

ETHIOPIAN COMMUNITY LOS ANGELES

ECLA in Numbers

2023



Contact Us

Ethiopian Community Los Angeles

Phone: 323-508-9960

Website: www.eclosangeles.org

Email: info@eclosangeles.org

September 24, 2023

BOARD OF DIRECTORS

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Board Secretary

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WHO WE ARE

Mission The Ethiopian Community Los Angeles, ECLA, is an inclusive, nonpolitical, nonreligious, and tax exempted organization aiming to address the social, economic, and educational needs of Ethiopian immigrants, and others in similar situations, residing in the Greater Los Angeles area of Southern California. ECLA is committed to promote the history and the cultural heritage of Ethiopia at large.

Vision Our vision is to see Ethiopian immigrants in Los Angeles and its surroundings be fully integrated, united, equally addressed, and benefitted from the socio-economic and educational opportunities available in the country while advancing their cultural heritage and history.

Testimonials

⇒ Volunteering at the senior center in Inglewood with the Ethiopian seniors has been a rewarding experience. It has given me a chance to make a positive difference in the lives of the seniors and has in turn enriched my life. Most of all, their blessings and the joy on their faces make it all worthwhile. I am grateful to my fellow volunteers for their continued support, guidance, and encouragement.

Volunteer Magdella Germachew

⇒ I salute the new pioneering team helping the seniors with social service consultations. Good start with good results.

Senior Alemu T. Woldemariam

⇒ Playing soccer with the Ethiopian community gives my family the chance to connect with fellow Ethiopians and helps my children practice soccer.

Hawthorne Parent Liaison Hayfa Dawood

CORE VALUES

The values that guide our work and define our mission

- We promote **inclusiveness**, so members feel safe, respected, and comfortable in expressing all aspects of their identities.
 - We celebrate the **diversity** and autonomy of individual members.
 - We **empower** members to willingly give service with transparency and accountability.
- We practice responsible **stewardship** of resources, as well as expenditures in pursuance of our organization's mission.
- We intentionally encourage **intergenerational** social interactions to facilitate the acquisition of language, culture, and history.
 - We respond to our communities **responsively** by acting as a bridge to link community members to existing social and government programs.
 - We practice **transparency** by committing to sharing publicly our financial records, focusing on results, and sharing the data to display impact.
 - We secure **trust** by being accountable to each other, to the mission, to our members, donors, partners, and to the public.

Our 5 Priorities

Acquire new members and donors

Deepen community engagement

Raise awareness of our worthwhile mission

Increase our volunteer network

Attract corporate sponsors and nonprofit partners

EXECUTIVE SUMMARY



We continue to work hard at the Ethiopian Community Los Angeles to support and serve our communities in 2023 and beyond. We have sustained and strengthened our communities through new programming, collaborations, and partnerships. We are increasingly getting better at funding our various programs through multi-channel fundraising efforts, sponsorships, grants, and donor engagement. We are proud to share that we have a bold new five-year strategic plan in place that we hope will inspire mission centric action and profoundly impact the communities we serve. We have multiple programs that we are growing

organically focusing on the needs we see in our communities. We work hard to identify and engage our varied stakeholder groups spread out across the Greater Los Angeles area. To secure targeted feedback we collaborate with our volunteers and various other stakeholders to craft questions that generate feedback that informs our decision-making process. This year we are getting closer to realizing our long-time dream of housing our programs and creating a hub in our city where our members and supporters can gather to celebrate their cultural heritage and find solutions to the challenges they are facing in their everyday lives. We will continue to host our workshops at various community spaces and use digital means to broadcast our programs until such time we are housed. In the following pages you will read about the incredible work our volunteers are executing and the impact they are making in our communities. We are pleased to share our progress and our strategic plan moving forward with you. We hope to show you why it is imperative that you invest in us and grow with us.

Join us to build a flourishing organization and thriving communities.

Hirout Dagneu

Executive Director

ECLA'S PROGRAMS AND SERVICES STRATEGIC PLAN SEPTEMBER 2023- SEPTEMBER 2028

Youth Program Goals	Child Development Program Goals	Parent Education Program Goals	Seniors' Program Goals	Immigration Service Goals	Mental Health Service Goals	Medical Health Service Goals	Social & Cultural Program Goals
Promote Positive Youth Development	Provide Quality Early Childhood Education	Offer workshops, seminars, and training	Enhance Social Connections	Provide Accessible and Comprehensive Immigration Services	Increase Access to Mental Health Services	Improve Access to Healthcare	Preserve and Promote Ethiopian Cultural Heritage
Enhance Educational and Career Readiness	Foster Social and Emotional Development	Create a supportive network for parents within ECLA	Promote Health and Wellness	Empower Individuals Through Education and Advocacy	Raise Awareness and Reduce Stigma	Provide Preventive Care and Health Education	Foster Community Unity and Engagement
Foster Healthy Lifestyles and Well-being	Support Healthy Physical Development and Well-being	Educate parents on positive discipline strategies that focus on teaching and guiding children rather than punitive measures	Encourage Lifelong Learning	Foster Integration and Community Engagement	Prioritize Culturally Competent and Diverse Mental Health Services	Enhance Coordination and Referral Services	Empower Youth Through Cultural Education
Cultivate Leadership and Civic Engagement	Engage Families and Caregivers in Child Development	Establish a system to provide emotional support to parents	Offer Supportive Services	Collaborate and Network with Stakeholders	Collaborate with Community Partners	Support Low-Income Individuals with Healthcare Assistance	Promote Cultural Exchange and Inclusivity
	Ensure Accessible and Inclusive Services	Encourage parents to actively participate in community events and initiatives					
		Facilitate effective communication and collaboration between parents and teachers					
		Provide parents with easy access to resources such as books, articles, online tools, and other educational materials related to parenting					

ECLA'S PROGRAMS AND SERVICES

HOW WE MEASURE SUCCESS

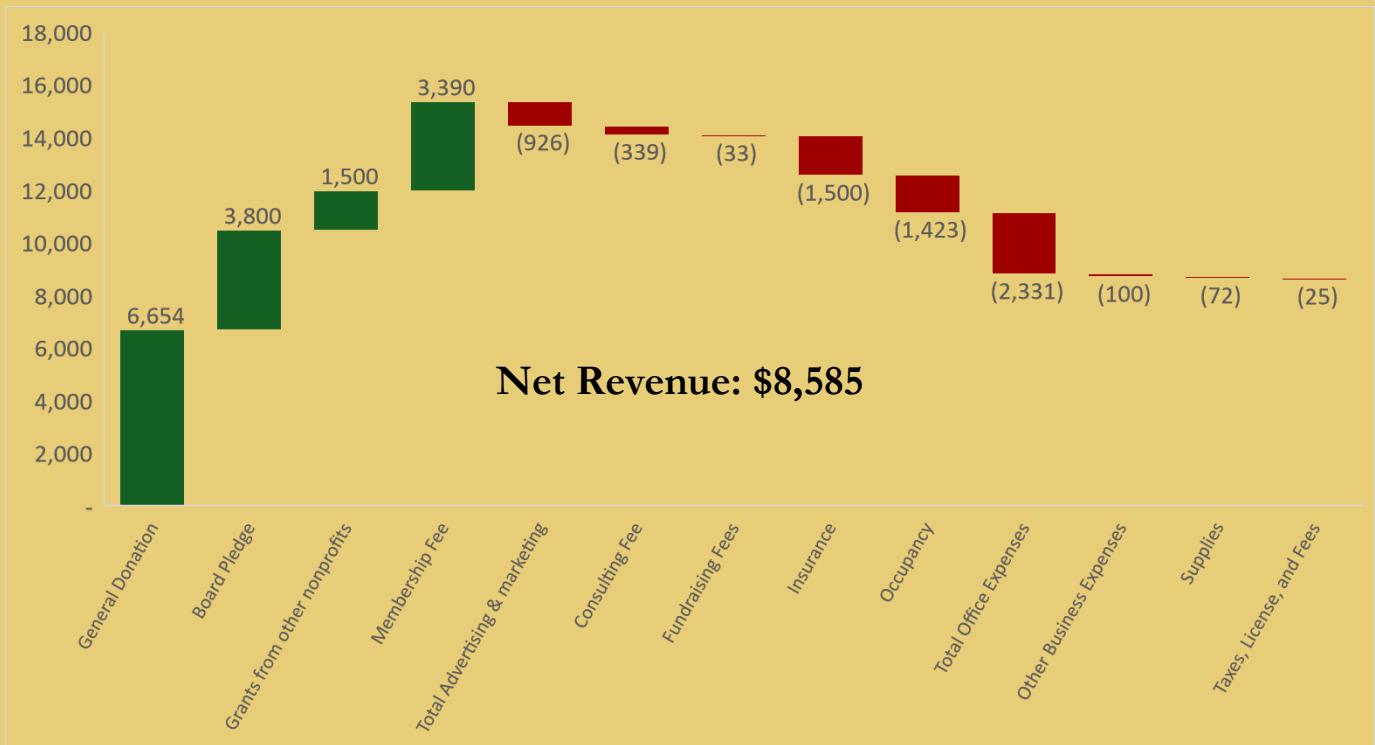
Youth Program Goals	Child Development Program Goals	Parent Education Program Goals	Seniors' Program Goals	Immigration Service Goals	Mental Health Service Goals	Medical Health Service Goals	Social & Cultural Program Goals
<p>Implement Year 1, baseline, to reflect reach and impact track attendance rates for program activities, events, or sessions to indicate the level of engagement and commitment of the youth participants.</p>	<p>Year 1 set baseline, Measure the progress of clients receiving ABA services by tracking their individual goals, behavior reduction, and skill acquisition. Measure the reduction in targeted challenging behaviors for clients receiving ABA services, by tracking the frequency, intensity, and duration of such behaviors.</p>	<p>Implement Year 1, Track the number of parents or caregivers who participate in the training sessions to measure reach and engagement of the program, Increase by 20% each year. Conduct surveys or feedback forms to gather participant satisfaction ratings to ensure the quality and effectiveness of the parent training services. Utilize pre and post training assessments to measure the increase in knowledge and understanding. Measure the number of participants who refer the parent training services to others, a high referral rate indicates satisfaction and value perceived by participants.</p>	<p>Measure the number of actively participating seniors in the program to reflect the program's reach and its ability to engage and serve the target population, implement Year 1, utilize sign in sheets at all events, increase by 25% each year for the next 4 years. Track the number of quality partnerships formed with other organizations to evaluate the program's ability to leverage resources and provide comprehensive support to seniors.</p>	<p>Implement in Year 1, measure the total number of applications received for this program to determine its popularity and attractiveness to potential immigrants. Baseline Year 1, then 20% increase for each of the next 4 years.</p>	<p>Implement Year 1, set baseline, Measure the number of clients referred to other mental health specialists or external resources due to specialized needs beyond the organization's scope to indicate its ability to identify appropriate referrals and collaborate with other service providers for comprehensive care. Conduct regular surveys or feedback sessions to measure the satisfaction levels of clients regarding the services they received to provide insights into the quality of care and the organization's ability to meet client needs.</p> <p>Year 2: Measure the level of community involvement, such as the number of partnerships with local organizations, educational workshops conducted, and public awareness campaigns initiated to reflect organization's impact on community well-being and its ability to create a supportive network</p>	<p>Year 1 baseline, Evaluate the organization's involvement in community outreach programs, health education initiatives, or partnerships to measure the impact on the local community's health and well-being.</p>	<p>Implement year 1, set baseline, Measure the representation and inclusivity of different cultures within the organization by tracking the number and percentage of individuals from diverse cultural backgrounds actively engaged in cultural events, programs, and decision-making processes. Measure the percentage of participants who demonstrate increased knowledge and understanding of different cultures. Track the number of attendees, volunteers, and participants in cultural festivals, and other community-based initiatives. Track the revenue generated by cultural events, tourism related to cultural attractions, and the number of jobs created in the cultural sector. Track the level of engagement and reach of cultural content shared through social media platforms by tracking metrics such as likes, shares, comments, and followers on social media channels dedicated to promoting cultural events and initiatives.</p>

ECLA'S PROGRAMS AND SERVICES HOW WE MEASURE SUCCESS (CONTINUED)

Youth Program Goals	Child Development Program Goals	Parent Education Program Goals	Seniors' Program Goals	Immigration Service Goals	Mental Health Service Goals	Medical Health Service Goals	Social & Cultural Program Goals
<p>Implement Year 1, baseline, Measure the number of successful mentoring relationships. Increase by 20% each year.</p>			<p>Track improvements in the physical and mental well-being of seniors participating in the program, implement Year 1, conduct surveys to measure changes in health indicators such as decreased loneliness, reduced hospital visits, improved mobility, baseline Year 1, 15% increase each year thereafter.</p>	<p>Implement in Year 1, Track sign in sheets at educational workshops, Year 1 baseline, then increase by 20% for each of the 4 years.</p>			
<p>Implement Year 1, set baseline, conduct follow-up assessments or surveys with former participants to evaluate the long-term impact of the program to determine the program's effectiveness in creating lasting positive change in the lives of youth.</p>			<p>Monitor the number of volunteers engaged in the program and their levels of satisfaction to reflect the program's ability to attract and retain volunteers who contribute to the program's activities and services, implement Year 1, baseline year 1, increase by 5 volunteers each year.</p>	<p>Evaluate the diversity of immigrants in terms of nationality, ethnicity, and socio-economic status to evaluate program's inclusivity and its ability to attract immigrants from various backgrounds-implement Year 1, utilize surveys and feedback forms at events to inform next steps.</p>			
<p>: Implement Year 1, set baseline, Monitor the level of engagement and involvement of program participants in community service or volunteering activities. Aim to increase participation levels by 20% each year.</p>			<p>Evaluate the program's ability to reach, implement Year 1, utilize senior center sign in sheets and DPSS dashboard to monitor success rates, baseline Year 1, aim for a 60% success rate for applications submitted in Year 1, increase by 10% each year.</p>	<p>Program's calculated efficiency in processing and evaluating applications has a success rate of over 60%, Implemented in Year 2 and increasing by 10% for the next 3 years.</p>			

FINANCIALS

Revenue and Expenditures (January—August 2023)



Financial Position

Retained Earnings	22,307
Opening Balance Equity	9,642
Net Revenue	8,595
Total Equity	40,543

ECLA Acknowledges

\$1500 grant award from the Conrad Hilton Foundation.

\$750,000 federal grant through a fiscal sponsor, African Communities Public Health Coalition, a nonprofit

Heartfelt thanks to all our 2023 donors.

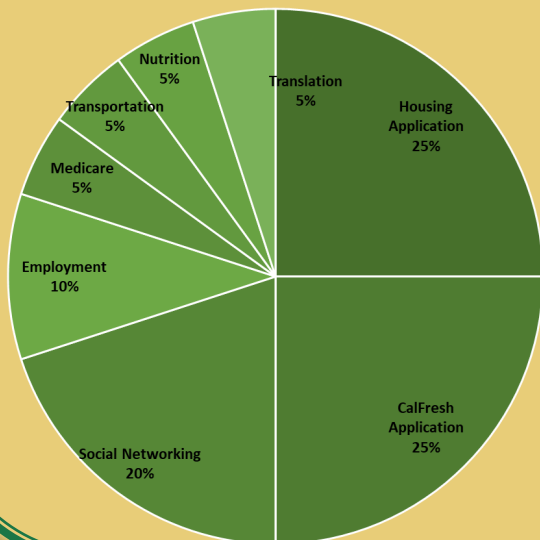
ENGAGEMENT

We define success to mean that we are effectively reaching goals that achieve our mission while seizing other unexpected opportunities. We alleviate stressors in the lives of the people we serve by forming a bridge to the human and material resources, and capital in our city. As a bilingual organization we are uniquely positioned to serve the diverse Ethiopian immigrant communities by serving as the go-to source to tap into the various artistic talent for filmmakers, educational institutions, hospitals, and other local businesses.

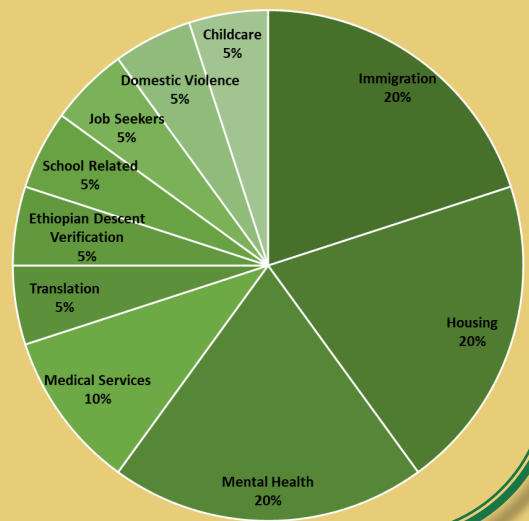
ECLA Events

- * Black History Month
- * Book signings
- * Financial Education
- * Immigration
- * Mental Wellness
- * Parent Training
- * Soccer Skills Practice
- * Tutoring
- * General Assembly
- * Elections
- * Dinner Gala
- * Spring Picnic
- * Volunteer Recruitment

Seniors One Stop Usage Percentage



Call Center Usage Percentage



OUR SUPPORTERS

We believe in collaboration and always look for opportunities to forge new partnerships. Our collaborators share their knowledge, skills, and expertise freely helping us cut our costs drastically. The goals we set are realistic, measurable, and quantifiable allowing our budget to be a tool for meaningful success, and our forecast therefore becomes a meaningful gauge of performance.

It is with much gratitude that we highlight the following gifts:

\$5000

Premier Drive
Associates, LLC

\$2,100

Anonymous
Group

We want to also let all our numerous members and supporters who have heeded our call this year and donated gifts ranging from \$10-\$500-you are our sustainers!

We would not be here without your continued support.
Thank you.

POWER IN COMMUNITY

We experience success when our leadership is holding space and taking initiative to nurture our community and expends energy and time to follow through with logistics and implementation of our endeavors. We measure success by testing the strength of our relationships and the impact of our actions. We take risks and push ourselves to the limits to pursue what we believe in. We play a vital role in our community by striving for a more inclusive and equitable space.



ECLA, addressing social problems and challenges.

ECLA, strengthening the voice of civil society.

