

CALIFORNIA EMERGING TECHNOLOGY FUND

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ORGANIZATION PROFILE: ORGANIZATION NAME DATE

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	Familia Unida Living with Multiple Sclerosis
Name(s) of Principal(s) and Complete Titles	Irma Resendez, Executive Director
Contact Information (complete)	Irma Resendez, Executive Director 4716 E. Cesar Chávez Ave. Building A Los Angeles, CA 90022 (323) 261-5565 Fax (323) 261-5579
Name of Program or Project (if different from organization)	
Geographic Location or Focus of Program or Project	Los Angeles County
Demographic Overview of Focus Community or Population	In 2006 we provided over, 23,000 services to 18,000 clients including their families per year. At least 65% of our clients are immigrants, and 59% are Latino. Increasingly, persons seeking Familia Unida's services are multicultural individuals such as Asian (Chinese, Mandarin, Japanese, Filipinos), African-American, and from other underserved groups.
Description of Program or Project named above <ul style="list-style-type: none">o Goals	We hope to expand and strengthen our delivery of consumer information and advocacy and provide the most up-to date-information on health related issues to non-English speaking and limited English speaking, multicultural individuals and families residing in Los Angeles County and surrounding communities, who have been affected by Multiple Sclerosis or other disabilities. This project will allow us to update and maintain our current website with information related to holistic/natural medical practices currently available. It will also showcase an innovative service model that is interactive, engaging and shared with other community based organizations, healthcare providers, social justice stakeholders including elected officials and the community at large in hopes of others becoming interested in replicating our service model in a manner that compliments their mission, values,

CALIFORNIA EMERGING TECHNOLOGY FUND

	<p>programs and services.</p> <p>Our ability to provide accurate, up-to-date and timely information to our client/members is strongly linked to our ability to maintain our current website and on-ground technology support to staff, clients and volunteers. Therefore, we are requesting funding to assist in the underwriting of a salary for a technology specialist. <i>Our goal is to provide the most up-to-date information related to telecommunications and other related issues to our clients/members.</i> We are interested in enhancing our website so that it is a premier model that other community-based agencies that serve the disabled to replicate.</p> <p>This project will have a long-term impact on our clients, staff and the disabled community. There is much evidence to suggest that disabled people are less likely to be afforded the same rights as able-bodied workers in current medical and alternative medical practices, accessing jobs, equal employment rights and equal access to the workplace. Approval of our funding request will assist us in using technology provide current and relevant information to our disabled clients, and the community at large.</p> <p>Additionally, we believe that the upgrading of the website to include the digital stories will provide assist clients to understand that they in fact are “not alone”. The digital stories will present the challenges and successes of people with disabilities, in several languages with the aim of inspiring and encouraging everyone that uses the website. We hope that this website will serve as a model to other community-based agencies that serve people with disabilities.</p>
<ul style="list-style-type: none"> ○ Objectives 	<p>Our specific objectives are as follows:</p> <ol style="list-style-type: none"> 1. Develop an innovative website within 90 days of award that will provide information on employment, social services, community resources and digital stories. 2. Make our current website more accessible to our disabled users 3. Keep our technology on-line and up-to-date 4. Hire a Technology Specialist within 30days of award.
<ul style="list-style-type: none"> ○ Strategies 	<p>Our strategy will be to hire a technology specialist that will also act as a webmaster. There responsibilities will be to maintain and continuously update the website, assist with the maintenance and modification of existing applications, and with writing system proposals, assisting with diagnosing and resolving software and hardware problems, and defining users and security levels, assist in troubleshooting the upgrade and maintenance of the networks, and assisting in training clients in the</p>

CALIFORNIA EMERGING TECHNOLOGY FUND

	use of technology.
o Actions	<p>Our action will be to: Hire a technology specialist Update the current website to ensure that it continues to be: -culturally appropriate -Bobby approved</p> <p>Add new informational sections to the website that will include; digital storytelling, alternative medical practices (using botanicals as part of treatment, for example), current medical practices, discussion on assistive devices, job and other employment information, etc.</p>
o Outcomes	The outcome will be an interactive, well maintained website that will have the most current information related to medical and social issues related to people with disabilities.
o Brief History (when was the organization founded or when was the program launched?)	<p>Familia Unida Families Living with Multiple Sclerosis (FULWMS), a non-profit, 501 (c) (3), founded in 1991 by its Executive Director, Irma Resendez, as the first bilingual program in the United States to provide services targeted to Latinos diagnosed with Multiple Sclerosis (MS). Since its formal incorporation in 1998, FULWMS has evolved as a unique organization who's mission is to provide unconditional love, support and services to people affected with MS that require multicultural and multilingual services.</p> <p>FULWMS has programs and services that are targeted to non-English speaking populations diagnosed with Multiple Sclerosis (MS) and other debilitating diseases; that include speakers of all languages but more particularly, Spanish, Mandarin, Cantonese, Japanese, Filipino and American Sign Language. Currently, FULWMS provides 23,000 services to over 18,000 individuals and families of various cultures, backgrounds and languages annually. Our program serves people who have physical, mental and learning disabilities, including the hearing impaired and limited mobility.</p> <p>In 1990, Ms. Resendez was diagnosed with MS at the age of 28. Paralyzed from the waist down for almost a year and told that she would never walk again; despondent and confused – she soon found that culturally sensitive information and resources were not available or accessible to Spanish speaking MS patients. In spite of her condition, Ms. Resendez committed herself to the task of researching the disease and its impact on the Latino community; developing resources; and informing not only the Latino community but also the medical community about MS's affects on minority populations and the</p>

resulting cultural/ethnic needs of each.

Ms. Resendez has been instrumental in developing community awareness and enhancing the level of awareness and understanding within the medical community about the growing number and unique needs of multicultural groups diagnosed with MS. Ms. Resendez's determination to advocate for these populations has resulted in the development of the effective programs offered by FULWMS that significantly impact lives, organizations, and the medical industry across communities and cultural boundaries throughout the State of California and the United States. Since its inception FULWMS has expanded its service provision to include various types of disabilities and cultures. However, the primary focus is serving individuals and families affected by the implications of multiple sclerosis.

FULWMS is also recognized for its ongoing commitment to ensuring cultural sensitivity on a national level. Executive Director, Irma Resendez, has collaborated with projects across the country to provide culturally sensitive trainings and teach organizations to work with diverse populations. Both Ms. Resendez personally and FULWMS as an agency has received national and international recognition and awards by elected officials; the federal government; in print media; radio; and television. The program has been highlighted frequently in media outlets including television, radio, newspaper in various languages (Mainstream Media – English – ABC 7, 9, 28 and others including Los Angeles Times, Spanish media outlets – such as La Opinion, Hoy & El Classificado, Channel 34, 52 and 22 , Chinese Herald, and Chinese Radio). Familia Unida has conducted over 75 media interviews to date and continues to be a leader as it relates to social justice, disability awareness, healthcare , multicultural awareness and or disabilities. In August 2006 Ex. Director was recognized in La Opinion (Number one Spanish Language Newspaper in the Country) as one of 80 Latino Leaders in California when La Opinion celebrated their 80th Anniversary as a newspaper. FULWMS programs have been lauded as a strong service delivery model. In fact, Familia Unida was recognized by the Social Security Administration, as the only agency with a Benefits Planning Assistance and Outreach Project in the country to provide multilingual direct services. Familia Unida was ranked in the top 10% outstanding projects in the United States, according to the Social Security Administration (SSA) Project Officer Representative, Dana Bourne in 2001.

FULWMS mission is to provide “unconditional love, support and services to individuals affected by multiple sclerosis and to maximize their quality of life. Our core values are to be proactive, culturally

CALIFORNIA EMERGING TECHNOLOGY FUND

	<p>sensitive, and to strongly advocate on behalf of our clients for access to essential health services and support programs. We also train clients to also be proactive and empowered with the skills to make effective and affirming life decisions. “No Estas Solo”/“You are Not Alone,” is our core motto which motivates the organization’s management, staff, volunteers and board of directors to ensure that all clients feel supported, empowered, and play a proactive role in their own well-being, health care and life decisions.</p> <p>FULWMS maintains a diverse Board of Directors, Advisory Council members, staff and committed volunteers that are representative of the population we serve. There are currently eight Board of Directors.. Our board of directors represent diverse backgrounds and a special interest in Multiple Sclerosis, disability, healthcare, public & media relations, community and government affairs, financial advisors, philanthropic entrepreneurs and social justice</p>
<ul style="list-style-type: none"> ○ Size and Magnitude of Program or Project <ul style="list-style-type: none"> ▪ Number of People Served, Involved, Impacted 	<p>In 2006 we provided over, 23,000 services to 18,000 clients including their families per year. At least 65% of our clients are immigrants, and 59% are Latino. Increasingly, persons seeking Familia Unida’s services are multicultural individuals such as Asian (Chinese, Mandarin, Japanese, Filipinos), African-American, and from other underserved groups.</p>
<ul style="list-style-type: none"> ▪ Annual Budget, Percentage of Earned Income and Staff 	<p>Our annual budget is \$560,000. We have not earned income. Our programs and services are very staff intensive and we estimate that at least 65% of our budget goes toward staffing.</p>
<ul style="list-style-type: none"> ▪ Funding Sources and Partners 	<p>Funding Sources: Social Security Administration \$ 900,000 over three years California Endowment \$ 350,000 ends June 2007 We partner with a number of community-based, private and public organizations that include the Social Security Administration, One-Stops, Medical Centers, churches, health-care centers and the Regional Centers.</p>
<ul style="list-style-type: none"> ○ Results and Evidence of Success <ul style="list-style-type: none"> • Metrics for Evaluation Progress 	<p>The major function of the evaluation process under this application will be to monitor the activities of each objective. Each activity has outcomes that must be achieved within a specific timeframe and these outcomes will be measured. Demographic information will be collected on the target group, including number served, race/ethnicity, gender, age and educational level. An online satisfaction surveys will be available to rate the website’s overall helpfulness and usability.</p>

CALIFORNIA EMERGING TECHNOLOGY FUND

<ul style="list-style-type: none"> • Change in Outcomes or Metrics Over Time • How long does it take to secure results for the program above? 	<p>Funding for this project will have an immediate impact on our clients/members, staff and community members.</p> <p>We anticipate hiring the technology specialist within 30 days of the announcement of funding.</p>
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Note: By submitting the Organization Profile you are agree that the:

- Your Organization expressly grants permission to post the submitted information in a public area of the CETF website,
- Statements and representations made about your non-profit are true and contain falsehoods, and
- Your Organization will keep the information updated either on its own or at the prompting of CETF to ensure that it remains true and accurate reflects the current status and historical operating results of your organization.

You also give CETF the right to share the information with its Board, officers, employees and agents in printed documents as the Fund seeks to share examples.

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