

Paving the Way

An Official Publication of ΛΘΑ Latin Sorority, Inc.'s Pave the Way Foundation

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Off the Beaten Path

Upsilon Chapter uses a unique program to create awareness of violent gang

When the largest and most dangerous gang is growing in membership in your hometown, you take notice. When you're an LTA, you do more than notice — you educate.

Mara Salvatrucha 13 or MS 13 is an international, organized gang whose members are feared for their military fighting skills and unflinching attacks. Originating in El Salvador, it arrived in Los Angeles and continued to grow in Washington D.C., Maryland, New York, Texas, Nevada, Utah, Michigan, Virginia, Georgia, Florida, Canada, Guatemala, Mexico and many North and South American countries.

In northern Virginia and southern Maryland, MS-13 membership is estimated to be between 5,000 and 6,000 members, the largest

group in the area. Unfortunately, members as young as 11 years old have joined the gang. Many of them join because of the challenges they face being Latino in the United States. And sadly, when they join, it's for life.

As a chapter, Upsilon, at the University of Maryland— College Park, felt it was very important to bring gang awareness to the Washington, D.C. metropolitan

community. The Chapter hosted a two-part series



"Caminos de La Vida/Paths of Life" group photo

along with La Unidad Latina, Lambda Upsilon Lambda Fraternity Inc., titled "Caminos de la Vida/Paths of Life" with the objective of addressing the dangers of gang life.

The first part of the series fea-

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Beta Theta shines in service

Beta Theta Chapter at the University of Central Florida has spent the year raising money to provide a \$500 scholarship to a college-bound female in its philanthropy program, the YMC A Hispanic Achievers.

Many Beta Theta Sisters coordinated educational events for the children,

so that they can see what options they have when it comes to secondary education and professions.

Beta Theta also received three nominations for the third annual Hablando de la Salud de La Mujer conference, hosted by WMFE and presented by Orlando Regional Healthcare.

The Chapter executive board was able to attend the awards luncheon for free and was on-hand to accept the award.

The chapter was recognized for its service to the community. In addition, a brief listing of some of the Chapter's accomplishments was

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A "Caminos de la Vida/Paths of Life" speaker educates the audience

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...tured a documentary on the dangers of gangs. A question/answer session followed with a Prince George County (Maryland) official, in which he addressed the problems of gangs facing our community today.

The second part of "Caminos de la Vida/Paths of Life" consisted of a discussion with a former gang member, Juan Pacheco. As a gang member in his youth, he led a devastating life of violence and spent time for it in jail. Juan said that his jail time helped turn his life around. While it was difficult to get his life back on track, Juan funded his college education at George Mason University

through scholarships and graduated with degrees in Mathematics and Psychology in Spring 2006. He's not stopping here. Juan has now chosen a new path — that of becoming a pediatrician. What's more is that Juan now guides children to try to keep them from making the same mistakes. Some of his community activities include working with Barrios Unidos and managing the Kids Club/Computer Lab program.

"Juan has taught us the importance of getting a second chance and making it through higher education," said Leslie Hernandez, a Spring 2006 Upsilon Sister. "As a community we should defi-

nately strive to motivate the youth to succeed."

"Caminos de la Vida/Paths of Life" was highly commended by the University of Maryland administration, Greek Life department and the university's Hispanic Heritage Coalition.

Get Info: For information on this program, contact Leslie Hernandez at

soulemurgence4@yahoo.com

Get Educated: Check out www.msthirteen.com

Get Movin': Visit www.safeyouth.org/scripts/pros/community.asp to get programming ideas.

Congratulations to Upsilon

Chapter for winning two

prestigious awards at the

University of Maryland's

annual Hispanic Heritage

Month Banquet for Caminos

de la Vida/Paths of Life.

Honors included "Best

Educational Event" and

"Best Program of the

Month." Upsilon Chapter

also earned the "Best

Cultural Event" for its

Latino Style Dinner.

Beta Theta (continued from page 1)

listed in the event program.

Beta Theta Chapter was in good company — the only other organization that received an award was a group of four nuns.

"We felt both honored and privileged that an organization we did not know of heard so much about us, that they decided to give us an award even before meeting members of our organization," said Cristina Mercado, Beta

Theta Community Service Chair.

In other news, Beta Theta also co-sponsored "Block it Out With A Beat" with the Hispanic American Student Association and REACH as part of Hispanic Heritage Month. The event featured games, prizes, skits and free HIV testing. The purpose of the event was to educate Hispanics about the presence of HIV and AIDS among Hispanics.

Get Info: For information on this program, contact Cristina Mercado at

lambdaangel22@yahoo.com

You can also view photos of "Block it Out With A Beat" at www.mega981.com

Get Educated: Check out www.latinoids.org

Get Movin': Plan an event for National HIV Testing Day; visit www.hivtest.org for ideas.

Delta Alpha does health

Delta Alpha Chapter at the University of Georgia proves that community service doesn't have to end at the campus boundaries. The Sisters donated their time and talent to the Athens "Feria Latina de Salud" on Sept. 30.

"Athens is one of the poorest towns in Georgia," said Natalia Suarez, a Delta Alpha Sister. "In addition, its Latino population is rapidly growing and most are in poverty." Delta Alpha assisted in the communication between families and healthcare profes-

sionals including doctors and nurses. The event featured free diagnostic exams for cholesterol, diabetes, skin health, blood pressure, vision, height, weight, breast health and mammograms.

Get Info: For information on this program, contact Natalia Suarez at natissy08@gmail.com

Get Educated: Read more about this event at www.redandblack.com and search for Oct. 3 articles



Delta Alpha at Feria Latina de Salud in Athens, GA

Get Movin': Visit www.latinohalthaccess.org for programming ideas.

Chi Chapter hosts annual unity party with a purpose

Since 1998, the Notorious Chi Chapter at the University of Florida, has hosted a scholarship and charity fundraising party called Unity Jam. The traditionally Hispanic Heritage Month event is coupled with an annual community canned food drive competition with all food being donated to a local homeless shelter, the St. Francis House.

The chapter culminates the end of the canned food drive with the unity party sponsored along with other Greek and collegiate organizations across Florida and the Southeast United States. Attendees can gain discounted admission by also contributing a can at the club. Literally thousands flock to Gainesville every Fall to party for a cause. More than 50 Greeks and collegiate organizations have participated in the event's nine year history, including all NPHC, NALFO

and MGC fraternal organizations. The Chapter also hosts a Greek Penny War on campus to promote the event and raise additional money. This year Omega Psi Phi Fraternity won the contest.

Unity Jam has benefited the Sept. 11 Widow and Children of Firemen Fund, the Boys and Girls Club, the Hurricane Andrew relief fund, the United Negro College Fund, the Hispanic Scholarship Fund and Hurricane Katrina victims among many more.

The 9th annual Unity Jam took place Oct. 14 in Gainesville, Florida with 16 participating organizations. Chi Chapter will donate \$500 to the Pace Center for Girls and two \$250 scholarships to deserving college students.

"Unity Jam is an important time at the University of Florida because it presents

an opportunity for all Greek organizations and non-Greek organizations to participate in a philanthropy that sends the proceeds right back to the students and the community — through scholarships and a financial donation to a charity," said Maryam Laguna, Unity Jam chairwoman.

Get Info: For information on this program, contact Maryam Laguna at

maryamlaguna@gmail.com

Get Educated:

Check out www.pacecenter.org for more info on the Unity Jam 2006 Chosen Charity.

Get Movin': Visit www.bgca.org to find a local Boys and Girls

Club to volunteer at near you.



Chi Chapter Sisters at Unity Jam on Oct. 14th

Meet Your "Behind the Scene" Team



Kimberly Lopez

Alumnae Association Chair

alumassoc_chair@lambdalady.org

Chi, SP01

Earning her law and master's degrees at the University of FL



Ashley Cisneros

Alumnae Association Co-Chair

alumassoc_cochair@lambdalady.org

Chi, SP02

Works as a magazine editor of a teen magazine



Blanca Torres

Alumnae Association Treasurer

alumassoc_treasurer@lambdalady.org

Gamma Beta FS, SP01

Works as a retail and consumer issues newspaper reporter



Claudia Barrera

Alumnae Association Secretary

alumassoc_secretary@lambdalady.org

Epsilon, SP93

Works for Lehman Brothers in New York City



Tips for Successful Corporate and Foundation Fundraising

<http://www.community.officedepot.com/fundraisingtips.asp>

In public companies, dollars allocated to philanthropy take away from Earnings per Share. Therefore, they must be justified to shareholders. Still, public companies must make a commitment to making a difference. They must decide who they're going to partner with - and why - based on the mission statement and the core values of the corporation. A public corporation's philanthropic priorities and interests are usually publicly stated in its community annual report, in a brochure or on its website.

Fundraisers owe it to themselves and to the corporation or foundation to do their homework and background research. Why spend time and money sending a proposal to a corporation that clearly states that it is not interested in funding your type of organization, or the type of project you are proposing? A brief time spent conducting research on the Web can reveal a wealth of information. Before sending an inquiry letter or a cover letter for a proposal, review it to make sure it demonstrates that you have taken the time to do your preparation.

Presenting Your Organization

Most proposals focus on what an organization does. Few focus on what is unique about what they do or what distinguishes them from the competition -- and other nonprofits are competition. Few of them offer any solid metrics about what they accomplish. Before visiting a corporation or foundation, it is important to know and understand its programs. It is ill-advised to ask for the "sun, moon and stars" in an initial request. It is usually better to start with "baby steps" by suggesting a program that can start small and develop over time. Organizations need to appreciate that Office Depot is a brand (as are other corporations). Every company protects its brand and brand reputation, so it must do its due diligence to ensure that a potential nonprofit partner is consistent with its brand. What will cause Office Depot or another corporation to sit up and take notice? Measurable impact, differentiation from other nonprofits, information about how a program is structured and similar details are critically important. It is also important to understand timelines. Office Depot works within a budget year and plans its budget far in advance. To make a request for an event that is happening within a week is unrealistic, or to ask for \$100,000 in a year is unrealistic. How familiar are you with your own financial statements? If an official from a corporation or foundation has questions for you, are you able to explain changes in your balance sheet or cash flow?

Presentation Materials

Funders typically do not want or need big packages of information. Collateral materials created by many nonprofits tend to be either overdone or underdone. Materials must highlight what the organization has accomplished. For example, what were your goals three years ago and what have you accomplished? What were your goals two years ago? One year ago? What are your goals this year? What are the specific programs for which you are seeking support? How is the money going to be used - and how is it going to be measured?

Need grants for your educational program for children?

Check out these sites:

Office Depot:

[http://www.community.officedepot.com/
local.asp](http://www.community.officedepot.com/local.asp)

Staples:

[http://www.staplesfoundation.org/
foundapplication.html](http://www.staplesfoundation.org/foundapplication.html)

Got philanthropy news?

TELL US ABOUT IT for the Spring edition of
Paving the Way!

Please send an e-mail to

alumassoc_cochair@lambdalady.org

with 1-2 paragraphs about your event and any supporting info including fliers, photos, thank you letters, etc.

Deadline:

3/31/07, 11:59 p.m. EST