



LAUSD GEAR UP Families, 2012

Families In Schools believes that when schools engage families, families get involved and student achievement increases. We also know that students are more likely to succeed when schools, families and communities work together in partnership to maximize and support student learning.



For Families In Schools (FIS), 2011-2012 was a year of learning and evolution. I concluded my first year as President & CEO and I consider myself blessed to have inherited a talented staff and visionary Board of Directors. I thank them for their support, guidance, and commitment to the mission of the organization.



2011-2012 also concluded FIS' twelfth year in existence. Our mission and vision have remained steadfast and this year we have made strides in finalizing a 5-year strategic plan that focuses on diversifying funding, strengthening data collection and evaluation, and reinforcing organizational and programmatic capacity.

While this report serves as a medium through which to share our work, it is more importantly an invitation to deepen our partnership – a partnership that will support our efforts to ensure a quality education for all families. The report is composed of three sections: **Program Highlights, Organizational Capacity, and Financial Overview.**

Thank you for your support during the 2011-2012 fiscal year and we look forward to a growing partnership in the coming years.

Oscar E. Cruz,
President & CEO, Families In Schools
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OUR MISSION

To involve parents and communities in their children's education to achieve lifelong success.

2012 Excellence in Parent Engagement Award recipients: Goldie Buchanan, Ryan Smith, and Catalina Urrutia; accompanied by FIS Board Chair Virgil Roberts, FIS President Oscar E. Cruz and 2011 recipient Yolie Flores



PROGRAM HIGHLIGHTS



“FIS has been very effective at helping us attract parents to their workshops and engaging them in meaningful experiences they feel supported in their efforts to assist their students.”

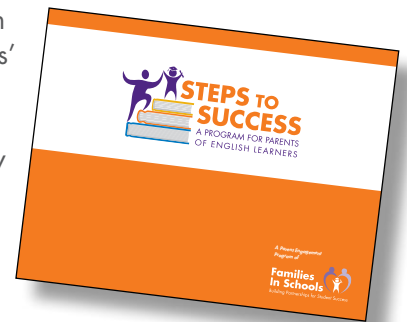
– Scott Braxton,
Principal, Roybal Learning Center

Curricula and Professional Development

FIS aims to provide schools and other educational organizations with the tools and training needed to support strong parent engagement efforts. This past fiscal year, FIS impacted more than 6,627 parents and 3,119 students throughout 10 different curricular programs at 293 new and continuing schools/sites. Additionally, FIS trained more than 889 school staff, 390 CBO staff, and 144 education leaders on parent engagement strategies and tools.

This year we saw the expansion of several of our key curricular programs and also developed a new program. **Abriendo Puertas/Opening Doors**, the nation’s first evidence-based parent leadership and advocacy training program for Latino parents with children 0-5 years, continued to expand and is now implemented in 31 states and Puerto Rico. Locally, **College Knowledge Academy**, a joint parent and student college awareness curriculum, expanded to 15 schools, reaching 790 families in the past year.

FIS also launched **Steps to Success**, a curriculum that aims to assist families by increasing parents’ knowledge about how to navigate the English Learner reclassification process, parents’ skills in supporting their child’s language and literacy development at home, and parents’ confidence in advocating for their English Learner student. The curriculum was developed and piloted at Lennox School District in 2010 and this last year was adapted for implementation in LAUSD.



While our parent engagement curricula have expanded, our professional development support to school staff, CBO leaders, and education leaders has deepened. We have worked hand-in-hand with school leadership and teachers to develop effective parent engagement plans and strategies. For example, FIS partnered with Wilmington Middle School in LAUSD to form a Parent Engagement Action Team (PEAT) and immediately tackled the problem of low parent attendance at parent-teacher conferences. The results of the comprehensive outreach plan developed by the PEAT were phenomenal: 69% of the targeted families attended the conferences, a 20-point improvement over attendance at previous conferences.



1 Parent and student participants in FIS College Knowledge Academy

2 College Knowledge Academy facilitator training – Los Angeles, California (in partnership with Youth Policy Institute)

3 Abriendo Puertas/Opening Doors facilitator training – Las Cruces, New Mexico (in partnership with Fronteras Education)



Community Engagement and Advocacy

FIS knows that ensuring a quality education for all families often requires changes in education policies and practices. FIS was directly involved in 17 state and local advocacy efforts, including: protecting state funding for early education programs; improving the engagement of parents across the state in the reclassification process of English learners; supporting the implementation of A-G policy in LAUSD; and demanding that a new labor agreement between LAUSD and teacher union reflected the needs of families and students. In order to celebrate community leaders working to promote parent engagement, FIS recognized the contribution of 3 leaders as part of our **2012 Excellence in Parent Engagement Awards**, which included: Goldie Buchanan, Ryan Smith, and Catalina Urrutia.

A highlight of our advocacy work this past year was our first Advocacy Day. The event was a gathering of parents, community leaders, and school staff to visit their legislators and share personal stories about the importance of improving parent engagement practices at schools. Nearly 120 people attended and 63 legislative visits took place. The keynote speaker was Dolores Huerta, Co-Founder of the United Farm Workers.

Our community outreach efforts seek to inform families of key issues that impact their children's education, ranging from free tutoring to family literacy. This year, we reached over 200,000 families through awareness campaigns via information sessions, community forums, college tours and fairs, brochures and pamphlets, email blasts, text messages, public service announcements, and radio interviews.

Most notably, FIS launched **Passport to Success**, an initiative that encourages students and families to participate in summer learning activities in order to address the crisis of summer learning loss. The initiative was piloted in 43 preschools and elementary schools this past summer, reaching over 20,000 families. Additionally, the **Million Word Challenge**, a literacy campaign that connects families and schools around the joy of reading beyond the bell, completed its 11th year in which 357 schools participated, reaching over 180,000 families in 48 school districts.



6 Participants attending FIS Advocacy Day 2012 – Sacramento, California



4 Cameron Wilcher, Million Word Challenge participant – Frederick K.C. Price III School

5 Dolores Huerta and community leaders at FIS Advocacy Day 2012 – Sacramento, California

7 FIS outreach worker informing the community of free tutoring services available at school

8 Manzo Family, participants in the FIS Passport to Success campaign – The Getty Museum





9 COPE and ICUC conduct a meeting to discuss low graduation rates in the community – San Bernardino, California

10 Community leaders participate in a FIS advocacy learning institute.

Nonprofit Sustainability

An effective educational environment requires vibrant community organizations that can work collaboratively with schools, provide vital educational support to families, and advocate for quality educational services. FIS aims to support the needs of community organizations by sharing our knowledge, expertise, and lessons learned acting as an intermediary to foundations and other funding organizations. During this fiscal year, FIS re-granted \$1,266,765 dollars to eleven nonprofits and provided more than 242 hours of coaching and technical assistance to 27 organizations across the Central Valley and Inland Empire.

During this past year, the **Families Improving Education (FIE) initiative** concluded three years of work in which FIS provided technical assistance and re-granted funds to organizations working to engage families in local education decision-making and advocating for educational improvements for students of color within their local school districts. The initiative serves communities in Fresno, Lodi, Stockton, Sacramento, Bakersfield, San Bernardino, Visalia, and Coachella. In June of this year, the initiative was approved for renewal and we look forward to another three years of great collaboration.

Also during this past year, FIS forged a new partnership with First 5 LA to strategically strengthen nonprofit organizations that support families with children 0 to 5. The partnership combines funding with technical assistance, coaching, peer exchanges, and trainings through two grants: the **Social Enterprise Grants Program** and the **Challenge Grants Program**. The Social Enterprise Grants Program seeks to provide nonprofits with the financial support to launch or expand a social enterprise endeavor, and the Challenge Grants Program awards funds to organizations to help them leverage additional financial support.

“I am more confident, and really enjoy not being the only parent here, and seeing how other parents are involved and striving for the same things I am striving for. I get energy to go out and give other parents the energy to get involved with their children’s education because you never know what the future holds for your child.”

– Angela Arzate, Parent from LAO Family Community Empowerment Inc.



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“Being able to bring together (school) board members and CBO’s (community based organizations) doing work in their respective communities is powerful. The time spent together helps build relationships of trust between the two groups, and the ability to plan together is invaluable.”

– FIE Grantee, April 2011 Learning Institute

11 Californians for Justice leaders participate in an FIS advocacy learning institute.



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ORGANIZATIONAL CAPACITY



- 12** FIS team retreat in Downtown Disney – Anaheim, California
- 13** FIS recognized Felicia Jones with the Professional Excellence Award for her commitment serving the community.

The growth we have experienced during the last several years requires us to invest more in the infrastructure of the organization to ensure that programs are high quality and impactful for the communities we serve. One key decision was to create the position of VP of Programs and Administration. Kaci Patterson, formerly Director of Community Engagement and Advocacy, assumed the position in October 2011 and will focus on increasing professional development opportunities for FIS staff, expanding internal communication, and better aligning our diverse range of programs and services. Human capital is the most important asset any nonprofit has and as such, we are looking to create an environment in which staff develop professionally, enjoy their work, and have the knowledge, skills, and confidence to serve the needs of our communities.



Kaci Patterson,
VP of Programs
and Administration

This year we also invested in key internal assessments in order to identify areas of institutional improvement and develop clear plans for action. FIS partnered with Blue Garnet to help strengthen our social enterprise strategy and with consultant Monica Kaiser to help enhance our evaluation and data tracking procedures. The information collected and analyzed will be critical to assisting us in making the right decisions as we move forward.



We increased our investment in the use of new technology to enhance our programs and adapt to technological developments. For example, in the last year we have produced more than 20 videos, including family testimonials. These videos are used as an evaluation strategy to capture the qualitative impact of our programs and also as a tool to share our work with new partners. FIS also began using text messages and social media (such as Facebook) to communicate with families with great success. While there is still a big digital divide in the communities we serve, we continue to see growing number of families that are using smart phones and the internet as part of their daily lives.



FIS BOARD OF DIRECTORS

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10 Year Video
<http://youtu.be/OaWRqamHxg>



College Knowledge Academy
<http://youtu.be/LZFBUMzZ6KE>



Million Word Challenge Awareness Campaign
http://youtu.be/_PBX6pqqLzw

FINANCIAL OVERVIEW



LEADERSHIP TEAM

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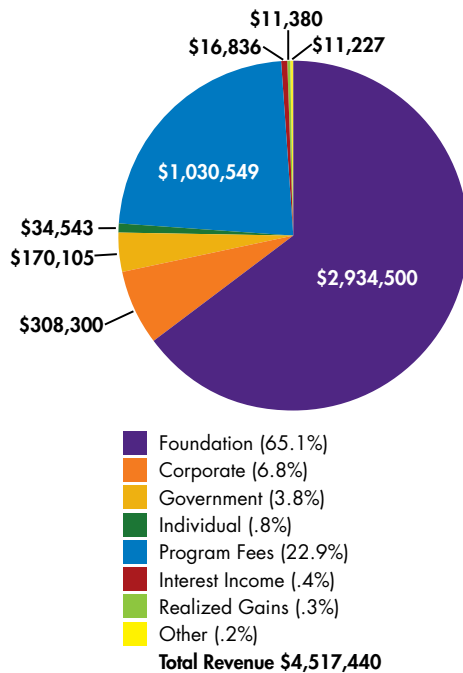
Building Partnerships for Student Success

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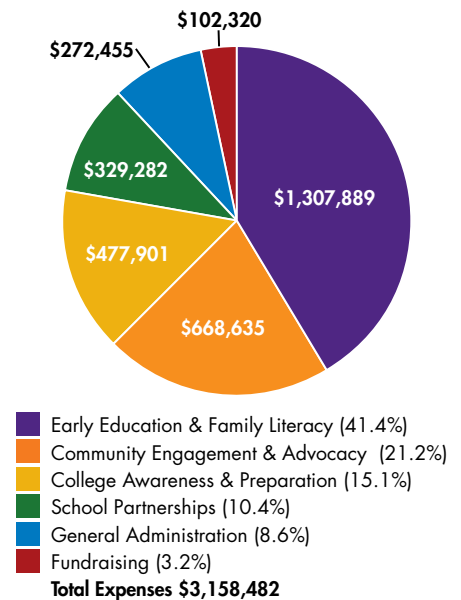
www.familiesinschools.org



2011-12 Fiscal Year Total Revenue*



2011-12 Fiscal Year Total Expenses*



* Does not include pass-through funds allocated for re-granting

For a copy of our full audited financial statement, please contact Lucille Ignacio at lignacio@familiesinschools.org

2012 FUNDERS & PARTNERS

We thank all of our funders and partners who have supported our work during the last fiscal year!

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| <p>Alliance for a Better Community
Anonymous Donors
Asian Pacific Islander School Board Member Association
Attendance Works
Bakersfield City School District
Boeing Corporation
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