Dear Friends,

Welcome to the Mexican American Opportunity Foundation’s 2017-2018 Impact Report. For 55 years, we have provided a myriad of social service programs that aim to advance the upward mobility of the greater Latino community of California. We are pleased to offer information on our staple programs that include: Child Care and Early Education, Senior Services and Community Services.

As our community continues to grow and needs change, MAOF has remained a leader in providing free or low-cost services to individuals, families, and seniors historically underserved. Fiscal Year 2017-2018 brought increased enrollment to our Migrant Child Care and Development program, added attendance to our monthly Immigration Forums through our Immigration Services, and a staggering near eleven-thousand individuals were provided emergency food assistance through our food bank.

However, longevity and impact of this kind do not happen independently. We are thankful to our friends and supporters and proud to form a collective of changemaking organizations whose values and commitment to equity align with our own.

Onward!

Martin Castro
President & CEO
The mission of the Mexican American Opportunity Foundation (MAOF) is to provide for the socio-economic betterment of the greater Latino community of California, while preserving the pride, values and heritage of the Mexican American culture.

This is accomplished through programs in early childhood education and family services, job training, and senior lifestyle development throughout the multi-cultural communities served by MAOF.

MAOF upholds that a dignified and caring response is a means that can change lives and communities.
EXECUTIVE TEAM

MARTIN CASTRO
President & CEO

VICKY SANTOS
Vice President of Operations

ORLANDO SAYSON
Chief Financial Officer

CLAUDIA RUFINO
Director of Human Resources
Since its outset, MAOF's service area has broadened to cover the counties of Los Angeles, Orange, Ventura, San Bernardino, San Diego, Kern, and Monterey.

Every year, more than 100,000 Californians (95% of which are at the low to moderate income level) benefit from contemporary programs in 46 service locations.

MAOF's programs provide free or low-cost services to individuals, families, and seniors who are socially and economically deprived, and serves nearly 8,000 in childcare and early childhood education programs each day.
SEVEN CALIFORNIA COUNTY SERVICE AREAS

LOS ANGELES COUNTY
554 employees across 26 sites
Early Education | Head Start | Child Care | CalWorks/APP | Resource & Referral | Senior Services | Food Bank | Financial Literacy | Parent Engagement & Advocacy | Administration

MONTEREY COUNTY
145 employees across 8 sites
Early Education | Child Care | CalWorks/APP | Resource & Referral | Administration

KERN AND VENTURA COUNTY
97 employees across 6 sites
Early Education | Child Care | Job Training (Kern site)

SAN BERNARDINO COUNTY
36 employees across 3 sites
Early Education | Child Care

ORANGE AND SAN DIEGO COUNTY
54 employees across 3 sites
Early Education
MAOF continues to display fiscal prudence and responsibility, ensuring that every dollar of revenue is spent wisely and efficiently.

Fiscal Year 2017-18 was a very favorable year for MAOF from the financial standpoint. Gross revenue was at its highest level recorded at $96.2 Million compared to previous years. The continuing growth in all sectors of the economy and the Federal and State governments' increase in funding for Early Childhood Development and Head Start greatly contributed to the phenomenal growth in business volume at MAOF. Stability in funding and operating efficiency will ensure a sustained growth in the years to come.
**Revenue**

State & Local Funds, $40,437, 42%
Federal Funds, $51,262, 53%
Total Revenue = $96.2 Million

**Expenses**

Program Expenses, $90,090, 95%
Total Expenses = $94.7 Million
EARLY EDUCATION PROGRAMS

Early education continues to be an area of high focus for MAOF. Research shows that children who enroll in formal education programs before the age of five benefit from long-term effects that impact academic achievement, emotional development, and social skills.

Since 1973, MAOF has aimed to close the gap in early education access by operating clean, efficient, and professionally-staffed centers in key communities across the state of California.

Head Start
Operated with funds made possible by the Los Angeles County Office of Education, MAOF delivers Head Start services to more than 1,500 children.

In addition to its center-based program, MAOF is the largest provider of in-home Head Start services in California, bringing early education to the living rooms of children in Huntington Park, Walnut Park, and South Gate.

General Child Care & Preschool
The Preschool Early Learning Program offers a developmental curriculum which enhances the physical, mental, social, and cultural awareness, including a parent involvement component in the child’s education and social services that support the preschool program.

The program provides a healthy environment which nurtures the development and growth of young children and prepares them for the first day of school.

Migrant child care and development Program
Funded by the California Department of Education, MAOF offers the Migrant Child Care and Development Program (CMIG) to agricultural families throughout Kern County.

A purveyor of high-value learning through the use of the High Scope Curriculum, CMIG entails children to exercise independence, implement redirection, and reinforce choice consequence. Healthy balanced meals, toilet training assistance, and a year-round program option are also furnished.

Similarly, the Migrant Education program provides supplemental services to assist eligible migrant families in meeting the health needs of migrant children. MAOF provides referrals in the areas of speech therapy, behavior counseling, food assistance, housing, utility assistance, domestic violence, and legal aid.
HEAD START & EARLY HEAD START BY THE NUMBERS

1545 Cumulative Children Enrolled
15.6% Enrolled Children Identified As Special Needs
949 Families enrolled living below the federal poverty line
1445 Number of children enrolled in Medicaid and/or CHIP
Family Child Care Home Education Network

The Family Child Care Home Education Network (FCCHEN) program is an alliance between the parent, family child care home provider, and Mexican American Opportunity Foundation (MAOF). Funded by the California Department of Education (CDE), MAOF provides early education and child care to eligible families with children ages birth to 4 years. Children are cared for in licensed family child care homes that meet state standards for quality set forth by the CDE.

Resource & Referral

Resource & Referral (R&R) programs provide information to all parents and the community about the availability of child care in their area. The programs assist potential providers in the licensing process; provide direct services, including training; and they coordinate community resources for the benefit of parents and local child care providers.

MAOF’s R&R program service area consists of 18 different cities encompassing the South East Cities, East Los Angeles, Santa Fe Springs, and Montebello. The R&R provides FREE childcare information to anyone calling or visiting our office for help on finding the best early learning environment for their child.

As of the end of FY 2017-2018, MAOF has 101 Active Centers and 459 active Family Child Care homes, which translates into over 6,700 spaces for children needing care.
Child Care Subsidy Programs

Partnered with California Work Opportunity and Responsibility to Kids (CalWORKs), MAOF provides voucher-based child care for families to obtain care in licensed child care centers, licensed family child care homes, or license-exempt care. Serving Los Angeles and Monterey counties, families may choose the type of care that their child receives. These options are:

^ CalWORKs Stage One Child Care
This program provides child care to CalWORKs families when they first become employed or engaged in welfare-to-work activities.

^ CalWORKs Stage Two Child Care
CalWORKs families move to this program when the county welfare departments (CWD) determines they are stable. The CWDs have the flexibility to determine when a family’s situation is stable. Families remain in Stage Two until they have been off cash aid for two years. The California Department of Education contracts with MAOF as an Alternative Payment Program agency to administer this program.

^ CalWORKs Stage Three Child Care
Families that have exhausted two years of CalWORKs Stage Two child care transition to Stage Three. This program provides care as long as funding is available and the family remains eligible. The California Department of Education contracts with MAOF as an Alternative Payment Program (APP) agency to administer this program.

^ Alternative Payment Program
The California Department of Education also funds this program through contracts with the Alternative Payment Programs. As an administrator of the APP, MAOF helps eligible families arrange child care services and pay for those services directly to the child care provider. MAOF also supports families and providers by offering assistance and consumer information about various services and resources available to them.

6,639
The number of children served in FY2017-2018 through combined child care subsidy programs.
Our long-standing history of service of forty years as a Senior Services program provider with the City of Los Angeles, Department of Aging has allowed MAOF to assist primarily Latino low-income and vulnerable seniors. MAOF has served to improve the quality of life, independence, health, and dignity of seniors over 60 years of age who are of low-income background with programs that are comprehensive and meet their needs. MAOF assists seniors with information and assistance, health and wellness classes, meals, case management, coordinated care, and government enrollment assistance.
COMMUNITY DEVELOPMENT

ASSET BUILDING PROGRAMS

MAOF has been at the forefront of efforts to enhance financial literacy and increase assets within the Latino Community. In 2017-2018 MAOF provided one-on-one financial coaching that covered topics in credit, debt management, and budgeting to more than 100 individuals. Of these participants, 75 opened incentivized savings accounts.

MAOF is a proud participant in the IRS Volunteer Tax Assistance (VITA) Program which offers free tax help to families earning under $54,000 annually. This year, MAOF staff helped prepare 1,981 tax returns that resulted in $1,771,445 returned in Earned Income Tax Credits.

IMMIGRATION SERVICES

In partnership with the United States Citizenship and Immigration Services (USCIS), MAOF provides monthly open forums for clients to meet with USCIS representatives to discuss their citizenship options, pathways for naturalization, and one-on-one consultations to discuss individual cases. Also, the panel educates clients on the citizenship application process, resources to prepare for the citizenship test, and educational materials for DACA, DAPA, and naturalization program descriptions, process, and benefits. In FY 2017-2018, MAOF completed 2,875 in immigration outreach and education efforts.

LENDING CIRCLES

Lending Circles are a time-honored tradition of individuals coming together to borrow and lend money to each other, all for the sole purpose of building individual credit history and creditworthiness. Through a partnership with Mission Asset Fund, Lending Circles are credit-building microloans that enable individuals to have access to capital to reduce debt, acquire emergency funds, or cover living expenses due to illness or unemployment.

Lending Circles for Citizenship provides a zero-interest, zero-fee loan to help participants pay the $725 Citizenship application fee, where participants build credit by making low monthly payments of $79.50 for ten months. When participants are ready to apply for Citizenship, MAOF issues a check payable to the U.S. Department of Homeland Security. In turn, each monthly payment is reported to every major credit bureau which assists in establishing or re-establishing a positive credit history. In FY 2017-2018, MAOF provided more than 100 loans of this type.
Friends and Supporters
2017-2018

Corporate, Foundation and Community Partners

LA Care Health Plan
JP Morgan Chase Foundation
Citigroup Community Development
Del Real
MAOF Properties Inc
United Way of Greater L.A.
AltaMed Health Services Corp.
UnitedUS
Child Care Resource Center Inc.
Adventist Health White Memorial Medical Center
The Gas Company (So Cal Gas)
AARP
Arthur J. Gallagher & CO
Capital One Services, LLC
Chevron Products Company
Coca Cola North America
Golden State Opportunity Foundation
National Alliance for Hispanic Health
National Hispanic Council on Aging
MUFJ Union Bank
NALEO Educational Fund
United Way of Kern County, Inc
TJX (The TJX Foundation, Inc)
EDISON International/SoCal Edison
Charter Communications
Northrop Grumman
Pacific Southwest Administrators
Ravi & Naina Patel Foundation
CM School Supply CO
Los Angeles City Community Development Trade Supplies, Inc
Olveraaz Madruga Lemieux O’Neill, LLP
IUOE Local 12 Charitable Golf Committee, Inc
California Child Care Resource and Referral Network
Atomic Investments
Atkinson, Andelson, Loya, Ruud & Romo
AT&T
Ceremore Helth System
Heffernan Insurance Brokers
Mercury Public Affairs, LLC
NBC Universal Foundation
Scan Health Plan
TELACU
Thrivent Financial
Lifetouch National School Studios
PhRMA
Community Bank Foundation
El Monte Union High School
Allied Systems Corp.
Lakeshore Learning Materials
Parking Co. of America
Wal-Mart
Care 1ST Health Plan
CREATIVE Charity Auctions, LLC
US Foods
Dollman, Levitt, Flaherty & Wattles, LLP
Beverly Hospital

Individual Donors

California Community Foundation
First 5 LA
Immigrant Legal Resource Center
Liberty Dental Plan of California
Southern California Contractors
Stella Health Insurance Agency
The Filmore Group, LLC
Montebello Unified School District
American International Group, Inc
Charitable Adult Rides & Services, Inc
Child Care Alliance of Los Angeles
Los Angeles Community College District
National Engineering and Consulting Group
San Gabriel Mission High School
LA County Office of Education (LACOE)
City of Hope
The Benevity Community Impact Fund
Vallartas VIP Travel
Huntington Park High School
Paramount Unified School District
Community Foundation For Monterey County
AppleCare Medical Group, Inc
California Credit Union
Wells Fargo
Listo America
Truist Comprehensive Distribution
Spectrum
YouCause
Empire Diamond Co.
City of Los Angeles Department of Aging
ProAmerica Bank
FDA
Neerwork for Good
Child-Related Research, Inc
AFLAC
Alacosa
Lulu Institute, Inc
US Equal Employment Opportunity Commission
United Way of Tompkins County
East Los Angeles College Foundation
INSURICA

McDonald’s
VIA Care Community Health Center
Child Research, Inc.
ChapCare
United Way California Capital Region
El Rancho Unified School District
International Institute of Los Angeles
Andrew’s Healthy Kitchen
Alma Family Services
Anthem Blue Cross
County of Los Angeles Public Health Financial Management
Hillside
KOCE - TV Foundation
MAOF California State Preschool
The Whole Child
University of Southern California
American Online Giving Foundation, Inc
Wells Fargo Community Support Campaign
Trust Line
WestEd
TIA Best Philanthropy
Sempra Employee Giving Network
Board of Directors
EXECUTIVE COMMITTEE

Mike Roddy
Southern California Contractors Association
Chairperson

Anita Quiñonez Gabriellian
CG Benefits Group
1st Vice Chairperson

Fernando de Nechochea
Southern California Edison (Ret.)
2nd Vice Chairperson

Ernesto Morales
North Star Alliance
Treasurer

Jerry Velasco
Velasco & Associates
Secretary

MEMBERS AT-LARGE

Maria Amarillas-Degilliland
Keller Williams Real Estate

Frank Ayala
Retired Executive

Gilda Bojorquez Gjurich
General Contractor

Martin Castillo
Attorney at Law

Alex Chavez
Parking Company of America

Brenda Garcia
Head Start Parent

Jorge Garrido
Mercury

Christopher M. Hernandez
Northrop Grumman Corp

Guillermo (Bill) Izabal
Listo America

Roy Jasso
Retired Executive

Jorge J. Luna
Atkinson, Andelson, Loya, Ruud & Romo

Jeff Penichet
Bilingual Foundation

Laura V. Peralta
Citi Community Development

Hon. Teresa Sanchez-Gordon
Los Angeles Superior Court
(Ret.)

Lilia E. Sarmiento, Ph.D.
CSU, Dominguez Hills

Gil Soto
Southern Cal Gas Company

Carlos Viramontes
Viramontes Marketing Communications, Inc.
"activism solves problems while rhetoric talks."

DIONICIO MORALES

Founder of MAOF - 1963
NATIONAL HEADQUARTERS
401 N. GARFIELD AVE.
MONTEBELLO, CA 90640

HEAD START
2650 Zoe Avenue
Huntington Park CA 90255

KERN COUNTY
BPPE Info
2130 Chester Ave., Suite 200
Bakersfield, CA 93301

MONTEREY COUNTY
11 Quail Run Circle, Suite 101
Salinas, CA 93907

www.maof.org