



ANNUAL REPORT

REPORT 2021



GROWTH & CONNECTIONS

LETTER

From the Chief Executive Officer



DEAR FRIENDS,

The year 2021 was a year of profound transformation for our community, the families that we serve and certainly our organization. As the second year of the COVID-19 Pandemic continued to unfold, we saw many areas of grave concern that included an increase on the severity of the situations that families who came to us were presenting, much higher levels of depression and suicidal ideation, a tremendous number of children who were victims of sexual and physical abuse and families with continued need for financial support.

In the midst of these serious issues, we also witnessed so many uplifting stories of strength and many examples of the warmth, empathy and solidarity that our Latino community is so well-known for. Similarly, we saw many of our community partners create innovative solutions that went from vaccination opportunities to collaborations that included complimentary services and shared funding. A good example was our partnership with WellStar Health System to create the position of Health Promoter within our organization, using the national model of the “Promotora de Salud” to educate about COVID-19 and create vaccination opportunities. We expect this project to continue to expand to other areas of health education in future years.

During this year, at Ser Familia we took a hard look at the many new services and programs that we had to implement during the very difficult 2020 year, so that we could understand how they fit in our mission and how they respond to the needs we are seeing now and the ones we believe will arise in the future.

We have worked hard to integrate those supports to our suite of services ensuring that they are coordinated with our other programs, to ensure that our clients continue to benefit from the assistance of multidisciplinary teams who are highly coordinated thanks in great part to the use of technology solutions. We know that our families greatly benefit when a team that might include a case manager, a parenting program facilitator, domestic violence advocate, immigration attorney, family navigator, couples’ mentor, mental health counselor, psychologist, psychiatrist and others work from the same platform, sharing information and resources, creating in essence a grid that sustains the family until they are thriving.

We look at 2022 with great optimism. Our Board and Staff have been planning some big projects for this next year, including the opening of Ser Familia’s 5th location and the expansion of our C.A.F.E.s (Centro de Ayuda Familiar y Emocional), which are our cultural adaptation of the best practice model of a Family Resource Center.

Our story would not be complete without you, our grantors, donors, partners, volunteers and supporters. We are eternally grateful to all of you!

Sincerely,

Belisa Urbina

“When life seems hard, the courageous do not lie down and accept defeat; instead, they are all the more determined to struggle for a better future.”

~Queen Elizabeth II

OUR MISSION

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

GROWTH & CONNECTIONS 2021

OUR 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.

IMPACT at a Glance 2021



Clients Served: 6,981 in 17 Counties



3,524 (14/day) Mental Health Assessments completed



100% Covered Costs for Immigration Legal Services



2,535 people vaccinated (COVID-19 & Flu)



2x the number of sessions of our Healthy Relationships (Domestic Violence) Support Groups



\$583,181 in Emergency Rental Assistance provided



50% C.A.F.E. program growth compared to 2020



91 teens consistently participated in the RJ Support Groups



29 people participated in the new Financial Literacy Program



93 people participated in A Nuestro Alcance (Couples Program)



364 Children supported at the Christmas Family Event



>\$190,000 provided to families during the holiday season



4 permanently functioning food pantries



GROWTH & CONNECTIONS 2021



State of the Latino FAMILY in 2021

MENTAL HEALTH AND EMOTIONAL WELLBEING



3,524 mental health assessments were completed in 2021. This is an enormous number and speaks volumes to the needs of our community—it is an equivalent to 14 assessments per day. This has been fueled by the following:

- Lack of enough culturally and linguistically competent mental health services to help Latinos facing a traumatic event
- Double the number of domestic violence cases when compared to pre-pandemic levels
- Four times the number of cases of child sexual abuse
- Dramatic increase in cases of serious depression, anxiety and suicidal ideation
- Not enough access to programs that can help families meet their basic needs
- The changing community needs due to the disproportionate impact of the COVID-19 pandemic on the Latino community in Georgia

EMERGENCY RELIEF



- **Hunger Relief:** more than 200,000 lbs of food were distributed in 2021 to Latino families and individuals in need. Ser Familia now has 4 permanently functioning food pantries in all of our locations.
- **Economic Hardship:** \$583,141 in rental assistance was provided to 398 families. The largest payment made was \$9,270.
- **COVID-19 Testing and Vaccinations:** COVID-19 testing was provided in partnership with Wellstar Health System. 2,535 people received vaccinations in 2021 for COVID-19 and Flu.



“I am excited about attending this program just for us.”



Emergency Relief

GEOGRAPHIC PARTICIPATION AND IMPACT



- In 2021, Ser Familia served 6,981 clients in 17 counties in Georgia.
- Top counties served included Cobb, Gwinnett, DeKalb, Fulton and Clayton.
- Cobb county was the top served county due to the number of vaccinations, health assessments and emergency assistance cases provided.
- Gwinnett and DeKalb counties served from the Ser Familia Norcross office.
- Clayton county residents served even without a Ser Familia office, highlighting the continued need for underserved populations.



In 2021, **364 children** were supported at the Christmas Families event and more than **\$190,000** was provided to families during the holiday season.

C.A.F.E. PROGRAM – TRANSFORMATION AND GROWTH



Ser Familia and the Georgia Division of Family & Children Services (DFCS) continued its very successful partnership for the C.A.F.E. (Centro de Ayuda Familiar y Emocional). C.A.F.E. follows the national evidence-based model of a family resource center. As members of the Georgia Family Support Network, we work with families in a multigenerational, family-centered approach to enhance parenting skills, foster the healthy development and well-being of children, youth, and families, prevent child abuse, increase school readiness, connect families to resources, develop parent and community leadership, engage males and fathers, support healthy marital and couples relationships, and promote family economic success. The program continues to grow and opened its second location in 2021.



C.A.F.E. Services

- Financial Literacy to help Latino families understand the financial system in the U.S. and help them to financially thrive. The program also helps our clients avoid problems and scams that they might be vulnerable to because of their immigration status, language barriers and more.
- Youth Educational Services using a clear, cultural and linguistically proficient lens and included, among many innovations, classes which happened alongside students in Guatemala who connected via Zoom.
- Emergency Financial Assistance including food, basic needs items and more
- Assistance to apply for public benefits including SNAP (food stamps), Medicaid and more
- Community Outreach Events - As an example *C.A.F.E. con la Policía* which provided an opportunity for community members and law enforcement to build bridges of understanding
- Family Education Programs - Parenting Classes, Couples Programs and more

Our APPROACH

COUPLES

Our couples' programs (Taller de Parejas and A Nuestro Alcance) offers each person the opportunity to improve their self-understanding, get to know their spouse or partner on a deeper level and strengthen the couple's love and commitment. The goal of our workshops and retreats is for couples to recover confidence in each other and regain mutual respect.

During our programs, participants are able to openly discuss their feelings about situations and problems that affect their relationship



WHOLE FAMILY

The Strengthening Families Program is an evidence-based family skills training program found to significantly reduce problematic behaviors, as well as helping improve social competencies, life skills and school performance. The program requires the participation of at least one parent (participation of both is preferred) and a child(ren) between the ages of 7 to 17. Parents and their children attend weekly skills classes together, learning parenting competencies, youth life and refusal skills as well as family communication and bonding. Each of the sessions is two (2) hours long. Parents and youth meet in separate groups for the first hour and together as families during the second hour. Sessions are highly interactive and include role-playing, discussions, learning games and family projects. The parenting sessions review appropriate developmental expectations, teach parents to interact positively with children, develop good family communication including active listening and reducing criticism and sarcasm, family meetings to improve order and organization, and effective and consistent discipline. The children's skills training content includes communication skills to improve parents, peers, and teacher relationships, hopes, and dreams, resilience skills, problem-solving, resistance to peer pressure, identification of feelings, anger management, and coping skills.



YOUTH

Renovación 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 the use of drugs and alcohol, and avoid falling into the pressures of gangs—all while helping them adapt to living in a multicultural environment.

Peer Support Groups provide participating teens a support system that will give them emotional support, life skills, decision-making assistance, guidance related to self-esteem and social companionship. Many of our 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. Most times these teens have felt emotionally responsible for their families from a young age, acting as interpreters and much more. They lack positive role models who they can relate to and are craving meaningful social interactions. Ser Familia's Peer Support Groups provide a safe environment for socio-emotional learning.

Educational Tutoring helps Latino middle and high school students to 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 as well as academic enrichment, college and career readiness and test preparation. Depending on the sessions, art, sports or other opportunities might be offered. The program is planned and delivered in a culturally and linguistically responsive manner, specifically designed for Latino students.



Our APPROACH



"I am looking forward to next week."



"We had so much fun."

Our APPROACH

PARENTS

Ser Familia has one key program for 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.



“I am so glad they have found a program that they truly love and they feel loved. They get ready quickly because they don’t want to arrive late and miss anything! Thank you Ser Familia because you are giving my parents something to look forward to every Tuesday. Thank you so much.”

MENTAL HEALTH



Ser Familia offers counseling services for children, youth and adults. 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 trauma-informed, 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; these therapies help prevent or resolve emotional difficulties and promote optimal growth development. Our mental health services are an imperative need in our community, as there is a major gap in mental health services offered in Spanish.

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. We also host support groups for men and women survivors to help them process and overcome the traumas caused by an episode of violence in their lives as well as to enhance their safety. The program also offers training and networking opportunities for other victims' services providers.



LEGAL SERVICES

At Ser Familia, we are committed to educating, supporting and assisting our clients with their immigration needs. We provide pro-bono immigration legal services for clients who are victims of domestic violence, trafficking and violent crimes. Through casework and advocacy, our attorney provides direct legal representation to individuals who are eligible for certain forms of immigration protection and status. Our main focus is on Humanitarian Forms of Relief such as VAWA, U Nonimmigrant Status and T Nonimmigrant Status.

Our APPROACH

La oportunidad de ayudar a un(a) sobreviviente de violencia a obtener alivio migratorio le abre la puerta a un mejor trabajo que lleva a movilidad económica, una licencia de conducir que significa independencia y la oportunidad de construir un mejor futuro para sus hijos.

The opportunity to help a survivor of violence obtain immigration relief opens the door to a better job that translates into economic mobility, a driver's license which means independence and the opportunity to build a better future for their children.



Immigration Information Session

OUR TEAM

GROWTH & CONNECTIONS 2021

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SER FAMILIA LEADERSHIP & STAFF

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Chief Programs Officer

Miguel Urbina

Programs Director

Nurkys Brea

Clinical Manager

Dr. Carla Santiago

Development Manager

Alana Williamson

Grants Manager

Elsa Sánchez

GLADV Program Manager

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Mirna Jimenez

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Counselor

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Counselor

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Counselor

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Counselor

Rebecca Sheetz

Case Manager

Eliana Uribe

Case Manager

Jeannette Vargas

Case Manager

María Paula Munevar

Case Manager

Yaritza Pérez

C.A.F.E Family Navigator

María Márquez

C.A.F.E. Family Navigator

Sasha Fret

Emergency Assistance Coordinator

Alieska Custodio

Intake Specialist

Pedro Lehr

Domestic Violence Advocate

Mary Calvo

Grants Specialist

Eldie Torres

Health Promoter

Diana Román

Administrative Assistant

Bryant Aguilar

Administrative Assistant

Juan Calvo

Administrative Assistant

María Pérez

Data Entry Specialist

Melissa de La luz

Operations Team Member

Marcelino Mejía

SUPPORTERS

SUPPORTERS

CORPORATE

Assurant
Bader Scott
Beaver Toyota Of
Cumming
Cobb County Friendship
Club
Colonial Pipeline Company
Dalton Agency
Gas South
Georgia Terrace Hotel
Home Star Financial
Corporation
Home Beckham Inc.
Kaiser Permanent
Kennesaw State University
Kimberly Clark
Mailchimp
Newell Brand
Noonday Association of
Churches
Omni Hotels
Pro Painting Remodeling
Scott Maden
Solorio Agency LLC.
Tomorrow Pictures
Univision
Urbina Law Firm

FOUNDATION

American Family Insurance
Dreams
Atlanta Braves Foundation
Bank Of America
Charitable Foundation
Betty & Davis Fitzgerald
Foundation
Catholic Foundation of
North Georgia
Cobb Collaborative
Cobb EMC Foundation
David, Helen and Marian
Woodard Fund - Atlanta
Frances Hollis Brain
Foundation

Georgia Power Club of
Hearts, Inc.
Greystone Power
Foundation Inc
Health 1st Foundation Inc.
Healthcare Georgia
Foundation
Help For Children
Hispanic Federation
Ida Alice Ryan Charitable
Trust
Imlay Foundation
J.B. Fuqua Foundation
Jackson EMC Foundation
Jesse Parker Williams
Foundation
John And Mary Franklin
Foundation
Kids Care
Kirby Smart Foundation
Koch Family Fund
Mary Allen Lindsey Branan
Foundation
May P And Francis L.
Abreu Charitable Trust
Mildred Plunkett Fund
Richard Munroe
Foundation
Tegna Foundation
The Tr Joe E. Johnston
Foundation
Community Foundation of
Greater Atlanta
The Scott Hudgens Family
Foundation
The Wilbur & Hilda Glenn
Family Foundation
Unidos Us
United Way of Greater
Atlanta
Voices Of Hope
Foundation Inc.
Waffle House
Wellstar Foundation Inc.

GOVERNMENT

Centers For Disease
Control & Prevention
Cobb & Douglas Public
Health Community
Cobb County Development
Block Grant
Criminal Justice
Coordinating Council
DeKalb County
Fulton County
Georgia Division of Family
& Children Services
Gwinnett County
Gwinnett County
Development Block
Grant
Office Of Violence Against
Women
Promoting Safe & Stable
Families
Smyrna Fire & Police
Department

INDIVIDUAL

Omar Almodovar
Desiree Andrews
Takiria Artrechtes
Ilham Askia
Derrick Avila
Melina Baetti
Hanna Bauer
Nikki Berger
Sherian Brown
Jennifer Buege
Kimberly Burdette
Suzy Bus
Dr. Damaris
Candelario-Soto
Alba Castillo
Marta Ceron
Jodie Chambers
Donald Cirino
Mr. & Mrs. W. Millard
Choate

Allison Coffman
Gretchen Colon
Bryan Cordova
Bertha Davis
Eduardo de los Santos
Goncalves
Rene C. Duvekot
Ariel & Jason Esteves
John Fletcher
Nicholas Forsythe
Sol Garcia Santiago
Enrique Garza
David Gerson Berdugo
Carlos E. Gomez Llata
Jerry Gonzalez
Tony Gonzalez
Aulona Graham-Simms
Janita Green
Jamila Hall
Bridgette Hannigan
Cindy Health Newman
Erika Hill
Craig I. Horrell
Eric Hurst
John Jackson
Jerry James
Jonathan Karron
Dan & Beatriz Kinsky
Maria Lecaros
Bradley Levenberg
Carrie Maden
Charlotte Mager
Peggi Mariduena
Kathleen Marran
David Mathews
Joseph Mayes
Mauri Maza
Milka Medina
Juan Carlos Mejia
Paula Molano
Efrain Morales

Carolyn Munson
Gordan Neville
Michael Nolan
Phil Olaleye
Fiorella Rosalino Orozco
Carmen Rosa Pedrosa
Jennifer & Cipriano
Peinado
Linda Pérez
Lisa Petaschnick
Ronald Peterson
Rosanmary Petrillo
Ramón Reyes
Alfonso Riggs
Russell Rodgers
Dr. José O. Rodríguez
Marta Rodriguez-De Loach
Rachel Rojas
Amelia Rudolph
Jocelyn Schiedel
Bader Scott
Valdimir Shklovsky
Daniel Shoy
Karen Steinberg
Jessica Stern
Beth Sugarman
Isabel Summe
Mike Taylor
Sharon Thompson
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Linette Urbina
Emily Anne Vall
Kilpy Valle
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Rose Walker
Stephanie Watson
Melissa Wiggins
Shelli Willis
Nissa Wise
Jennifer Zenteno



Georgia Hispanic Chamber of
Commerce Hall of Fame

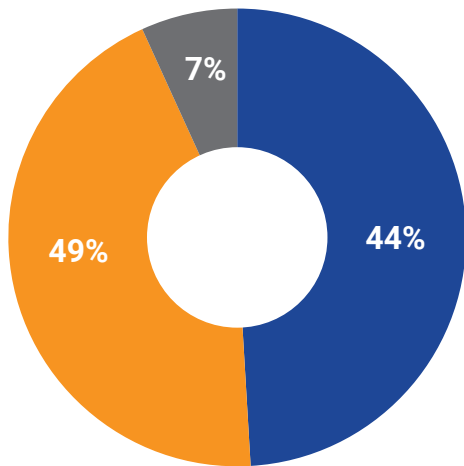


Family Support
Christmas Project

FINANCIAL

at a Glance 2021

INCOME



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

TOTAL INCOME

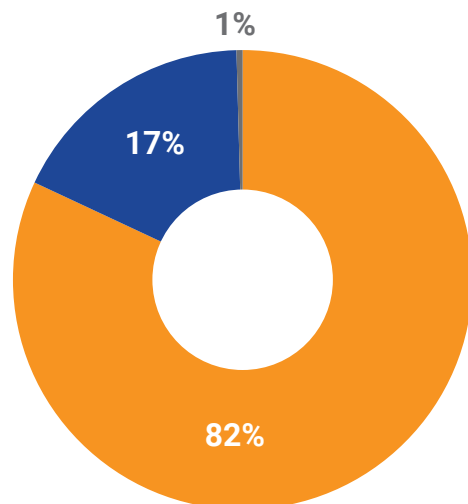
\$3,818,877

EXPENSES

- Program Services
- Management & General
- Fundraising

TOTAL EXPENSES

\$3,746,848



GROWTH & CONNECTIONS 2021

To Whom It May Concern,

My name is Mauri Maza. My son Bryans, who is 17 yrs old, and I came to the United States 7 years ago. We left in our native country of Venezuela all our professional and personal experiences and contacts. I found myself in this country all alone, just my son and I, starting from scratch. I was feeling depressed. I started participating in Ser Familia's services 6 years ago and since then I have been immersed in a world of tools for self-improvement. Throughout this time I have completed programs such as:

- Triple P or Positive Parenting Program for Children and Adolescents
- Strengthening Families
- At Our Reach (Couples)
- Couples Workshop
- Healthy Relationships (An incomparable workshop that I have had the pleasure of volunteering at)
- Renovacion Juvenil (My son is a leader in this program)

A long time ago I was a victim of domestic violence and mistakenly thought that I had gotten over this situation since it was many years back. I couldn't be farther from reality! Ser Familia gave me the opportunity to receive mental health counseling for a year and a half. Thanks to the guidance of my counselor, I learned many tools to overcome the traumas caused by this situation. I started feeling much better about myself. During this time I began a relationship with Javier, who is now my husband. He also has participated in the programs that this organization offers. Javier is also learning to be a better person. Together we have faced the task of educating an adolescent in a new place with many cultural differences from our native countries. At times our home environment was tense. Today we are handling these issues in an assertive manner. I can attest that all the services and teachings that we received at Ser Familia are extremely effective as long as the people put them into practice. At least in my house what we learned has become a LIFESTYLE!

We are beyond grateful for what Ser Familia has given us. We are blessed to know them and are proud to be volunteers of the organization now. Miguel & Belisa, Monica, Rebecca, Marlen, and Antonella who always give the best to others and have been our support system. Thank You Ser Familia!

Sincerely,
Mauri Maza



KENNESAW

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SMYRNA

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

NORCROSS

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SUWANEE

3594 Baxley Point Dr | Suwanee, GA 30024

COLLEGE PARK

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

