



La Promesa

de un Futuro Brillante

SELECTION CRITERIA

To be selected for La Promesa de un Futuro Brillante 2004, programs must meet the following criteria. Each program must

- directly serve young Latinos through innovative strategies (Latinos ages 19 years and under)
- use culture and language as assets to improve life for young Latinos and their families in the United States and its territories
- demonstrate an innovative solution to a challenging problem faced by young Latinos
- be replicable and serve as a model for other communities with Latino populations
- have been in existence for at least three years
- employ multiple funding strategies
- respect the culture, language and spirituality of Latino cultures
- provide services with partners or collaborators
- have governance and staff that is representative of the population the program serves.

The promise of a bright future . . .

It's what we want for all children, yet it's out of reach for so many young Latinos. While the demographics weave a tale of woe, every day young Latinos defy the odds. In Phoenix, Miami, El Paso, and Chicago, community organizations are building healthy communities and making families strong, keeping young Latinos in school and opening the doors to college, painting exquisite murals and receiving a Grammy nomination.

These wise community leaders have long known the secret to engineering great programs—they use *cultura* and *sabor* as cornerstones for science, math and preschool programs. Along the border, bilingual *promotoras* take new information about children's health to families. In some schools, the arts are keeping young Latinos focused on higher education, while parent involvement is making a difference at the local Head Start center.

The National Latino Children's Institute has found 117 of these exemplary community programs, and we're looking for more. The winners have much to teach us, for they are the real experts. We'll write about them and help them send their message to our nation's leaders, policymakers and funders.

We can hardly wait to meet the winners of the

La Promesa de un Futuro Brillante 2004!



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INSTRUCTIONS

1. You may nominate your own program.
2. Nominations must be typed.
3. Complete every question. Incomplete nominations will not be eligible. Please be as specific as possible, as this is the information on which the judges will base their decisions and from which the *La Promesa* book will be written.
4. The following items must be enclosed in your package:
 - Completed nomination form
 - Six-page narrative
 - Three letters of recommendation
 - List of board of directors
5. Include brochures, annual reports, videos, photos, out-reach materials and other items that further describe your

program. Although these items are optional, judges have found them helpful in understanding the programs. Materials will not be returned.

6. Selections will be based on the listed criteria.
7. Nominations must be postmarked by **March 30, 2004**. Mail nominations and materials to

**National Latino Children's Institute
La Promesa 2004 Nominations
1325 N. Flores Street, Suite 114
San Antonio, TX 78212**

For more information, contact us at (210) 228-9997 or nlci@nlci.org.

PROGRAM INFORMATION

Program name _____ Year established _____
 Organization's name _____ Year established _____
 Program director/contact person _____ Phone* () _____
 Organization's executive director _____ Phone () _____
 Program fax _____ E-mail _____ Web site _____
 Program address _____
 City _____ State _____ Zip code _____
 Nominated by _____ Phone () _____
 *If the program closes for the summer, please provide an alternate phone number _____

PROGRAM DESCRIPTION

Please check the **main** category that best describes the service you provide for young Latinos. Do not check more than two.

- | | | |
|---|--|---|
| <input type="checkbox"/> Child care (e.g., before and after school, family child care, inclusive/disability child care, infant-toddler) | <input type="checkbox"/> Community arts (e.g., <i>baile folklórico, mariachi, estudiantina, teatro</i> , mural projects) | <input type="checkbox"/> Literacy (e.g., storytelling, oral history documentation, family reading) |
| <input type="checkbox"/> Community development initiatives (e.g., community housing services and one-stop family resource centers) | <input type="checkbox"/> Education (e.g., dual language, early childhood education, alternative/charter schools, career education, Latino culture and history, mentoring/tutoring/dropout prevention, precollege) | <input type="checkbox"/> Family strengthening programs (e.g., fatherhood, parenting, teen parenting, intergenerational) |
| <input type="checkbox"/> Corporate/business initiatives (e.g., business-education partnerships, mentoring, scholarship programs, tutoring, dropout prevention, youth employment/internships) | <input type="checkbox"/> Health education and prevention (e.g., HIV education, immunization programs, organ donor programs, prenatal care, school health clinics, well-baby clinics) | <input type="checkbox"/> Prevention and treatment programs (e.g., mental health, child abuse, domestic violence, gangs, substance abuse) |
| <input type="checkbox"/> Public education campaigns (e.g., media campaign for CHIP) | <input type="checkbox"/> Safe communities (e.g., car seats and environmental projects) | <input type="checkbox"/> Youth (e.g., dropout prevention, juvenile justice, summer employment, youth leadership) |
| | | <input type="checkbox"/> Other (please describe) |



POPULATION SERVED

What is the geographic reach of the program (describe neighborhood, city, county or service area)?

What populations did the program serve in the past year (total number served in 2002-2003, ethnic breakdown, age of participants, etc.)?

Ages served	Approximate number by ethnicity (please note: Latinos can be of any race)						
	Total number served	Latino	African American	Anglo	Asian	Native American	Other
0-5 years	_____	_____	_____	_____	_____	_____	_____
6-10 years	_____	_____	_____	_____	_____	_____	_____
11-13 years	_____	_____	_____	_____	_____	_____	_____
14-18 years	_____	_____	_____	_____	_____	_____	_____
Total	_____	_____	_____	_____	_____	_____	_____

PERSONNEL

1. What percentage of the staff who work with children and their families are Latino? _____ percent
2. What percentage of the staff who work with children and their families are bilingual? _____ percent
3. Is the executive director bilingual? ____ yes ____no
4. What percentage of the board of directors represent the population it serves? _____ percent

FUNDING

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. What were your three largest sources of income last year? <ol style="list-style-type: none"> a. b. c. 2. What are your three largest sources of income this year? <ol style="list-style-type: none"> a. b. c. | <ol style="list-style-type: none"> 3. Please describe any corporate partnerships that support your goals. 4. List three fund-raising strategies you use to include the community in supporting your program. <ol style="list-style-type: none"> a. b. c. |
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NARRATIVE

Please answer the following questions, in this order, on a separate sheet. No more than six typewritten pages will be accepted.

1. What is the program's mission?
2. What is the program's history? How was it started? Why? What incidents or events led up to the program's creation?
3. Describe the program. Be as specific as possible. What do staff do with the children and youth who attend the program?
4. What makes your program innovative? Please include the strategies that you feel are new and different.
5. How does the program meet the needs of young Latinos in the community?
6. What indicators prove that the program is successful? What results have the evaluations shown?
7. How do staff use language and culture to enhance the services?
8. What are some highlights of the program? Share two stories that emphasize the program's success.
9. What barriers were overcome to establish the program?
10. What is the single greatest need, other than funding, for the program's future?
11. Currently and/or historically, who has/have been your partner(s) or collaborator(s) to help provide these services?

REFERENCES

List three persons who are clients, community leaders or funders; include their phone and fax numbers. In addition, please include three letters of recommendation—one each from a client, community leader and funder.

Name	Phone	Fax
1.		
2.		
3.		

BOARD MEMBERS

Please attach a list with the names, addresses, and ethnic makeup of the program's board of directors, owners, or trustees.

**Nominations must be postmarked
by March 30, 2004.**

This form is available on our Web site (www.nlci.org) as an Adobe PDF file and can be downloaded to your computer.

For more information

Phone (210) 228-9997
Fax (210) 228-9972
nlci@nlci.org
www.nlci.org

Mail forms to

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