



ALAS

Ayudando Latinos A Soñar

YO SOY ALAS
**10 YEAR
IMPACT
REPORT**



THE ALAS STORY

THE FIRST 10 YEARS

The idea for ALAS sparked during a session with a young client who had been in and out of the ER with stomach pains. She stretched in crayon a large mama cat and small baby cat both with tears streaming. She marked a big black X over the mama cat and crying asked Dr. Belinda, “what will happen to the baby cat if her mama cat is taken away?” She had heard about ICE and deportations and worried every moment that she could be separated from her family.

Dr. Belinda knew this girl was not alone struggling with the traumas of migration. She had a vision of a temescal, a sacred place where people could feel welcomed and protected. Where culture and arts would be key to healing and happiness.

With that simple vision, members of the community

across the rural California coast came together to create ALAS in 2011. We remain the only organization in Half Moon Bay led by and for the local Latino community.

During COVID 19, ALAS sprung into action to keep our community safe. We helped residents navigate the early days of the pandemic leading to the creation of our food pantry. Four years later it remains a lifeline feeding close to 3000 people a month.

Two years ago, we celebrated another big first—the launch of the Equity Express. Our one-of-a-kind state of the art bus that brings health services and community support to farmworkers in the fields. This work also led us to an innovative partnership

LATINOS DREAMING TOGETHER

with Mercy Housing to build the first-ever senior housing for farmworker elders right in the heart of downtown Half Moon Bay.

Over the years, our work has gotten accolades and attention. After the tragic mass shooting in January 2023, Governor Newsom spent a day with ALAS hearing directly from essential workers and farmworkers. We’ve been recognized as Non-Profit of the Year twice. At the end of the day, our pride is because we’ve gained the love and trust of our community. With their leadership and talents, ALAS continues to transform Half Moon Bay to be a place where everyone thrives.

2023
CA NON-PROFIT
OF THE YEAR
San Mateo County



WELCOME

You Are ALAS.

For the past ten years, our community of staff, donors, funders, partners, and volunteers have built this organization together brick by brick, program by program. I'm so proud of everything we've created together—a celebrated and recognized model for how to use culture and arts to spark healing, uplift Latinos, and showcase our strength and our power.

When I reflect on all we have achieved together, I'm immensely proud. In this report, you can read just a few of the countless stories that showcase our success. We've come a long way since first coming together in 2011, and yet we are just getting started. Our approaches to culture, health, wellness, and advocacy are models for what's possible when you center the community, are culturally responsive, and are led by the people you serve.

As I look ahead to our next decade, ALAS has even bigger dreams. **We've begun to set our sights on an exciting new vision—the ALAS Cultural Arts Campus, a dynamic multi-building complex set amidst a vibrant community garden envisioned as a sanctuary by and for our local immigrant and farmworker community.** This future home centralized all our work on one campus featuring a state of the art educational arts center, a performance theater, our renowned bilingual healing clinic, and entrepreneurship hub. We are so grateful that you are part of the ALAS family. With your continued support and partnership, the future of Half Moon Bay is bright.

Dr. Belinda Hernandez-Arriaga, EdD, LCSW

Executive Director & Founder



Cultura

Elkin Lopez

MARIACHI MEDIA LUNA
VIOLINIST



When I first moved to Half Moon Bay from Honduras, it was a really big change. My family was struggling with immigration paperwork and securing basics. Starting at a new middle school while trying to learn English and adapt to a whole new place was intimidating.

Meeting Dr. Belinda and being introduced to ALAS changed everything. Not only did they provide us food, clothes, and support with our immigration status, but we found a special place where I always know I belong.

THE ALAS EFFECT
4000+ INDIVIDUALS FROM 3000 HOUSEHOLDS
served in the last 5 years



Through Mariachi Media Luna, I learned how to play the violin and my younger brother became a guitarist. We've gotten to go to Giants and Warriors games and serenade audiences all around the Bay Area. I love playing an instrument because I get to use my mind in a way that is challenging, but also relaxing. I have a lot of responsibilities at home to support my immigrant parents, but my time at ALAS has become a respite.

Last summer, I was a camp counselor for ALAS working with 5-12 year olds. It was a wonderful experience to be able to show them the love that was shown to me. I understand what it's like to feel different or not know the language, and can show them that the future can be better. Working at the camp also gave me confidence as a leader—I know that I can make a difference in others' lives.

Most importantly, I've gained a whole community. Most of my family is still in Honduras, but through ALAS I've built a whole new family of people of many ages who have my back. I've grown to love Half Moon Bay—it is a place with a lot of heart.

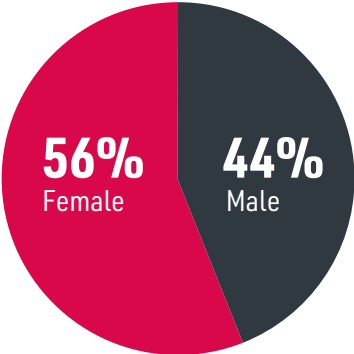
Now, I'm about to finish my junior year at Half Moon Bay High School. When I graduate next year, I hope to be the first person in my family to go to college. I'm not sure whether I want to study video production, psychology, or medicine, but whatever I do, I know I want to make a difference for my community. My dreams are bolder than I could have imagined before— and because of the love, confidence, and leadership skills I've learned at ALAS, I know they can become a reality."



Who We Served

OUR GROWTH & EVOLUTION

As we celebrate our first decade of success, we are excited to share a snapshot of ALAS' reach and impact from the past five years. Over this time period, we built out systems to enable us to track our ever-evolving growth and evolution which are represented in this collected data.



90,000
BAGS OF FOOD DISTRIBUTED TO ESTIMATED
6,400 COASTSIDE COMMUNITY MEMBERS



Latino/Hispanic: 94% Asian-American: 2%
Other: 3% White/Non-Hispanic: 1%



Adults: 55% Seniors: 13%
Youth: 32%



3952 VISITS
TO
729 FARMWORKERS
AT 34 FARMS

Healing

Rocio Avila

FARMWORKER & MOTHER



I'm a mother of two daughters who works in agriculture in Half Moon Bay. Early in 2020, ALAS visited the ranch where my family grows produce during a time when the products we were harvesting weren't being sold because of COVID. We were very sad to see crops going to waste because every harvest is the result of a lot of time and effort.

ALAS began to buy our vegetables to distribute in the local farmworker and immigrant community. Four years later, they continue to buy our produce which is a huge way that they support small farmers, especially those who can't access public aid due to immigration status.

They recognized our labor and supported us at the most necessary time. For far

ALAS
FARMWORKER PROGRAM

700+ REFERRALS

to farmworkers for help obtaining health insurance, dental care and doctor visits

4000 LUNCHES



too long, as rural agricultural workers we had felt unseen and unrecognized. Through ALAS, my family and I felt loved, valued and supported. They recognize the tremendous contributions we make by growing the food that feeds not just our community but the whole country. And they have programs and mental health support for people at every age—our children, our elders, and entire families.

Because of ALAS, I've been able to grow confidence about the value we contribute to this country as farmworkers. Even more important, I know that because ALAS is here our children will have a better quality of life. That makes me feel like I can fight for the needs and the rights of my family and our whole community."





The ALAS Effect

ORGANIZATIONAL MILESTONES

Since 2019, ALAS programs have vastly expanded to serve more community members. Our team has responded to disasters impacting our community through food and fund distributions to help community members back on their feet.

TOTAL GIVEN IN CRISIS SUPPORT FUNDING

\$1,645,207



WALK-IN SERVICES

ALAS has served **2000 Walk-In Clients** who have made **4,000 Visits** to our office.

Our largest support areas are case management, diapers, help obtaining health insurance, and legal assistance referrals.



MENTAL HEALTH

ALAS Mental Health Team has served **425 Individual Clients**, and provided

2,000 Free Therapy Sessions to community members. Focused on self-care, bereavement, trauma, and anxiety in a variety of modalities.



PERFORMING ARTS

Has offered **4000 free Tonantzin Baile Folklorico Classes** to over 153 kids.

Has offered **2000 Free Mariachi Guitar, Trumpet and Violin Classes** to over 98 kids.



ART CLASSES

ALAS has provided **Free Creative Art Classes to 240 youth and 171 adults.**

Youth art classes, makeup classes for adults and teens, and family paint nights.

Equity

Raul Antonio Rodriguez

COMMUNITY ADVISORY BOARD MEMBER
*COLLEGE STUDENT &
FORMER MARIACHI MEDIA LUNA STUDENT*



I was only a second grader when my family relocated to Half Moon Bay from Southern California and my mom signed my brothers and I up for music programs at ALAS. It is hard to remember my life before ALAS because I've grown up as part of this vibrant and loving community.

When the pandemic first began, ALAS jumped into overdrive to make sure our community members, especially our farmworker neighbors, were safe and supported. I was at home every day because school was canceled and my mom told us that they were

starting a food pantry. So our whole family went to volunteer. The work was hard—moving boxes and sorting through donations, but we also found time for fun. The mariachi music was always lively as we worked and we found time for dance breaks and to check in on each other.

I've continued to volunteer to help my community whenever I can. In 2023, disastrous storms hit the coast the power was out, and trees were fallen everywhere. We were home safe - dry and with our flashlights to navigate the power outage when we heard that catastrophic flooding had impacted the agriculture region of Moonridge. Immediately I knew I wanted to help. Over the next five days, we delivered more than 5000 meals with the support

of World Central Kitchen to farmworkers through mud, wind, and rain.

That's one of the most important things I've learned from ALAS—there is always something you can do to help others. Being proud of our community and giving back to it is something we can all do. All it takes is passion and drive.

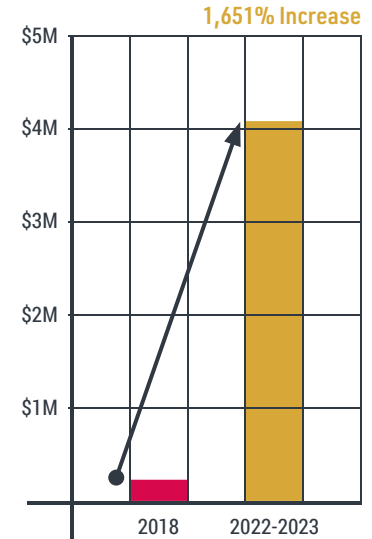
Now that I'm a freshman in community college, I know that's what I want for my future. A life and a career that is about helping people. I am taking pre-med classes and currently hope to become a pediatrician. Being part of ALAS has given me a strong sense of pride and a strong connection to my community. That means everything."





FINANCIAL SNAPSHOT

OPERATING BUDGET



2022-2023 | \$4,074,699

2018 | \$232,652

THANK YOU

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Dr. Belinda Hernandez-Arriaga

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