



# FOCUS

Hispanic Center for Community Development, Inc.

## ANNUAL REPORT 2011



# Major Events 2011

Through uncertain economic times, in 2011 **FOCUS** moved forward in educating all sectors of the community it serves. The young, the old, the impoverished and the English-language-learner continued receiving opportunities to advance in knowledge and skills. In accordance with its mission, **FOCUS'** educational programs provided leadership to advance the community toward self-sufficiency, growth, empowerment, and a better quality of life.

## 21st Century Community Learning Center and Home Depot “Go Green” at FOCUS

The 21st CCLC after-school program participants taught the community how to “go green.” Students from the program, aided by parent Luis Rodriguez, teamed up with Home Depot in organizing an environmental event for the community. Children and adults learned to become environmentally aware and to make sound decisions to keep our world clean and safe for generations to come.

## Project Shadow 2011

Project Shadow helps eleven- to fourteen-year-old students explore careers and begin to prepare for high school and college. During 2011's six-week summer program, students toured local college campuses; wrote research papers, resumes and cover letters; and participated in field trips each week.

To highlight careers in science and technology, throughout the summer, students participated in the New Jersey Institute of Technology (NJIT) Science Technology Education and Mathematics (STEM) program. On four separate occasions, NJIT worked with Project Shadow students conducting hands on science projects. Through the STEM experience, many of the students developed interests in physics and technology.



## Seniors Reading and Eating Toward Healthy Lives

In a collaborative program, **FOCUS** and Rutgers College of Nursing teamed three Health Services students with ten **FOCUS** Seniors. The students and seniors met twice a week with the goal of improving the seniors' knowledge of diet and nutritional needs.

Students, Zara De Castro, Andrew Orquiza and Way Chiang taught the seniors to read and understand food labels in order to meet individual nutritional needs. Seniors had the opportunity to demonstrate what they learned about food labels, during a trip to a local supermarket.

In addition to food label instruction, seniors learned about helping to control hypertension through diet. The program concluded with blood pressure screenings and a discussion of the importance of keeping blood pressure stable.



## FOCUS ESL Students College Bound in 2011

Throughout 2011, **FOCUS'** ESL program continued to change the lives of its students. From Peter Stanley Junot, of Haiti, whose uncle sent him to **FOCUS** ESL classes to prepare to attend college; to Marcial de la Cruz Jr. who came to **FOCUS** with very limited English and is now taking classes at Essex County College (ECC); to Rolando Almonte from the Dominican Republic who is now a full-time student at ECC, **FOCUS** ESL continued to help prepare students for self-sufficiency, growth, empowerment, and a better quality of life.

# Table of Contents

Message from the Chairman	4
Message from the President & CEO	5
Accomplishments & Highlights	6
Human Development Initiative	8
Economic Development Initiative	11
<b>Financial Overview</b>	
Funds Allocations	12
Allocation of Revenue	12
Sources of Income	13
<b>Executives, Policy and Administrative Structure</b>	
Board of Trustees	14
Staff 2011	15
Organizational Chart 2011	18

## Greetings from Chairman, Board of Trustees

### Angel Millán



**FOCUS** Hispanic Center for Community Development, Inc. will soon be approaching its half-century of existence and service to the communities of Greater Newark and Essex County. In this, our 44th year, **FOCUS** remains the foremost community-based organization and

continues to provide a broad spectrum of services and programs addressing the needs of seniors, students, and the economically disadvantaged. These past years have been a challenge due to the financial crises at the federal, state and local levels of government as well among our philanthropic supporters. As we are weathering this economic storm, we have made adjustments which were necessary so that **FOCUS** may continue to be relevant in the community that we serve.

Our organization will be launching new initiatives in the coming year which will directly improve quality of life for those we serve. Among these initiatives is the establishment of a wellness center made possible through collaborative efforts with Rutgers University College of Nursing (Newark). The **FOCUS** Wellness Center will open in 2012 and will provide bilingual workshops and educational programs addressing health-maintenance and nutrition for our seniors as well as the community-at-large. This wellness center will provide an opportunity for health professionals from various disciplines to interact and instruct clients in health matters with information that is sorely needed.

With new challenges and an optimistic outlook which helps us to meet these challenges, **FOCUS** will continue to move forward. This annual report presents the milestones achieved in the past year. What remains is for us to be mindful that together we can make improvements among those less fortunate than ourselves. The community we serve continues to grow and change. In 2011, the number of non-Hispanic clients reached 55% of the total served by our Human Development Initiative Programs while the remainder is Hispanic. The demographics are changing; however, the needs remain the same.

On behalf of the Board of Trustees, let me state our appreciation for the **FOCUS** administrators and staff who are resolute in their commitment to the success of our organization. Let me also include our thanks to Casto Maldonado whose vision and tenacity has greatly contributed to the positive image of **FOCUS** which is highly regarded in governmental and philanthropic circles. Lastly, our heartfelt gratitude to these same governmental and corporate donors whose confidence we have earned over the years, and whose trust we continue to enjoy.

## Greetings from President & CEO

### Casto Maldonado



The unexpected budget cuts during 2011 generated a pessimistic and uncertain stability among New Jersey's not-for-profit organizations. **FOCUS** certainly was not an exception to the negative financial impact created by this period of economic instability.

**FOCUS'** proactive action taken by its Board of Trustees and administrative staff deflated more permanent damage to the operation of its programs and services. Today, I believe that **FOCUS** has weathered the storm and it's on the way to replacing some of the programs reduced or lost during this turbulent economic downturn.

Negotiations are underway with Rutgers College of Nursing to re-open **FOCUS** Community Health Center, beginning with a Wellness Program and eventually developing it to a full health care clinic.

I am delighted to announce that **FOCUS** received a grant from Essex County Division of Housing & Community Development to update its kitchen with modern new appliances. These improvements will allow **FOCUS** to increase its home delivery meals by 125 meals per day. The seniors will also benefit by the renovation of the Senior Center with new recreational equipment and other improvements and services to keep active and physically fit.

Although **FOCUS** has regained financial and programmatic stability, there are new challenges to overcome as resources continue to diminish and demand for services increases, particularly among the growing Latino community.

We continue to explore for new programs having more reliable sources of revenue and greater longevity.

# Accomplishments & Highlights

2011

9,525.00 unduplicated individuals received assistance in: education, employment, training, seniors, youth and social services.

## YOUTH & FAMILY DEVELOPMENT DIVISION

### Youth Programs

- 30 enrolled in the *Summer Shadow Program*
- 100 enrolled in the *FOCUS Youth Development Program*
- 150 enrolled in the *NJ After 3 - FOCUS/13<sup>th</sup> Avenue School After School Program*
- 86 enrolled in the *21<sup>st</sup> CCLC/FOCUS Sussex After School Program*
- 60 enrolled in the *21<sup>st</sup> CCLC/FOCUS 13<sup>th</sup> Avenue School After School Program*
- 20 enrolled in the *21<sup>st</sup> CCLC/FOCUS Luis Muñoz Marin After School Program*
- 66 enrolled in the *21<sup>st</sup> CCLC/FOCUS Maria L. Varisco Rogers Charter School After School Program*
- 11 enrolled in the *Supplemental Educational Services Program*
- 5 volunteers rendered 2,656 hours each of service in the After-School Programs
- 250 parents received orientation, assessment and workshops regarding **FOCUS'** programs
- 497 indigent children accompanied by a total of 187 parents or guardians received toys during the *Three Kings Day* celebration

### Family Programs

- 539 enrolled in the *FOCUS Family Success Center*
- 3,224 received *Emergency Assistance* for case management, food, utilities and rental/mortgage



# Accomplishments & Highlights

2011 (Continued)

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## HUMAN SERVICES DIVISION

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### *Education, Employment and Training*

1,576	interviewed and assessed
156	placed in unsubsidized employment
254	participated in <u>12</u> job fairs
193	enrolled in the <i>Welfare-to-Work Program activities</i>
62	enrolled in the <i>Image Enhancement Program</i>
259	enrolled in <i>FOCUS Essex County College Extension Center</i>
120	enrolled in the <i>Integrated English Literacy &amp; Civics Education</i>
175	enrolled in the <i>ESL Evening Program</i>
28	continued at <b>Essex County College</b> main campus
415	referred to other organizations

### *Hispanic Seniors Program*

332	interviewed and assessed
35,416	congregate meals were served and distributed to the homebound
1	volunteer rendered <u>360</u> hours of service

### *Suburban Essex Nutrition Program*

510	interviewed and assessed
33,368	meals served in five Nutrition Sites
25	volunteers rendered <u>2,400</u> hours of service

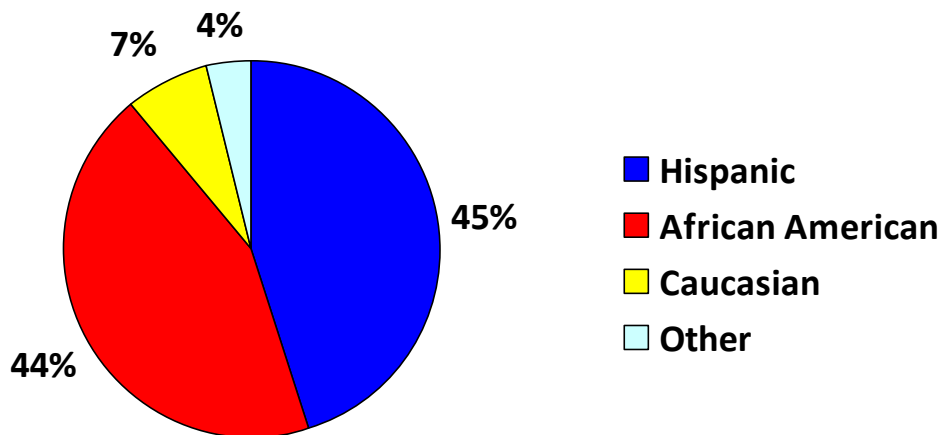
### *Social Services Programs*

194	cases were accepted within the <i>Adult Protective Services Program</i>
37,511	units of services (calls, visitations) were provided

# Human Development Initiative

2011

This initiative encompasses **FOCUS'** major divisions: Human Services and Youth and Family Development. The main objective is to shift the emphasis from dependency to helping people help themselves. By providing fundamental human development services, **FOCUS** attempts to improve the quality of life of its increasingly diversified target population. It should be noted that 55% of **FOCUS** clients are non-Latinos, comprised of 44% African-Americans; 7% Caucasian and 4% are designated as other ethnic groups.



## Human Services Division

The **FOCUS** Human Services Division provides an array of services to Essex and Hudson County residents which include adult basic education, employment & training services, seniors' services, nutrition programs, and adult protective services. The objective of the Division is to provide the members of our community the tools needed to empower, help grow, and become self-sufficient.

The Human Services Division is comprised of the following programs:

### *Education Programs*

*Evening & Saturday*

**FOCUS/Essex County College Extension Center**  
**English as a Second Language**  
**Integrated English Civics Education**

# Human Development Initiative

2011 (Continued)

## *Employment & Training Programs*

Employment Services  
Workforce Learning Link

## *Welfare-to-Work*

Job Search - (TANF)\*  
Life Skills/Job Readiness – (GA/FS/ABAWD)\*  
ESL/AWEP\* –(TANF) and ESL/FS/GA/ABAWD)\*  
Low Literacy – (TANF)  
FOCUS Image Enhancement (IE) Program – (TANF)

(ESL) English as a Second language (GA) General Assistance – (AWEP) - Attaining Work Experience Program - (TANF) Temporary Assistance for Needy Families,- (FS)- Food Stamp – (ABAWD) Able Body Adults Without Dependents

## *Seniors Programs*

### Hispanic Seniors Program

- Case Management
- Congregate Meals
- Home Delivered- Meals-on-Wheels

### Suburban Essex Congregate Nutrition (SECN)

Senior Building Complex  
Irvington, NJ

St. Paul's AME Church  
East Orange, NJ

Nutley Park & Recreation Bldg.  
Nutley, NJ

Salem Towers  
Orange, NJ

Grover Cleveland Senior Center  
Caldwell, NJ

## *Social Services*

Adult Protective Services (APS)

# Human Development Initiative

2011 (Continued)

## Youth & Family Development Division

The **FOCUS** Youth and Family Development Division offers innovative programs to youth and families with significant need for assistance. The Division provides quality educational services for children before and after school, as well as during the summer months. Counseling sessions are provided, both, on an individual basis and for families as a group. Parenting workshops and referral services are also available to those families requiring temporary or permanent assistance. The objective of the Division is to provide youth and families with enriching experiences that broaden perspectives, improve socialization and enhance skills to improve the overall quality of life.

The Youth & Family Development Division is comprised of the following programs:

### *Youth Programs*

#### **After-School**

**Summer Enrichment - Project Shadow**

**Supplemental Educational Services**

**NJ After 3 – 13th Avenue School**

**21st Century Community Learning Center (21CCLC) at**

- **Sussex Avenue School**
- **Luis Muñoz Marin School**
- **Maria Varisco Rogers Charter School**
- **13th Avenue School**

### *Family Programs*

**FOCUS Family Success Center**

**Emergency Assistance**

# Economic Development Initiative

2011

The Economic Development Initiative represents **FOCUS'** activities that underwrite and support the Human Development Initiative. Its objective is to explore more dependable sources of income, so that the organization as a whole can become self-sufficient.

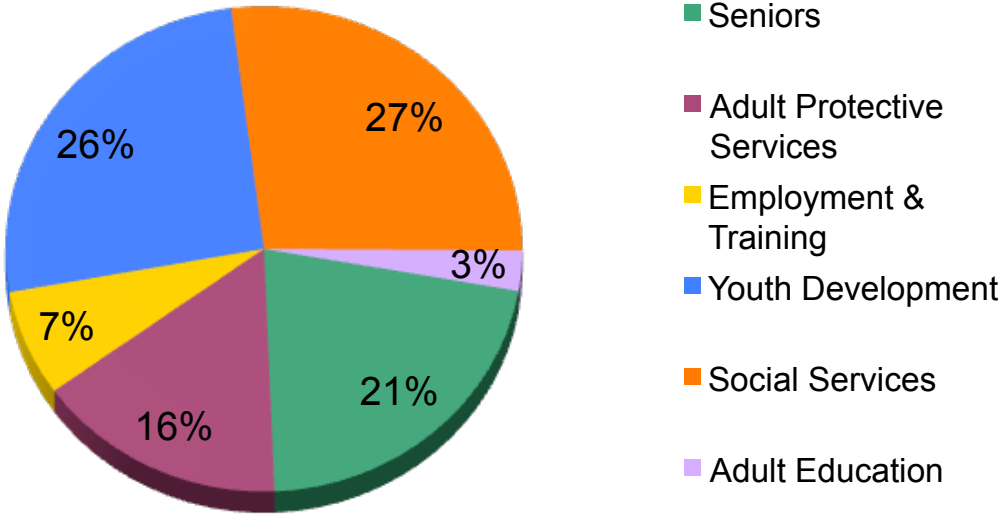
## Fiscal Management Services

- Jersey Urban Debate League
- Friends of Hispanic Research Information Center



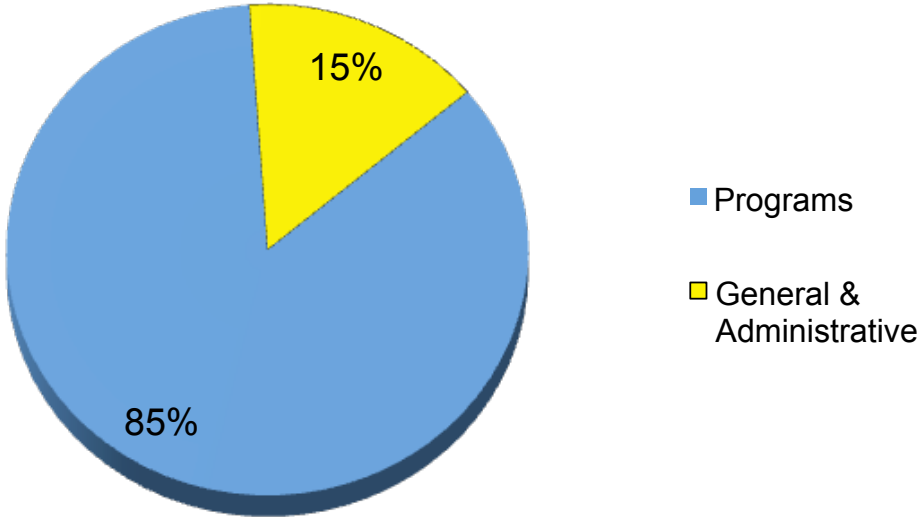
# Allocation of Funds by Program

January 1 to December 31, 2011



# Allocation of Revenue

January 1 to December 31, 2011



# Sources of Income

## ***Corporations***

Jewish Vocational Service  
New Jersey After 3  
Comprehensive Health Management  
Verizon

## ***Foundations***

Community Food Bank  
Geraldine R. Dodge Foundation  
Grotta Fund for Senior Care  
Prudential Foundation  
Thomas Shortman Fund  
Turrel Fund  
United Way of Essex and West Hudson  
Victoria Foundation, Inc.

## ***Government***

City of Newark  
County of Essex  
NJDOS - Center for Hispanic Policy, Research and Development  
Emergency Food and Shelter National Board Program  
New Jersey Department of Labor  
New Jersey Department of Education  
New Jersey Department of Children & Families  
The Newark Public Schools

## ***Affiliations***

Essex County College

## ***Individuals***

Many small contributors

*We are grateful to the above foundations, public and private institutions, corporations and individuals for their support and many contributions which helped **FOCUS** achieve its many successes throughout the past forty-four years.*

# Board of Trustees

2011

## OFFICERS

**Angel Millán**  
Chairman  
Professor, Essex County College

**Felipe Chavana, Esq.**  
Treasurer  
Executive Director  
Essex Legal Services

**Janette Colón-Jorge**  
Vice-Chairperson  
Retired

**Genoveva Isona**  
Secretary  
Retired

## TRUSTEES

**Francisco Dillon, Ph.D.**  
Primerica  
A Member of City Group

**Eric P. Freedman**  
President  
Elegant Stucco & Stone Company

**Rev. Jose I. Gamba**  
St. John The Baptist Church

**Ruth E. Lugo, Ph.D.**  
R.L. Associates

**Rev. Johnny Escobar**  
“La Nueva Arca” Church

**Iris Martinez Arroyo**  
Professor  
Essex County College

**Eric Vicioso**  
National Minority Supplier  
Development Council, Inc.

**J. Edward Waller**  
Attorney

**Miguel E. Rodriguez**  
Hispanic American Chamber of  
Commerce of Essex County

# Staff

2011

## Administration

Casto Maldonado	President & CEO
Lucy S. Dominguez	Chief Financial Officer
Maritza Aráuz	Grants Management Officer
Loyda Rivera	Human Resources Director
Gerardo Salme	Director of Operations
Maria T. Melendez	Executive Assistant

## Support Staff

Ivette Mendez	Accounting Clerk
Veronica Sanchez	Receptionist
David Gonzalez	Computer Support Specialist
Corey Murray	Computer Support Specialist
Militza Diaz	JUDL Coordinator
Ines Guerrero	Consultant
Angel Torres	Maintenance

## Human Services Division

### Adult Protective Services

Antoinette Ray	APS Coordinator
Janel Bell	APS Specialist
Joannie Cosme	APS Specialist
Bianca Mojica	APS Specialist
Gladys Zoker	APS Specialist

### Hispanic Seniors Program

Noelia Nazario	Program Coordinator
Maria V. Manangao	Program Specialist
Marta Plaza	Driver
Margarita Soler	Driver
Wanda Montero	Driver
Carmen Colon	Cook
Carmen Vazquez	Assistant Cook

### Suburban Essex Nutrition Program

Jacqueline J. Jones	Program Coordinator
Theresa Allen	Site Supervisor
Maureen J. Doll	Site Supervisor
Jessica Kelly	Site Supervisor
Sulai Arana	Driver

# Staff

2011

## Education, Employment and Training Programs

Ana Chavarria	Program Coordinator
Madelyne Baez	Support Staff
Alexandra Torres	Assessment Counselor
Fanny Karpyn	Instructor
Katherine Rosario	Instructor
Jean Van Steenberghe	Instructor/Job Developer
Maria Avilez	Instructor
Andagana Boliva	Instructor
Felix R. Claudio	Instructor
Catherine Da Silva	Instructor
Auris Diaz	Instructor
Ana Madriz	Instructor
Reynaldo Pinos	Instructor

## Youth and Family Development Division

Peidad Vasquez	Division Manager
Fatima Cantos	Database Specialist/Graphic Designer

## New Jersey After 3 Program - 13th Avenue School

Iya Green	Program Coordinator
Shamone Williams	Group Leader
Christine Laurore	Group Leader
Quadera Chappel	Group Leader
Abdul Carter	Tutor
Lisa Jones	Substitute Tutor
Vonita Phillips	Program Coordinator Assistant
Kiana Collins	AmeriCorps Volunteer

## 21st Century Community Learning Center - 13th Avenue School

Iya Green	Program Coordinator
Katrina Little	After-School Assistant
Serifatu Alaka-Hughes	Academic Instructor
James Baldwin	Group Leader
JyoVanna Ellis	Group Leader
Walter Smith	Group Leader
Nicole Wingate	Substitute Group Leader
Ron Mills	Karate Instructor
Katrina Williams	Stepping Instructor

# Staff

2011

## 21st Century Community Learning Center - Sussex Avenue School

Dorine Francis Program Coordinator  
Arianna Beam Academic Instructor  
Esmeralda Burgos Group Leader  
Jennifer Cohan Group Leader  
Ivonne Harper Group Leader  
Yasmin Hernandez Tutor  
Kiara Fernandez Tutor  
Christopher Anderson Substitute Group Leader  
Hanna Muhamed-Khan Substitute Group Leader  
Lucinda Lopez Substitute Group Leader  
Tomoko Harmon Substitute Tutor

## 21st Century Community Learning Center - Maria Varisco Rogers Charter School

Jamaar Winborne Program Coordinator  
Sharonda Allen Academic Instructor  
Ashley Allen Group Leader  
Annesah Cabiness Group Leader  
Kelly Nicholaides Group Leader  
Jennifer Kelly Tutor  
Julia F. Torres Tutor  
Milissa Villanueva Substitute Group Leader

## 21st Century Community Learning Center - Broadway Elementary School

Daniella Sofianakos Program Coordinator  
Vaneessa Solano Academic Instructor  
Elsa Castro Tutor

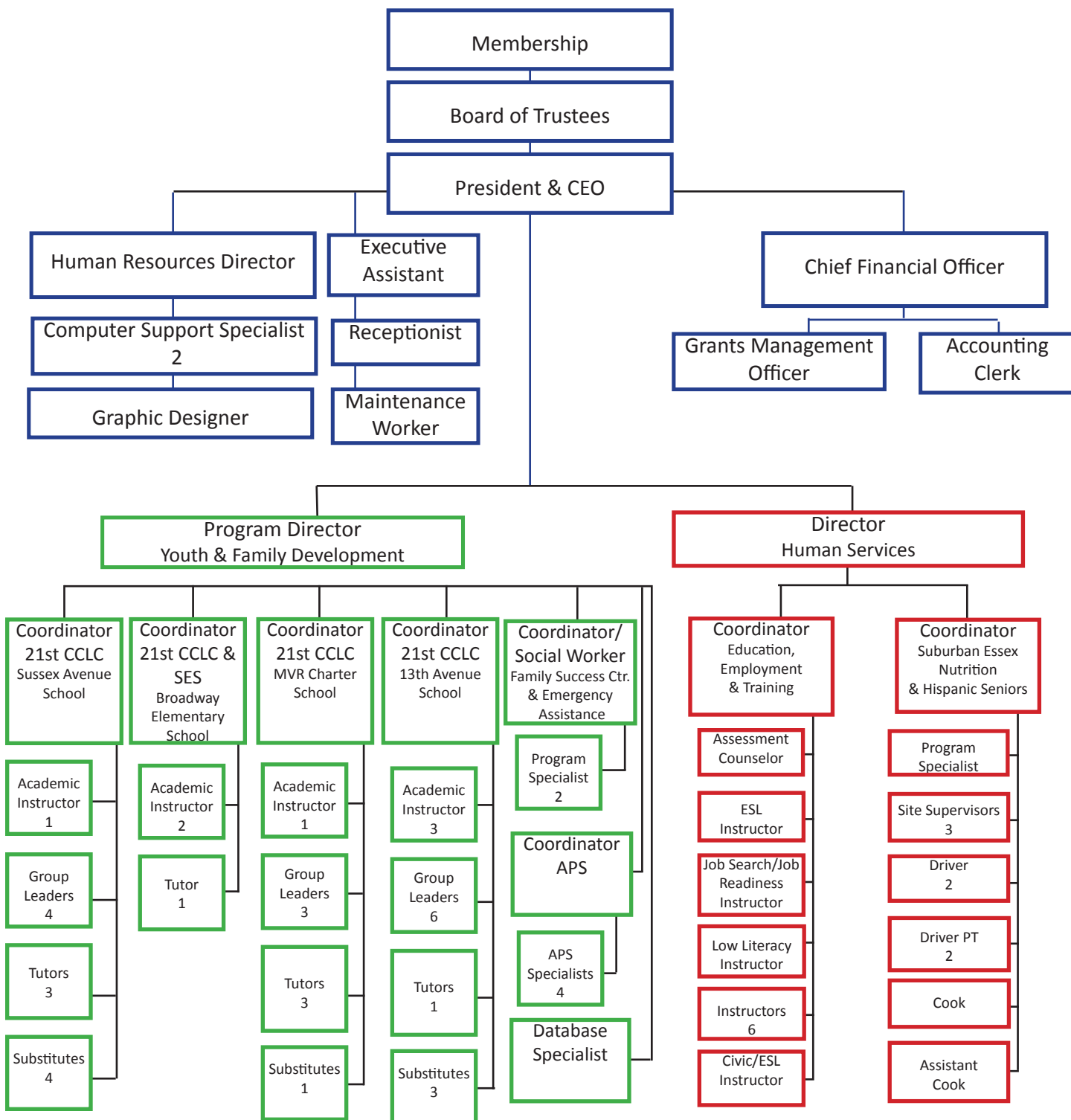
## Supplemental Educational Services (SES)

Daniella Sofianakos Program Coordinator  
Arianna Beam Academic Instructor  
Doreen Haynes Academic Instructor

## Family Success Center and Emergency Assistance

Awilda Perez Program Coordinator  
Alexa Baez Program Specialist  
Kathyanna Hernandez Program Specialist

# Organizational Chart 2011





**441-443 Broad Street  
Newark, New Jersey 07102**

Phone: 973-624-2528 Fax: 973-624-6450

E-mail: [info@focus411.org](mailto:info@focus411.org)

[www.focus411.org](http://www.focus411.org)

## **MISSION**

Provide community leadership by developing a variety of health and human development initiatives which advance the community toward self-sufficiency, growth, empowerment, and a better quality of life.

