



EL ZÓCALO'S 2018
ANNUAL REPORT



EL ZÓCALO

Throughout 2018, I have been thrilled and touched by the amazing progress we have made as an organization with our programs, services and relationships with the local immigrant community. I believe we are truly innovative, holistic and deeply respectful and compassionate in our programs, which are well developed with community input and on the cutting-edge of immigrant service delivery. Our relationships with the people we serve and ways we collaborate with them in our process is unique and valued.

It's hard to imagine in only a few years ago, our organization has grown from its roots of running a couple key volunteer-run programs each month to now offering 3-5 classes weekly that teach varied skills-sets, as well as delivering a comprehensive set of distinct services for families, including trail-blazing work in community-based emotional health, emergency family preparedness planning and case management practices.

We've also seen the impact of our work through our clients' participation, stories and feedback, as well as through documentation and assessment.

In 2019, we want to move deeper into the part of our mission statement to "build community-wide understanding through education" to achieve a greater sense of connection and support with our whole community of Central Arkansas. We want to work with our supporters, partners and friends to impart general knowledge of the immigrant experience and El Zocalo's work with the community-at-large, without swaying from our client-centered approach. I am excited for the future and excited for the huge impact we are making and will continue as we continuously grow and develop our work.

Thank you all for being a part of it this year!!!

Kelsey Lam
Director, El Zócalo

MISSION

Promoting a dignified life for immigrants in Arkansas and fostering community-wide understanding.

HOLISTIC SUPPORT

We offer programs and services that address the physical, emotional, and social needs of each client, as well as their family's and community's needs.

BUILDING BRIDGES

Through connecting with partners and receiving communities, we expand our community support network and promote cultural understanding.





GUIDED BY OUR VALUES

THE NEED FOR OUR WORK

The primary needs voiced by our clients include:

Emotional Support

Medical Health Services

Economic Support

Protections for Families

Language Acquisition

Serve any immigrant, regardless of status, nationality, age, gender, or religion.

Shape our programs in response to the needs voiced by those we serve.

Engage entire families in our work.

Work together with diverse community partners.

A group of people are gathered at night, holding lit candles. In the foreground, a man is reading a newspaper. The scene is dimly lit, with the primary light source being the candles and some ambient light in the background.

OUR WORK

HEALTHY BODIES
EMPOWERED MINDS
RESILIENT COMMUNITIES

El Zócalo empowers with skills and information, and works to build a community support network.

OUR STRATEGY

El Zócalo's values-based, holistic approach offers expansive support that addresses the breadth of issues our clients face. Our convenient and impactful services and programming meet both immediate and long-term needs of our clients, their families, and their communities.

COMPREHENSIVE SUPPORT SYSTEM



We address our clients' acute physical needs through our food and clothing pantries.



Individualized assistance, coaching, and advocacy help clients access healthcare, emotional support, and resources for stability.



Language and social barriers are addressed through classes and skills-building workshops.



Resource guides and events build a support system that connects our clients to the broader community.

HEALTHY LIVES

Our services, programs, and advocacy work promote health care accessibility, emotional health, and wellness.



FOOD SECURITY

Our food pantry provides aid to families in need and our classes empower clients to achieve healthy diets.



WHAT WE DO

El Zócalo empowers immigrants and connects communities through our extensive services, programming, advocacy, and events.



EDUCATION

Courses equip clients with the information and life skills necessary to navigate health, school, and legal systems in their new country.

CIVICS AND FAMILY PREPAREDNESS

Our programs educate clients about civic processes and help families prepare for immigration emergencies.



BUILDING BRIDGES

We connect clients to receiving communities through events and education initiatives.



FINANCIAL EMPOWERMENT

Education, coaching, and advocacy support clients as they work to achieve their financial goals.





HEALTHY LIVES

With changing diets, lifestyles, and stress levels, immigrants have high occurrences of diabetes and other diseases. We promote health and wellness through our services:

Emotional health

Nutritious groceries

Food security

Referrals

Health care access

Resource guides

Health Education

Support groups

HEALTH CARE ACCESS

Through our referral and case management services, we directly advocate for clients to get the health care they need, provide language support and teach English to ensure quality communication with health care providers, connect clients to resources, assist in making medical appointments, and ensure wraparound services.

After her son was denied a dental appointment, Marbella is now able to access health and dental care for her children through assistance provided with the health insurance application process.

EMOTIONAL HEALTH

When clients requested programs to support emotional health, El Zócalo developed peer-based, culturally-informed support groups and life coaching. Our support groups and coaching services address the intersections of immigration and emotional needs.

Common experiences that impact immigrant mental health:

Pre-migration: 'push' factors, poverty, violence, natural disasters

Migration: Difficulties with the migration process, experiences with immigration detention

Post-migration: stressors from navigating a new society, learning a foreign language, home sickness for loved ones and community, poverty, neighborhood crime, economic instability, continued fear of the immigration system

"Now I simply live, without so much remorse about all that made me have to move to this country." -Sandra





FOOD SECURITY

Our services provide clients and their families with food security and our classes empower them to establish and maintain a healthy diet.



FOOD PANTRY

Our food pantry provides nutritious groceries to families as they work to rebuild their lives in a new country with many barriers.

Isidro is a client and a volunteer who packages food for families in need.



COOKING CLASSES

Our classes introduce participants to new foods found in this country and provide support in planning and preparing quick, cheap, and healthy meals as they adjust to a new lifestyle.

EDUCATION



Courses offered to clients encompass all of El Zócalo's key goals: health literacy, financial literacy, parent and family literacy, English language acquisition, and civics.



El Zócalo's ESL classes take place in Little Rock and the underserved community of Jacksonville, Arkansas. The classes are layered with practical skills-building for life in the United States, and feature role play and conversation practice, reading and writing exercises with real-life materials, and information on U.S. systems and local resources.



ENGLISH AND SKILLS FOR LIFE

Classes offered multiple times a week teach relevant language and life skills for the whole family, helping immigrants connect and integrate with their communities.

"I am grateful for the opportunity to learn English and my children motivate me to continue"
-Esmeralda



FAMILY LITERACY

Courses use creative and culturally aware teaching tools to support parents' efforts to navigate the school system and support learning at home as partners in their children's education.

CIVICS

Students are informed of the local, state, and national political systems, laws, and history necessary to interact with systems of government.

PROTECTIONS FOR FAMILIES IN CASE OF DEPORTATION

Fear is a part of life for many families we serve. We offer a family preparedness planning program that helps clients create a detailed plan to prevent them from losing their children, homes and belongings in case of an immigration emergency.

CIVICS AND FAMILY PREPAREDNESS



Our programs educate and empower families to gain needed protections and to understand civic processes in their new country.





VENTANILLA

A 'window' or station staffed by El Zócalo at the Mexican Consulate and in collaboration with many partners in the financial services community. The Ventanilla provides informational presentations, courses, and individual consultations. Our program travels across Arkansas to spread financial literacy to clients based outside of Little Rock.



FINANCIAL EMPOWERMENT

Poverty is often an impetus for our clients to leave their countries, and a continuous struggle upon immigrating. We work closely with our clients to determine both short and long term financial goals, and provide support and education to reach those goals.

FINANCIAL LITERACY

Individualized advocacy, coaching, and education provide families with support to gain financial stability and assistance navigating complex, and often unjust, financial systems and circumstances. Our program focuses on budgeting, banking, saving, credit, and large purchases, such as vehicle and home ownership.



BUILDING BRIDGES

Connecting and collaborating with local nonprofits, businesses, advocates, and caring individuals continues to expand our community support network. Through events and education initiatives, we achieve impact at the community and societal levels.





ENGAGING THE WIDER COMMUNITY

El Zócalo promotes cultural understanding between immigrants and receiving communities through educational efforts and events.



EVENTS

This year, we hosted Tacos and Tianguis, Posada, King's Day and a photography exhibit.

NUMBERS

Generous support and our resourcefulness, strategic planning, and continual evaluation enable us to achieve sustainable impact in our clients' lives.

5000

immigrants were connected with services and information.



100

individuals received civic education and assistance in developing emergency preparedness plans.



400

hours of ESL and life skills classes provided our clients with vital tools to thrive in our community.

3000

people received financial education and coaching, gaining financial stability and moving towards prosperity.



500

people in poverty were assisted with basic needs, like food, clothing, and nutrition classes.



FINANCIALS

In 2018, our total revenue was \$78,389. Our total expenses were \$78,270.

Last year, over 1,000 clients and families participated in our comprehensive model, and our total reach touched 5,000 lives. The work of dedicated interns and volunteers supplement our budget, which covers:

Case worker

Food Pantry supplies

Educators

Program Coordinator

Course Materials



SUCCESS THROUGH SUPPORT AND STRATEGY

We received financial support from organizations and foundations, including the Mexican Consulate, the Winthrop Rockefeller Foundation, Bank of America, the Dollar General Literacy Foundation, and the Arkansas Arts Council. Funding was also received from religious groups, civics groups, partner organizations, and caring individuals.

Our strategic vision and a layered approach to programming allow us to make the most of our resources.

We consistently evaluate impact and cost/benefit analyses.

WHAT'S AHEAD

In 2019, El Zócalo will:

Expand our comprehensive case management interventions for families to reach their goals.

Develop a sub-program to address extensive basic needs and financial advisory support to high-poverty families.

Provide more extensive legal support by creating a quarterly legal consultation clinic.

Expand our impact in receiving communities by doing more frequent outreach events, presentations, and classes.

Continue to build diverse community partnerships and deliver programs and services throughout Central Arkansas and beyond!

El Zócalo will continue this comprehensive, practical, and empowering work for years to come.



THANK YOU

Your support means so much to us.
Our impact is greater when we work
together.



EL ZÓCALO

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