

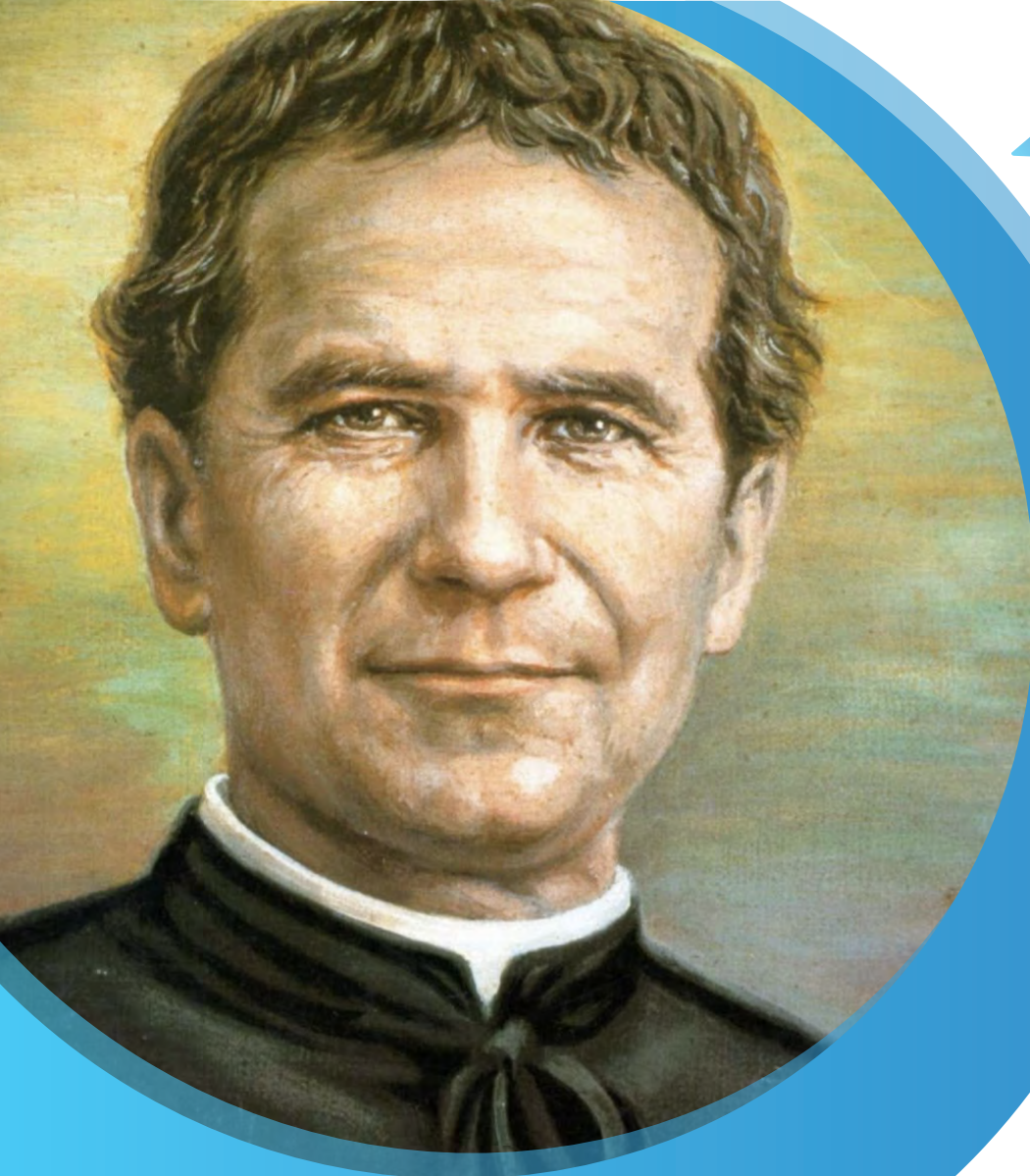


# ANNUAL REPORT

JULY 2019 – JUNE 2020

STRATEGIC PLAN UPDATE

Salesian Family Youth  
Center of Los Angeles



*"It is enough that you are  
young to make me love  
you very much."*

*Don Bosco*

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# WHO WE ARE

## Our Values

**Respect.** *Respect for yourself and others.*

**Integrity.** *We strive for integrity in everything that we do and say.*

**Commitment.** *We walk the talk.*

**Open-mindedness.** *We are able to embrace diversity without letting go of who we are!*

## Our Personality

*We are reasonable.*

*We are loving and kind.*

*We treat everybody with love and care.*

*We always find a way to understand what is happening instead of judging or criticizing.*

## Our Promise

*As volunteers and employees of the SFYC, we promise to support our young people in creating a path to their desired future.*



Youth  
with Integrity  

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Stronger  
Future!





# OUR MISSION

To inspire and enable the young people of Boyle Heights and the surrounding communities to realize their full potential as productive, responsible, and caring citizens and to support their families in this effort.

# Message from the Executive Director

Dear Salesian Family Youth Center Community!

Since I took over the administration of the Salesian Family Youth Center in September of 2015, we have been working to create a culture where the children, young people and staff feel at home. To accomplish this goal, we created a strategic plan that has been our guide for the last three years. This plan has strengthened the quality of programs that we provide to our children by creating a synergy between our center, the local schools, our neighboring community, and the Salesian community.

I would like to thank the wonderful Salesian Administration Team that meets every week to plan and ensure we continue to move forward in alignment with our strategic plan. I also want to thank the amazing Salesian staff for their tremendous work mentoring and developing our children and young people. As an organization, we meet three times a year to plan and evaluate our pastoral plan in order to ensure we continue to provide quality programs and services. This year, some of our milestones include:

- **Strengthening the collaboration between the schools, church and youth center:** Our collaboration with Roosevelt High School continues to deepen as we create more opportunities and programs for our teens. This year we created a position to better connect our youth center with St. Mary's school and church. Our new Coordinator of Youth Ministry leads the ministry at the church and youth center.
- **Beautifying the neighborhood:** Early this year, we invited Mexican artist, DEKO, to the center to create an amazing mural outside of the facility on the corner of 4th Street and Breed Street.
- **Increased marketing for SHOUT:** This year we created a marketing plan to promote our after-school programs at Roosevelt High School.
- **And more!**

These were just some of the accomplishments that we achieved before the COVID-19 pandemic. Since then, we have been able to keep our employees and focus on development and staff training. We implemented a virtual afterschool program for our elementary school students during quarantine. With the approval from the City we were able to run our summer program, Camp Salesian, which serves the most vulnerable children. Our SHOUT program is partnering with Roosevelt High School to provide virtual out of school time programs for teens in school. Our programs are providing children and youth with social interactions and emotional outlets, things that are more important than ever during this crisis.

As you can see, we have been busy serving our community and it is my pleasure to present to you our annual report, where you can see that your support is making such a huge difference!

Sincerely,

*JC MONTENEGRO*  
JC Montenegro, PhD



# The Strategic Plan 2018 – 2021



## BRANDING

- New SFYC Logo and Slogan
- New Organizational Values
- New Employee Promise and Responsibilities

## OPERATIONAL MANUALS

- Updated Employee Handbook
- Updated and Digitalized Employee Forms
- Creation of Procedures Manual

## DREAMS

- Marketing Plan
- New Youth Development Programs
- Accountability Structure for the Organization



## TRAINING AND DEVELOPMENT

- New Onboard Manual for Employees and Volunteers
- New Training Videos for New Volunteers and Employees



## PROGRAM IMPROVEMENT

We are working on reaching new opportunities for our young people. We ran a survey and collected information to see how our young people think. Based on this research we hired a new Youth Development Coordinator.

Top: Oratory teen volunteer and child working on an activity together.  
Middle: We Care child with her craft.  
Bottom: SHOUT teens posing together.

As the saying goes, “Man plans, and God laughs.” No time has this been more true than this past year. We began this year with a focus on tackling the items we set for Year 2 of our **Strategic Plan: program enhancement, resource development, marketing, and increased coordination**. While we were able to work on all of these areas, our plans, like the rest of the world’s were sidetracked by COVID-19. We continue to use our Strategic Plan to guide us as we move forward in uncharted territory of serving children during a global pandemic. And despite the challenges, we still accomplished so much this past year.

# Annual Strategic Plan Update



## Program Enhancement

Our We Care Program has grown tremendously under Christina Mendoza's leadership. We Care more than doubled the number of children served than the previous year. During the quarantine, We Care offered a virtual program and provided activity packages to keep kids connected, active and engaged. Learn more on page 12.

This year for our Youth Ministry program, we brought on a valuable addition to our leadership team, Ms. Miriam Hernandez. She has truly taken the newly created position of CYM and made it her own. Since coming on board last year, she has increased teen engagement at our Salesian Family Youth Center's 4th Street site and strengthened our partnership with the St. Mary's parish community. Miriam and her programs serve as a vital bridge between our We Care program for children and our SHOUT teen program at Theodore Roosevelt High School. Learn more about the Youth Ministry program on page 16.

## Marketing

We continued to improve our marketing with a focus on the branding of SHOUT, our after-school teen program at Theodore Roosevelt High School. Our wonderful SHOUT Coordinator, Angel Castillo, worked closely with Juan Carlos Montenegro and Graphic Design Intern, Dianna Rodriguez, to develop updated logos, flyers, posters, and banners for the program.

## Resource Development

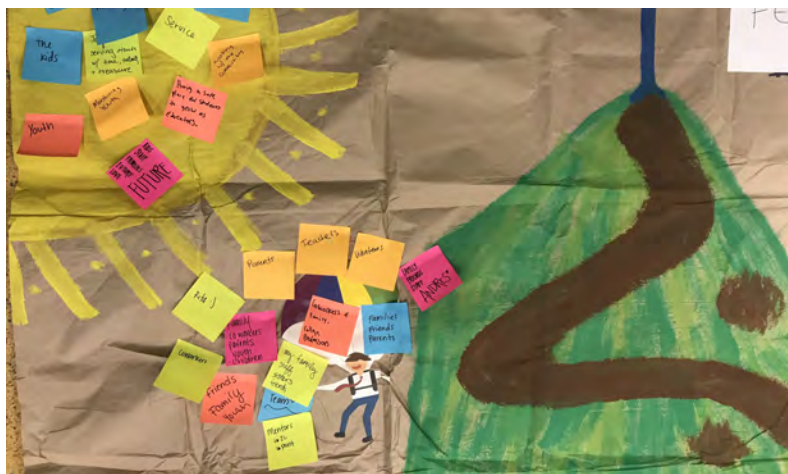
In January, our administrative team began a comprehensive Resource Development Strategic Planning Process to ensure growth and sustainability of our organization. As a result, we reconnected with past donors, developed a donor stewardship program, provided training to staff, and created a Corporate Partnership Program. We began partnering with WeWork to create meaningful volunteer engagement opportunities for their staff. Look for more ways to support, stay connected, and engaged with us this coming year.





## An Even Closer Salesian Family Youth Center

We quickly realized that our We Care and SHOUT programs were running independently with little interaction, due in large part to the different site locations. We felt that both programs would benefit from more collaboration and joint activities, so as an organization, we have become more purposeful in developing and creating these opportunities. We are providing more all-staff meetings and events. We are creating joint activities to bring our children and teens together. And we are providing our staff the opportunity to plan and implement social activities to nurture and strengthen our Salesian family bonds. We know that together we are stronger, and together we can do more to serve our whole community.



Top: This dedicated group is our current administrative staff working on our strategic planning. To accompany the strategic planning and implementation process this administration meets monthly!

Bottom Left: This was the first meeting for our strategic plan in October 2018. Three meetings were held that same year.



# WHAT WE DO



1

## Welcome and Embrace Programs Offered:

We Care • Camp Salesian SHOUT • Salesian Force Team

2

## Accompany the Young

Staff Meetings • Leadership Training  
Yearly Mission Trips • Field Trips  
Emotional Intelligence Development

3

## Empower the Youth Help Young People To:

Plan well for the future  
Think about higher education  
Become agents of transformation



# WHO WE SERVE

## Fiscal Year Service Impact

We Care  
Program

**336**

Children 5 – 13  
years old served

Camp  
Salesian

**199**

Children 5 – 18  
years old served

Youth  
Movement

**68**

Children 13 – 18  
years old served

Oratory

**45**

Children 5 – 13  
years old served

SHOUT  
Program

**1,372**

Youth 13 – 18  
years old served

**2,020 Total Youth Served**



# WE CARE PROGRAM



The We Care After-School Program is located at the SFYC and serves students from the ages of 5-13 from the surrounding schools. There were over 70 students registered this year, more than double from the year before. Kids are separated by grade to provide age and grade appropriate activities. Each We Care staff oversees a maximum of twelve students. We Care provides homework help, tutoring, and enrichment through extra curriculum to help our children and youth improve their academics and social skills and become better students. All We Care kids receive a nutritious supper every day through our partnership with the L.A. Food Bank.



This year we were able to have a variety of fun activities with the kids such as pumpkin carving for Halloween, robotics projects, dance performances, a Thanksgiving feast for the community, a Christmas celebration, and a feast day celebration for St. John Bosco. When the Youth Center was closed due to the pandemic, we continued our program online and offered tutoring via Zoom. Packages were available for pick up at the Center which contained supplies for the upcoming week's lessons. The We Care staff provided activities over Zoom, just like the academic and tutoring program we traditionally provide in person at the Center.



Our goal is to offer enrichment both academically and creatively, throughout the year. We faced challenges because of the COVID-19 restrictions, but our staff was able to continue working through our online and in-person activities. Despite the changes and uncertainties of this coming academic year, the We Care staff is excited to continue helping our kids grow every day.



# WE CARE HIGHLIGHTS

AVERAGE  
daily attendance

63

youth 5 – 18  
years old served

17%

come from single  
parent households

50%

of members  
are female

99%

of members  
are Hispanic

95%

of families receive some  
type of financial aid

30

number of  
volunteers

182 DAYS  
SERVED IN  
ONE YEAR

21%

OF OUR MEMBERS HAVE  
BEEN WITH US MORE  
THAN TWO YEARS



# CAMP SALESIAN

Top Right: A young camper about to pop a small water balloon over a very happy counselor.



Our summer program, Camp Salesian, has provided a fun and safe summer for the children in the Boyle Heights and surrounding cities since 1966. We accept children and youth between the ages of 5-13 years old. Activities are held from 9am to 3pm, with the extended care until 6pm for families that need the additional support. Throughout the day our Campers participate in a range of interactive and enriching activities like sports, STEAM, arts & crafts, dancing, cooking, and more. Campers are encouraged to participate in all of the activities to learn, grow, and let their creativity out. We provide a breakfast and hot lunch for our Campers every single camp day throughout the duration of the season.

Every year our Camp Counselors begin training for the summer season in March. During the quarantine, however, Camp Counselors received their training via Zoom.

Los Angeles County COVID-19 regulations allowed us to open the Camp for in-person activities in July. We implemented all CDC guidelines to provide our Campers and Counselors with a safe and healthy environment. This included requiring all Campers and Counselors to wear a facial covering, have daily temperature checks, maintain social distancing, and to stay constant with sanitation measures. This summer we had 30 counselors and 40 campers registered. All of whom were tested for COVID-19 prior to coming to Camp. This summer we were able to provide 9 weeks of Summer Camp, our longest so far! Even though the summer was a very different experience, the fun and nurturing atmosphere was still the same!





# CAMP SALESIAN HIGHLIGHTS

6  
Week  
Program

AVERAGE  
daily attendance

112

campers 5 – 13  
years old served

199

campers registered  
this summer season

49%

of members  
are female

98%

of members  
are Hispanic

77%

of families receive some  
type of financial aid

232

total number of  
volunteer hours

76

TEEN VOLUNTEERS  
87% are from a  
public high school

# YOUTH MINISTRY

Top Right: Teens from the youth ministry program present at an Ash Wednesday church service and opening themselves to prayer.



The Salesian Family Youth Center is committed each and every day to serving and empowering the youth of Boyle Heights. The creation of the Coordinator of Youth Ministry position has provided for more focus on serving and empowering teens at our 4th Street Center. We created a leadership training program for teens to learn and hone important leadership skills, such as facilitating meetings, effective communication, and teambuilding. Through this program, we were able to connect teens from the community with our teens in SHOUT from Theodore Roosevelt High School. As one wholesome Salesian family, our teens put their newly gained skills into practice by planning a Christmas celebration for all of the We Care kids.

This year, our Oratory program grew in youth volunteers. Twenty committed teens devoted their time, energy, and hearts to serving school aged children each week. Teens led workshops, ran large group games, and planned field trips. In addition, we have collaborated closely with St. Mary's Church allowing us to serve more youth.

During quarantine we offered weekly virtual youth night where our teens could meet each week for fun and fellowship. Despite the restrictions from the pandemic, we are excited about continuing to grow our budding teen programs and outreach at our Salesian Family Youth Center.



# YOUTH MINISTRY HIGHLIGHTS

AVERAGE  
daily attendance

50

teens 13 – 18  
years old served

68

members of  
youth ministry

66%

of members  
are female

79%

come from two  
parent households

69%

are from public  
high schools

11

youth ministry  
program volunteers

22%

OF OUR TEENAGERS  
VOLUNTEER AT OUR  
SATURDAY ORATORY



# SHOUT PROGRAM

Top Right: Two SHOUT teens staying after school in a safe space to work hard together on their essay writing and other skills.



SHOUT (Striving to Heighten Outcomes by Uniting Teens) was founded in 2007 with the support of the Salesian Family Youth Center in Boyle Heights. Located inside Theodore Roosevelt High School, SHOUT is an after-school program that provides services to all teens in the community. Our aim is to empower youth towards their path to success and take responsibility for their future.

We provide: Academic Enrichment, Recreational/Physical Education and Educational Enrichment such as tutoring, Cyber Patriot, Outsiders Club, Youth Leadership, STEM clubs, and English Learning clubs amongst many more. With a total of 48 different after-school programs, SHOUT served 1,300 students from Boyle Heights and surrounding neighborhoods. During the quarantine, the Los Angeles Unified School District guidelines did not allow us to provide online programs to our students. So, our SHOUT team used the opportunity to participate in various professional development webinars and virtual training. SHOUT staff improved their skills and increased their knowledge in program development and implementation in the areas of: Health and Physical Needs, Trauma, Resilience, Social Justice, Safety, Personal Development, and more.

As our enthusiastic SHOUT Coordinator, Angel Castillo, said, "Our aim is to educate ourselves to best support our teens once school reopens and we are able to provide services again. SHOUT will come out of the crisis stronger and more successful than ever before."



Bottom Left: SHOUT staff show love and support with 2020 graduation signs for all their high school seniors whose ceremonies were canceled due to the pandemic.

# SHOUT HIGHLIGHTS

**AVERAGE**  
daily attendance  
**1,372**  
teens 13 – 18  
years old served

**20%**  
of the population  
are English Learners

**97%**  
of our families  
are economically  
disadvantaged

**98%**  
of members  
are Hispanic

**46%**  
of members  
are female

**100%**  
English learners  
speak Spanish

**48%**

**OF OUR STUDENTS  
ASPIRE TO GO TO COLLEGE  
\*WE ARE WORKING TO  
INCREASE THIS PERCENTAGE\***

**SOURCES**

"Bernard Gertner." Education Data. [www.ed-data.org/school/Los-Angeles/Los-Angeles-UnifiedTheodore](http://www.ed-data.org/school/Los-Angeles/Los-Angeles-UnifiedTheodore)  
Inhouse Research

Rankings, National. The Student Body at Theodore Roosevelt Senior High in Los Angeles, CA. U.S. News & World Report, U.S. News & World Report-us-  
[news.com/education/best-highschools/californiadistricts/losangeles-unified-school-district/theodore-roosevelt-senior-high-2583student-body](https://www.usnews.com/education/best-highschools/californiadistricts/losangeles-unified-school-district/theodore-roosevelt-senior-high-2583student-body)





Top: Camper and Counselor painting a poster together for an activity at Camp Salesian.  
 Bottom: Teens from Youth Ministry building a structure out of lollipops through hard work and team work.

## SUPPORT AND REVENUE

### Contributions for General Operations

Individual	\$ 11,737
Business	\$ 6,150
Foundations	\$242,190

### Other Contributions

Gifts-In-Kind	\$ 96,000
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### Other Revenues

Programs, Rents,	\$397,432
Other Revenues	\$ 4,270

<b>TOTAL</b>	<b>\$757,779</b>
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## EXPENSES\*

Program Services	93%
Administration Expenses	7%
<b>TOTAL</b>	<b>100%</b>

\*Based on \$715,769 total expenses before depreciation of \$230,000



# Financial Overview





# THANK YOU

We are so grateful to our committed donors and volunteers, both individual and corporate, whose generosity allows the Salesian Family Youth Center to share our love with the children and young people of Boyle Heights.



# THANK YOU DONORS!



# GET INVOLVED!



**DONATE  
TODAY!**

## New Computers

We are looking to update all our computers to better serve our children. We need 20 desktops with software.

## We Care

Each child's family pays \$50 a month to be part of We Care. 95% of our families need financial aid. It costs \$86,730.37 to run the program for the whole year. Please consider donating to make a difference in these kids' lives.

## Saturday Oratory

This free program focuses on teaching young people Christian values while also providing leadership training. Please consider donating to keep it free for all.

## Camp Salesian

Every summer we provide our young people with a safe environment while school is out. If you would like to be part of this program, please consider donating!

## Adopt a Salesian Volunteer

It takes \$600 a month to support our international volunteers who dedicate themselves full-time to all of our programs. Your help ensures the recruitment of dedicated volunteers.

SUPPORT  
OUR  
VOLUNTEERS!

## Scholarships for Students

We would like to give scholarships to some of the amazing young people involved in our ministry. These scholarships are designated for youth that are going to further their education in college.

## Vocations

The Salesian Society manages the Salesian Family Youth Center and it is important for us to support our young people who are in formation to become priests or brothers. If you would like to support our Seminaran program, please consider donating.

## Elderly

Many Salesians who have served us are now retired. As a community, we would like to support them the way they have supported us by donating to this program.



# MAKE A DIFFERENCE!



# SUPPORT US



## Online Donations

You can be part of this transformation by visiting our website at [salesianclubs-la.org/donate](https://salesianclubs-la.org/donate) search for the "Online Donation" link.

## Credit Card Donations

The Harness App is an easy to use app where you can donate to the club. After downloading and connecting your credit card, you will be able to round up to the dollar on any of your everyday purchases and the rounded up money will be donated to the SFYC. Visit [salesianclubs-la.org/donate](https://salesianclubs-la.org/donate) to make a donation today.

## Memorial Donations

Honoring someone special with a gift donation made in their honor to the Salesian Family Youth Center is a unique way to show appreciation to an extraordinary person who has touched your life. Your gift can provide important programs supporting children's education. With a gift of \$20 or more, we will send a gift card to the person or family in the name the donation was made.

## Car Donations

Visit [www.careasy.org](https://www.careasy.org) and look for Salesians in California.

# DONATE TODAY



## Direct Deposit or Checks

### YOUR DONATION IS TAX DEDUCTIBLE!

The Salesian Family Youth Center is a 501(c)(3) nonprofit organization which makes all donations to us tax deductible. Your tax-deductible donation will help provide a safe, fun, and welcoming place for the children of Boyle Heights.

TAX ID: #95-2430743

When you donate, please let us know how you would like us to use your donation. (Please see page 22 and 23).



# REAL LIFE STORIES

## Roberto – We Care Youth

At Salesian Family Youth Center's We Care After-School Program, students like Roberto can find a fun, safe place with people who care about him. Middle School years are already challenging, even more so for Roberto who is overweight and more immature than his peers. When our We Care staff learned from Roberto's friends that he was being bullied at school, they contacted his mother and helped her work with the school to address the issue. Roberto's mother is grateful to the SFYC, and the peace of mind she has knowing that when Roberto is at We Care, he is happy being himself.

## Cristina – Youth Ministry

The SFYC is guiding Cristina on her journey to empowerment. She joined our Boyle Heights Youth Movement/Youth Ministry in October 2019. She also volunteers in Oratory, giving up her Saturdays to guide young children in their personal growth. Cristina said, "Being a part of the youth ministry, I opened up more. My ideas are heard and I feel more confident." Cristina also shared that prior to joining our programs, she did not see herself as being very religious. Now she wants to help spread the message in her own way, as best as she can. Her service through Oratory inspired her to be a counselor for Camp Salesian this summer to continue to give back and do what she enjoys.

## Jazmin – SHOUT Teen Member

Jazmin is a Dreamer and a doer. She joined SHOUT during her freshman year as an undocumented, recent immigrant with no English skills but an eagerness to learn. She took advantage of our Tutoring and Language in Action Program and quickly reclassified from English Learner to Fluent English Proficient. Programs like our Outsiders Club introduced Jazmin to friends that became a second family. She studied in SHOUT's tutoring and college prep programs diligently and her hard work paid off. She graduated high school this year and will attend UC Berkeley this fall. Her college acceptance letter is now framed and showcased in the SHOUT office, inspiring the next generation of Dreamers and doers.





# REFLECTION QUESTIONS

What is the first thing that comes to mind after reading this year end report?

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Would you like to be a part of this effort to help the the children of Boyle Heights? Why?

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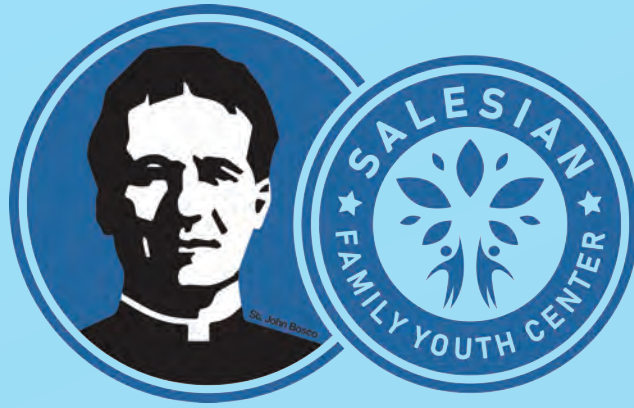
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How can you support the Salesian Family Youth Center?

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# YOUTH WITH INTEGRITY

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# STRONGER FUTURE

**Respect.**  
**Integrity.**  
**Commitment.**  
**Open-mindedness.**