

Esperanza

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NEWS FROM OUR MINISTRY

FALL 2007

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Marriages of Hope: Strengthening Latino Families and Communities

To cope with the sometimes overwhelming challenges that threaten the foundation of the family, Esperanza has developed Marriages of Hope. This unique relationship-coaching federally-granted five-year program helps Latino couples sustain and improve their marriages by developing their partnership skills as they learn to achieve emotional harmony and positive family values. Esperanza has recruited 25 churches in California and in New York City's metro

area to participate in this healthy marriage initiative.

Through Marriages of Hope, each of the churches identifies two congregational couples that will be trained to become "Mentor Couples." They—in turn—engage and train "Community Couples" in partnership skills and on the issue of domestic violence. "We are starting our second year and are very enthusiastic," said Josué Figueroa,

Marriages of Hope Project Director. "Just think of the impact the program will have on the Latino community as the healthy marriage message spreads and the skills are embraced."

Through workshops, retreats, and diverse training activities, we will train 2,000 community couples in five years. The objective of Marriages of Hope is to help these couples have a better and happier marriage. Consequently, we will enrich and stabilize their families as they learn how to manage their relationships with a full understanding of how relationships shape their children's view of the world. For more information, contact Josué Figueroa at 215-324-0746, extension 219.

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Esperanza
STRENGTHENING OUR HISPANIC COMMUNITY

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President's Brief

Saludos,

The holiday season is a time to celebrate, rejoice and enjoy with family and friends. It's a time marked by great displays of generosity, but not just in the material sense. Giving of your time to help others sometimes means more to a person in need than anything else. I encourage you to think about ways to give of yourself and then go ahead and do it. Not only will you be lending a hand to someone in need but it will fill your spirit with hope and joy.



This is also a time to be grateful as we reflect on the many blessings we have been graced with during 2007. We live in a constant race, counting the passing minutes as we attempt to accomplish everything and then more. In the midst of this frenzy we sometimes forget to say "thanks". It is such a small word, but it means so much. I want to take this opportunity to thank the Esperanza family, as well as our friends and contributors that give their time and resources to help us to accomplish our mission. Thank you for embracing and advocating for the "least of these" (Mathew 25:40) and making our Hispanic community part of your own personal mission in life.

I wish you and your loved ones a joyful and safe holiday season and a very happy 2008!

Felicidades,

Rev. Luis Cortés, Jr.
President,
Esperanza



From left to right: The Rev. Luis Cortés Jr., President of Esperanza; Senator John McCain (R-AZ), the Rev. Danny Cortés, Esperanza Academy's Board Chairman; Mr. David Rossi, Esperanza Academy's CEO; and the Rev. Bonnie Camarda, Hispanic Clergy of Philadelphia, Board President. **Back:** The Rev. Fred Estrada, Esperanza Board Member.

School of the Arts Inaugurated by Presidential Candidate

Esperanza was honored to have Senator John McCain (R-AZ) as the keynote speaker at the ribbon cutting inauguration of Esperanza Academy Charter High School's New School of the Arts. While on his campaign trail for the presidency of the United States, Senator McCain took the time to address an assembly of several hundred civic minded students who did not hold back from asking relevant and challenging questions to the Senator.

Participation in the arts takes many forms and confers a wide range of benefits on both individuals and communities. These benefits will be most fully realized if people have meaningful art

experiences as children. To this end Esperanza has established an individualized education program which is supported by a commitment to the arts. This new wing is the cornerstone to the infrastructure needed to offer these highly desired programs.

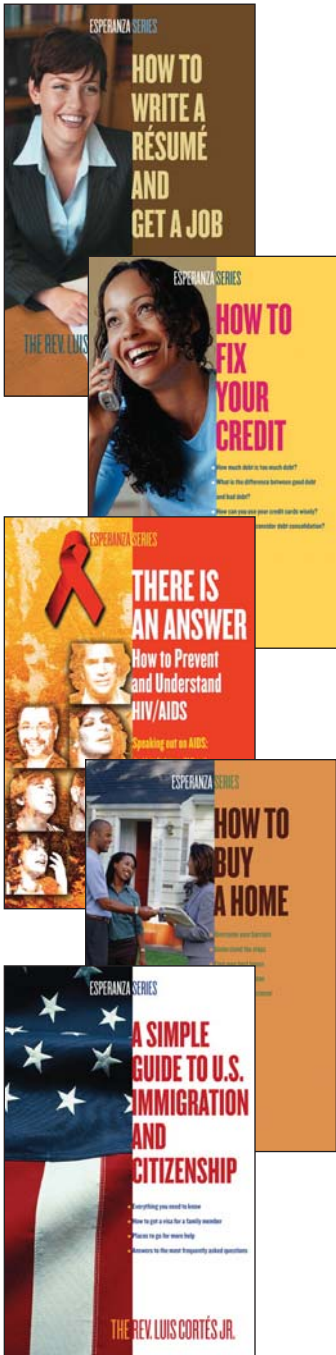
Some of the programs now housed in the new wing of the high school include visual arts, drama, film, instrumental music, dance, voice and cinematography. Through these, Esperanza Academy hopes to bring the benefits and pleasures of the arts to more people, especially adults and children who might never otherwise experience them.

"At Esperanza, we view the arts as a universal language. In addition to enhancing their life skills, the study of the arts provides students with opportunities to make clear connections between schoolwork and the world outside the classroom." Mr. David Rossi, Esperanza Academy's CEO

From our e-store...

The Esperanza Series

Throughout the years, the Rev. Luis Cortés, Jr. has written a series of books about various subjects that vary from how to get a job to how to compassionately deal with the HIV/AIDS epidemic. All books are available in English and Spanish. For your convenience, you can order them through our on-line store at www.esperanza.us.



How to Write a Résumé and Get a Job

Get information on how to find a great job, from searching and applying to negotiating for a better salary, asking for benefits, and enjoying your success.

Price: \$7.99

How to Fix Your Credit

This book provides an easy-to-follow guide to help you manage your credit.

Price \$7.99

There is an Answer: How to Prevent and Understand HIV/AIDS

This book helps you understand HIV/AIDS and explains how prevention is the key to defeating it. Contracting HIV is no longer a death sentence.

Price: \$7.99

How to Buy a Home

Let the Rev. Luis Cortés guide you through the process of buying a home and turn your dream into a reality.

Price: \$6.99

Soon to be published!

A Simple Guide to U.S. Immigration and Citizenship

This book will take you through the immigration process and tells you what you need to do to obtain it.

Price: \$7.99

Esperanza Announces New Programs

Continuing its dedication to strengthening the Hispanic community, Esperanza is pleased to announce the start-up of two new projects for which we were recently awarded grants. The first is the extension of our Hispanic Capacity Project into the state of Pennsylvania's Lehigh Valley and Philadelphia metro area. Originally administered for three years and deployed in cities of New York, Washington, California, Illinois, and Florida, the project was replicated again last year in three additional cities of Florida – Miami, Orlando, and Tampa. The additional funding will help train organizations in community engagement and provide for leadership, organizational, program, and revenue development of thirty faith- and community-based organizations in the cities of Philadelphia, Bethlehem, Lancaster, and Reading, Pennsylvania.

The second award will allow Esperanza to build the capacity of two organizations in Orange County, California. It will provide training in abstinence curriculum to middle and high school aged youth and prepare youth mentors to carry the message to an estimated 15,000 others over a period of five years. "Although the competition for funding continues to be a challenge for organizations such as ours, our experience, strategic partners, and continued successful national work are what results in new awards," said the Rev. Héctor Cortez, Vice President of National Programs.

Bravo for the Esperanza Capacity Institute

The event attracted people from nonprofit organizations and ministries, plus participants from thirteen states and Puerto Rico.



“Speaker and materials were excellent!” “Great job, I learned a lot!” “Upbeat, fast paced, awesome job!” These were some of the wonderful comments made by participants of the first Esperanza Capacity Institute (ECI) held on October 4-6, 2007 at Esperanza’s Corporate Campus in Philadelphia, PA. People from 13 states and Puerto Rico came to take part on intensive capacity training sessions that gave them the tools and know-how to develop, expand, and strengthen their organization’s resources.



“The ECI was a dream-come-true,” said Paula Umaña Liévano, Capacity Building Coordinator of National Programs. “We walked participants through what it takes to become a better and stronger organization, and as testament of our success we have many emails and thank you notes from them.” The second Esperanza Capacity Institute is already in the works for October 2-4, 2008. More details will be released in the months to come. For information write us at eci@esperanza.us.



From the top: 1) The Rev. Luis Cortés, Jr., President of Esperanza, during one of his presentations at the Capacity Institute. 2) Ms. Marciana Popescu, one of the distinguished trainers at the Capacity Institute. 3) Group discussions were encouraged at the training sessions. 4) Participants networking between sessions. 5) Mr. Richard Rivera, President of RR Consulting & Associates, leading a capacity training session.

“No Te Rindas” Wins Best DVD Film at ARPA Awards

“Hay una respuesta” song nominated for Song of the Year.

Esperanza’s short film “No te Rindas” (Don’t Give Up) won Best DVD – Short or Full Length Film at the 5th Annual ARPA Awards, celebrated on Saturday,

AIDS through awareness, education and compassion in their churches and in their communities. In doing so, the clergy are helping to break down the taboos associated with HIV/AIDS. The campaign provides resources to understand the devastating effects of HIV/AIDS on the Hispanic community. “We feel

honored by this award, but as people of faith, it is our Christian duty to care for the sick in our community, including those suffering from HIV/AIDS,” said the Rev. Luis Cortés, Jr., President of Esperanza.

“While there is currently no cure for AIDS, education is prevention and a method for all to understand we are the answer to the call for help, which is the reason behind our campaign.”

The “Tú Eres La Respuesta” (You Are the Answer) campaign earned the Rev. Luis Cortés, Jr. a Red Ribbon Leadership Award for Communications, awarded by the National HIV/AIDS Partnership on December 2006. In addition to the film, the campaign includes a music video, a series of public service announcements, several books, and a CD of inspirational music featuring Marcos Witt, Julissa, José Luis Rodríguez “El Puma”, and Yuri, among other leading Hispanic recording artists, all of whom donated their time and talent.

All these resources can be found at Esperanza’s website e-store at www.esperanza.us.

October 20th at the Metropolitan Theater in Mexico City. The ARPA Award is the highest recognition the National Academy of Christian Music and Arts gives for artistic or technical merit in this genre. The short film, which was produced in association with CanZion Group, is part of Esperanza’s “Tú Eres La Respuesta” (You Are the Answer) education and prevention campaign to help raise awareness about HIV/AIDS in the Hispanic community. The theme song from the campaign’s musical CD also received a nomination in the Song of the Year category.

Through the short film and the campaign, Esperanza has made significant strides in mobilizing Latino clergy across the country to take the lead in fighting



Ten Years Securing Long-Term Employment

In 1997, Esperanza’s Betances Employment and Job Training Program opened its doors to the community of North Philadelphia, PA as a training facility for individuals making the transition from welfare-to-work. Ten years later, nearly 1,000 community residents have found jobs through Esperanza’s programs, the majority of which are low-income, mostly minority women from the Latino corridor who are public assistance recipients.

Betances has implemented a highly effective centered Industry Specific Training Program, working closely with the Philadelphia Workforce Development Corporation and local workforce development placement providers to ensure its success. It offers an intensive six-month training program comprised of four distinct phases: Job Training, Internship, Job Search, and Retention.

We feel very proud of this achievement and congratulate all employees for their excellent work.

Mujeres de Esperanza with a Common Goal and Direction

A national ministry of Esperanza that activates the faith of women through intercession and service.

Driven by the mission to call Hispanic women across generations to pray, train and act, to better their communities and influence positive change in our nation, Mujeres de Esperanza has united a great number of women in prayer, service, and affirmation. Through its events and leadership trainings, the ministry is creating a network of great women leaders who are committed to prayer and who model with their lives how to actively care for their communities.



“I feel blessed to be part of this ministry,” said Mrs. Rosa C. Prieto, Executive Director of Mujeres de Esperanza. “We are creating communities of support and providing women of all ages with service opportunities that develop their leadership potential and skills.”

Be part of our vision of changing the world through prayer and service by joining

Mujeres de Esperanza’s national network. Help us spark a transformation in our nation by inviting all the women you know to join today at www.esperanza.us/mujeres.

Women gathered together in prayer and worship during one of our trainings in San José, California.

In unison, women engage their faith and fill God’s throne with worship, praises, thanksgiving, and petitions.



THE NATIONAL HISPANIC PRAYER BREAKFAST AND CONFERENCE

Save the Date!

The 2008 National Hispanic Prayer Breakfast and Conference will take place on

June 24-26, 2008

at the elegant J.W. Marriott Hotel in Washington, D.C.

Updates on registration and program details will be announced soon.