



Legacy Business Registry Staff Report

HEARING DATE NOVEMBER 14, 2016

INSTITUTO FAMILIAR DE LA RAZA

Application No.: LBR-2016-17-008
Business Name: Instituto Familiar de la Raza
Business Address: 2919 Mission Street
District: District 9
Applicant: Dr. Estela Garcia, Executive Director
Nomination Date: August 12, 2016
Nominated By: Supervisor David Campos
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Instituto Familiar de la Raza (IFR) is a nonprofit organization whose mission is to promote and enhance the health and wellness of the Chicano/Latino/Indígena community of San Francisco. It was established in 1978 during the Chicano Civil Rights era and was born out of the need for community-based, self-determined, and culturally competent health services. Volunteers initially ran IFR out of temporary venues until they were able to raise the funds needed to lease office space in the Mission District, where the majority of the city's Latino population lived. In 2000, IFR purchased a permanent space for the organization at 2919 Mission Street, located between 25th and 26th streets in the Mission District, and over the years expanded to include satellite offices at 1663 Mission Street and 3143 Mission Street. Serving approximately 4,000 people a year, its programs and services include: La Clínica, an outpatient mental health support program; Casa Corazón, providing resources, classes, and therapy to support the needs of families; Early Intervention, enhancing the capacity of teachers, administrators, and parents to respond to the socio-emotional and behavioral needs of children; La Cultura Cura, known for its cultural interventions for at-risk youth; Sí a la Vida, providing essential HIV education and prevention, testing, case management, mental health, and support groups for individuals living with HIV; and Indígena Health & Wellness, working to serve the city's Yucatec Mayan population through outreach, traditional and cultural events, trauma recovery support, and family therapy. IFR plays an active role in the city's Latino cultural life and the Mission District neighborhood by organizing ceremonies, marches, and cultural arts activities for Día de los Muertos and Las Posadas. It is considered one of the first integrated community mental health centers in the city and has been recognized for its culturally innovative interventions and approaches.

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

2515 24th Street from 1978-1995 (17 years)
2837 Mission Street from 1995-2000 (5 years)



SMALL BUSINESS COMMISSION



CITY AND COUNTY OF SAN FRANCISCO

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR

EDWIN M. LEE, MAYOR

2919 Mission Street from 2000-Present (16 years)
1663 Mission Street from 2011-Present (5 years)
3143 Mission Street from 2015-Present (1 year)

Locations associated with the business:

- 2919 Mission Street (current headquarters)
- 1663 Mission Street (satellite office)
- 3143 Mission Street (satellite office)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the Mission District neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Instituto Familiar de la Raza has contributed to the history and identity of San Francisco's Latino/Chicano/Indigenous community by providing critical mental health and well-being services that integrate traditional cultural practices to have the most positive impacts. It has a track record of supporting families, youth, and members of the LGBTQ community through direct service and educational programs.
- Instituto Familiar de la Raza uses traditional, complementary, and contemporary methodologies to promote self-determination, empowerment, spiritual/cultural affirmation, and individual, family, and community well-being.
- The business has been cited in the following publications:
 - Latino USA, September 30, 2011, "Instituto Familiar de la Raza," by Maria Hinojosa
 - Advocate, May 7, 2005, "Latino AIDS groups face huge funding cuts in San Francisco"
 - UCSF News Center, December 2, 2011, "Program Empowers the Community Through University Partnership," by Patricia Yollin.

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Instituto Familiar de la Raza is committed to maintaining the physical features or traditions that define its art of providing culturally competent mental health and wellbeing services.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Instituto Familiar de la Raza qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Clean and well-maintained building exterior that fits into the neighborhood, including mural on exterior wall that depicts many cultural symbols and traditions the organization utilizes in its programs
- IFR's programs, activities, and operations that use cultural arts and traditional practices to promote mental health and wellbeing among San Francisco's Latino/Chicano/Indigenous communities



SMALL BUSINESS COMMISSION

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- Decorated altar to welcome people to the center
- Multilingual services that cater to the communities that IFR serves
- Mural inside IFR's large meeting space/Meditation Room whose imagery reinforces the organization's mission and values
- Practice of serving as a venue for important community gatherings such as special events, workshops, ceremonies, and community meetings
- Practice of participating in larger community and cultural events such as Dia de los Muertos, Danza Azteca ceremonies and dances, spiritual blessings for important community events, and its annual Los Posadas pilgrimage and cultural celebration
- Information and referral services

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Instituto Familiar de la Raza currently located at 2919 Mission Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



Small Business Commission Draft Resolution

HEARING DATE NOVEMBER 14, 2016

INSTITUTO FAMILIAR DE LA RAZA

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2016-17-008
Business Name: Instituto Familiar de la Raza
Business Address: 2919 Mission Street
District: District 9
Applicant: Dr. Estela Garcia, Executive Director
Nomination Date: August 12, 2016
Nominated By: Supervisor David Campos
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR INSTITUTO FAMILIAR DE LA RAZA, CURRENTLY LOCATED AT 2919 MISSION STREET.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on November 14, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT RESOLVED that the Small Business Commission hereby includes Instituto Familiar de la Raza in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Instituto Familiar de la Raza:

Physical Features or Traditions that Define the Business:

- Clean and well-maintained building exterior that fits into the neighborhood, including mural on exterior wall that depicts many cultural symbols and traditions the organization utilizes in its programs
- IFR's programs, activities, and operations that use cultural arts and traditional practices to promote mental health and wellbeing among San Francisco's Latino/Chicano/Indigenous communities
- Decorated altar to welcome people to the center
- Multilingual services that cater to the communities that IFR serves
- Mural inside IFR's large meeting space/Meditation Room whose imagery reinforces the organization's mission and values
- Practice of serving as a venue for important community gatherings such as special events, workshops, ceremonies, and community meetings
- Practice of participating in larger community and cultural events such as Dia de los Muertos, Danza Azteca ceremonies and dances, spiritual blessings for important community events, and its annual Los Posadas pilgrimage and cultural celebration
- Information and referral services

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 14, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



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**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-008
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Business Address: 2919 Mission Street
District: District 9
Applicant: Dr. Estela Garcia, Executive Director
Nomination Date: August 12, 2016
Nominated By: Supervisor David Campos

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: September 19, 2016

Richard Kurylo
Manager, Legacy Business Program





DAVID CAMPOS

August 12, 2016

Re: Nomination of Instituto Familiar de la Raza to the Legacy Business Registry

Dear Director Kurylo:

I am excited to nominate to the Legacy Business Registry – Instituto Familiar de la Raza (IFR), a non-profit in the Mission District. IFR has been providing wellness services to Chicano/Latino/Indigenous communities for the past 38 years in San Francisco.

IFR provides direct services to Latino youth, families, and individuals residing all over the city. In addition, IFR promotes the vibrancy of Latino communities through educational and cultural programming that includes traditional practices. IFR is also a hub for community collaborations and an innovator in its approach to mental health service provision. As IFR states in their application, "Without IFR, the Chicano/Latino/Indigena community would lose an entire menu of culturally integrated services developed to address their unique needs. The neighborhood would lose a central resource for information and referral, meeting space, and community engagement."

This non-profit business plays an essential role in the culture and history of District 9 and it is my distinct honor to nominate Instituto Familiar de la Raza to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in cursive script that reads "David Campos".

David Campos

APPLICATION FOR

Legacy Business Registration

Legacy Business registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Instituto Familiar de la Raza		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Dr. Estela Garcia, Executive Director		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2919 Mission Street San Francisco, CA 94110		(415) 229-0523
		EMAIL:
		estela.garcia@ifrsf.org
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
www.ifrsf.org	https://www.facebook.com/InstitutoFamiliarDeLaRa	http://www.yelp.com/biz/instituto-familiar-de-la-raza-inc-san-fra

APPLICANT'S NAME	
<input checked="" type="checkbox"/> Same as Business Owner	
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):

BACKGROUND INFORMATION	
Founding Location:	2837 Mission Street, San Francisco, CA 94110
Current Headquarters Location:	2919 Mission Street, San Francisco, CA 94110
Operating in San Francisco since:	1978

NAME OF NOMINATOR:	DATE OF NOMINATION:
Supervisor David Campos	July 28, 2016

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
2515 24th Street, San Francisco, CA 94110	94110	1978-1995
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input checked="" type="checkbox"/> Current Headquarters	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2837 Mission Street	94110	1995-2000

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2919 Mission Street	94110	2000-2016

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1663 Mission Street	94103	2011-2016

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3143 Mission Street	94110	2015-2016

3. Eligibility Criteria

Attach the business's historical narrative.

4. San Francisco Taxes, Business Registration, Licenses, Labor Laws, and Public Information Release

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.

Estela R. Garcia

March 22, 2016

Estela R. Garcia

Digitally signed by Estela R. Garcia
 DN: cn=Estela R. Garcia, o=Instituto Familiar
 de la Raza, ou=Executive Director,
 email=estela.garcia@ifrsf.org, c=US
 Date: 2016.03.18 15:14:46 -0700'

Name (Print):

Date:

Signature:

Legacy Business Application
Section Three: Eligibility Criteria

Criterion 1

- a) Instituto Familiar de la Raza (IFR) has served the Chicano/Latino/Indígena communities of San Francisco for the past 38 years. The agency has remained true to its mission—to promote and enhance the health and wellness of the Chicano/Latino/Indígena community of San Francisco —throughout this time. Originally considered one of the first integrated community mental health centers in the City, IFR today is uniquely recognized for its culturally innovative interventions and approaches. As IFR leaders have been heard to say: “it takes many medicines.” These “medicines” are reflected in IFR’s various programs and services:
- La Clínica—As IFR’s first program, La Clínica provides outpatient mental health support across a range of behavioral health issues, including severe and persistent mental illness, trauma-related conditions, family and intergenerational conflicts, adjustment problems related to immigration, and reunification. Utilizing traditional, complementary, and contemporary methodologies, La Clínica promotes self-determination, empowerment, spiritual/cultural affirmation, and individual, family, and community well-being.
 - Casa Corazón—Dedicated to supporting the needs of families, Casa Corazón literally provides dozens of resources and activities that change throughout the year. Services for parents include parenting classes and workshops, parent leadership classes, drumming and support groups for fathers, and expressive arts and movement therapy for mothers. Services that promote healthy parent-child engagement include Kiddie Playgroup Hour, Family Night, and various parent-child interactive outings and activities. In addition, Casa Corazón serves as the lead in the Chicano/Latino Family Resource System and Mission Family Resource Center collaborative, provides coordination of San Francisco’s Differential Response services, and provides a range of case management, mental health services, and family advocacy to ensure families have a continuum of services that build their resilience.
 - Early Intervention—This unique program targets a child’s caregivers as a way to more effectively understand the child’s needs. Early Intervention provides mental health consultations for school administrators, teachers, parents, and other caregivers. Services focus on reducing barriers to learning by enhancing the capacity of teachers, administrators, and parents to respond to the social-emotional and behavioral needs of the child and his/her family. The Early Intervention team provides consultations at several preschools, elementary and middle schools, and child care providers.
 - La Cultura Cura—Overseeing IFR’s youth programs, La Cultura Cura is best known for its unique cultural interventions for at-risk youth, including Peace Dialogues, CulturArte, and Latinas Unidas. Integrating cultural empowerment as a resilience factor, La Cultura Cura’s interventions contribute to building healthier communities. Less known are some of La Cultura Cura’s other services, including restorative and intensive case management, and trauma recovery and healing.
 - Sí a la Vida—Originally developed in 1985 in response to the AIDS epidemic and the lack of services for the LGBT Latino community, this program provides essential HIV education and prevention services, HIV testing, case management, mental health, and support groups for individuals living with HIV. As the epidemic has evolved, so has Sí a la Vida, which is developing the Latino Wellness Center to address the broader health and wellness needs of the LGBTQ Latino community.
 - Indígena Health & Wellness—Working to serve an estimated 15,000 Yucatec Mayans and other Indígena in San Francisco, Indígena Health & Wellness provides extensive outreach and engagement activities, indigenous ceremonies and cultural arts events, trauma recovery support,

early identification, and individual and family therapy. Indígena Health also trains promotores to provide health education to this community.

- b) As with many young people of color in the 1970s, several young Chicanos in Latinos in San Francisco recognized the need for community services that were community-based, self-determined, and culturally competent. In 1978, several of these young leaders saw that the mental health services of Chicanos and Latinos was insufficient, and the notion of Instituto Familiar de la Raza was born. Services were originally provided by volunteer therapists and social workers wherever they could find an available office. As the need for permanent space developed, the volunteers worked to raise funds to rent office space. Their first efforts to raise funds involved making and selling tamales, the proceeds from which helped them secure their first site at 2515 24th Street. While the site allowed the young organization to manage the business side of IFR, the service side of IFR required more space and greater privacy. Quickly outgrowing this first site, IFR moved to 2837 Mission Street in 1995.

In the early 1990s, then IFR Executive Director Dr. Concha Saucedo noticed that a condemned building at 2919 Mission Street had been vacant for some time. She began discussing the status of the building with its owner, Sumitomo Bank. Months after getting to know Dr. Saucedo and learning more about IFR's services, the President of Sumitomo Bank informed the Executive Director that they had decided to donate the building to IFR. The organization obtained a loan to make numerous improvements to the building, and was finally able to move its operations there in 2000. Since then, IFR has grown considerably, and continues to have numerous satellite offices, allowing IFR to reach clients more effectively. One satellite office at 1663 Mission Street currently houses *Sí a la Vida*, IFR's wellness program for LGBTQ Latinos, and its satellite office at 3143 Mission Street houses IFR's Indígena Health & Wellness program and IFR's collaborative partnership, Roadmap to Peace.

- c) There have no interruptions in IFR's operations since its founding.

Criterion 2

- a) Most of IFR's locations have been in the Mission District in order to provide easy access for the Chicano/Latino/Indígena community to access its programs and services. It has also allowed IFR to remain actively engaged in the numerous issues impacting the neighborhood. IFR has often served as a meeting place to discuss community and neighborhood issues, hold trainings, cultural activities, and other community events. Immersed in and an active part of the Latino culture of the neighborhood, IFR maintains a bilingual identity to ensure it fully reflects the community it serves. Reflecting its engagement and contributions to the identity of the neighborhood, IFR organizes ceremonies, marches, and cultural arts activities for *Día de los Muertos* and *Las Posadas*.
- b) Over the years, IFR has maintained the exterior façade, ensuring it remains inviting and blends in with the neighborhood. A wheelchair accessible ramp was added to the front of the building when IFR first renovated it. With the interior of the building, great care was taken to retain many of the original moldings and fixtures, the hardwood floors, and the high ceiling on the ground floor. The building, which had previously been a mortuary, retains a warm and welcoming atmosphere while integrating additional color and culture in its artwork and furnishings.
- c) IFR is a community center that largely serves the Chicano/Latino/Indígena communities in San Francisco, serving approximately 4,000 individuals each year. Initially, when IFR was founded, these communities were largely located in the Mission District. These communities are largely low income, including many recent immigrants. The community is hard-working, a significant number are unemployed or underemployed. Despite the shrinking number of children in San Francisco, nearly 25% of the local Latino population is children. While a majority of Chicano/Latino/ Indígena

households still live in the Mission, these communities have also moved to the Tenderloin, BayView, and Excelsior neighborhoods as a result of high housing costs.

Criterion 3

- a) IFR's building at 2919 Mission Street is often referred to as an institution. The soft terra cotta color of the building and the clear but unassuming name across the front of the building contribute to IFR's organizational approach. IFR has a clear but humble presence. The agency fits into the neighborhood without overpowering it. Reinforcing our commitment to maintaining a beautiful physical building exterior, IFR maintains a mural on the back of the building, depicting many of the cultural symbols and traditions the organization utilizes throughout its programs and services.
- b) It is IFR's programs, activities, and operations are infused with cultural traditions. Some of our youth interventions use cultural arts to encourage self-expression and build resilience. IFR's programs are typically offered in Spanish to ensure they are accessible to those most in need. Many who first visit IFR are immediately struck by the sense of peace and calmness. There is always a decorated altar to welcome people, and it is regularly changed throughout the year to various reflect indigenous customs and seasonal changes. Small rooms for therapy are individually decorated to further reinforce this unique cultural space as does the art and photos on surrounding walls. The mural inside IFR's large meeting space (referred to as the Meditation Room) reflects IFR's commitment to integrating cultural art forms in its work; moreover, depictions of children, families, nature, and other images portrayed in the mural further reinforce IFR's mission and community vision.
- c) In addition to supporting IFR's six programs, the organization hosts numerous special events, ceremonies, workshops, and community meetings in its conference room (the Martinez Room) and in its larger meeting space (the Meditation Room). Numerous service providers, public agencies, and neighborhood businesses have used IFR's facilities across a wide range of topics, trainings, and meetings. Making IFR's space available for these community efforts is part of the organization's commitment to the community.

IFR also considers it part of its responsibility to assist in maintaining the cultural vibrancy of the community; a healthy cultural self-identity builds community resilience. Toward this end, IFR has hosted annual events for Día de los Muertos that includes cultural arts workshops for children before the event, a march led by danzantes around the neighborhood, and a spiritual ceremony to honor the dead in the evening. IFR also hosts Las Posadas each year in December, and is widely attended by nearly 300 families. True to IFR's traditions, the event begins with danzantes leading a pilgrimage that emulates that of Mary and Joseph seeking room for the night with neighborhood businesses participating. Families are led in traditional songs throughout the neighborhood singing as they re-enter IFR. Several stations are set up for children for face painting, creating papel picado, and other cultural arts projects. A full meal is served for all, with food baskets and or gifts for the children provided at the conclusion.

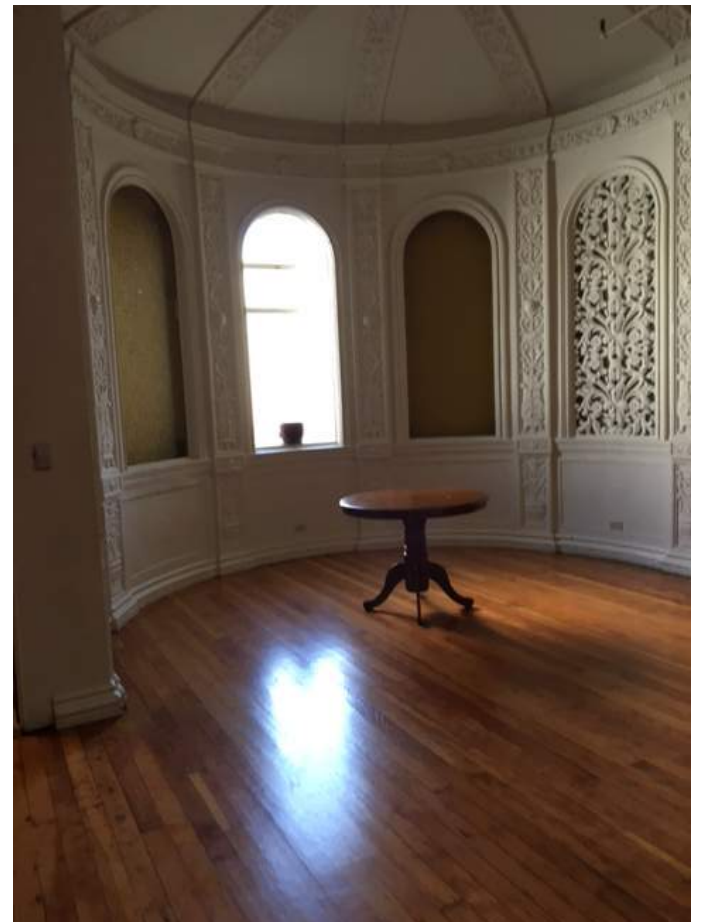
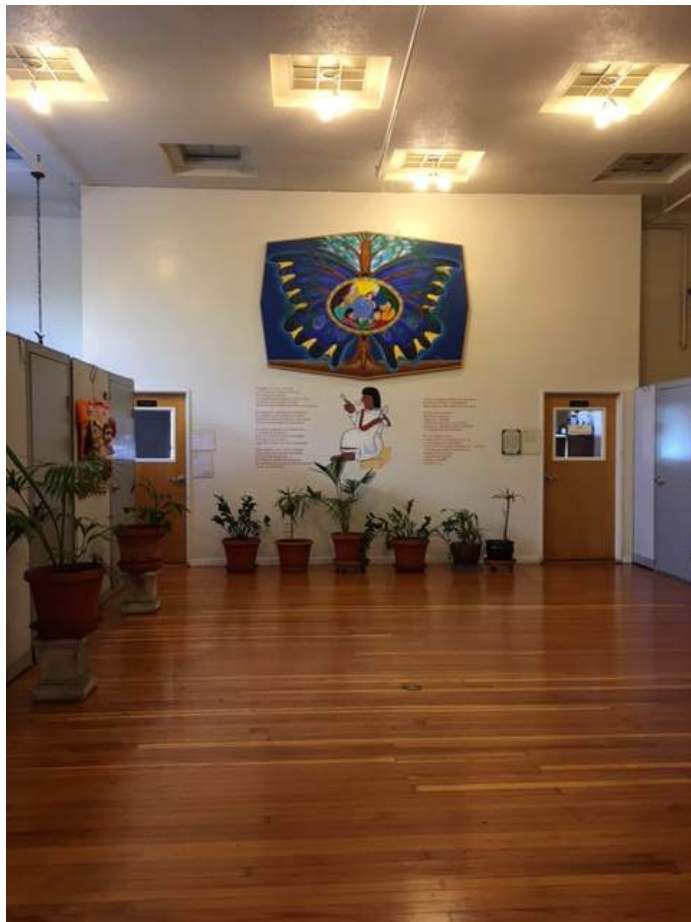
- d) Without IFR, the Chicano/Latino/Indígena community would lose an entire menu of culturally integrated services developed to address their unique needs. The neighborhood would lose a central resource for information and referral, meeting space, and community engagement. Community events in the Mission District would not have IFR's participation, organizing, and support. The City would lose a critical partner in providing programs and services for the Spanish-speaking Chicano/Latino/Indígena community.

Instituto Familiar de la Raza - Front Exterior



Instituto Familiar de la Raza - Interior







VISION

En La K'ech

Tu eres mi otro yo - You are my other self
La Cultura Cura - Culture Heals

Instituto Familiar de la Raza works to build a healthy community by honoring and building on culture and spirit for what they bring to health and healing; nurturing relationships of mutual respect, support, and collaboration across communities; offering a welcoming and safe place to heal; promoting a healthy and healing environment throughout our community; speaking out for justice and encouraging others in their own power and voice to speak their truth.

Instituto Familiar de la Raza trabaja por la salud y el bienestar de nuestra comunidad, cultivando relaciones mutuas de respeto, apoyo y colaboración entre nosotros y entre otras comunidades, promoviendo espacios saludables y seguros, promoviendo la justicia social y la organización comunitaria y honrando nuestras tradiciones, nuestra cultura y nuestro espíritu como elementos vitales para nuestro bienestar.



**Instituto Familiar
de la Raza, Inc.**

2919 Mission Street
San Francisco, CA 94110

phone: 415.229.0500

e-mail: instituto@ifrsf.org

web: www.ifrsf.org

INSTITUTO FAMILIAR DE LA RAZA, INC.



I F R
ESTABLISHED
1978

HOW WE LIVE OUR MISSION

We promote and advocate for the health and well-being of diverse communities in San Francisco with a primary emphasis on Chicanos / Latinos

We provide a range of mental health and social services, family support, mentoring, and HIV/AIDS services.

We support people within the context of their family, culture and community.

We draw from the wisdom and knowledge found in traditional, complementary and conventional healing practices.

We promote and support cultural activities, ceremonies and celebrations.

We insure that our services are provided by bilingual and multicultural staff who reflect the values of the communities we serve.

COMO VIVIMOS NUESTRA MISION

Promovemos y abogamos por la salud y el bienestar de las diversas comunidades en San Francisco, especialmente el de la comunidad Chicana / Latina

Proveemos educación, abogacía, enriquecimiento cultural, consejería, terapia y atención psiquiátrica.

Apoyamos al individuo como parte integral de su familia, cultura y comunidad.

En nuestra práctica integramos el conocimiento tradicional-indígena, modelos alternativos y medicina convencional.

Nuestro personal habla español y refleja los valores de nuestra comunidad.



TLAMATINI
El Sabio, The Wise Person

La Clínica

We offer the Latino community a range of behavioral and mental health services including individual and family therapy, support groups, case management, and psychiatric services and care. Our approach includes western and traditional healing practices.



Ofrecemos servicios a la comunidad Latina incluyendo consejería, grupos de apoyo, asistencia social y cuidado psiquiátrico. Nuestra práctica atiende a las necesidades emocionales y espirituales del individuo, la familia y la comunidad.

2919 Mission Street
San Francisco, CA
94110
phone: 415.229.0500
e-mail: laclinica@ifrsf.org
web: www.ifrsf.org



Casa Corazón

Casa Corazón, part of the Chicano/Latino Family Resource System (FRS), offers supportive services for families with children 0-18 years old, including information and referrals to resources, advocacy, mental health services, one-on-one parent coaching, parent support groups, parent education classes, case management, and family activities.



Casa Corazón, parte del Sistema de Recursos para Familias Chicanas/Latinas (FRS), ofrece información y referencias a servicios comunitarios, clases para padres, asesoría individual, terapia y actividades familiares para familias con niños de 0 a 18 años.

2919 Mission Street
San Francisco, CA
94110
phone: 415.229.0500
e-mail: frs@ifrsf.org
web: www.ifrsf.org



Early Intervention

We provide mental health consultation services to childcare settings, family resource centers and schools. By strengthening relationships and fostering positive learning environments, we enrich the well-being of children, their families and their teachers.



Ofrecemos servicios de salud mental a los centros de cuidado infantil y de recursos familiares, así como a las escuelas. Al reforzar las relaciones interpersonales y propiciar un ambiente de aprendizaje, enriquecemos el bienestar de los niños, de sus familias y de sus educadores.

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94110

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web: www.ifrsf.org



La Cultura Cura

We offer youth and their families positive alternatives to violence and incarceration through performance arts and cultural affirmation activities, peer counseling, care management, advocacy, trauma recovery debriefing, and mental health services. LCC works primarily with Mission District youth and Latinos throughout San Francisco.



Prestamos nuestros servicios entre la comunidad latina de San Francisco, en las escuelas y en las cortes, para brindar a jóvenes y familias alternativas positivas a la violencia y al encarcelamiento mediante actividades culturales, consejería personalizada, asistencia social y servicios de salud mental.

2919 Mission Street
San Francisco, CA
94110

phone: 415.229.0500
e-mail: CulturaCura@ifrsf.org
web: www.ifrsf.org



Sí a la Vida – Integrated HIV Services

Our goals are to contribute to the reduction of new HIV infections among Latinos/as in San Francisco; reduce the stigma due to HIV status, sexual orientation, and transgender identity; and improve the health and quality of life of HIV positive and negative Latinos/as.



Nuestros objetivos son contribuir a la reducción de nuevas infecciones del VIH entre los Latinos/as en San Francisco; reducir el estigma debido al estatus de VIH; la orientación sexual y la identidad transgénero; y mejorar la salud y calidad de vida de los latinos con estatus de VIH positivo y negativo.

1663 Mission Street, Suite 603
San Francisco, CA
94110

phone: 415.240.4104
e-mail: sialavida@ifrsf.org
web: www.ifrsf.org



Indigena Health and Wellness Collaborative

We seek to increase access to health and social services, create opportunities for mental, emotional, and spiritual healing, and promote wellness among Mayan/Indigena families in San Francisco.



Nos dedicamos a incrementar el acceso a servicios sociales y de salud entre las familias Mayas/Indigenas en San Francisco; también organizamos actividades que promuevan su salud mental, emocional y espiritual.

3012 16th Street, Suite 202
San Francisco, CA
94103

phone: 415.556.9800
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THE SAN FRANCISCO FOUNDATION

The Community Foundation of the Bay Area



Instituto Familiar de la Raza
and La Bohemia Productions



present

Hope & Healing Concert Series 2011

Herbst Theater
Thursday, September 29, 2011





Susuna Baca Named Cultural Minister of Perú
Celebrated Singer First Black Cabinet Member
in Country's History

"I will work to ensure that culture is not something that is only enjoyed by the people who can afford it, but that it be democratic, and that it reaches everyone and is inclusive."

"I feel the music of Cuba, Columbia, Ecuador, Argentina, and Puerto Rico as if it were mine. It is my essence, like the drummers of Guatire from Venezuela. I feel like they are talking to my soul, even though I am not Venezuelan I feel a part of this."

"I would like to be remembered for my voice, of course. But also for helping to spread the music of my ancestors—all those people who were never recognized for their work or for their beautiful culture."

"I celebrate the shared blood and the way the African presence has influenced Latin America."

SAN FRANCISCO WAR MEMORIAL AND
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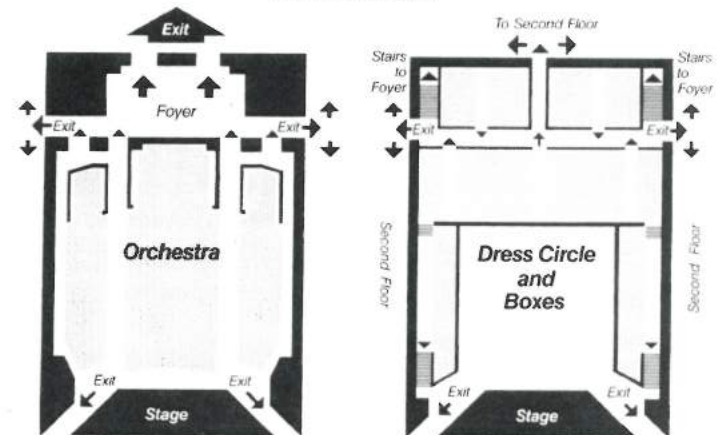
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San Francisco War Memorial and Performing Arts Center
Herbst Theatre



Patrons, Attention Please! Fire Notice: There are sufficient exits in this building to accommodate the entire audience. The exit indicated by the lighted "EXIT" sign nearest your seat is the shortest route to the street. (Refer to Diagrams.) In case of fire please do not run—**walk** through that exit.

Dear Friends,

On behalf of the Board of Directors and staff of Instituto Familiar de la Raza (IFR), it is my great pleasure to welcome you to the Third Annual Hope & Healing Concert.

This event was born out of a desire to restore the notion of cultura as a powerful healing force. It is the sense of community and cultura that sustains our communities through hardships of all types. Culture is embedded throughout our traditions, humor, food, art, beliefs, and of course, music. Whether we seek to heal ourselves or celebrate good fortune, the powerful elements of nuestra cultura have assisted us for generations.

Tonight, the Hope & Healing Concert intended to celebrate the richness of our culture and fortify our resilience as a community. And who better to than the Peruvian Minister of Culture herself, Susana Baca? As the first African descendant to hold a cabinet position in Peru, we congratulate and celebrate with Susana on this historic appointment. Susana's resolve to ensure the African roots and traditions of Peru's culture were reflected in her music is an inspirational testament to the power of cultura. We are deeply honored that she has chosen to share her cultural messages with all of us.

IFR has remained committed to promoting the health and wellness of the Chicano/Latino community of San Francisco for over 30 years. We are gratified that several businesses and community organizations of all sizes believe in the value of our work and helped make this evening possible. We also thank our Premium guests who made that extra personal effort to give back to their communities. And of course, we thank each of you for your participation tonight. It is your love of música and cultura that transforms this event into a community celebration.

We are pleased to share this evening of cultural celebration with all of you. Enjoy!

¡Que Viva Nuestro Pueblo!

Estela R. Garcia, DMH
Executive Director

Estimados Amigos,

De parte de la Junta Directiva y del personal de Instituto Familiar de la Raza (IFR), es un gran placer darles la bienvenida a la tercera edición del Concierto de la Esperanza y Sanidad.

Este evento nació del deseo de restaurar la noción de cultura como una poderosa fuerza curativa. Es el sentido de comunidad y cultura que sustenta nuestras comunidades a través de las dificultades de todo tipo. Cultura se incorpora a lo largo de nuestras tradiciones, humor, comida, arte, creencias, y por supuesto, música. Si tratamos de curarnos a nosotros mismos o para celebrar la buena fortuna, los poderosos elementos de Nuestra cultura nos han ayudado por generaciones.

Esta noche, el Concierto de la Esperanza y Sanidad tiene la intención de celebrar la riqueza de nuestra cultura y fortalecer nuestra capacidad de recuperación como una comunidad. ¿Y quién mejor para eso que la Ministra de Cultura de Perú, Susana Baca? Como la primera descendiente de África para mantener una posición en el gabinete en Perú, felicitamos y celebramos con Susana en este nombramiento histórico. Susana tiene el propósito para asegurarse de que las raíces africanas y las tradiciones de la cultura del Perú fueran reflejadas en su música es un testimonio de inspiración para el poder de la cultura. Nos sentimos profundamente honrados de que ella nos eligió para compartir sus mensajes de la cultura con todos nosotros.

IFR ha mantenido su compromiso de promover la salud y el bienestar de la comunidad Chicana/Latina en San Francisco por más de 30 años. Estamos agradecidos de que varios negocios y organizaciones de la comunidad de todos los tamaños creen en el valor de nuestro trabajo y han ayudado para hacer posible esta noche. También agradecemos a nuestros invitados Premium que hicieron un adicional esfuerzo para retribuir a sus comunidades. Y, por supuesto, agradecemos a cada uno de ustedes por su participación esta noche. Es su amor por la música y cultura que transforma a este evento en una celebración comunitaria.

Estamos muy contentos de compartir esta noche de celebración cultural con todos ustedes. ¡Disfrute!

¡Que Viva Nuestro Pueblo!

Estela R. Garcia, DMH
Executive Director

Susana Baca

Susana Baca is a leading voices in today's World Music and a key figure in the revival of Afro-Peruvian music within Peru. Her songs are poetic (with lyrics composed by some of Latin America's premier poets, with whom she collaborates), rich with evocative imagery, and her voice is delicate yet soulful. She has an elegant and engaging stage presence, gliding gracefully about the stage while singing. Her delivery is so deeply felt and emotion-filled as to project a spiritual character, even in songs that are not expressly religious in subject matter.

In 2002, Susana Baca won the Latin Grammy Award for Best Folk Album, for her *Lamento Negro* CD besides a nomination for the Grammy as "Best World Music Album".

Afrodiaspora finds the Grammy Award-winning Afro-Peruvian vocalist exploring the pervasive African influence upon Latin American music and culture. The album is a milestone effort in Baca's distinguished body of work, which already encompasses more than a dozen beloved albums. Baca has long been a crucial force in raising awareness and appreciation of Afro-Peruvian music and culture, both within Peru and internationally.

Baca's deeply evocative lyrics and emotion-charged singing first gained widespread attention in America in 1995, when she was featured on the Luaka Bop compilation CD, *The Soul of Black Peru*. Since then, she has remained an influential exponent of her home country's musical traditions, performing concerts around the world and releasing a series of acclaimed recordings.

The music of *Afrodiaspora* reflects Susana Baca's adventurous poetic spirit, offering a deeply expressive mix of African and Latin American influences, framed by the artist's distinct Afro-Peruvian perspective. "This record is our celebration of the African presence in the Americas and the way it has become a part of Latin America," Baca says of *Afrodiaspora*. "The culture, the music and our whole selves are all about the mixture of Spanish, Indian and African cultures. *Afrodiaspora* celebrates the experience of people that have undergone an incredible journey, where only the strong survived."

Hope & Healing Concert Program

Susana Baca	<i>Vocals</i>
Ernesto Hermoza	<i>Guitar</i>
Hugo Bravo	<i>Percussion</i>
Oscar Huaranga	<i>Double Bass</i>
Federico Hoyle	<i>Sound Engineer</i>



Instituto Familiar de la Raza

IFR was founded in 1978 by a group of Chicanos/Latinos who saw the lack of culturally integrated safety net and health and wellness services for the San Francisco Latino community. Seeking to establish a service model founded on cultural integration, community values, and healing through empowerment, IFR became the first mental health center focused on addressing the needs of the Chicano/Latino community. From its humble beginnings, IFR remains committed to these core principles. Today, IFR serves 4,000 clients each year through six unique programs.

Instituto Familiar de la Raza (IFR) promotes and enhances the well-being of Chicanos/Latinos and multicultural youth. Our mission is realized through a continuum of mental health, HIV-related and social services, including health promotion and prevention, early intervention, case management, family support, comprehensive behavioral health services, and cultural/spiritual activities and practices.



La Bohemia Productions

La Bohemia Productions is a music promotion and production project pursuing its true passion: to present groundbreaking singer-songwriter, Latin fusion and contemporary alternative music. As part of the Bay Area's richly diverse musical scene, La Bohemia seeks to open spaces for emerging and world-renowned artists redefining the sounds of current musical landscapes around the world.

Hope & Healing Concert Series 2011

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The Hope & Healing Concert could not continue without the generous support of its business and community sponsors. We encourage you to support them for their continued engagement in the well-being of our communities.

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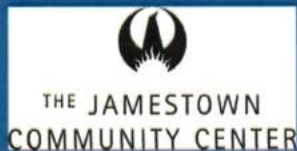
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That's why we proudly support Instituto Familiar de la Raza, Inc.

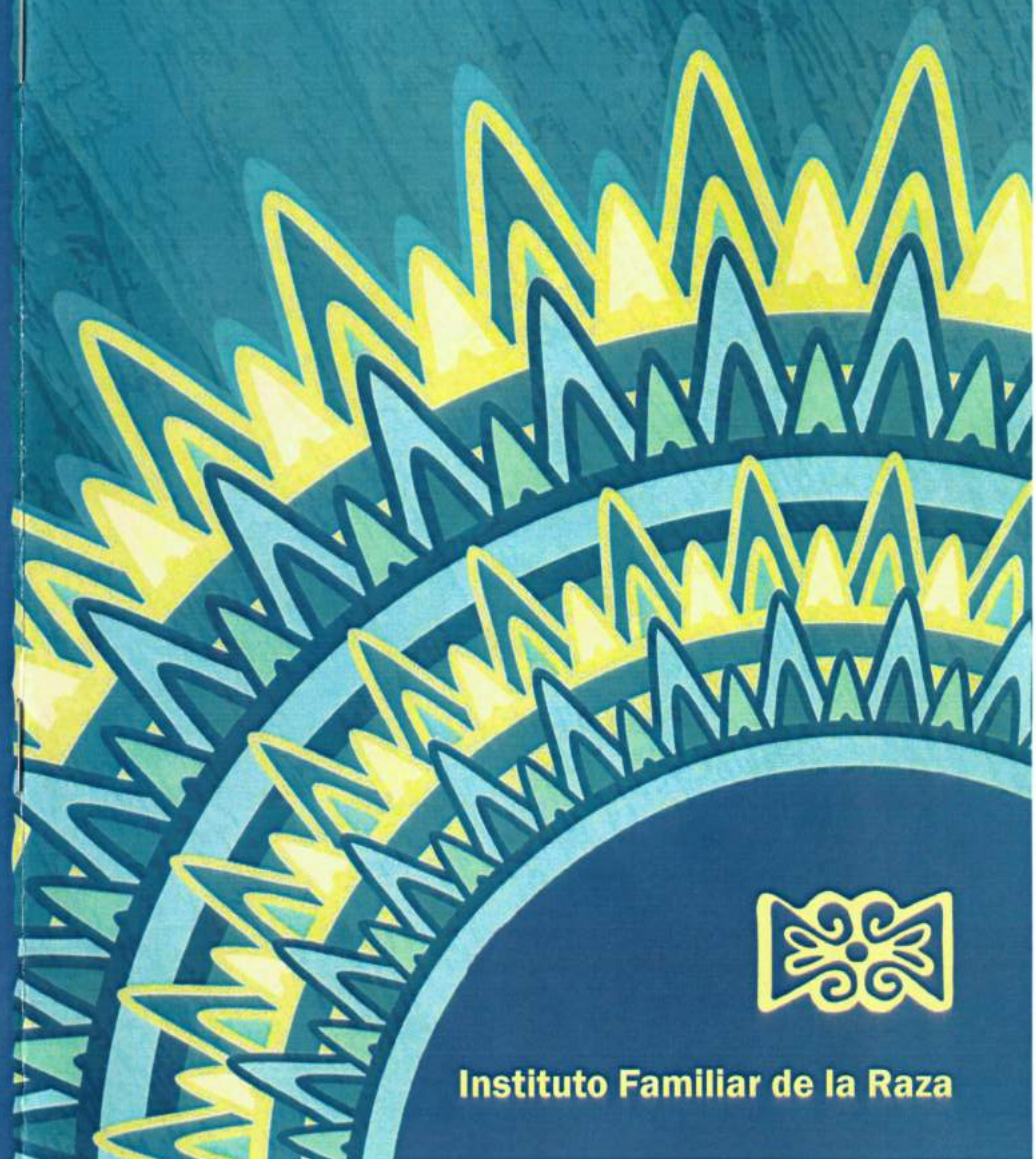
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Hope & Healing 2014



Instituto Familiar de la Raza

Hope & Healing 2014

Bill Santiago—Mr. Chistoso himself, noted comedian, television host and commentator, and author, Bill Santiago has gained national acclaim for his unique Latino humor and political satire. When his journalistic sense of curiosity is coupled with his Latino wit, Bill finds the humor in everything from language to dance, and everything in between. Appearing on shows such as Comedy Central's Premium Blend, Craig Ferguson, Conan O'Brien, NPR's Latino USA, and CNN en Español, Bill is a regular commentator on CNN. His book, *Pardon My Spanglish*, remains popular among all audiences. You can hear him every Saturday morning on CNN with Randi Kaye, delivering comic relief commentary via Santiago's Weekly Pop Wrapup.



Liliana Herrera—Vocalist, voice over actor, and cultural attaché, Liliana Herrera weaves a harmonious tapestry of song, language justice advocacy and community building through her cultural work in music, theater and as a Spanish language interpreter. Since arriving in San Francisco's Mission District 16 years ago, Liliana began fusing the music of her youth with her brothers Francisco and

Rafael, as well as with other artistic collaborators. Recently completing her summer theatrical performance with renowned theater company El Teatro Campesino, in "Popol Vuh: Heart of Heaven" (The Mayan story of Creation), Liliana will soon star in Opera Cultura's operatic production of "La Llorona" in San Jose, CA. Her passion for honoring cultura with bravado, social consciousness and humor will soon be captured in her forthcoming debut studio album, *Late Night Taco Stand Music*, with musical direction by five-time Grammy nominated producer, Greg Landau, and backed by the amazing band, "Los Chilaquiles."

¡Bienvenidos!

Dear Friends,

Welcome to Hope & Healing 2014!

Instituto Familiar de la Raza (IFR) began Hope & Healing in 2008 to reaffirm the vision of a healthy and healing community and to invite community members and allies to invest in this shared vision.

With over 35 years of knowledge and expertise in addressing the mental health and social needs of the Latino community, IFR understands that it takes many medicines to heal the mind, body and spirit of individuals, families and community.

This year, Hope & Healing provides an opportunity to share the healing that comes with humor. We are excited to have the uniquely Latino wit and satire of Bill Santiago. Joining him as our emcee and musical entertainment for the evening is the talented Liliana Herrera. We are confident that both performers will warm your hearts and fill your spirits with joy.

The proceeds from Hope & Healing sustains IFR's community programs and services, including outpatient mental health, youth development, violence prevention, family support, early intervention, LGBT health, HIV education and support, Indígena promotoras, trauma recovery, and many others.

On behalf of the Board of Directors and staff of Instituto Familiar de la Raza, thank you for your continued support. We hope you enjoy the evening!

¡Que Viva Nuestro Pueblo!

Estela R. Garcia
Executive Director



Together, we can
make health happen.

At Kaiser Permanente, our work in the community brings together the talent and commitment of our people and our 60-plus years of experience. By sharing our expertise and experience—and by supporting the Instituto Familiar de la Raza—we can build a brighter future for all.

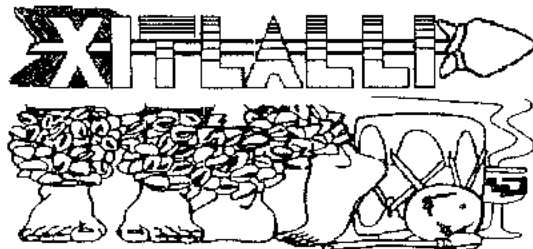
For more information about Kaiser Permanente Community Benefit Program, visit kp.org/communitybenefit/sf.



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Instituto Familiar de la Raza thanks you for your support.

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¡Muchísimas Gracias!

I Hope & Healing is possible because of the commitment and dedication of many staff, volunteers, vendors, and friends. Instituto Familiar de la Raza would like to thank the following individuals and businesses for their tremendous support.

Sila Alvarenga	Ana Esquivel	Betty Pazmiño
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Program

Welcome: Liliana Herrera

Comedy Performance: Bill Santiago

IFR Executive Director: Estela R. Garcia, DMH

Closing Remarks: Tyrone Navarro, IFR
 Board President
 Lupe Avila, IFR
 Vice President

Musical Performance: Liliana Herrera, vocals
 Jose Roberto Hernandez,
 guitar



Chicana Latina Foundation is proud to support
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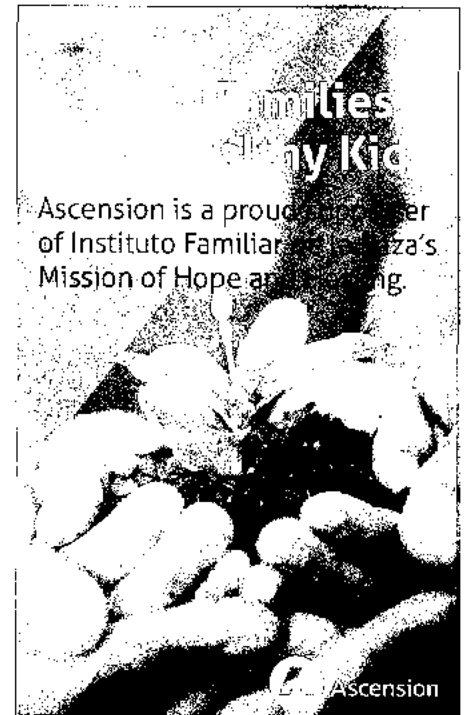
Thank you for your many years of exemplary service to the community.



Chicana Latina Foundation
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Ascension is a proud member
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Mission of Hope and Healing.

Ascension

www.ascensionins.com



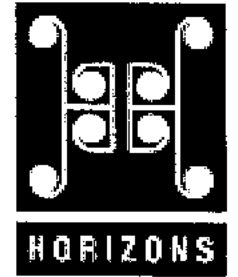
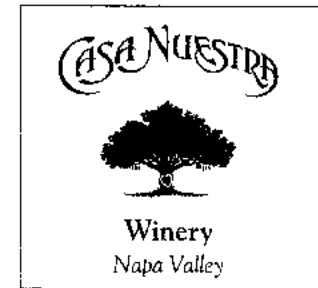
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¿Quienes Somos?



The mission of Instituto Familiar de la Raza is to promote the health and wellness of the Chicano/Latino/Indígena community of San Francisco. We do this by providing a continuum of health and wellness programs for children, youth, adults, and families. IFR's programs include:

La Clínica
Early Intervention
Casa Corazón
Indígena Health & Wellness
Sí a la Vida
La Cultura Cura



**CALIFORNIA
HEALTHCARE
FOUNDATION**

The California HealthCare Foundation works as a catalyst to fulfill the promise of better health care for all Californians. We support ideas and innovations that improve quality, increase efficiency, and lower the costs of care.

PROGRAM AREAS

- Innovations for the Underserved, which focuses on reducing barriers to efficient, affordable health care for the underserved.
- Better Chronic Disease Care, which focuses on improving clinical outcomes and quality of life for Californians with chronic disease.
- Market & Policy Monitor, which focuses on promoting greater transparency and accountability in California's health care system.
- Health Reform & Public Programs Initiative, which supports the implementation of national health reform and advances the effectiveness of public coverage programs.

For more information, visit www.chcf.org



You are cordially invited to join Instituto Familiar de la Raza
as our special guests for a private



Social Gathering



featuring music by Diana Gameros

Thursday, August 25, 2011
The Green Room
San Francisco War Memorial Building
401 Van Ness Avenue
5:00–7:00 pm

to be followed by:
Hope & Healing Concert
featuring Susana Baca
Herbst Theater
7:30 pm

Please RSVP by August 4 to emacias@ifrsf.org





bringing our vision to life



INSTITUTO FAMILIAR DE LA RAZA

Annual Report 2010-2011

bienvenidos



Our Mission

The mission of Instituto Familiar de la Raza (IFR) is to promote and enhance the well-being of Chicanos/Latinos and multicultural/multiracial youth. Our mission is realized through a continuum of mental health, youth development, HIV-related and social services, including health promotion and prevention, early intervention, case management, family support, comprehensive behavioral health services, and cultural and spiritual activities and practices.

Our History and Vision

IFR was founded in 1978 by a committed group of young Chicanos/Latinos who saw a lack of culturally integrated safety net and health and wellness services for the San Francisco Latino community. As young visionaries, they sought to establish a service model founded on cultural integration, community values, and healing through empowerment. Guided by these principles, IFR has developed programs that uniquely address the health and wellness needs of the Chicano/Latino community of San Francisco.

Dear Community Members,

Since Instituto Familiar de la Raza first opened its doors in 1978, it has been our mission to promote the health and well-being of the Chicano/Latino community and multiracial youth. We've kept a unique vision alive over the past 30 years—a vision rooted in three guiding principles: *tú eres mi otro yo/we are one*; *la cultura cura/culture heals*, and *sí se puede/yes we can*.

Our accomplishments over this past year paint a portrait of this vision. In a unique collaboration, we established Indígena Health & Wellness to address the many health disparities facing the indigenous populations in San Francisco. We provided creative cultural interventions such as CulturArte and spiritual drumming for youth to continue the IFR's legacy of healing through cultural arts. And in spite of an uncertain economy marked by budget cuts, Instituto board and staff proved *¡que si se puede!*

Instituto reached several benchmarks this year. We held our second Hope & Healing Concert and took steps to make this an annual event. Instituto's integrated HIV prevention and education program, *Sí a la Vida*, celebrated its 20th anniversary of the production of its signature HIV event, *Miss & Mr. Safe Latino*. This past year, San Francisco Unified School District also invited our Early Intervention Program to provide its behavioral health intervention model to four schools. Plus, Instituto strengthened its development capacity to remain a healthy and viable community resource.

We invite you to read about Instituto and what we do to ensure the resilience of the Chicano/Latino community. More importantly, we want to share how IFR makes a difference in the lives of individuals and families that we have the honor to serve. Ultimately, the many Chicano and Latino children, youth, adults, and families we serve are the reason Instituto Familiar de la Raza exist. Our vision of a healthy and healing community is inspired by each of them.

Sincerely,

Estela R. Garcia, DMH
Executive Director



Gladys Ato, Psy.D.
President, Board of Directors



La Clínica



Graciela (not shown) was a smart high school senior suffering from depression. She'd been offered a full scholarship to a university on the East Coast. She also lived with her mother who'd been diagnosed with cancer. When she turned down the scholarship to stay with her mother, her therapist diagnosed Graciela as unable to separate from her mother. This made Graciela feel more broken and depressed than ever. She left her therapist and came to La Clínica.

Ingrid (shown above) became Graciela's therapist, and began delving further into her upbringing. Graciela shared her belief that taking care of one's parents was a symbol of maturity, honor, and love. By incorporating other modalities, Ingrid recognized that Graciela's decision was a cultural rite of passage that demonstrated Graciela's responsibility and integrity as a young adult. With support from Ingrid, Graciela deferred her scholarship for a year to care for her mother.*

*Client names have been changed to protect their privacy.

As the first comprehensive bilingual outpatient mental health clinic in the San Francisco Mission District and IFR's oldest program, La Clínica reflects the spirit of the organization.

The staff of La Clínica regularly come face-to-face with the real life struggles in people's lives, struggles that are as diverse as the Chicano/Latino community it serves. They are the aging widower whose loss has left him depressed and joyless, and the family that is frantic and fearful since their father's deportation. They are the young woman who regularly relives the violence she encountered en route to the United States, the unemployed young man who feels worthless and angry that he can't find a job, and the youth who dropped out of school because of gang threats. They're our neighbors, friends, and family—everyday people facing heart-wrenching problems.

From crisis and trauma-related conditions to depression, from persistent mental illness to individual and family problems, La Clínica provides emotional relief, practical support, and renewed mental health. Their approach provides an avenue towards self-empowerment within a safe and welcoming cultural environment.

Culture is La Clínica's driving force. The philosophy of *la cultura cura*—culture heals—is infused throughout the program to ensure it remains a welcoming, community-based service to Latinos, regardless of insurance status. As a result, La Clínica appropriately utilizes traditional, conventional, and contemporary modalities to best serve each client's needs.

La Clínica continues to train successive generations of therapists with a unique and vibrant intern program. In addition to learning standard therapeutic modalities, interns learn to value culture, humility, and community as part of their training.

Building a healthy community takes place one person at a time. One by one, La Clínica helps people heal, restoring their hope and wellness.

WHO WE SERVE:

In FY10-11, La Clínica served 327 clients, 91% Latino; 100% under federal poverty levels.

Serving people of all ages, clients by age group includes:

1-4 years: 8
5-12 years: 75
13-14 years: 10
15-19 years: 16
20-34 years: 18
35-44 years: 129
45-64 years: 39
65 and over: 32

Indígena Health & Wellness

The Indígena Health & Wellness Collaborative provides programs and services targeting approximately 15,000 Yucateca-Maya currently living in San Francisco. Unlike many mestizos, indigenous immigrants preserve ancient cultural, spiritual, and traditional practices of their native land. In addition to poverty, discrimination, and other socioeconomic issues, cultural, linguistic, and social alienation and separation from family members, which often lead to trauma, depression, addiction, and other mental health concerns, are among the challenges facing this community.

WHO WE SERVE:

In FY10-11, IHWC served 281 clients, of which 93% identified as Mayan/indigenous of Mexico, Central and/or South America. Clients served by age include:
0-18 years: 38
19-59 years: 232
60 and over: 11
IHW provided workshops on early detection & treatment of trauma, an Encuentro de Culturas de America, and several traditional ceremonies, reaching 1,315 individuals.

and workshops provided at Indígena. Promotores participate in outreach, facilitation, and health trainings, cultural arts, and panel discussions, and connect individuals to services related to immigration, housing, legal assistance, schools, and other areas.

Indígena Health & Wellness reaches out to the indigenous community to provide support services, community health education, information and referral, and cultural activities. Indígena is well known for its ceremonies, crafts workshops, and cultural celebrations. These activities allow members of the indigenous community to connect, reduce community isolation, and increase cultural resilience.

Indígena recruits and trains Mayan promotores/health promoters from the community to support the various forums



Six years ago, Delma and her family left their Mayan community in the Yucatan. It was painful to go, but the prospect of finding work to support the family seemed worth the sacrifice.

At first, everything was exciting and new. But soon, Delma felt lonely and isolated. The only time she spoke was when her husband returned from work. She rarely left home and found it harder to get out of bed. Her isolation evolved into depression, leaving her feeling increasingly despondent and useless.

Delma loved caring for her family, but realized she needed something for herself to contribute to the world. When she was invited to a workshop at IHWC, Delma found her calling. Attending several workshops, she found a community and a reason to get out of bed. She was happy again.

When Delma learned that IHWC was hiring promotores, she jumped at the chance. She was trained on how to help other indigenous families. Today, Delma leads the same class she attended when she first came to IHWC. She's come to realize her own self-worth and accomplishments as she helps other indigenous families reach their goals.



Sí a la Vida



Coming from Guatemala, Claudia sought a place that accepted her as a transgender woman. She'd been hurt, rejected, and abused, leaving her with little self-esteem. Unable to be herself, life was miserable.

When she came to the city, Claudia had to live in shelters in shelters for a while. Then Claudia found IFR. She felt welcome, among people who cared about her welfare, and where she could finally be herself.

Claudia's life began to change. She attended Sí a la Vida's support groups and conferences, and learned all she could about Latinos and HIV. In 2002, IFR trained and hired her as Sí a la Vida's Senior Health Educator.

When asked how her life changed, she said: "La diferencia fue grandísima, me siento segura; ya no me tengo que escapar de la violencia. Me siento libre y mi autoestima ha mejorado. Ahora estoy sin limitaciones de ser mi misma."

Claudia is devoted to assisting transgender Latinos. She still sees how discrimination can break people's spirits. With Claudia as a fierce transgender role model, she won't let that happen.

Medical advancements allow HIV-positive individuals to live longer, healthy lives. Still, Sí a la Vida staff know that medication is only one avenue they must travel to ensure their clients remain healthy. Providing a range of bilingual information, testing, and support services for HIV-positive Latinos and those at risk for infection, Sí a la Vida adds its own mix of compassion, community building, leadership, and fun.

Sí a la Vida has been successful at targeting those at greatest risk for HIV, including gay Latino men and transgender Latinas. Client healthcare—whether it's to maintain the health of HIV-positive clients or prevent infection among at-risk individuals—is closely tied to socioeconomic factors that impact self-esteem and choices. Sí a la Vida provides a supportive community for clients, including case management and peer groups that improve self-esteem and encourage healthy choices. Cultural activities increase community engagement, further strengthening their emotional and physical well-being.

Sí a la Vida's renowned event, Miss & Mr. Safe Latino also celebrated its 20th year! Reaching over 800 people this community-level intervention is the only bilingual HIV education and prevention event in San Francisco. The crowned winners represented IFR in the 2011 San Francisco Pride March and Parade.

Sí a la Vida is looking to the future and seeks to significantly increase services and visibility to the at-risk Latino community. In the year ahead, the program hopes to establish the first Latino Prevention Center in San Francisco. Stay tuned!

WHO WE SERVE:

In FY10-11, each of Sí a la Vida's provided programs and services to over 95% Latino clients, including:

Latina Transfemales program: 144 clients

Health & Risk Reduction: 292 clients

Youth program: 609 clients

Prevention With Positives: 128 clients



Family Resource System

Healthy families are the most critical part of one's own safety net. Yet there are few resources to guide and support families. Many Latino families in San Francisco come to Casa Corazón, a Family Resource System (FRS) program of IFR.

Casa Corazón provides a welcoming environment and creative activities so families can spend quality time together. Parents Groups provide nonjudgmental space to learn and share approaches to parenting. Parent/child Interactive Nights allow families with young children to establish healthy interactions and strengthen family bonds. The Children's Group introduces children ages 0-5 to school-like settings where they learn to play with other children and other school-readiness activities. Parent Workshops provide education,

awareness, and training on anger management, good nutrition, and other topics.

FRS is also a valuable resource when families encounter problems. When families need service coordination and formal intervention, FRS provides case management and family advocacy. If a child has been exposed to violence, FRS offers family advocacy, case management and support. FRS also provides Differential Response support for families involved with Child Protective Services.

Regardless of the challenges a family faces, FRS works to ensure Latino families are safe, healthy, and a valued part of the healthy family safety net.

WHAT WE ACHIEVED:

- 60 Parenting Classes
- 82 Parent/Peer Support Groups
- 28 Parent/Child Interactive Groups
- 10 Family Activity Nights
- 48 Parent Education Workshops
- 2 Parent Leadership Classes
- 64 Children's Groups
- 8 Case Management families
- 3 Community Response Case Management families
- 14 Differential Response Case Management families
- 16 Psychotherapy families



Maria came from El Salvador to make a better life for her and her young daughter Sandra. Maria made the painful choice to temporarily leave her daughter behind to find a place for them. She faced poverty, culture shock, and tremendous loneliness. Five years later, she was able to bring Sandra to the United States.

Sandra was resentful and distant. Maria had missed so much of her life that she now saw her as a stranger. They hardly communicated at all. While Maria struggled, Sandra was coping with her own problems, including culture shock, a new school, a new family structure, and the frustrations of adolescence.

When Sandra began misbehaving at school, Maria reacted as her mother had—with physical discipline. Soon, Child Protective Services came, and Maria was mandated to go to IFR.

Maria met Gustavo in FRS. Gustavo understood Maria and helped her see she was continuing a cycle of violence. He enrolled her in IFR's anger management and parenting classes and encouraged Sandra to attend La Cultura Cura's CulturArte program to understand the dual culture in which she now lived.

Today, Maria is happier, and communicates well with her daughter. Sandra is closer to her mother, and grateful for Maria's sacrifices.



La Cultura Cura



Carlos (not shown), a 14-year old boy, was involved with the Sureños gang. When he witnessed the brutal murder of his best friend, he bravely agreed to provide critical testimony in court. Once his testimony was discovered, Carlos and his sister were harassed every day at school, and rocks were thrown at his house.

Gerald (shown above) was assigned to Carlos' case. There were few people Carlos could turn to, so Gerald treated him as a friend rather than his case manager. He realized Carlos' family was also negatively impacted. So he provided therapy individually with Carlos as well as with his family. Gerald first addressed Carlos' immediate safety needs, urging Carlos to avoid fights. It took 3 months for Carlos to really open up to Gerald. Carlos was still very bitter. Here was a youth who was now forced to make life and death decisions. As Carlos and Gerald began going on field trips together, Carlos slowly became a youth again. He smiled more, was social again, and talked about his future. Gerald taught Carlos nonviolent alternatives for responding to conflict, life skills for his day-to-day needs, and advocacy skills to empower himself.

By the time Carlos and his family were relocated, Gerald had given Carlos back his humanity and optimism for the future.

San Francisco is home to approximately 5,000 Latino youth 10-17 years old. Despite San Francisco's cultural vibrancy, it can be a rough place for young Latinos who regularly face poor economic and housing conditions, overcrowded schools, and exposure to drugs and violence. To face these challenges, La Cultura Cura offers a two-part strategy: help youth avoid the risks that negatively impact their futures, and build on their reserve of resources to reach their goals.

La Cultura Cura understands the confusion and frustration youth face at this critical developmental stage. Eager to define and tackle the world on their own terms, youth need support and guidance to chart their futures. La Cultura Cura helps youth identify and reach their goals while raising self-awareness and esteem so they make better decisions.

Afterschool programs such as CulturArte expose youth to cultural arts to unleash creativity and deepen understanding of their cultural roots and traditions. Facilitated groups such as Young Men's Drumming serve as cultural interventions for focused education, structure, discussion, and sharing. Restorative and intensive case management assist youth involved or at risk for involvement with the juvenile justice system. In each case, youth discover self-empowerment through connections to culture and community. La Cultura Cura goes far beyond helping Latino youth who are at risk. It passes on the cultural and community values to the next generation of young leaders. Grounded in their history and culture, young Latinos are able to build successful futures.

WHO WE SERVE:

In FY10-11, La Cultura provided the following programs and services:

Case Management: 91 unduplicated clients

Intensive Supervision and Clinical Support: 38 unduplicated clients

CulturArte: 42 unduplicated clients



Early Intervention

Children grow and develop with the love and care of their parents, families and care providers, relying on adults to help make them feel safe and secure. When we are unable to recognize their needs, children often communicate needs and distress through their behavior. Early Intervention mental health consultants recognize that a child's challenging behavior may be a reflection of his or her incredible emotional burdens. The program offers mental health

HOW WE FARED:

An assesment of Early Intervention included:

90% of school staff reported an increased understanding of children's development, how to respond more effectively to student behavior and communicate better with parents of children with challenging behaviors.

98% of parents reported an increased understanding of their children's feelings and behaviors, and improved behavior of children.

consultations for teachers, school administrators, parents, and other care providers to help adults understand and address child and family's social-emotional needs. They target interventions and strategies that enhance the quality of relationships with the important people in the child's world. If a child is experiencing behavioral problems, Early Intervention meets with parents, and provide support and case management as needed.

We know teachers want to help their students; it's frustrating when

they can't, and even worse when one disruption upsets the entire class. Providing them with support and opportunities to reflect on classroom dynamics and their own lives, and implementing practical behavioral interventions gives teachers back their classrooms so they feel equipped to effectively and compassionately address the needs of their students. The child who is struggling begins to heal and develop, safe in the knowledge that the teacher understands and cares about him. We aim through our intervention to restore the safety net of these relationships.



Three-year old Jaime displayed behavioral problems in preschool. Having witnessed his father abuse his mother, he barely functioned in class. He was isolated, had no friends, was aggressive with his teachers, and wouldn't engage in classroom activities.

Jaime's case was assigned to Marisol (shown above), an Early Intervention consultant. Underneath his outbursts and aggressive behavior, she saw a lonely child who was hurting inside.

Marisol provided insights and support to Jaime's teachers. She explained that, as a child, he had no other way to express his pain. He needed predictability to feel relief. She urged them to develop routines in which Jaime could take comfort.

Marisol showed teachers how to recognize and use Jaime's strengths to provide encouragement and positive reinforcement. She offered psycho-education to help them understand the impact of domestic violence on a child's development and how that affects their connections with others.

After a year with Marisol, Jaime began changing. He smiled and spoke nicely to teachers. He engaged with students and participated in class. School staff were also transformed; they learned more about how to help their students.



IFR Event Highlights



Second Annual Hope & Healing Concert & Social Gathering

The 2010 Hope & Healing Concert featured the soulful Afro-Peruvian songstress Marina Lavalle before a full house crowd at the Brava Theater. Celebrating as we were in the Mission, we were honored to be joined by special guest Peter Bratt, director of La Misión. Longtime IFR supporters Miguel Bustos and Alex Rivera graciously hosted this year's Social Gathering in their beautiful Mission District home.



Miss & Mr. Safe Latino 2011

Miss & Mr. Safe Latino 2011 featured fabulous contestants who showcased creative talents and extensive knowledge of HIV. As the only bilingual HIV education and entertainment event in San Francisco, Miss & Mr. Safe Latino 2011 celebrated its 20th year of providing this community-level intervention to combat HIV. This year's winners, Helberth Balam, Rosalina Cortes, Arath Arellano, and Carlos Heredia represented IFR in the Pride Parade.



Community Celebrations



Día de los Muertos

This year, IFR's Día de los Muertos ceremony included blessings, danzantes, food, and activities for children and families. Set before a stunning community-built altar, families remembered deceased loved ones. Later, children-painted faces and created masks.

Las Posadas

Over 150 families attended IFR's celebration of Las Posadas, which included a procession through the Mission, games, food, singing, presents, and photos with los tres reyes magos.



IFR Financials

Summarized Statement of Financial Position Year ending June 30, 2011

ASSETS

Current Assets:

Cash & Cash Equivalents	1,261,091
Accounts Receivable	658,507
Prepaid Expenses	42,410
Total Current Assets	1,962,008

Property & Equipment

Land	200,000
Building	1,455,450
Building Improvements	170,404
Equipment & Furniture	62,875
Less: Accumulated Depreciation	930,486
Net Property & Equipment	958,243

TOTAL ASSETS **2,920,251**

LIABILITIES & NET ASSETS

Current Liabilities:

Accounts Payable	409,344
Accrued Vacation	138,856
Other Payables	160,232
Payable to CBHS	87,535
Loans Payable	18,123
Total Current Liabilities	814,090

Long-term Loans Payable	271,918
Total Liabilities	1,086,008

Net Assets:

Unrestricted	1,834,243
Temporarily Restricted	
Total Net Assets	1,834,243

TOTAL LIABILITIES & NET ASSETS **2,920,251**

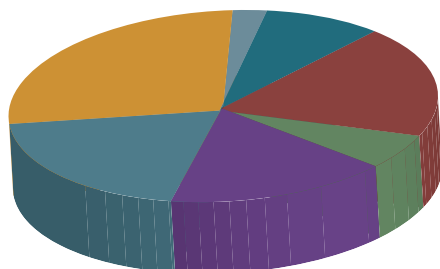
Summarized Statement of Activities July 1, 2010—June 30, 2011

REVENUE

Contracts and Grants	5,183,015
Events and Contributions	27,250
Interest	4,241
Miscellaneous	10,663
Total Revenue	5,225,169

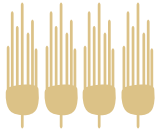
EXPENDITURES

Salaries & Benefits	3,707,508
Property & Equipment Rental	25,678
Utilities	39,858
Office Supplies	107,661
Building Expenses	133,706
Insurance	27,899
Printing	11,511
Interest	19,225
Staff Training & Travel	31,879
Professional Services & Contractors	837,388
Program Expenses	119,164
Depreciation	120,511
Total Expenditures	5,181,988

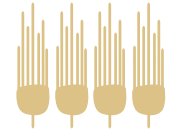


PROGRAM EXPENDITURES

La Cultura Cura
La Clínica
Indígena Health & Wellness
Early Intervention
Sí a la Vida
Family Resource Systems
Other



Our Supporters



IFR is grateful to our many contributors and funders who share our vision for a healthy Latino community.

DONORS

Zenaida Alejandrino
 A-Med Health Care
 Tomás Aragon
 Asian & Pacific Islander Wellness Center
 Elena & Luis Ato
 Gladys Ato
 Jackie Ato-Peterson
 Kenneth Barnes & Carmen Madriz-Barnes
 Abigail Bocanegra
 Pablo Bravo
 Rosemary Brennan
 Lewis Bundy & Renee Santos-Bundy
 Miguel Bustos & Alex Rivera
 CAL Insurance & Associates
 California Institute for Integral Studies
 Ernestina Carrillo & Lawrence Polon
 Ricardo Chavez
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 Chicana/Latina Foundation
 Ken Collins
 Gwenn Craig
 Danza Xitlalli
 Elia Dominguez
 Erik Dubon
 Susan Esposito
 Elena Flores
 Wayne Fulton
 Estela Garcia
 Isela Gonzalez
 Mario Hernandez
 Sandra Hernandez & Viviana Paredes
 Horizons Unlimited
 Myron Howard-Johnson
 Huckleberry Youth Programs
 Imagen
 Mangui Irizarry

Izabal, Bernaciak & Co.
 Georgia Jackson
 Jamestown Community Center
 Stephan Kappler
 Enda Keane
 Kathleen Klein
 Wylie Liu & Loren Krane
 Jose Maria Ledon
 Guillermo & Nireysa Lopez
 Natalia Lopez
 Natalia Lopez-Whitaker
 Esperanza Macias
 David McGahee
 Kathryn McGeorge-Nelson & Charles Nelson
 Mission Asset Fund
 Mission Neighborhood Centers
 Mission Neighborhood Health Center
 Charles Moser
 Richard Montantes
 Johanna Murrain
 Tyrone Navarro
 Ramona Noriega
 Carmen Ortiz
 Charles Owens
 Stacey Panos
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 Juanita Quintero
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 Santiago Ruiz
 Roban San Miguel
 Maria Sanchez
 Eric Scalera
 Shanti
 Sisters of Perpetual Indulgence
 Lizzie Stevenson
 Sutter HealthTenderloin Health
 Joana Uribe de Mena & Manuel Uribe
 Clea Vannet

Gladys Reverditto
 Lilliana Saganich
 Brenda Storey
 M. Tapia
 Yvette Torres
 Rene Velasquez
 Visión y Compromiso

FUNDERS

California HIV/AIDS Research Program
 Castro Street Fair
 Department of Children, Youth & their Families, City & County of San Francisco
 Department of Public Health, City & County of San Francisco
 First 5 San Francisco
 Human Services Agency, City & County of San Francisco
 Kaiser Permanente Community Benefit Program
 Mayor's Office of Housing, City & County of San Francisco
 Metta Fund
 San Francisco Foundation
 San Francisco Unified School District
 TJ Maxx

Instituto Familiar de la Raza thanks the following individuals for their contributions to this annual report:

Evita Acereto	Jannette Aguilera
Claudia Cabrera	Cassandra Coe
Ryan Cuevas	Alexandra Descano
Bianca Diaz	Estela Garcia
Jayvani Garcia	Esperanza Macias
Ramon Madrigal	Rita McNeil
Raul Pacheco	Sarah Ruiz
Leslie Sigala	Germán Walteros
Barbara Yasuhara	

Who We Are/ Quienes Somos

Board of Directors

Tyrone Navarro, Vice President; Gladys Ato, Psy.D., President; Johanna Key, Treasurer; Santiago Ruiz

(not shown) Yvette Torres, Natalia Lopez-Whitaker



Family Resource System

Gladys Vilchez, Misild Martinez, Gustavo Poktzin, Berta Hernandez, Juliana Delgado, Shelli Rawlings-Fein, Leslie Sigala, Brenda Quintero, Vanessa Torres

(not shown) Socorro Beltran

Si a la Vida

(back row) Alan Guttirez, Francisco Siguenza, Jayvani Garcia, Andres Pomart, Luis Perez, Ramon Gallo, Richard Lugo, Dora Grisetti-Kohan, Adela Vasquez

(front row) Arcelia Gomez, Armando Hernandez, Claudia Cabrera

(not shown) George Collyer, Jose Luis Martinez



La Clínica

Hilda Chavez, Carlos Disdier, Ingrid Zimmermann, Adriana Guzman, Celina Gonzalez

(not shown) Armando Abounce, Francisco Gonzalez, Allen Turpin, Ernesto Villanova



Administrative Staff

(back row) Jeanette Argumedo, Diana Pica, Theresa Chan, Bianca Diaz, Esperanza Macias, Mirna Benitez, Marisol Medina, Auden Rodriguez, German Walteros

(front row) Clery Villacrez, Carolina Hernandez, Estela Garcia, Wing, Tsui, Benny Ng

(not shown) Norma Perez

Early Intervention

(back row) Nancy Arista, Ryan Cuevas, Milagritos Barrantes, Elia Dominguez, Marisol Padilla, Tenisha Gonzales, Maria Blanco, Cassandra Coe

(front row) Geraldine, Jasmine Alvarez

(not shown) Michelle Vidal



Indigena Health & Wellness

Valeria Abea, Raul Pacheco, Concepción Cruz-Mendes, Juanita Quintero, Loyda Espinosa, Catalina Uribe-Kling, Delma Vela



La cultura cura

(back row) Gerald Santamaria, Jesus Yañez

(middle row) Liliana Cabrera, Francis Calero, Oneida Romero, Juliana Delgado, Maria Romero, Karina Gonzalez

(front) Georgina Gutierrez

(not shown) Teresa Vargas





Mission Neighborhood Health Center

240 Shotwell Street San Francisco, CA 94110 - Phone: (415) 552-1013 - Fax: (415) 431-3178
info@mnhc.org - www.mnhc.org

July 28, 2016

City and County of San Francisco
Office of Small Business

To Whom It May Concern,

As Executive Director of Mission Neighborhood Health Center (MNHC), please accept this letter of support for Instituto Familiar de la Raza (IFR) as part of their application for the San Francisco City and County-Office of Small Business' Legacy Business Registration Application.

IFR has provided a wide variety of multi-service community mental health, violence prevention, HIV prevention and support, family support, youth development, and early intervention services since 1978. Serving the Chicano/Latino/Indígena community of San Francisco, IFR provides family-centered services to reach approximately 4,000 clients each year. Committed to its mission to promote and enhance the health and wellness of the Chicano/Latino/Indígena community of San Francisco, IFR has provided community leadership and resources to support the Mission District neighborhood and the many families it serves for the past 38 years. As the first Latino community mental health center in San Francisco, IFR has become an integral part of both the local neighborhood and the growing Latino community.

Mission Neighborhood Health Center, which has provided comprehensive healthcare services to this same community since 1967, is proud to have partnered with IFR on numerous projects over the years. Some of these collaborations include IFR providing on-site specialty mental health and substance abuse counseling services to HIV-positive patients enrolled in Clínica Esperanza (MNHC's HIV Clinic) as well as the health center's Teen Clinic, Adult Medicine and Women's Clinic patients at the Shotwell Clinic. We also embarked in a joint venture to integrate our HIV Prevention services at the Latino Wellness Center, where IFR's Sí a la Vida program resides, and which continues to this day.

As health providers in the same community, IFR and MNHC have effectively supported each other for the betterment of our community. We expect to work closely with IFR in the future, and wholeheartedly encourage your support of their application as a registered Legacy Business.

Sincerely,

Brenda Storey, MSW, LCSW
Executive Director
Mission Neighborhood Health Center

Filing Date: September 19, 2016
Case No.: 2016-012233LBR
Business Name: Instituto Familiar de la Raza
Business Address: 2919 Mission Street
Zoning: NCT (Mission Street Neighborhood Commercial Transit)/
40-X and 65-B Height and Bulk Districts
Block/Lot: 6528/037
Applicant: Dr. Estela Garcia, Executive Director
2919 Mission Street
San Francisco, CA 94110
Nominated By: Supervisor David Campos, District 9
Staff Contact: Desiree Smith – (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Headquartered in the Mission District, Instituto Familiar de la Raza (IFR) is a nonprofit organization whose mission is to promote and enhance the health and wellness of the Chicano/Latino/Indígena community of San Francisco. It was established in 1978 during the Chicano Civil Rights era and was born out of the need for community-based, self-determined, and culturally competent health services. Volunteers initially ran IFR out of temporary venues until they were able to raise the funds needed to lease office space in the Mission District, where the majority of the city's Latino population lived. In 2000, IFR purchased a permanent space for the organization at 2919 Mission Street, located between 25th and 26th Streets in the Mission District, and over the years expanded to include satellite offices at 1663 Mission Street and 3143 Mission Street. Serving approximately 4,000 people a year, its programs and services include: La Clínica, an outpatient mental health support program; Casa Corazón, providing resources, classes, and therapy to support the needs of families; Early Intervention, enhancing the capacity of teachers, administrators, and parents to respond to the socio-emotional and behavioral needs of children; La Cultura Cura, known for its cultural interventions for at-risk youth; Sí a la Vida, providing essential HIV education and prevention, testing, case management, mental health, and support groups for individuals living with HIV; and Indígena Health & Wellness, working to serve the city's Yucatec Mayan population through outreach, traditional and cultural events, trauma recovery support, and family therapy. IFR plays an active role in the city's Latino cultural life and the Mission District neighborhood by organizing ceremonies, marches, and cultural arts activities for Día de los Muertos and Las Posadas. It is considered one of the first integrated community mental health centers in the city and has been recognized for its culturally innovative interventions and approaches.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1978

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Instituto Familiar de la Raza qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Instituto Familiar de la Raza has operated for 38 years.
- ii. Instituto Familiar de la Raza has contributed to the history and identity of San Francisco's Latino/Chicano/Indigenous community by providing critical mental health and wellbeing services that integrate traditional cultural practices to have the most positive impacts. It has a track record of supporting families, youth, and members of the LGBTQ community through direct service and educational programs.
- iii. Instituto Familiar de la Raza is committed to maintaining the physical features or traditions that define its art of providing culturally competent mental health and wellbeing services.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. Instituto Familiar de la Raza uses traditional, complementary, and contemporary methodologies to promote self-determination, empowerment, spiritual/cultural affirmation, and individual, family, and community wellbeing.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

Instituto Familiar de la Raza has made significant contributions to the local Latino/Chicano/Indigenous community in the areas of health/mental health, culture/traditional practices, and community development. Additional research is necessary to determine if IFR is associated with significant persons. Through previous survey work, the property that houses the organization's headquarters (2919 Mission Street) was found to not be significant for its architecture.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

Several properties are associated with Instituto Familiar de la Raza. Since 2000, it has been headquartered at 2919 Mission Street, which was previously found ineligible for listing on National Register, California Register, or Local designation through survey evaluation and is considered a "Category C" building for the purposes of CEQA. The property at 1663 Mission Street, where Instituto operates a satellite office, is considered a "Category A" building by the Planning Department. The satellite office at 3143 Mission Street is considered a "Category B" building and has not been evaluated for potential historical significance.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. Latino USA, September 30, 2011, "Instituto Familiar de la Raza," by Maria Hinojosa; Advocate, May 7, 2005, "Latino AIDS groups face huge funding cuts in San Francisco"; UCSF News Center, December 2, 2011, "Program Empowers the Community Through University Partnership," by Patricia Yollin.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2919 Mission Street (current headquarters)
- 1663 Mission Street (satellite office)
- 3143 Mission Street (satellite office)

Recommended by Applicant

- Clean and well-maintained building exterior that fits into the neighborhood, including mural on exterior wall that depicts many cultural symbols and traditions the organization utilizes in its programs
- IFR's programs, activities, and operations that use cultural arts and traditional practices to promote mental health and wellbeing among San Francisco's Latino/Chicano/Indigenous communities
- Decorated altar to welcome people to the center
- Multilingual services that cater to the communities that IFR serves
- Mural inside IFR's large meeting space/Meditation Room whose imagery reinforces the organization's mission and values
- Practice of serving as a venue for important community gatherings such as special events, workshops, ceremonies, and community meetings
- Practice of participating in larger community and cultural events such as Dia de los Muertos, Danza Azteca ceremonies and dances, spiritual blessings for important community events, and its annual Los Posadas pilgrimage and cultural celebration
- Information and referral services

Additional Recommended by Staff

No additional recommendations



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 800 HEARING DATE OCTOBER 19, 2016

Case No.: 2016-012233LBR
Business Name: Instituto Familiar de la Raza
Business Address: 2919 Mission Street
Zoning: NCT (Mission Street Neighborhood Commercial Transit)/
40-X and 65-B Height and Bulk Districts
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Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

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Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR INSTITUTO FAMILIAR DE LA RAZA, CURRENTLY LOCATED AT 2919 MISSION STREET (BLOCK/LOT 6528/037).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Mission neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on October 19, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission** hereby recommends that Instituto Familiar de la Raza qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby recommends safeguarding of the below listed physical features and traditions for Instituto Familiar de la Raza

Location (if applicable)

- 2919 Mission Street

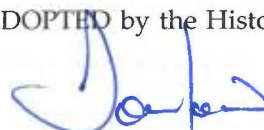
Physical Features or Traditions that Define the Business

- Clean and well-maintained building exterior that fits into the neighborhood, including mural on exterior wall that depicts many cultural symbols and traditions the organization utilizes in its programs
- IFR's programs, activities, and operations that use cultural arts and traditional practices to promote mental health and wellbeing among San Francisco's Latino/Chicano/Indigenous communities
- Decorated altar to welcome people to the center
- Multilingual services that cater to the communities that IFR serves
- Mural inside IFR's large meeting space/Meditation Room whose imagery reinforces the organization's mission and values
- Practice of serving as a venue for important community gatherings such as special events, workshops, ceremonies, and community meetings
- Practice of participating in larger community and cultural events such as Dia de los Muertos, Danza Azteca ceremonies and dances, spiritual blessings for important community events, and its annual Los Posadas pilgrimage and cultural celebration
- Information and referral services

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2016-012233LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was **ADOPTED** by the Historic Preservation Commission on October 19, 2016.



Jonas P. Ionin
Commission Secretary

AYES: Hasz, Johnck, Johns, Pearlman

NOES: None

ABSENT: Hyland, Matsuda, Wolfram

ADOPTED: October 19, 2016