



Official

## **Informal Presentation Minutes**

Tuesday, May 14, 2024 – 11:00 AM

Present: Nicole L. Hendrickson, Kirkland Carden, Ben Ku, Jasper Watkins III, Matthew Holtkamp

### **1. Community Services**

Latin American Association

Latin American Association Chief Executive Officer Santiago Marquez and Chief Operating Officer Eli Velez provided the Board with an overview of strategic priorities, wrap-around services and future goals and needs. No official action taken.



Latin American  
Association

# Igniting

Economic Mobility in our  
communities



# Growth of the U.S. Latino population

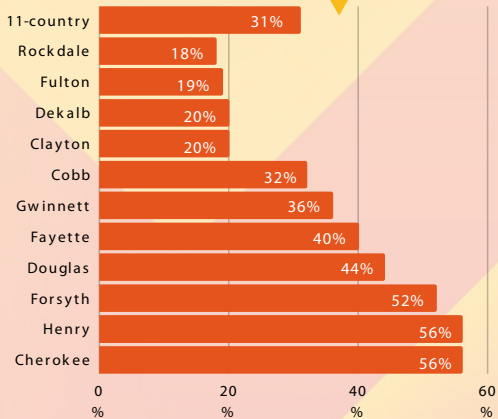


# Latinos in Georgia

1,124,750 in 2020, a 32% increase from 2010, compared to 8.5% growth for non-Latinos (U.S. Census Bureau).



## HISPANIC POPULATION GROWTH ACROSS METRO ATLANTA COUNTIES, 2010-2020



# Who we are / What makes us unique



**The largest organization dedicated to serving the needs of Georgia's Latino population.**



Expanded from its original location on Buford Highway to Gwinnett County and northwest Georgia.



Has earned the trust and respect of the people we serve.



Has created a much-needed sense of community.



Established in 1972.



Offers a variety of services that empower Latinos to attain self-sufficiency.



Is connected to the community-at-large.



Serves nearly 40,000 individuals annually.



# Our Strategic Priorities

## EMPOWERING LATINOS ON THEIR JOURNEY OF ECONOMIC MOBILITY

HOUSEHOLD  
STABILITY &  
WELL-BEING



Advance community wellbeing and resilience through supportive interventions

Women's  
Empowerment



Build, grow, and strengthen community links to develop an ecosystem of education and support for women development and entrepreneurship

WORKFORCE  
DEVELOPMENT &  
JOB PLACEMENT



Increase workforce development opportunities for individuals throughout Georgia

FINANCIAL STABILITY  
& DEVELOPMENT



Drive growth, financial sustainability, and development through a diverse funding strategy

OPERATIONAL  
EXCELLENCE,  
SYSTEMS & DATA



Strengthen operational excellence and organizational sustainability leveraging processes, data, and technology



Where does the LAA  
fit into all of this?

# Coordinated Entry System Functions

## Common Intake

- Utilization of common intake forms to reduce duplicative efforts and reduce re-traumatization of clients

## Standardized Assessment

- Standardized Assessment to measure Vulnerability to determine prioritization of referrals

## Direct Referrals

- Ability to utilize a live bed inventory to make warm referrals to partner agencies



Where does the LAA  
fit into all of this?

# Coordinated Entry System Functions

Operational Hours: Monday-Friday 8:00am – 5:00pm

Physical Location: Norcross Assessment Center - 5320

Jimmy Carter Blvd, Norcross, GA 30093

Clients access system via online application, phone,  
or in-person walk-in at Assessment Center

Daily Activities

Client Intake

Standardized Assessments

Housing Referrals and Planning

Partner Outreach

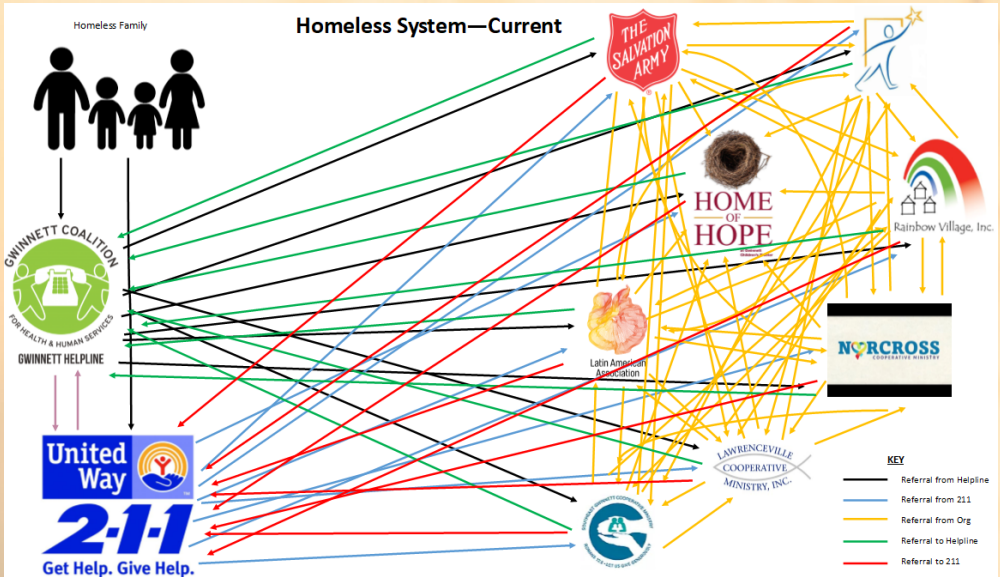
Direct Referrals

Wrap-around services





Where does the LAA fit into all of this?





**Shelter**

- \*20 Bed Facility for Single Women and Women with Children
- \*Up to 90 days in program
- \*Referrals to Community Resources
- \*Three meals per day, plus snacks
- \*On-site laundry and shower facilities
- \*Case management
- \*Wrap-around services



Where does the LAA  
fit into all of this?

## Operational Overview - Shelter

- Operational Hours: Monday-Sunday 6:00pm – 7:00am
- Physical Location: 5320 Jimmy Carter Blvd, Norcross, GA 30093
- Residents are placed into shelter through CES Housing Navigators
- Daily Activities
- New Resident Intake
- Resident Case Management
- Meal Preparation and Service
- Shelter Cleaning and Laundry
- Wrap-around services



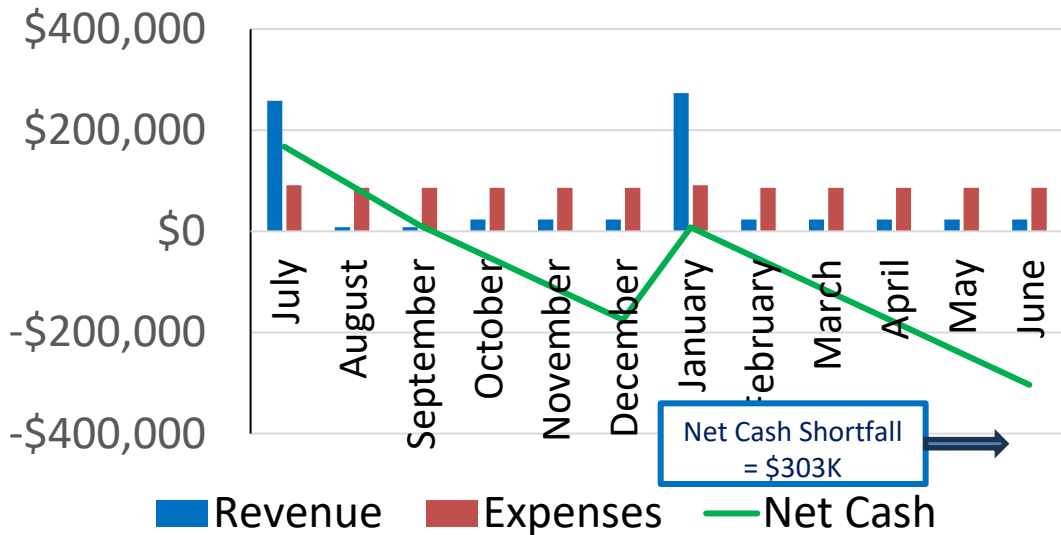
Where does the LAA  
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## LAA-wrap-around services

- Public Benefits enrollment and advocacy
- Family Support Services- Food Pantry, Homeless prevention
- Economic Development Initiatives (workforce)
- Health Prevention Initiatives
- Victim of Violence- Case management and Immigration
- Family well-being referrals via Unite US system
- Aging and Disability information and referral
- Experience using coordinated entry and HMIS system
- Bilingual and Bicultural Team



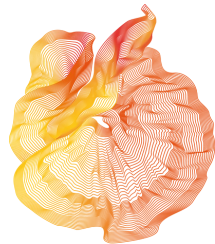
## Gwinnett Project Cash Flow Analysis



# Thanks

**Santiago Marquez-CEO**

**Eli Velez-COO**



**Latin American  
Association**

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