Your Impact
MULTIPLIED

Meet
ALEJANDRA

What's Next
COO-PERA

ISSUE 01 • AUGUST 2018 •
Every year, we have something to accomplish at East LA Community Corporation (ELACC.) For every new development, we receive about 3,000 applications, often for a 50 unit development.

Which is why I can’t tell you how much I appreciate your support for our life changing work.

Here at East LA Community Corporation, we propose tangible solutions to combating the negative effects of gentrification—displacement, and corporate development without community involvement—through our comprehensive programs and services.

While we serve 6,000 people annually through these programs and services, we know we can do more.

As we've grown, we've evolved and implemented a new three-year strategic plan that deepens internal organization alignment to have long-term target goals with key areas of focus, and strengthens our interdepartmental collaboration.

We've set an aggressive goal, to double the amount of people we serve by 2020, our 25th anniversary.

Your generous donations and support go a long way to helping us change the trajectory of entire families and create a world where housing is a human right.

We created this impact report to show you just how much of an impact you have in the lives of the people we serve. Here's to accomplishing more together now and into the future.

With gratitude,

Isela Gracian,
President

**MISSION**

To advocate for economic and social justice in Boyle Heights and East Los Angeles by building grassroots leadership, developing affordable housing and neighborhood assets, and providing access to economic development opportunities for low and moderate income families.

**VISION**

We envision a community where everyone lives with opportunity, dignity, and autonomy.

**OUR VALUES**

HEART - COMMUNITY - INNOVATION - ACCOUNTABILITY - INCLUSIVE - RESILIENCE - JUSTICE
On December 22, 2017, Alejandra Flores and her two daughters received the keys to their brand new apartment in Cielito Lindo, East LA Community Corporation's newest affordable housing development.

"I WILL NEVER FORGET THE DAY THEY HANDED OVER THE KEYS, IT'S A MOMENT NO ONE WILL BE ABLE TO TAKE AWAY FROM ME," said Alejandra.

Alejandra was looking for a place with affordable rent and enough space for three people which to her seemed impossible to find. For years she shared a studio with her two daughters and just happened to hear about East LA Community Corporation from a friend. As soon as she heard applications were open for a new development, she applied.

"Living in affordable housing is a blessing. You don't realize the dramatic change that occurs in your day to day life," Alejandra says. "I notice a difference in my relationship with my daughters even in the way we spend time together."

Alejandra recalls having to choose between rent and other expenses. "I never wanted to be late or short on the rent, so I had to take away from my food budget and we sometimes went without," she says. "I spent my days stressed just thinking about making the payment at the end of every month."

In the future, Alejandra will join our First Time Home-buyer Workshop, because one of her dreams is owning a home.

"THE HELP THAT WE RECEIVE FROM THIS APARTMENT IS A BLESSING, A STEP TOWARD SUCCESS, AND AN IMMENSE HELP," SAYS ALEJANDRA. "IT IS MY HOPE THAT OTHER PEOPLE GET THE OPPORTUNITY TO EXPERIENCE IT."

said Alejandra.

Our partnerships, gifts, and support from you help make Cielito Lindo not just a reality, but a place of hope.
"I AM FOREVER GRATEFUL TO THE PEOPLE THAT HELPED BUILD CIELITO LINDO. THEY HAD THE VISION AND THE GRACE TO HELP FAMILIES LIKE MINE HAVE A HOME. IN THE FUTURE, I TOO WILL HELP OTHERS, BECAUSE I KNOW THERE ARE SO MANY MORE IN NEED."

ALEJANDRA FLORES

Because of you in 2018...

- 362 individuals served with financial counseling
- $800: Individuals on average increased savings & wealth by $800
- $1,000: Individuals on average had debt reduction of $1000
- 24 individuals established a credit score for the first time
Our innovative strategic direction innovates opportunities, builds community capacity to steward land and establish local community businesses.

At the heart of East LA Community Corporation, is the mission to advocate and develop economic opportunities with dignity and autonomy which is why we are proud to announce a cooperative first effort in the neighborhood of Boyle Heights: COO-PERA, a local owned business selling juices, smoothies, fruits and vegetables of quality and affordability.

How did Coo-Pera Begin?
The call to participate in this model of relatively new economic development was made in the spring of 2017. Weekly talks consolidated a group of local street vendors, entrepreneurs, who were able to organize themselves to work shoulder to shoulder in this dream: to be owners of the company for which they work and promote the local economy by collecting surplus produce harvested from local gardens.

The cooperative has a local commitment to offer free education and health sessions to locals in the community.

COO-PERA has visited several local gardens and has raised funds through the sale of food in various public and private community events, and in a Kick-starter campaign, where supporters like you were able to contribute and help build their dream.

What's Next?
This summer, have COO-PERA, LLC, cater your events or join in the fall for free education and health sessions!

In short, La Coopera de Boyle Heights, as it is colloquially known, is very close to opening doors at 105 N. Boyle Ave. LA CA, in the heart of Boyle Heights!

Visit: www.CooperaBH.com
At East LA Community Corporation, we combine service provision with community engagement that moves residents to be significantly involved in making decisions for their neighborhood. **We believe this approach changes the system from a practice of "planning being done to us" to "planning being done with us."**

**Our approach has four complementary components:**

**Housing & Asset Development:**
As asset developers, we're strategizing across multiple neighborhoods to create housing that retains our community fabric, while at the same time improving the quality of life for those we serve.

**Community Wealth Building:**
As bilingual financial empowerment coaches, we educate families and individuals on mainstream financial tools, their rights as consumers, and resources that help them build and sustain their assets and wealth.

**Cultural Vitality and Preservation**
As cultural bearers, we uplift traditional wisdom to engage the whole person's well-being. Through cultural practices and arts programming, we strengthen community connection and active imagination for the innovation and regeneration needed for community transformation. Part of our mission is preserving historic neighborhood assets such as Peabody Warden House, and Casa del Mexicano.

**Community Organizing:**
As community organizers, we cultivate leadership and facilitate civic engagement to endure responsible economic development that benefits current residents. We provide the megaphone for a series of issues that others might find intimidating.

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**Services**

- Monthly Mobile Food Pantry
- ELACC STARS After School Program
- Yoga and Wellness
- Lending Circles
- KIVA Loans
- First Time Home-Buyer Workshops
- VITA- Free Tax Preparation
- Community Garden at Casa del Mexicano
- Summer Music Classes
- Coo-Pera
- Legalize Street Vending Campaign
- Transit Oriented Development
- Leadership Academy
- Coalition and Movement Building
OUR BUILDINGS

$230 MILLION
Leveraged in Real Estate
Development & Programs

731 Units of affordable housing

87 Developed single family homes

811 Blades Street
811 Blades Street Los Angeles, CA 90063

Paseo del Sol
417-419 N. Soto Street Los Angeles, CA 90033

Playground Apartments
1462 Playground Street
Los Angeles, CA 90033

Las Mariposas Apartments
438 S. Evergreen Avenue
621 N. Cummings Street
2537 E. 3rd Street 319 N. Fickett Street

Kern Villa Apartments
202 N. Kern Avenue
Los Angeles, CA 90022

Sol y Luna Apartments
2917 E. 1st Street
Los Angeles, CA 90033

Guy Gabaldon Apartments
(aka Beswick Senior Housing) 3553 Beswick Street
Los Angeles, CA 90023

Percy/Indiana
732 S. Indiana Street Los Angeles, CA 90023

Eastlake
2516 Eastlake Avenue
3211 – 3213 ½ Altura Walk Los Angeles, CA 90031

Cielito Lindo Apartments 2409
East 1st Street, Los Angeles, CA 90033

Lorena Terrace Apartments 611
S. Lorena Street
Los Angeles, CA 90033

Las Flores Apartments
1074 S. Rowan Avenue Los Angeles, CA 90023

Alta Vista Apartments
5051 E. 3rd Street Los Angeles, CA 90022

Linda Vista Senior Apartments
630 S. St. Louis Street
Los Angeles, CA 90033

Linda Vista Seniors II
610 S. St. Louis Street
Los Angeles, CA 90033

Los Girasoles Apartments
952 S. Record Ave.
Los Angeles, CA 90023

Las Margaritas Apartments
137 N. Soto Street
Los Angeles, CA 90033

Cuatro Vientos Apartments
5331 E. Huntington Drive
North Los Angeles, CA 90032

Boyle Hotel-Cummings Block
1781 E. 1st Street
Los Angeles, CA 90033

Vista Dunes Apartments
44950 Vista Dunes Ln
La Quinta, CA 92253

Whittier Place Apartments
4125 Whittier Blvd
Los Angeles, CA 90023

COMING IN
2019
Cielito Lindo II
Apartments in Boyle Heights, CA
Sun Valley Senior Veterans Apartments in Sun Valley, CA