

amanecer means a new beginning



# Amanecer Community Counseling Services

Our mission is to provide culturally competent, accessible, high quality mental health care for the diverse and underserved adults, children, and families of Los Angeles suffering from mental illnesses or severe emotional disturbances.



Keynote Speaker/Honoree Jenni Rivera receives a congratulatory Resolution from the City of Los Angeles.

## A Celebration Of Pride, Accomplishment And New Beginnings

On June 5, 2008, 45 women graduated from The First Step Forward, Amanecer's partner program with CalWORKs for victims of domestic violence.

[Read the entire story on page 3.](#)

## Foundation Grants Support Children, Youth And Domestic Violence Survivors

Amanecer is deeply grateful to the following foundations for their recent grants:

**QueensCare Foundation** – \$75,000 grant to continue providing mental health services to indigent children diagnosed with Attention Deficit Hyperactivity Disorder and/or Oppositional Defiant Disorder. Funding will also support a pilot expansion program to provide teacher training at one of the agency's partner elementary schools.

**Lucille Ellis Simon Foundation** – \$10,000 grant in support of Project Connect, Amanecer's mentoring and counseling program for at-risk, transition-age youth.

**Chapman & Associates** – \$5,000 grant in support of CityScope Therapeutic Arts Program for children diagnosed with attention deficit disorder, depression, anxiety or other behavioral disorders, emotional problems, substance abuse, and/or developmental learning disabilities.

**United Latino Fund** – \$4,000 grant in support of The First Step Forward, Amanecer's program of support, counseling, education and advocacy for victims of domestic violence.

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**Jeff Lloyd**

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*Dear Friends and Supporters,*

*We are delighted to bring you Amanecer's latest Progress Report – our periodic update on the agency's plans for the future, current programs and services, and recent successes. This is an exciting time for the agency and the new look of our newsletter reflects the energy and enthusiasm that can be felt throughout Amanecer.*

*In recent months, our Board of Directors has brought on several new members who have already demonstrated great promise and commitment to Amanecer. An aggressive Strategic Plan was approved by the Board and will provide sound guidance for the agency in the coming years. More information about our new Board members and the Strategic Plan is included in this issue.*

*To ensure that the agency's Strategic Plan was on target, we talked to a wide cross-section of our stakeholders – from clients and donors, to referral sources and program partners. Key findings from these surveys are listed on page 7.*

*In early June, forty-five women graduated from our CalWORKs Domestic Violence Program. This moving ceremony – complete with caps, gowns, diplomas and awards – has become a signature event for Amanecer. The courage demonstrated by these graduates is a tremendous source of inspiration for all of us at Amanecer. We invite you to take a look at photos from the graduation on page 3.*

*As always, we extend heartfelt thanks to our donors and funding partners who continue to demonstrate their support of our work. We look forward to informing you of future successes and hope you enjoy our current report.*



Tim Ryder  
Executive Director



Nilza Serrano  
President, Board of Directors



## A Celebration Of Pride, Accomplishment And New Beginnings

On June 5, 2008, 45 women graduated from The First Step Forward, Amanecer's partner program with CalWORKs for victims of domestic violence. The graduation event was held at the Los Angeles Chamber of Commerce, providing a dignified backdrop for the graduates, their families and friends. Master of Ceremonies, Cecilia Bográn, reporter/producer for Univision Channel 34, presided over the graduation event with grace and professionalism. The keynote speaker and honoree was award-winning Latina recording artist, songwriter and entrepreneur Jenni Rivera, whose personal story of triumph over domestic violence was a poignant and uplifting tribute to the graduates. Other special guest speakers included Sheriff Lee Baca, LA City Councilmember Ed Reyes, and free-lance journalist Naibe Reynoso. County Supervisor Gloria Molina's office provided certificates for each of the graduates; who also received gift bags, hair styling and make-up sessions prior to the

ceremony, and a professional photograph taken in their cap and gown, and with family members. Entertainment was provided by the female mariachi band Ellas Son.

Amanecer wishes to acknowledge the generosity and support of its Board of Directors in making the graduation event a very memorable occasion. Board member Liliana Pérez was invaluable as the Event Chair; working tirelessly to secure our keynote speaker, entertainment, sponsorships, support from public officials, and media coverage. Special thanks to Nilza Serrano, Suzanne Schwartz and Gerry DeSilva for their financial contributions.



Councilmember Ed Reyes presents Executive Director Tim Ryder with a Resolution for Amanecer from the City of Los Angeles.



Graduate Reyna Portillo addresses the attendees.



Event Chair and Board Member Liliana Pérez presents the Honoree Award to Jenni Rivera, flanked by graduates Reyna Portillo and Julia Leyva.



Honoree Jenni Rivera with her City of LA Resolution, is joined by (l to r) graduate Martha Gonzalez, MC Cecilia Bogran, Board Member Liliana Pérez, and graduates Reyna Portillo and Julia Leyva.



Amanecer Founder Dr. Cecil Hoffman and his wife Pat, on a recent visit to the agency, are pictured here with Executive Director Tim Ryder.

## Looking Forward With Clarity And Vision

The unanimous approval of Amanecer's Five-Year Strategic Plan by the Board of Directors earlier this year marked a new phase for the agency, according to Board President Nilza Serrano. "We have set high goals for ourselves – as members of the Board – and for the agency, as a whole," Nilza states. "And I am confident in our combined ability to meet each one."

The plan includes goals in Key Results Areas designed to address both internal and external issues that will impact the agency's growth and viability in the coming years.

### Getting the Word Out

Marketing and communications emerged as a Key Result Area within the strategic plan. "Amanecer has tremendous stories to tell about the success of our clients, our innovative programs, and especially the compelling need for bilingual, culturally competent mental health services," says Board member Liliana Pérez, whose marketing and communications expertise helped develop the plan. "We are implementing a comprehensive marketing plan that will engage and inform our stakeholders, and increase our profile within the mental health, business and political communities."

### Results-Oriented Services

Amanecer's clinical staff provided exceptional input on programmatic trends, emerging mental health practices, and client-focused

issues for the plan's Programs and Services component. Over the next few years, the agency will direct efforts toward providing services that are based on a Recovery Model concept – going beyond therapy, counseling and medications in order to impact the client's total ability to function. With this type of model in place, the agency would provide clients assistance with housing, substance abuse, wellness, employment, vocational and life skills training. From a clinical perspective, Amanecer will become an outcomes-based organization and services will be evidence- or research-based. The agency plans to become an active player in Prevention and Early-Intervention Services, and to expand its programs for at-risk children, youth and domestic violence victims.

### Building on a Strong Foundation

The plan also addresses management and operational goals – from clinical management software and accounting upgrades, to staff training and retention. One of the plan's most ambitious goals is to move the agency toward owning and controlling its own facility. "This is a challenging and exciting goal for the agency and Board," Nilza states. "We are approaching it with the due diligence, enthusiasm and collaboration it requires and anticipate great results for Amanecer."



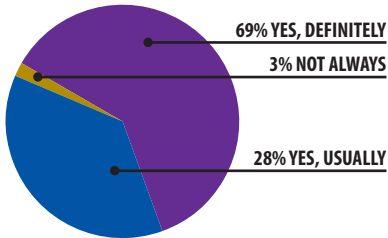
# The Results Are In – Client Satisfaction Receives High Marks

Amanecer conducted its fifth annual client satisfaction survey among current clients receiving services through the Adult Clinic, Children’s Clinic and the CalWORKs Domestic Violence Program. More than 250 individual clients completed the survey during a two-week period earlier this year.

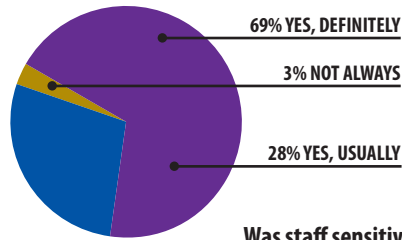
The results of the 2008 survey indicate strong favorability for the quality of service received. In fact, 95% described the service received as Excellent or Good – a 4% increase from the prior year’s survey.

Other issues important to Amanecer clients were also covered in the survey and are illustrated in the accompanying charts. Feedback from our clients is essential in order to improve the quality and accessibility of our services and meet the emerging needs of the community we serve. The value our clients place on the care and treatment they receive is gratifying. We will continue to work towards meeting and exceeding their expectations!

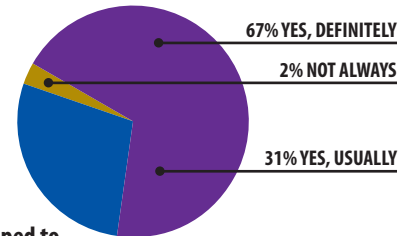
**Quality of Service**



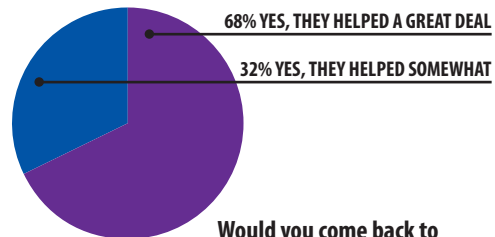
**Was staff respectful & professional?**



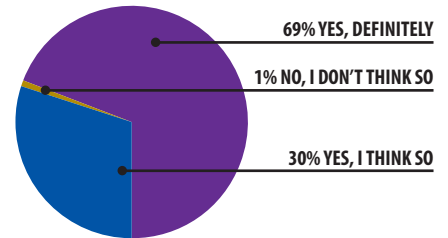
**Was staff sensitive to cultural and language needs?**



**Have the services received helped to deal with your problems?**



**Would you come back to our program for help, if needed?**



## Meet Our Board Members

**Gerald DeSilva**, Director of Materials/Facilities Management, Cedars Sinai Medical Center

Gerry joined the Amanecer Board in 2006 and has been a strong supporter of the agency’s program for victims of domestic violence. He is a continuing sponsor of AIDS Walk Los Angeles and Revlon Walk for Breast Cancer.

**Suzanne Schwartz**, Staffing Specialist & Benefits Support Representative, Cedars Sinai Medical Center

Suzanne’s lifelong commitment to the underserved brought her to the Amanecer Board in 2006. She is an outspoken advocate on children’s and family issues, and provides guidance and insight regarding the agency’s human resource and personnel policies.

**Jeff Lloyd**, President, Horizon Realty

Jeff is Founder and President of Horizon Realty, a commercial real estate firm with offices in Los Angeles, New York, Illinois and Georgia. He is a Benefactor of Covenant House California and recipient of the 2005 Dove Award from Covenant House.

**Liliana T. Pérez**, Senior Consultant, Speaker’s Office of Member Services, Speaker of the CA Assembly, Karen Bass

Liliana was appointed by Mayor Villaraigosa to the Commission on the Status of Women for the City of Los Angeles, and also serves as a Board member for Bienestar and the Heart Project. Prior to serving Speaker Bass, she represented former Speaker Fabian Núñez as the State-wide Liaison to the Lesbian, Gay, Bisexual and Transgender communities.



**Amanecer**  
Community Counseling Services

1200 Wilshire Blvd.  
Los Angeles, Ca 90017

**Administrative Offices**

Suite 510  
213-481-7464  
8:30a.m. – 5:30p.m.,  
Monday - Friday

**Adult Clinic  
Outpatient Services**

Suite 210  
213-481-1347  
8:00a.m. – 7:30p.m.  
Monday - Friday

**Children's Clinic  
Outpatient Services**

Suite 100  
213-482-9400  
8:00a.m. – 7:30p.m.  
Monday - Friday

**Children's System of  
Care/Intensive Services**

Suite 500  
213-481-4260  
9:00a.m. – 6:00p.m.  
Monday - Friday

**CalWORKs Domestic  
Violence Services**

Suite 406  
213-481-1792  
8:00a.m. – 5:00p.m.  
Monday - Friday

## With Thanks And Appreciation

Once again, we acknowledge the generosity and support of our many friends, donors and sponsors who helped to make Amanecer's annual toy drive and client holiday party a wonderful success.

**In-Kind Donations**

Jane Phillips  
Traci Bregman  
Julie Valenzuela  
Greg Gabel  
Johnnie Valenzuela  
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Marini Music  
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Nilza Serrano  
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The Non-Profit Brain Trust  
Mark Rosenthal/Raleigh  
Suzanne & Lawrence Schwartz  
Cedars Sinai Benefits Department  
Modern Parking  
Liz Claiborne Foundation



# Stakeholder Audit Results Guide Strategic Planning Efforts

During the fall of 2007, Amanecer conducted a stakeholder audit in preparation for the agency's bi-annual strategic planning process. The results of the audit played a prominent role in identifying and prioritizing strategic goals. Surveys were designed to elicit insights regarding Amanecer's programs and services, brand identity and awareness, strengths and weaknesses, future growth, and perceived value. Respondents included Board and staff members, foundation program officers and individual donors, school-based program partners, Department of Mental Health funding and supervision partners, and a representative from the County Board of Supervisors.

## Key Findings

The overall results of the Stakeholder Audit presented an overwhelmingly positive profile for Amanecer. Executive leadership was cited for professionalism, fiscal competency, management strength, and the agency's emerging leadership role in the mental health community.

Staff from administrative to clinical positions received very positive remarks from external respondents who routinely work with them. Frequently mentioned was the staff's uniform commitment to the client, and willingness to do "whatever it takes" to provide support and assistance.

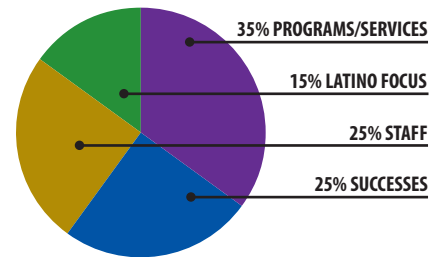
Communication emerged as an important area of focus for the agency. As a result, an aggressive marketing and communications program has become a cornerstone of the new Strategic Plan. Increasing Amanecer's communications will enhance credibility with funders and donors, help secure the agency's leadership position in the mental health community, and shed light on the critical issues impacting our clients.

Stakeholder comments made regarding key program areas were helpful as indicators of future program emphasis and support; especially programs for transition-age youth, domestic violence, homelessness and indigent care.

## Differentiation

External stakeholders identified the agency's range of programs and services, Latino specialization, successes and staff as differentiation factors for Amanecer.

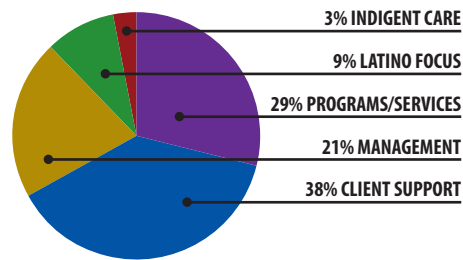
External Stakeholders: Amanecer's Differentiation



## Agency Strengths

Three areas emerged as key attributes: programs and services, client support, and agency management.

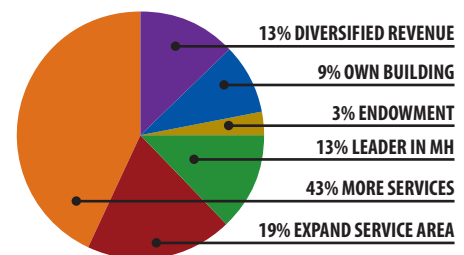
What Amanecer Does Well



## Future Plans

When asked where they would like to see the agency in five years, the most frequent responses focused on expanding services and/or expanding the agency's service area (combined 62%). Respondents also mentioned seeing the agency's leadership role grow within the mental health community, securing resources for growth, diversifying revenue, establishing an endowment and owning a building.

Amanecer in 5 Years



## Click To Donate!

The Amanecer website offers several links to fundraising options. You can help make a difference by visiting our site at [www.ccsla.org](http://www.ccsla.org) and clicking on the following links:



The **JustGive.org** icon takes you directly to the American Express Donation Site where your tax-deductible donation can be made. Donations can be one-time or recurring. Gifts can be made in someone else's name, or you can even designate your gift for a specific Amanecer program. Membership Rewards Points can also be redeemed to make a donation.



Raise money for Amanecer every time you search the Internet! Next time you need to search the web, go to **GoodSearch.com**. Select Amanecer as your designated organization and conduct your search as usual. Each search generates \$.01 for the agency, which can quickly add up: 1,000 people searching twice a day can generate \$7,300 in one year!



EScrip allows you to donate to Amanecer every time you shop. Register any or all of your existing grocery loyalty, debit and credit cards at **escrip.com**. Participating merchants (there are more than 3,000!) will make contributions to Amanecer, based on purchases made by you, just by using the cards you have registered. Your purchases are tracked and available to you online, allowing you to see just how much you are earning for Amanecer. Best of all, you can register to support up to three different groups; and, friends and family living anywhere in the country can also sign up to support Amanecer.

**amanecer means a new beginning**



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Los Angeles, CA 90017

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