

CALIFORNIA EMERGING TECHNOLOGY FUND

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ORGANIZATION PROFILE: ORGANIZATION NAME DATE

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	PILIPINO WORKERS CENTER OF SOUTHERN CALIFORNIA
Name(s) of Principal(s) and Complete Titles	Aquilina Soriano - Executive Director Mike Blockstein – Program Consultant
Contact Information (complete)	153 Glendale Blvd., 2nd Floor, Los Angeles, CA 90026 (213) 250-4353
Name of Program or Project (if different from organization)	Mission Bayanihan: Youth Media and Civic Engagement in P-Town
Geographic Location or Focus of Program or Project	Historic Filipinotown and connecting communities in Los Angeles City
Demographic Overview of Focus Community or Population	The focus community of this project is the Filipino American community of Los Angeles with most activities occurring in and around Historic Filipinotown. Filipino Americans make up the largest group of Asian Americans in the city of Los Angeles. A majority of the population are immigrants in Historic Filipinotown with 85% of them immigrants a large newly arrived population. The household median for Filipinos is only \$32,394 as compared to \$58,499 for the County of Los Angeles. The Per Capita Income is \$15,143 as compared to LA County which is \$19,506. 16% of Filipino households are living below poverty level as compared to 7 % of the LA County. The project will have a particular focus on youth acquiring digital media skills and applying them in a way that will lead them to interact with and create work about Historic Filipinotown, helping to build a greater sense of community through civic participation.
Description of Program or Project named above o Goals	Program Description: PWC, working in collaboration with Public Matters, will develop a year-round youth media and civic engagement program for high school students that explores and publicly displays media-based content about Historic Filipinotown’s history, culture and significance. This request is for the initial planning and pilot program phase of what will eventually be a three-year long project that culminates with the creation of a street-level multimedia installation that will be part of PWC’s new building to be completed in 2010. Program Goals: Through this program, PWC youth will become experts, advocates and content producers about Historic Filipinotown. PWC will become the producer, creator and exhibitor of neighborhood-based media content that reaches and engages a culturally diverse and inclusive group of residents inside and outside of the

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	neighborhood, increasing its organizational capacity and elevating the community's profile.
○ Objectives	Program Objectives: to create a sustainable youth media and civic engagement program that provides professional and educational opportunities for PWC youth through digital media while stressing how media can be applied to civic goals; and to enhance the visibility of Historic Filipinotown and foot traffic in the neighborhood through interactive, creative, media-based educational projects that highlight its rich history, character and conditions.
○ Strategies	Strategy: PWC and Public Matters will conduct an initial planning phase between January-March 2008. During this time the youth program, curriculum and implementation goals and strategies will be developed and an advisory board of community members, businesses, churches, non-profits and residents will be convened. The youth media pilot program will begin in April 2008 and run until the end of the year.
○ Actions	Actions: PWC youth will create the first in a series of media-based pieces exploring themes related to Historic Filipinotown. These will be launched as a "Mobile P-Town Tour" that leads audiences to different destinations and interactions in the neighborhood, available through podcasts, downloads, and online. A dozen neighborhood sites of significance will feature clues embedded on the site. Participants who complete the actual neighborhood tour and correctly answer the clues will receive a full-scale DVD version, access to a Historic Filipinotown social networking site, and discounts to local businesses and community-wide events.
○ Outcomes	Outcomes: Through this initial phase PWC will have laid substantial groundwork for a sustainable youth development program; students will gain training in digital media production, learn, create work, and publicly screen their work about Historic Filipinotown; and PWC will have the completed the initial stage of a permanent publicly accessible digital archive of Historic Filipinotown while creating programs that bring new audiences into the neighborhood.
○ Brief History (when was the organization founded or when was the program launched?)	<p>Pilipino Workers' Center was formed in 1997, on the idea that all individuals deserve a high quality of life. This means that we are entitled to safe working conditions, living wages, decent living conditions, access to quality healthcare and basic human dignity. We provide services and resources that help meet the immediate needs of Pilipino workers and their families while organizing for long-term change.</p> <p>For the past 10 years, PWC has developed solid community-based programs that serve Filipino workers and their families. This includes case-management, legal assistance, trainings, leadership development programs and civic participation campaigns.</p>
○ Size and Magnitude of Program or Project	<p>Number of people served: 30 Number of people involved: 100 Number of People Impacted: 7,000</p>
▪ Number of People Served, Involved, Impacted	

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<ul style="list-style-type: none"> ▪ Annual Budget, Percentage of Earned Income and Staff 	<p>Annual Budget of Organization: \$210,000 % of Earned Income: 1% % of Staff: 75%</p>
<ul style="list-style-type: none"> ▪ Funding Sources and Partners 	<p>Funding: The California Wellness Foundation, The California Endowment, Liberty Hill Foundation, The Women’s Foundation of California, The Ford Foundation, Communities Empowering Youth Program (Federal), The Ralph Parsons Foundation, individual donors and a small economic development project of PWC Partners: Public Matters, Filam Arts, Search to Involve Pilipino Americans, Filipino American Service Group, Inc.</p>
<ul style="list-style-type: none"> ○ Results and Evidence of Success <ul style="list-style-type: none"> • Metrics for Evaluation Progress 	<p>(1)The creation of a community advisory board (2) The creation of the program curriculum (3) The recruitment of 15 youth to participate in the training and production process with pre- and post- test to measure their increase in technical and communication skills and their understanding of Historic Filipinotown. (4) The completion of the first DVD in a series about Historic Filipinotown and the first “Mobile P-Town Tour.” (5) Acquisition of equipment and infrastructure necessary for the continuation of the youth multi-media program (6) Audience participation: size, number of visitors to sites, local businesses and organizations, and online; use of discount coupons; downloads and calls to “The Mobile P-Town Tour” number.</p>
<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>The results listed above will be results that will happen within the first year period of the program. The complete project will take 3 years. Full maturation of the program’s impact on youth (developmentally and technically), on building community awareness and visibility, creating a comprehensive digital archive about P-Town, and creating the street-level multimedia installation that features videos, music and stories about P-Town life, history, culture and significance will require the full 3 years.</p>

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