

ESPERANZA NEWS

The Community Newsletter of El Proyecto del Barrio, Inc.

www.elproyecto.us

2022, Issue 1

50th Anniversary Commemorative Newsletter

Celebrating "50 Years of Hope & Heroes!"

Our 50th anniversary commemoration launched with a virtual celebration on Thursday, October 28, 2021, and runs through the end of 2022. We are highlighting our services that bring hope ("esperanza") to our community, and to thank the El Proyecto staff who have heroically served the community.



Fifty years ago, we began our journey as a small neighborhood nonprofit organization with a goal of improving access to vital services for people in need in the Northeast San Fernando Valley. Today, we are the eighth-largest nonprofit in the San Fernando Valley and one of the 25 largest in the Los Angeles area.

We provide high quality health care, behavioral health, adult and youth employment and child development services in the San Fernando and San Gabriel Valleys as well as East Los Angeles and San Bernardino.

During the COVID-19 pandemic, El Proyecto has conducted more than 400,000 health care office visits, helped many job seekers find new positions, served hundreds of children at our Child Development Centers, and provided more than 63,000 Covid-19 vaccinations.

We invite you to join other community leaders in supporting our 50th Anniversary Celebration. For more information, please email mrowlett@elproyecto.us.



El Proyecto del Barrio, Inc.'s 50th anniversary celebration began in late 2021 and runs through the end of 2022.

★ Saving Lives:

El Proyecto's health and medical services in the San Fernando and San Gabriel

Valleys, especially its COVID-19 testing and vaccination efforts, have continued to save lives and protect the health of tens of thousands of underserved individuals.

★ Other Vital El Proyecto Services:

In addition to its signature health care services, El Proyecto has continued to provide vital employment, behavioral health and child development services to the community throughout the pandemic.

★ Virtual Gala:

El Proyecto's 50th Anniversary Virtual Gala kicked off the Anniversary celebration on October 28, 2021, raising more than \$1 million. The centerpiece of this virtual event was a film that chronicled the history of the organization and its hope for an even brighter future, which can be viewed on YouTube at <https://epdb.me/50th>.

★ K-EARTH 101's Cinco de Mayo Fund Raiser:

El Proyecto was the nonprofit beneficiary of funds raised during the annual K-EARTH 101 Cinco de Mayo special, broadcast live on May 5, 2022 from Tepeyac Restaurant & Tequila Sports Bar in City of Industry.

★ Virtual Telethon:

On June 14, 2022, the world-famous Laugh Factory Hollywood will host a Virtual Telethon featuring top comedians who will perform for both live and worldwide streaming audiences, with 100% of the proceeds benefiting El Proyecto.

Celebrating 50 Years of Hope & Heroes



El Proyecto del Barrio, Inc.

HOPE • COMMITMENT • EXCELLENCE

We Salute Our 50th Anniversary Sponsors

PRESENTING SPONSORS:

- California Primary Care Association
- Congressman Brad Sherman
- Providence Holy Cross and Providence Cedars Sinai Tarzana Medical Centers
- Weingart Foundation

DIAMOND SPONSORS:

- Kaiser Permanente
- Supervisor Hilda Solis

PLATINUM SPONSORS:

- AltaMed
- HealthNet
- Medpoint Management

GOLD SPONSORS:

- Atkinson, Andelson, Loya, Ruud & Romo Attorneys-at-Law
- Bolton & Company
- California Community Foundation
- Citizens Business Bank
- James and Rachel Garrison
- JWCH Institute
- Prima Waste Management
- St. John's Well Child and Family Center

SILVER SPONSORS:

- African American Leadership Organization, Inc.
- AVITA Pharmacy
- Blue Shield Promise
- Bob & Dolores Hope Foundation
- Corinne Sánchez & Efren Manjarrez
- Dr. Virginia Ambrosini
- Greg Facktor & Associates
- Helen Madrid-Worthen
- Inland Behavioral Health Service
- LA Care Health Plan
- Molina HealthCare
- Pacific Asian Consortium in Employment (PACE)
- Providence Cedars Sinai
- Quest Diagnostics
- Ralph Ruiz Construction
- Valley College of Medical Careers
- Valley Presbyterian Hospital
- Vic Fabionar Architect
- Greg & Diane Waskul

BRONZE SPONSORS:

- Assurance Learning Academy
- Eisner Health
- Pacific Western Bank
- Paycom
- Tarzana Treatment Center
- Via Care Community Health Center

BENEFACTORS:

- Anthem Blue Cross
- Cedars-Sinai
- Mel Wilson & Associates Realtors
- SoCal Gas Company
- NIU College

FRIENDS:

- Bank of America
- Ben Farzam
- Los Angeles City Councilmember Bob Blumenfield
- Curacao Family
- Curt Degenfelder Consulting, Inc.
- Dr. Karmen Tatulian and Aram Tatulian
- Helen Hernandez
- Henry Schein
- Joe Dominic
- Maria Townsend
- Michael Dickman, Charles Schwab
- Northeast Valley Health Corporation
- Olivia Farzam
- Paula Wilson, Valley Community Healthcare
- Richard Veloz
- Pacific Federal, LLC
- Rachel Hernandez
- Robert Winn
- Ruth Lopez Novodor
- Sarah Farzam
- Terry Sanchez, Munger, Tolles & Olsen
- TCC Family Health
- Watts Labor Community Action Committee (WLCAC)

Celebrating
50 years of Hope & Heroes

Elected Officials Praise Proyecto's Community Impact



Many elected officials support El Proyecto's 50th anniversary celebration, led by Congressman Brad Sherman (left, Presenting Sponsor) and First District Supervisor Hilda Solis (Diamond Sponsor) who are shown at El Proyecto Covid-19 Vaccination Clinics.

Elected officials and many organizations have praised El Proyecto del Barrio for its vital work in the community as the organization celebrates "50 Years of Hope and Heroes," including:

SUPERVISOR HILDA L. SOLIS

"With the onset of the pandemic, communities in my district, had some of our lowest vaccination rates. Fortunately, we had a community partner like El Proyecto del Barrio step forward to bring these lifesaving Covid vaccines into our hardest-hit communities. Through their assistance, we stood up vaccination clinics in Baldwin Park, Azusa, Montebello, and La Puente. Their efforts have helped to close the disparity gaps that existed and now the First District has the second-highest vaccination rates in the County, thanks to them."

CONGRESSMAN BRAD SHERMAN

"I've seen up close and personal the efforts of Corinne Sánchez and so many others to provide affordable health care to those who need it most. That work has never been more important than during the pandemic, and El Proyecto del Barrio rose to the challenge and saved lives."

"I personally visited their vaccination clinic, and I saw hundreds of Valley neighbors receive vaccination that's a key to keeping our whole community safe. El Proyecto is to be commended for its focus on reaching underserved communities."

CONGRESSMAN TONY CARDENAS

"For 50 years, El Proyecto has provided health, medical, employment, behavioral health and child development services to the underserved communities in the San Fernando Valley and beyond."

El Proyecto's work has been recognized as outstanding – both statewide and nationally.

"We celebrate the contributions that make El Proyecto the heroes and the esperanza for our families. It is organizations like El Proyecto that make a difference in the world. Congratulations for 50 years of selfless acts of service to our communities."

LOS ANGELES MAYOR ERIC GARCETTI

"You've reached an important milestone – 50 years of service and selfless commitment to our most vulnerable Angelenos. Thank you for all that you contribute to our communities, how you strengthen our city and for your extraordinary partnership. We love you. Keep up the great work."

L.A. CITY COUNCIL PRESIDENT NURY MARTINEZ

"El Proyecto del Barrio's efforts to serve the community, take care of our neighbors, and preserve the dignity and respect of the San Fernando Valley are unmatched."

This organization has been a staple in our community, especially throughout this pandemic as they continue to provide vital community services in this unprecedented time. I look forward to the next 50 years of El Proyecto del Barrio's work in our community. "

STATE SENATE MAJORITY LEADER BOB HERTZBERG

"I have known Corinne Sánchez for over 30 years. Our friendship goes way back to our younger years when we were fighting for contraceptive health and rights for women and so many issues in the Latino community. I have deep gratitude and admiration for the wonderful work all of you do."

"The services you provide to the community are invaluable, and it is my honor to salute you on this important, momentous occasion celebrating 50 years of extraordinary service to our San Fernando Valley."

Thanks, and congratulations!"

Community Leaders Laud El Proyecto's Contributions

Many community leaders have saluted El Proyecto del Barrio, Inc., on the occasion of its 50th anniversary. Here are comments from two leaders who have worked extensively with El Proyecto, Dolores Huerta and Dr. Bernard Klein.

COMMUNITY ACTIVIST DOLORES HUERTA

"I want to congratulate El Proyecto del Barrio and Corinne Sánchez for the great work they have been doing over all of these years, bringing health care to the community. It's



Dolores Huerta

important to have health care services right in people's neighborhoods, where they know that people care about them, that they are there to serve them, and they are always received with open arms and with the kind of support they need.

"So congratulations to El Proyecto del Barrio for all of your years of service and to all of the staff and the leadership of this fantastic and great organization."



CHIEF EXECUTIVE, PROVIDENCE HOLY CROSS MEDICAL CENTER, DR. BERNARD KLEIN

"Corinne, your leadership, your passion and your compassion have made an incredible difference at El Proyecto del Barrio. For 50 years, you've been able to serve a community so in need, and you've helped improve the health of that community.

"What I enjoy most about our relationship with El Proyecto del Barrio is the way we collaborate and work together. Many of our physicians on our medical staff serve patients referred to them by El Proyecto's clinics. Together, we're able to improve the health of the communities we serve, not only when people are acutely ill, but in preventative care as well."

In addition to Providence's Presenting Sponsorship of the 50th Anniversary event, a number of other health organizations have provided major support, such as California Primary Care Association, Kaiser Permanente, AltaMed, HealthNet, MedPoint Management, Blue Shield Promise, and many others.

