIES 2022





# ACES

**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.**

Our

# APPROACH

## COUPLES



### 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.







### 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



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.



Our

# APPROACH

## 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 Familia 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.



# OUR TEAM

## CHALLENGES & OPPORTUNITIES

### BOARD OF DIRECTORS

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**Chairman:**

Hanna Dafne Bauer

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Linda Pérez

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Erika Hill

Eric Hurst

Jerry James

Rosa Marroquin

Dr. José O. Rodríguez

Rose Walker

Shelli Willis

### 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

**Mirna Jimenez Lucena** - Grants Manager

**Juan Marrero** - Programs Director

**Monica Martinez** - GLADV Program Manager

**Maria Munevar Castano** - Case Managers Supervisor

**Soel Rivera Martínez** - Accountant

**Miguel Urbina Jr.** - Marketing Manager

**Chrissie 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

Odalís 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

# SUPPORTERS

## 2022

### CORPORATIONS & BUSINESSES

Ashley Furniture Homestore  
Assurant  
Astra Zeneca  
ATL Search Group  
Atlanta Braves  
Atlanta Commercial Board of Realtors  
Atlanta Gas Light  
Atlanta United FC  
Brasfield & Gorrie  
Cadence Bank  
CareSource  
Castan & Lecca PC  
Circo de los Hermanos Vazquez  
Colonial Pipeline Company  
Cobb County Friendship Club  
Center of Applied Research Solutions Inc.  
Dalton Agency  
Delaware North  
Delta Air Lines  
DonQ Rums  
El Super Pan  
Elevation Point Church

Emory University  
Encore Global  
Endodontics Associates of Georgia  
Exquisite Delites  
Fracht USA  
Fogon & Lions  
Gas South  
Gateway 85  
Georgia Power  
Georgia Power Club of Hearts  
Goodr  
Hope Beckham Inc.  
Ilusiones Event Decorations  
Inkpress LLC  
Kennesaw State University  
Kids Care  
Kimberly Clark  
Kroger  
Latin American Chamber of Commerce  
Laz Parking  
Magda Gomez - Re/Max Center  
Media Titan

Mi Casita Boricua  
Minnie Olivia Pizzeria  
Moderna Therapeutic  
Montenegro Real Estate Group  
Mount Sinai Temple  
OMNI Atlanta Hotels & Resorts @ CNN  
OMNI Hotels & Resorts @ The Battery  
Oriental Trading  
Parking Management Services, Inc.  
Que Pasa en Atlanta  
Scott Madden, Inc.  
Sia Partners  
Synovus  
Telemundo  
The Clorox Company  
The Nett Church  
Urbina Immigration Law  
Voya Financial  
Walton Electric Trust  
Wellstar  
Zona VIP Magazine  
Viva Chicken

### GOVERNMENT

CDC Foundation  
City of Norcross  
Cobb and Douglas Public Health  
Cobb County  
Community Development Block Grant

Community Services Block Grant  
Criminal Justice Coordinating Council  
DeKalb County  
Emergency Food and Shelter National Board  
Program  
Fulton County

Georgia Division of Families and Children  
Services  
Gwinnett County  
Office of Violence Against Women  
Promoting Safe and Stable Families

### FOUNDATIONS

American Family Insurance Dreams  
Foundation  
Assurant Foundation  
Atlanta Braves Foundation  
Bank of America Foundation  
Beloved Benefit  
Camp Younts Foundation  
Care Management Services  
Catholic Foundation of North Georgia  
Charities Aid Foundation of America  
Chick-Fil-A Foundation  
Cobb Collaborative  
Cobb EMC Foundation  
Community Foundation for Greater Atlanta  
Frances Hollis Brain Foundation  
Georgia Health Foundation

Georgia Own Credit Union Foundation  
Georgia Power Foundation  
Greystone Power Foundation, Inc.  
Health 1st Foundation, Inc.  
Healthcare Georgia Foundation  
Help for Children, Prevent & Treat Child  
Abuse  
Ida Alice Ryan Charitable Trust  
Inspire Foundation  
J.B. Fuqua Foundation  
Jesse Parker Williams Foundation  
John & Mary Franklin Foundation  
Joseph B. Whitehead Foundation  
Kirby Smart Family Foundation  
Latino Community Fund  
Local Initiatives Support Corporation

Lopez Family Foundation  
Mary Allen Lindsay Branan Foundation  
NewSchools Venture Fund  
Richard Munroe Foundation Inc.  
Southern Company Gas Foundation  
T.W. Price Gilbert Jr. Charitable Foundation  
TEGNA Foundation by 11 Alive  
Truist Foundation  
The Barbara Hickey Foundation  
The John & Polly Sparks Foundation  
The Sartain Lanier Family Foundation  
The Scott Hudgens Family Foundation  
Thomas Pitt Trust  
TR Joe E. Johnston Foundation  
United Way of Greater Atlanta  
Weinstein Foundation

# COMMUNITY

## CHALLENGES & OPPORTUNITIES

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Antonio Soto  
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Armando Ruiz  
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Eduardo Estrella  
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Eduardo Pagan  
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Thank you to our incredible supporters. By supporting our mission you help us make a great difference in our community.



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## 2022

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Maria Becerra  
Maria Cancela  
Maria Duarte  
Maria Lecaros

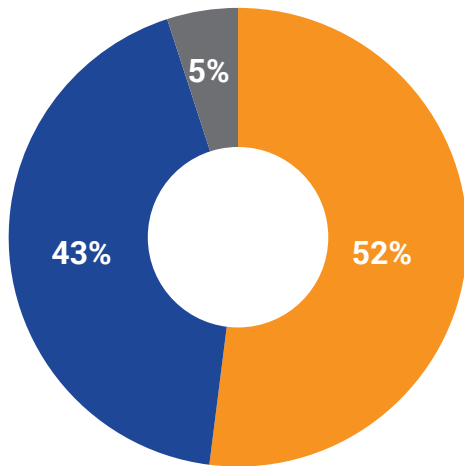
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Maricely De Jesus  
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Mario Rivera  
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Maritza Lopez  
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Rodriguez  
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Phillip Weaver  
Phillip Weaver  
Quincy Eve  
Rachel Moore  
Rachel Rojas  
Rafael Bautista  
Rafy Amaro  
Rajdei Basnandan  
Rajesh Basnandan  
Ramon Reyes  
Randy Miller  
Raquel Quinones  
Raquel Roberson  
Raul Alfonso  
Rebecca Ingle  
Rebecca Sheetz  
Regina M. Quick  
Ricardo Rodriguez  
Richard Bolden  
Roberto Medina  
Roberto Orengo  
Rodolfo Ruiz Sosa  
Ron Biker  
Rosa McHugh  
Rose Walker  
Rosemar Collazo  
Roxana Pea  
Roxanna Gandia  
Roxeann Ruiz  
Ruben Rivera  
Ruth Colquitt  
Ruthie Molina  
Sabrina Barreras  
Sabrina Gomez  
Saladine McCook  
Salomon Zalzman  
Sara Tucker  
Sarah Eady  
Sarah Roby  
Shakira Suglia  
Shanee Turnbull  
Sharon Estela  
Sharon Woody  
Shelly Willis  
Sheyla Ramos  
Shirley Smith  
Sonia Ochoa  
Stanley Pearson  
Stephanie & Marshall

Abes  
Stephanie Watson  
Stephen Stover  
Susan Greenberg  
Susan Rothman  
Susan Schwartz  
Suzana Harati  
Sylvia Rivera  
Sylvia Zenteno-Booker  
Temme Lee  
Thaniuska Vale  
Tiffany Renfro  
Todd Craighead  
Tomas Rodriguez  
Tony Gonzalez  
Tory Tucker  
Tracey Cos  
Trey Brunn  
Tyler Spayde  
Valerie Failla  
Vanessa Colon  
Vanessa Dull  
Vanessa Emmenegy  
Vernalisa Rougeux  
Veronica Deleg  
Victor Fernandez  
Waleska Alfaro  
Walter Aymerich  
Wendy Greenberg  
Wendy Pimentel  
Wilfredo Adorno  
Wilfredo Petit  
Wilfredo Torres  
Wilheem Perez  
William Holland  
William Musial  
Wilma Bozic  
Wilson Tomala  
Winston Liburd  
Xavier Malave  
Xeciash Vega  
Xiomara Colon  
Xiomara Mejia  
Yadira Cintron  
Yadira Ofarrill  
Yamna Farah  
Yanitza Lind  
Yaritza Cruz  
Yasmin Neal  
Yesnely Flores  
Yolanda Mendoza-Miller  
Zaida Figueroa  
Zuleyka Estrada  
Zully Pascual

# FINANCIAL at a Glance 2022

## INCOME



- Government Grant and Contracts
- Foundations, Corporations and Individuals
- Other Income

### TOTAL INCOME

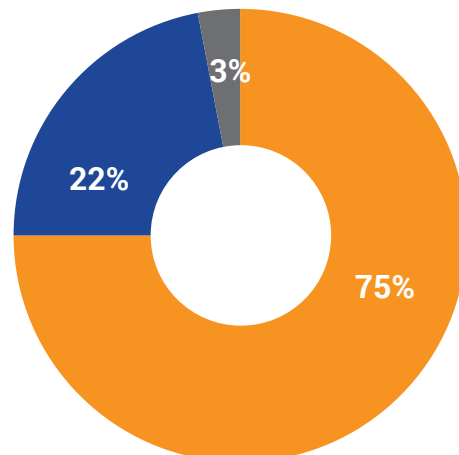
**\$4,671,918**

## EXPENSES

- Program Services
- Management & General
- Fundraising

### 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





**KENNESAW** | 1000 Cobb Place Blvd NW | Suite 170 | Kennesaw, GA 30144

**SMYRNA** | 1600 Roswell St SE | Suite 4 | Smyrna, GA 30080

**NORCROSS** | 5000 Peachtree Industrial Blvd | Suite 160 | Norcross, GA 30071

**SUWANEE** | 3594 Baxley Point Dr | Suwanee, GA 30024

**COLLEGE PARK** | 445 Atlanta South Pkwy | Suite 140 | College Park, GA 30349

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