La Plazita Institute Impact Model

WHAT IT TAKES
- Generosity
- Sweat
- Earth
- Collaboration

WHAT WE KNOW
- Familial culture can heal
- Leadership is learned
- Change starts within
- It's a marathon, not a sprint
- We are who we serve

WHAT WE DO
- Personal Development
  - Life Skills
  - Self Discovery
  - Positive Communication
- Cultural Healing Services
  - Sweat Lodge
  - Mexican-Indian Services
  - Talking Circles
  - Traditional Healing
  - Indigenous Languages
- Family Wellness
  - Parent Engagement
  - Family Events
  - Relationship Support
- Institutional Engagement
  - Schools
  - Courts
  - Jails & Prisons
  - Service Corps
  - Food Corps
- Community Engagement
  - Cesar Chavez Day
  - Make a Difference Day
  - Farming
  - Pow Wows
  - Harvest Festivals
  - Reducing Disparities
  - Trade Shops

WHAT WE BUILD
- La Plazita Impact
  - Leadership
  - Public Safety
  - Family Wellness
- Local Products & Employment
- Education
- Influence in Community
- Cultural Connections

WHAT WE KNOW
- Love
- Honor
- Respect
- Family

La Plazita Institute
Serving New Mexico's Youth, Elders, and Communities
La Plazita's program model is founded on these core ideas: that all people have the potential to lead; that you can’t help anyone until you’ve helped yourself first; that this work is a marathon, not a sprint; and that they are who they serve.

**Institutional Engagement** – Through working with local, state, and national institutions, La Plazita Institute leverages resources for its community, improves policies and practices within the respective institution, provides services to those without access such as prisoners, and ultimately initiates relationships between a variety stakeholders for a collective impact.

**Cultural Healing Services** – Primarily serving Native and Latino people in Albuquerque and correctional facilities throughout New Mexico, a cultural emphasis exists in all of its work. Cultural preservation of fading traditions against those of the dominant culture is a priority of La Plazita, and they offer language training, talking circles, sweat lodge ceremonies, traditional Mexican services as well as curanderos(as) – traditional healers. These services address spiritual, health and social needs of the community in culturally relevant ways.

**Local Products & Employment** – La Plazita fosters increased employment among its participants through the trade training and life skills development. As the young adults learn to handle their fear, anger, and failures in a healthy way, as well attain conflict resolution and communication skills in the Make a Change program, they’re employability increases. Compound that with new knowledge and training in a particular trade, and they are more likely to make a living wage and less likely to commit crimes. The farming, craft shops, and silkscreening training programs enable local product development of fresh produce, ceramic products, jewelry, and clothing. Additionally, it encourages entrepreneurship and strengthens the local economy of Albuquerque, New Mexico.

**Influence in Community** – The leadership skill and ability of participants increases as they progress through La Plazita's programs. As they learn their trades, become more knowledgable of cultural traditions and build relationships with elders it makes their influence in the community enhanced, due to increased respect of peers and developed sense of self-determination.

**Education** – Many of the participants who go through the Make a Change program are supported and inspired to finish their high school degree or attain a GED. In addition to that, the garden program worked with over 1500 different youth last year, teaching them the science of agriculture and product development.

**Cultural Connections** – The cultural services offer the community and program participants an opportunity to stay connected to their traditional culture and maintain familial values and practices. This applies to the 50-plus indigenous tribes that were affiliated in 2012, when over 2,000 people participated.

**Leadership** – Participants turn into leaders in La Plazita often by becoming instructors, volunteers, staff and mentors.

**Public Safety** – Increased employment, healthier relationships, and higher graduation rates for the target population means less crime in their communities, and greater public safety.

**Family Wellness** – Increased employment means greater economic stability for families; access to and knowledge of traditional healing practices and affordable fresh produce enables improved health; and healthier relationships within families means less domestic abuse and happier children – equating to family wellness.

**Love, Honor, Respect, Family** – These are the cultural values that everything La Plazita does is infused with and founded upon. By promoting and employing these values in their program, participants witness these concepts at work and develop their own internal faculties in how to use them.

### LOGIC MODEL KEY

**WHAT IT TAKES**

- **Generosity** – La Plazita relies on the spirit of generosity to attain some of the key resources it needs to employ to make an impact. Foundation grants, individual large donors, and grassroots fundraising are the main streams of financial revenue.
- **Sweat** – Also known as human capital, labor, is a precious resource La Plazita utilizes in its program model. La Plazita sees the most important work in their program not coming from the excellent service workers as well as its board members and community volunteers invest time and sweat into making it an effective organization.
- **Earth** – La Plazita not only relies on land plots to create sweat lodges, educational facilities and farms on, they also need sunlight, water, and soil to cultivate fresh produce and develop products. Earth is an essential resource in their program model.
- **Collaboration** – The willingness of government agencies and community groups to work together strategically to create a collective impact is considered a resource of its own, and it’s what makes La Plazita’s model unique. They have leveraged partnerships with key stakeholders in order to make their farming operations sustainable and their recidivism rates decrease. Some partners include Albuquerque Public Schools, University of New Mexico, the Adjudicated Youth program, local judges, law enforcement agencies, and public defenders.

**WHAT WE KNOW**

- **Personal Development** – The Make a Change programs for “thugs” (young men), “sisters” (young women) and parents offer life skills training and support for young adults who want to make a change in their lives. These programs guide community members to discover their true selves in the spiritual sense, as well as model positive communication methods to express themselves in personal and professional situations. They also give parents the opportunity to organize and support the youth, as well as help themselves.
- **Family Wellness** – The life skills offered in the Make a Change program as well as the cultural services offered address creating healthy relationships within the family, between parents and in community. La Plazita has also give parents a chance to spend time with their families that is affordable, culturally relevant, and welcoming. Men can become better parents and romantic partners, as can the women who participate in the programs.
- **Community Engagement** – La Plazita creates frequent opportunities to bring their community together for one-time or multiple programs. Cesar Chavez Day, Make A Difference Day, Pow Wows and Harvest Festivals are examples of big events that foster community unity, cultural preservation, and/or social justice. Ongoing activities such as farming, organizing to reduce disparities, and trade mastery also offer a deeper experience with shared goals. Participants in the trade programs have the opportunity to learn silkscreening, ceramics, farming, carpentry, maintenance, and traditional craftsmanship.
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**WHAT WE DO**

### WHAT WE BUILD

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